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Global Sport Business Association
Conference Abstracts



The effects of Gender on Perceptions of Team Twitter Feeds

Galen Clavio & Patrick Walsh, Indiana University
Pat Coyle, Coyle Media Group

Investigations of social media audiences in sport have tended to focus on social media users as a collective group, but the growth and changing nature of sport marketing and sport communication requires more precise analysis of audiences and their tendencies. This study utilized survey methodology to examine Twitter users of six major professional sports teams in North America, with a focus on gender differences among those social media-enabled fans. Specifically, the study asked users to rate various functions of the teams' official Twitter feeds, focusing primarily on areas of information, commerce, and socialization. Based on prior literature, it was hypothesized that males would rate informational and commercial functions of team Twitter feeds more highly than females, while females would rate socialization functions more highly. Statistical analysis utilized t-Tests to reveal statistically significant differences between the two groups. It was found that, contrary to the hypotheses formed, females actually rated elements of all three functions higher than their male counterparts. Subjects were also asked to evaluate functions of in-stadium smartphone usage, and results indicated that females were significantly more likely to use smartphones in-stadium for functions such as updating social media, sending text messages, and taking and sending photos, while males were only more likely to read fantasy updates. The study offers several implications for practitioners, as the active and positive nature of female sport consumers in this study indicates a need to focus more social media marketing attention on that group than has previously been undertaken. From a theoretical perspective, the implications of the study highlight a changing perspective on females as communication consumers, with interest in informational elements of social media standing in contrast to earlier studies of female users on both the Internet generally, and social media specifically.

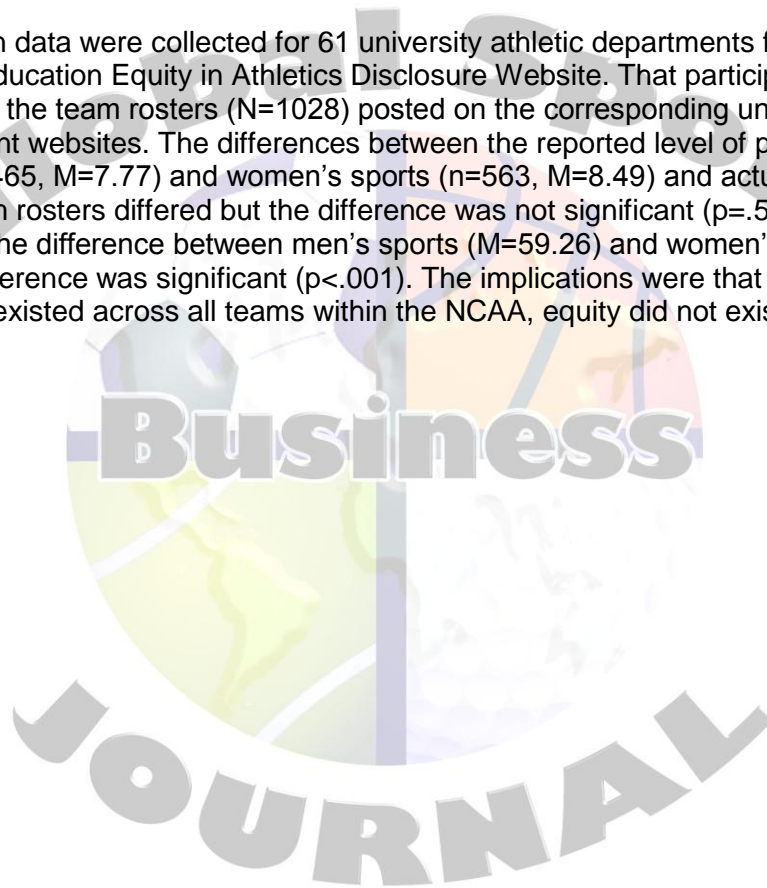


Title IX: Compliance or Resistance

Ethan Davis, Jessica Baruch, Rachel Losada & Warren Whisenant, University of Miami

The purpose of this study was to assess the level of compliance by intercollegiate athletic departments regarding proportionality. Specifically the researchers sought to determine if participation data reported by athletic departments were consistent with the roster data the departments noted on their websites or their media guides.

Sport participation data were collected for 61 university athletic departments from the Office of Postsecondary Education Equity in Athletics Disclosure Website. That participation data were then compared to the team rosters (N=1028) posted on the corresponding universities' own athletic department websites. The differences between the reported level of participation on men's sports (n=465, M=7.77) and women's sports (n=563, M=8.49) and actual participation levels on the team rosters differed but the difference was not significant ($p=.558$). However, when assessing the difference between men's sports (M=59.26) and women's sports (M=79.7) by school, the difference was significant ($p<.001$). The implications were that while gender equity may have existed across all teams within the NCAA, equity did not exist school to school.



Academic to Consultant: A Pilot Study on Sport Marketing Research

Windy Dees & Warren Whisenant, University of Miami
Brenda G. Pitts, Georgia State University

The purpose of this pilot study was to determine the level of consultancy currently taking place between Sport Management faculty and their respective athletic departments. The subjects of the study were Directors of Marketing of athletic departments within universities that offer Sport Management programs (N=201). A list of universities offering Sport Management programs in the United States was retrieved from the North American Society for Sport Management (NASSM) website. A link to an online survey was distributed to the Directors of Marketing via e-mail. Fifty-four useable responses were received for a response rate of 27%. Results of the pilot study, discussion, and future research on Sport Management consultancy are provided.



An Evaluation of Research Productivity among Faculty Members in Sport Management

Windy Dees, Connor Thomson & Juan Garciga, *University of Miami*

The purpose of this presentation was to evaluate the research productivity of current faculty members in the field of Sport Management (Sport Administration). Specifically, the authors examined the amount of articles published by faculty member, by program (PhD-granting versus Non PhD-granting programs), and by faculty member rank (Assistant Professor, Associate Professor, and Full Professor). The results of the data analysis indicate that Sport Management faculty members in programs offering doctoral degrees are publishing at a significantly higher rate than faculty members in programs that do not. These faculty members are publishing more articles individually as well as publishing more as a group (by program). Significant differences were also found among publishing rates of faculty members by rank. Associate and full professors have published more articles than assistant professors. This analysis appears to support the extant literature (Mahony, et al., 2006; Parks & Bartley, 1996) that research and doctoral work are highly valued by universities, and faculty productivity in terms of publications contributes substantially to promotion and tenure in Sport Management.



Balanced Score Card

Gil Fried, University of New Haven

Numerous individuals are familiar with sport finance. It is a growing field with the value of sport businesses and contracts pushing the need for strategic financial analysis. Many people in the field of sport management are also familiar with the concept of accounting systems to help determine the critical numbers to be used in financial analysis. Very few however are familiar with managerial accounting. Managerial accounting is a set of practices and techniques aimed at providing managers with financial information to help them make decisions and maintain effective control over corporate resources. For example, managerial accounting answers such questions as:

- What is the company's average cost per unit of labor (enterprise wide or within specific departments)?
- How many dollars in sales does each marketing dollar bring in?
- Which activities require the greatest expenditures and which earn the greatest profits?

These comparisons give a more accurate portrayal of a sport business. Managerial accounting can help a sport team answer questions such as is having a minor league program economically viable, should the stadium host an all you can eat section, and how much should be spent on online efforts. The key is to address numerical variables that are often outside a traditional financial statement.

One of the most common techniques used in managerial accounting is the balanced scorecard (BSC). The BSC is a strategic performance management tool designed to help quantify and prove whether a business is actually succeeding in meeting its vision/mission statement. The initial BSC design method proposed by Kaplan and Norton was based on the use of three non-financial topic areas and one financial topic:

- Financial: encourages the identification of a few relevant high-level financial measures. The primary focus for tool designers was to help inform the perspective of shareholders.
- Customer: encourages the identification of measures that answer the question "How do customers see us?"
- Internal Business Processes: encourages the identification of measures that examine what the organization excels at.
- Learning and Growth: examines how the employees are learning and improving to provide the greatest value for the organization.

These 'prompt questions' will be different for every business and were designed for small to medium sized businesses. This presentation will focus on how to use these tools with sport organizations and why such techniques should be taught to all sport management students

Fan Safety Index

Gil Fried, University of New Haven

How safe are sports venues for spectators? This is a question that has perplexed people for years. However, more recent attention has been focused on this concern after the severe beating of a San Francisco Giants fan at Dodgers Stadium in 2011. The Patron Management Institute concluded its first Fan Safety Index analyzing the perception of fans and event goers (patrons) to risk/safety conditions around them. The survey conducted over several weeks asked fans a series of questions concerning their conduct and observations in a variety of setting. The results show that fans engage in a variety of risky conduct, are somewhat fearful of their environment at various events, have biases as to how safe certain events are, and are willing to engage in conduct that might in fact increase the risk of physical harm to themselves or other fans. Some events have a much greater perception of potential safety issues while other events do not raise significant concerns. Shockingly, approximately one-in-four fans at concerts and sporting events have felt threatened or intimidated. However, sport events had double the number of actual verbal and physical altercations compared to concerts. The survey was completed by 155 responded. A majority of respondents were males (66.4%). The largest age group was 30-39 year olds (31.6%) followed by 22-29 year olds (23.9%) and 40-49 year olds (15.5%). Only 18.7% were sport season ticket holders.

Respondents were asked a series of questions concerning whether they have felt intimidated or been subject to threats of physical harm, had verbal altercations, or had a physical altercation. The results are shown below:

Safety Concern	Concert		Sport Event	
	Yes	No	Yes	No
Felt threatened/intimidated	21.9%	65.2%	26.4%	59.3%
Threatened with physical harm	9.7	80.0	12.9	76.8
Involved in verbal altercation	14.8	74.2	39.3	48.4
Involved in physical altercation	2.6	84.5	5.8	81.3

These are self-reported altercations and represent a staggering number of altercations. With millions of fans attending games and concerts every years these findings show how volatile these environments can be.

This presentation will explore the survey results in greater detail.

Creating Value at a Free Sporting Event: More Than Price?

Todd Hall & Charles Jones, Georgia Southern University
Calvin Nite, Texas Tech University

Many studies have examined pricing strategies and determinants of pricing in a variety of sporting contexts (Drayer, Irwin, & Martin, 2011; Greenwell, Popp, Brownlee, & Jordan, 2007; Lee & Kang, 2011; Reese & Mettelstaedt, 2001). One ticketing strategy regularly applied by college athletic departments is to allow free access to sport competitions, especially when low consumer demand warrants such an approach. When this strategy is employed, it may be difficult for an athletic department to ascertain when enough value has been created in order to start charging an entrance fee. Administrators of athletic programs must carefully weigh the outcomes of generating additional revenue vs. alienating fans who have come to expect certain levels of access to sporting events. As such, the current study employed conjoint analysis to investigate value creation for fans that attended a free spring football game at a mid-size university in the southeast U.S.

Collegiate football programs across the country typically end their spring practice schedule with an intrasquad scrimmage. According to multiattribute theory (Ajzen & Fishbein, 1980; Ferreira, Hall, & Bennett, 2008), sport competitions are often comprised of many features or attributes, which may or may not make them desirable. One such feature is cost. While major universities employ varying pricing strategies, most seem to be fairly negligible in cost. For example, last spring the University of Missouri charged \$3, Auburn charged \$5, and Ohio State charged \$7. Other programs such as the University of Oregon aided local food banks by charging three non-perishable food items for game admission. Meanwhile, recent BCS Champion, Alabama drew more than 78,000 fans without charging a fee.

In the current study, 124 spectators participated in a self-explicated conjoint analysis, which was designed to ascertain the level of preference for six attributes of the competition, namely: seat location, parking, ticket price, pregame experience, halftime entertainment, and the tailgate experience. Respondents tended to be male (62%), Caucasian (71%), and a relatively new fan of the team (61% attended 2 to 7 previous spring football games). Preliminary analysis shows that seat location and parking were both more important to fans than the ticket price. These results suggest that spectators of this particular spring football game may be willing spend money on tickets, provided their seat location and parking preferences were satisfied. More analytical insights along with managerial and theoretical implications will be discussed.

Liberty Mutual Legends of Golf: An Evaluation of Volunteerism

Todd Hall, Georgia Southern University
Windy Dees, University of Miami
Yosuke Tsuji, University of the Ryukus

Sporting events of all sizes, ranging from local baseball tournaments to global events such as the Olympics, rely heavily on volunteer assistance. Gladden, McDonald, and Barr (2012) go as far as to say, "most events cannot be successfully executed without volunteers" (p. 330). And while Costa, Chalip, Green, and Simes (2006) report that demand for volunteers to assist with the organization of sporting events continues to rise, Cuskelly (2005) concluded that there has been a steady decline of volunteerism in sport. Given such dynamics, it may be important to examine factors influencing volunteer job satisfaction.

As such, the current study examines the relationships among a variety of constructs related to volunteers at a professional sporting event. Todd and Harris (2009) reported that industry prestige indirectly influenced job satisfaction through organization pride and identification among sport sales professionals. Furthermore, Hall (2008) found the organization prestige and identification influenced job satisfaction for employees of a corporation which engaged in a high profile sponsor relationship with an NFL team. The current study extends sport business literature by investigating the roles of organization prestige, pride, and identification in a volunteer setting.

Of the approximately 450 volunteers who provided assistance for this event, 113 participated in this study. Preliminary descriptive statistics show that 70% were male, 94% were Caucasian, and 69% reported an annual household income greater than \$50,000. Respondents had been volunteering for an average of 3.75 years and the majority (65%) were avid golfers (25+ rounds of golf per year).

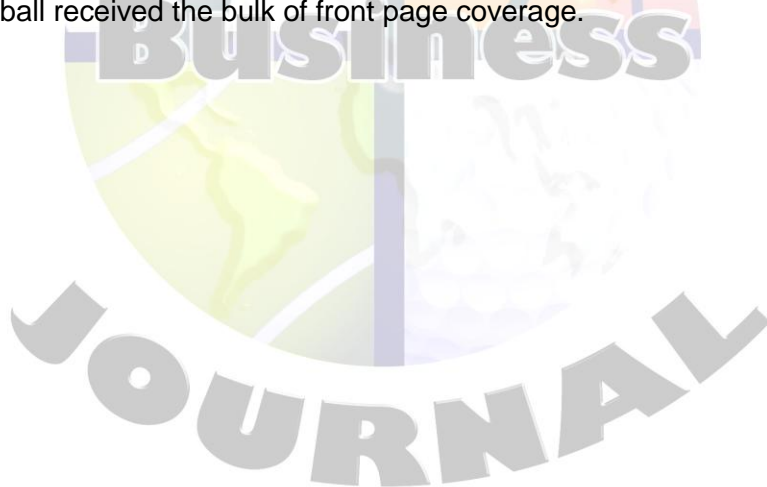
To test the hypothesized model, confirmatory factor analysis and structural equation modeling were conducted. Results showed that the model fit to the data was acceptable in both the measurement model ($\chi^2[109] = 167.1, p < .001, \text{CMIN/DF} = 1.533, \text{CFI} = .953, \text{TLI} = .934, \text{RMSEA} = .069$) and the structural model ($\chi^2[111] = 176.682, p < .001, \text{CMIN/DF} = 1.592, \text{CFI} = .946, \text{TLI} = .926, \text{RMSEA} = .073$) Additionally, all hypothesized paths between constructs were significant.

Theoretical and managerial implications will be discussed.

Who is on the cover? A content analysis of *ESPN The Magazine's* covers from 1998-2010

Tywan G. Martin, University of Miami

One of the country's leading general interest sport magazines, *ESPN The Magazine*, has consistently ranked among the top circulated publications according to statistical data compiled by a prominent media association for multi-platform magazine companies (Magazine Publishers of America, 2012). ESPN's 1998 launch of *ESPN The Magazine* allowed the self-proclaimed "Worldwide Leader of Sports" to fill the company's print media vacant gap and effectively become the principal source of sports news, information, and entertainment for the public. While there are various studies that examine the type of content offered in the magazine, little is known to date as to how the magazine has utilized the cover page to position itself as a viable option for sport news in the competitive print media. Thus, the purpose of this study was to determine what sports *ESPN The Magazine* placed on its cover to build and develop the magazine's reputation with sport consumers. The first 13 years (1998-2010) of the magazine was examined. The findings revealed that during the timeframe of study, the National Football League (NFL), the National Basketball Association (NBA), Major League Baseball (MLB), and major college football received the bulk of front page coverage.



Athletic Identity and Career Development of College Student-Athletes and Non-Athletes

Lacole L. McPherson Hook, University of Minnesota, Crookston

All athletic departments in National Collegiate Athletic Association Football Bowl Subdivision universities provide academic support services to their student-athletes. Despite receiving help from academic counselors including career assistance, some studies have reported that student-athletes were behind non-athletes in measures of career development. The purpose of this study was to examine the relationship between athletic identity and career identity in student-athletes attending one Football Bowl Subdivision institution in comparison with non-athletes, between genders of student-athletes, and between earlier and later years in college for student-athletes using multiple instruments: Athletic Identity Measurement Scale; Vocational Identity Scale of the My Vocational Situation; and the Occupational Engagement Scale-Students.

Results of this study suggested that there was no relationship between athletic identity and vocational identity or occupational engagement. It also demonstrated that student-athletes at one institution that competed in the Football Bowl Subdivision had statistically significant higher levels of athletic identity and vocational identity than did non-athletes. However, non-athletes had a statistically significant higher level of occupational engagement than did student-athletes. When conducting gender comparisons, the research showed that female student-athletes had a statistically significant lower level of athletic identity than did male student-athletes, but a statistically significant higher level of occupational engagement than did male student-athletes. Finally, this study concluded that student-athletes in years 3 and 4 had higher occupational engagement levels than did student-athletes in years 1 and 2. Due to the variety of results involving past studies using the same or similar variables, these were important empirical findings since they supported the argument that there was no relationship between athletic identity and career development.

Based on the research, while it is important for student-athletes to receive academic support services, it seems student-athletes still need to be empowered to make their own decisions and be responsible for their own actions. There seems to be a fine line between the academic support services personnel being overly helpful, thus potentially causing delayed career development, and providing the appropriate amount of academic and career development assistance.

Leading Global Initiatives for Human Flourishing Through Sport Organizations

Lisa M. Miller, American Military University

Leaders of sport organizations at all levels are being impacted by globalization (Markovits, 2010). The direct impact depends on the mission and type of sport organization (McGarry, 2010). For Olympic sport leaders, globalization is more penetrating and obvious in their operations. In professional sport, leaders engage in benchmarking and fan increasing strategies. At the university level, athletic leaders are recruiting worldwide and increasing travel to foreign places. Youth sport is impacted by immigration and diplomacy in sport (Li, MacIntosh, & Bravo, 2012). With the increased global interactions, sport leaders must contemplate a mission according to the potential global impact of that type of organization. Rabotin (2008) recommended deconstructing the skills of the successful global leader. At every level of sport and in every type of sport organization, one major impact relates to skills of global human resource flourishing. As severely criticized in the past for unfair global labor practices (Thibault, 2009), sport organizations must consider the well-being of those being impacted by the sport organization. One model of human flourishing was developed by Seligman (2011). Seligman's model includes the dimensions of positive emotions, engagement, relationship building, meaningfulness, and achievement. Too often in sport, an over-emphasis is placed on achievement without enough concern for human flourishing when leaders design strategies, structures, and policies. The purpose of the current research included gathering perceptions of global sport leaders regarding flourishing through positive emotions, engagement, relationship building, meaningfulness, achievement, and wellness. A qualitative methodology was chosen for this study with 12 interview questions on a semi-structured interview guide. Participants included sport leaders with global business interactions at various levels. The interview questions related to consideration of global flourishing when implementing decision making processes. Results indicated areas where human resource and client well-being were considered, and areas where more emphasis could be placed on helping the organization have a positive global and intercultural impact on flourishing. Discussion of practical future global initiatives and future research investigations resulted from the study to impact sport marketing, sport finance, sport diplomacy, and corporate social responsibility. A proposal was presented recommending an increase in international competencies for sport managers.

Marketing to Authors for the Global Sport Management News

Lisa M. Miller, American Military University

The purpose of this research study was to expand authorship of the Global Sport Management News (GSMN). The GSMN serves as a resource for sport management faculty for career and association updates. Leadership has changed for the GSMN, and the editorial team created a new mission with new initiatives for the GSMN. The new approach includes additional information services to faculty. A literature review was enacted to gather innovative approaches for marketing to authors. This literature review covered the topics of strategic global marketing, sport communication, and innovations in marketing (Allison, 2005; Fay & Snyder, 2007). Several innovative strategies were examined, such as global branding issues (Goss, 2009) and international communications (Bradish, Stevens, & Lathrop, 2009). Next, the case study approach was applied to study this goal to increase authorship of the GSMN. The case study included a target market analysis, GSMN identity branding, strategic alliances, cross cultural awareness, and geo-marketing approaches. This type of research approach offered collection of data to meet the specific needs of the Global Sport Management News (Burnett, 2010). A primary goal of the proposed study was to collect and accurately report on detailed information on marketing innovations to increase authorship (Creswell, 2003). A strategic plan for international authorship marketing was implemented for the newsletter to attract faculty and industry professionals across the world. The strategies that were involved included relationship marketing, cause marketing, gratitude marketing, portal development, cross-cultural communication, social media, core value branding, and collaborative initiatives. A focus group allowed perceptions from faculty, students, and industry experts to be content analyzed with qualitative methodologies. Results have indicated that innovative global sport marketing strategies for authors require international outreach, cultural awareness, and collaboration. In summary, the benefits of the case study included several recommendations for global marketing strategies for attracting authors from cross-cultural sub-sections of the globe. Future endeavors will include global social media sites, tracking authorship internationally, determining market demands across the world, finding a resonating image with global awareness, global branding associations, and targeting world wide representation.

Evaluating Sponsorship at a Minor League Ballpark: Reassessing the Role of Attitudes, Goodwill, and Fan Involvement Upon Purchase Intentions

Christopher L. Moore & Andrew J. Mowen, The Pennsylvania State University

Determining the effectiveness of sponsorship is critical for small-market, community sport organizations, yet few studies have examined its impact within these types of venues (e.g., minor league baseball). Unlike their major league counterparts, minor league teams rely on sponsorships from local businesses and these sponsorships typically involve modest fees or in-kind contributions. However, recent economic conditions have prompted businesses to question the value of their minor league ball sponsorships, both in terms of community goodwill and sales. As the search for sponsorship dollars becomes increasingly competitive, small-market minor league teams would be well served to understand those factors that contribute to fan intentions to purchase sponsor products/services.

Attitudes toward corporate sponsors contribute directly to behavioral intentions to purchase sponsor brands/products (Meenaghan, 2001). Research has also identified fan involvement and goodwill as important and significant predictors of purchase intentions. For example, Dees, Bennett, and Villegas (2008) assessed the extent that sponsor attitudes, goodwill, and fan involvement contributed to purchase intentions at a collegiate football venue. They found that all three constructs were significant predictors of purchase intentions, but goodwill was the strongest positive predictor. In assessing attitudes, these authors focused on the sponsor but, as sponsorships involve a two-way relationship between corporations and sport properties, it is important to assess attitudes toward both parties. Using identical measures and similar methods, the present study replicates and extends the work of Dees et al. (2008) within a small market minor league baseball venue. It examines fan attitudes toward sponsors and the ball club and whether these attitudes correspond with intentions to purchase sponsor products / services. Furthermore, this study reassesses the extent that fan involvement and goodwill relate to purchase intentions.

On-site fan surveys are now being conducted at 17 minor league home ball games (e.g., the State College Spikes, Medlar Field) this summer, but results are not yet available (projected N=300). Multiple regression will assess the relative contributions of attitudes, fan involvement, and goodwill upon purchase intentions. Depending on the nature of our findings, implications for promoting sponsor and ball club attitudes as well as fan involvement and goodwill will be presented.

Communication Research and the Sport Industry: An Analysis of Sport Communication Scholarship and Scholars

Paul M. Pedersen, Indiana University

Sport business would not exist without communication because it is an influential and integral part of everything from interpersonal interactions between sport personnel and initiatives within sport organizations to sport public relations campaigns and mediated sporting events. Because those in the field are involved with myriad aspects of sport communication in and across various practical settings, sport scholars have increasingly examined the various components and activities of sport communication through a variety of methodological lenses. While sport communication research has been published in a variety of scholarly management (e.g., *Journal of Sport Management*, *International Journal of Sport Management*), media (e.g., *Journal of Sports Media*, *Newspaper Research Journal*), and marketing (e.g., *Sport Marketing Quarterly*, *International Journal of Sports Marketing and Sponsorship*) outlets over the past few decades, the *International Journal of Sport Communication* is the first interdisciplinary publication that has been dedicated to and has covered all facets (e.g., economic, procedural, managerial, symbolic, interpersonal, sociological, media platforms, organizational, cultural) of communication in the sport industry. In order to examine the trends and gauge the current state of published scholarly endeavors in sport communication, this study examined the scholarship, approaches, institutions, and scholars published in the IJSC. The content analysis of the academic journal's publications focused on the *International Journal of Sport Communication's* research articles, student publications, case studies, and ancillary materials such as book reviews and interviews. Other aspects examined through the coding activities utilizing this content analytic methodology included those individuals who have published in the journal, the educational institutions affiliated with publications in this scholarly outlet, and the methodological approaches (e.g., qualitative, quantitative, mixed methods) most often used. The findings of the study reveal the influence and diversity of communication in the sport industry by providing a snapshot (e.g., *International Journal of Sport Communication*) of researchers, institutions, publications, methods, and trends in sport communication scholarship.

Cultural Intelligence: An Examination of Sport Management Study Abroad Education

Jason D. Reese, University of Mary Hardin-Baylor
Paul Batista, Texas A&M University

Many sport organizations are beginning to engage in an increasingly diverse society. Several scholars recognize the challenges for this globalization in a business exchange (Ang, et al., 2007; Friedman, 2005; Westerbeek & Smith, 2003). Therefore, it is important that sport management students are leaving their program understanding these challenges, and be better equipped to engage appropriately in a global sport industry.

The purpose of this study is to investigate the effects of various educational techniques used in sport management curriculum in higher education. Specifically, we seek to determine if there are different effects of a study abroad program on cultural intelligence.

Cultural intelligence (CQ) is the “capability to function and manage effectively in culturally diverse settings” (Ang, et al. 2007, p. 337). This includes effectively navigating issues related to nationality, ethnicity, and race. In Ang, et al.’s (2007) three part study, they proposed and tested a scale that measures an individual’s cultural intelligence. This scale includes: cross-cultural experience, metacognitive CQ, cognitive CQ, motivational CQ, and behavioral CQ. Ang et al. (2007) suggest that CQ is useful for “selecting, training and developing a culturally intelligent workforce” (p. 365).

Based on the previous literature review, Ang, et al.’s (2007)’s cultural intelligence scale is used. The current study consists of 4 data collection times. The first collection time occurred before students participated in a month long study abroad program to Germany. The second is when these student return from their program. The third is from a different group of students enrolled in the same course, but offered in a traditional classroom setting. The last collection is after the traditional course is complete. Data collection is currently being completed. Repeated measures will be used after all results are in.

While the data is not completely collected, there several interesting questions that may arise for researchers and practitioners. First, can curriculum that is focused on cross-cultural interactions have an equal impact on students in both the traditional classroom and a study abroad program? Second, do study abroad programs increase student knowledge of cross-cultural diversity (i.e. CQ)?

Save the Rainforest... For Me!

A Case Study on the Management and Marketing of Adventure Running Races in Central & South America.

Jason D. Reese & Jamey R. Plunk, University of Mary Hardin-Baylor

Sporting events have become increasingly globalized (Hargreaves, 2002). This globalization can be seen in all segments of the sport industry, including adventure running. The purpose of this case study is to investigate the current practices of adventuring sporting events in Central & South America. Specifically, we focus on the organization, management, promotion, and pricing of multiple adventure running events. While there are many firms that focus on adventure running, this case focuses on TCC Adventures, a multinational corporation with offices in the United States and Costa Rica. TCC Adventures organizes adventure running races in Costa Rica, Panama, & Bolivia (tccadventures.com, 2011).

Ultra running gained popularity during the 70s and 80s with the increase in road marathons and races of shorter distances. In the last decade, the number of runs (some up to four times longer than standard 26.2 mile marathons) have moved ultra-running into the mainstream. Roughly 10,000 athletes compete in extreme endurance runs worldwide. With its increase in popularity, ultra adventure runs have a significant impact on the local, and often struggling, economies of third world countries.

Who is TCC?

TCC is a private, for profit, LLC that was incorporated in 2001. TCC's events include The Coastal Challenge, the Route of Fire, the Panama Island Run, the Surf and Run Challenge, the Inca Run and the Rainforest Run. Every event is a multi-day, multi-location competition where runners cover distances between 18 and 60 kilometers a day for several consecutive days (tccadventures.com, 2011).

Marketing & Pricing Strategies

The firm has multiple sponsorship deals; all focusing on the trail adventure runner. The primary sponsor for TCC's events is National Geographic; due to the destination focused runs (tccadventures.com, 2011). Word-of-mouth through social media and internet marketing are their primary tactics used to increase brand awareness.

TCC uses cost-plus pricing in conjunction with promotional pricing. Their promotional pricing includes price discounts for two person relay runs. Dynamic and variable pricing is commonly seen in today's sport events (Drayer & Shapiro, 2011; Rascher, et al., 2007), and is used here.

Introductory and Upper Level Students in Sport Management Perceptions of the Sport Industry

Michael Smucker & Jay Jisha, University of Tampa

It has been hypothesized that sport management students cluster toward positions in marketing within the segment of professional sport (e.g., Wong, 2009; Parks, Quarterman, Thibault, 2007). In fact, many first year sport management students often desire player personnel and player agent positions within professional sport (Wong, 2009). However, there is a problem with these common career motives. Most are based on a misrepresentation of the supply of these positions. This perception can create a problem for introductory sport management students and sport management programs if not assessed and addressed immediately. Therefore, the purpose of this study is to understand what employment segments and positions are desired by sport management students.

This study follows the segmentation descriptions of the sport business industry set by Wong (2009) to determine what employment segments and positions are most valued by introductory and then upper level sport management students. Student perceptions are collected via a questionnaire asking student interest in working in various segments and positions. The segments and positions are based on Wong's (2009) descriptions. The first phase of this presentation will use results from a study of introductory students conducted in fall 2010 and from a planned collection of introductory students to be surveyed in fall 2012. Essentially the question to be answered is: What is the overall introductory student perception of employment segments and positions and has there been a change in those perceptions over a two year period? The second phase of the presentation will also collect (fall 2012) student perceptions from Junior and Senior Sport Management students. A comparison will be made to the introductory student perceptions to determine if upper level students have different perceptions. It will also be determined if the results from both groups match supply and demand according to Wong's inverse pyramid concept. By comparing the differences and changes in this information, we can better understand the evolution of sport management student career perceptions and implement curriculum intervention strategies to manage student desire with career reality.

Exploring the Effects of Geographic Identity on Team Identity

Yosuke Tsuji, University of the Ryukyus

Capturing fan's interest and cultivating an environment that foster high fan identification are crucial to sport organizations. High identification with a team usually leads to positive word-of-mouth, community building, fan support behaviors, and emotional enhancement (Wakefield, 2007). Ultimately, high fan identification leads to long-term financial success of a sport organization (Sutton, McDonald, Milne, Cimperman, 1997).

Fan identification occurs when an individual recognizes his or her membership as a team supporter and creates an emotional bond with the membership (Funk & James, 2001; Tajfel & Turner, 1986). According to Heere and James (2007a), most of the social identity studies in sports have explored the ties between the team and the fans; however, very few studies have investigated the relationship between the sport team and the surrounding community. Sutton et al. (1997) proposed a conceptual framework for fan identification that included community affiliation as an antecedent, but the framework has not been tested empirically.

Sutton et al. (1997) described that community affiliation is the most influential in building fan identification. Many sport teams have city names as their team names in hopes to foster a stronger relationship. Noll and Zimbalist (1997) and Jarvie (2003) stated that sport teams on many occasions are symbolic representations for the fans to express their community pride. On a similar note, Rooney (1974) stated that spectator sports are deeply rooted in so called "Pride in Place," a place to express identity for the fans. Therefore, it is the purpose of this study to understand the effects of fan's geographic identity on fan's team identity. More specifically, an attempt was made to empirically test the conceptual framework presented by Heere and James (2007a).

Participants for this study ($n = 437$) were event attendees at a professional basketball team in southern Japan. Most of the respondents were females (64.2%) and resided in *Okinawa*. The mean age of the sample was 35.3 years old ($SD = 11.7$). Items for the questionnaire were adopted from Heere and James (2007b). Results of the study as well as discussions, conclusions, implications for sport managers, and future research will be presented.

Knowledge-related collaboration by academic researchers with non-academic organizations is termed academic engagement (Perkmann et al., 2012). Through the process of academic

APR and March Madness

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The purpose of this study was to explore the relationship between academic and athletic performance amongst men's college basketball teams over the first seven academic years of the Academic Progress Rate (APR). The National Collegiate Athletic Association's (NCAA) APR metric was designed to track academic achievement for student-athletes and was first employed in 2004. This study examined whether APR scores differed between teams ($n=172$) that made the postseason tournament play and teams ($n=175$) that did not make the tournament. Teams that did make the tournament had higher APRs ($M=940$, $SD=27.08$) than teams that did not make the postseason tournament ($M=930$, $SD=32.2$). A t-test discovered that there was a statistically significant difference, $t(345)=3.23$, $p=.001$. An ANOVA revealed that there was a statistical difference between APR scores and the number of tournament appearances a team had over the seven year period, $F(7,340)=3.708$, $p=.001$. Furthermore, the results were significant in the APR comparisons of teams with seven appearances and teams with zero, one, or two appearances.

