



2017 GSBA Conference
Abstracts

Comparing Professional Sport Teams' Use of Facebook and Twitter: Relationship Building Strategy and Interaction During the Off-Season

Rebecca M. Achen, Illinois State University
Trisha Horsmann, University of Minnesota

Abstract:

Marketing on social media should focus on building relationships with customers (Abeza et al., 2013; Williams & Chinn, 2010), and content should encourage engagement, discussion, and conversation (Heinonen, 2011; Walsh et al., 2013). While social media allow teams to connect with fans year-round, studies on off-season use of social media are sparse. In the only study found examining off-season content, Meng et al. (2015) discovered NBA teams used informing, marketing, personalizing, and activating to engage fans on Facebook and Twitter. Researchers also should research multiple platforms simultaneously (Frederick et al., 2014; Pronschinske et al., 2012). The purpose of this study was to investigate the impacts of social media channel on types of content, which network was more likely to have relationship-building content, and if sport fans are more receptive to specific content on certain platforms. A sample of social media posts is being collected from every team in the NHL, MLB, NBA, NFL, and MLS. A content analysis will be conducted using categories developed by Clavio and Metz (2014) (external commerce, fan interactivity, organizational promotion, player/personnel promotion, team information) and those used by Meng et al. (2015). Additionally, the number of likes, comments, shares, retweets, favorites, and replies will be collected. Team level variables including winning percentage, number of Facebook fans and Twitter followers, and market size will be collected. Descriptive statistics will be run to compare types of content posted on Twitter and Facebook. Multivariate multilevel modeling will be used to analyze interaction data. The results of parameter tests examining differences in interaction levels on different types of content on different networks will be reported. Additionally, differences in types of content posted on each network will be reported. The comparison of content posted to Twitter and Facebook can provide insight into social media strategy in professional sport and illuminate whether channels are used differently. Also, results could uncover what types of content fans desire on each network by examining their interaction with content. For example, if relationship-building content is more likely to be interacted with on one network over the other, teams should tailor their social media strategy accordingly.

Outcomes of Social Media Marketing: Does Interaction Impact Relationship Quality and Behavioral Intentions?

Rebecca M. Achen, Illinois State University

Abstract

Although sport teams were quick to adopt social media, measuring the effectiveness of social media as marketing tools has proved challenging. However, impacts of social media on consumer behavior should be explored (Pentina et al., 2013). Filo et al. (2015) suggested social media researchers move beyond descriptive data and content analyses and use more sophisticated analytical methods. To extend social media research in sport, this study will utilize structural equation modeling to test the impact of Facebook interaction on relationship quality, purchase intentions, and referral intentions. Additionally this study will compare these among U.S. professional sport leagues. Because researchers in sport have suggested marketers use social media to build relationships with customers (Abeza et al., 2013; Williams & Chinn, 2010), this study uses relationship marketing as a theoretical framework.

An anonymous survey link was posted to Amazon Mechanical Turk and 500 responses were received. Facebook interaction was measured by asking respondents how often they like, comment, share, or read content posted by their favorite team on Facebook and how often they visited the page. Relationship quality was measured using the Sports Consumer-Team Relationship Quality Scale (Kim et al., 2011), which includes five constructs (trust, commitment, intimacy, self-connection, and reciprocity). Purchase and referral intentions were measured utilizing adaptations of scales used by Pöyry et al. (2013). Currently, data is being analyzed using confirmatory factor analysis and structural equation modeling using robust-maximum likelihood estimation in MPlus.

Model fit information, psychometric properties of the scale, and comparisons of Facebook interaction, relationship quality, and behavioral outcomes across leagues will be reported. Results could illuminate which leagues more successfully engage customers on Facebook, and whether this leads to positive relationship outcomes. For sport marketers, this study will provide information on the effectiveness of Facebook marketing to support their decisions on expending resources to market on this network. Results will advance sport marketing literature by providing support for focusing measurement of social media marketing on its ability to improve relationships, thus supporting the claims of Abeza et al. (2013) and Williams and Chinn (2010) who suggest using relationship marketing to drive social media marketing strategy.

Undergraduate Business Students: Likelihood of Considering a Career in the Sports Industry

Sherry Andre, Johnson & Wales University

Abstract

An exploratory survey will be conducted on undergraduate business students at a private university in South Florida to determine how likely they are to consider employment within the sports industry after graduation. Today's sports industry revenue is estimated at \$325 billion according to Richard K. Miller & Associates (p. 28). TeamWorkOnline.com, a leading online career site for the sports industry, currently has over 1,000 open positions in the areas of finance, marketing, retail, and sales. Furthermore, CareerBuilder and Economic Modeling Specialists Intl (EMSI) reported an increase of 12.6 percent in sports-related jobs from 2010 to 2014, which superseded the national increase of 5.5 percent during this same time frame. Of this growth, they reported much of it was founded on the business side of the sports-industry. Similarly, Sports Management Degree Guide shares on their website that sports-related businesses are considered to be one of the 15 top industries in the US. The future of business careers is expected to continue increasing. The US Department of Labor expects business and financial operations to grow 8 percent from 2014 to 2024. Positions especially relevant to the sports industry include: accountants and auditors, human resource specialists, and market research analysts. However, preliminary focus groups with undergraduate business students suggest a career in the sports industry after graduation is not of interest. The initial thought process acquired is that if they wanted to pursue a career in the sports industry, they would have majored in sports management. Research conducted for this presentation will seek to identify how likely an undergraduate business major is to consider a career in the sports industry, as well as how familiar they are with business-related opportunities in the sports industry.

(Wo)men Coaching (Wo)men

Leilani O. Baumanis, Johnson & Wales University

Sarah McKay, Johnson & Wales University

Antranae Alvin, Johnson & Wales University

Abstract

The 1972 enactment of Title IX states that “no person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance.” In other words, gender equity for boys and girls in every educational program that received federal funding, including athletics, is mandatory. Since its enactment, the number of women coaches have incrementally improved. But since the early 2000’s, that number has deteriorated significantly. This is often the result of a number of organizational challenges that women coaches experience. As a term project, two female undergraduate students from Johnson & Wales University aspiring to be female coaches themselves, conducted a field research to identify these challenges and examine opportunities to improve work conditions for female coaches. They researched and interviewed female coaches who coached men, women or both at the national and collegiate level. Their objective was to determine the coaches’ motivations, goals, challenges, obstacles, and how they were able to rise above them. Students conducted a literature review of successful female coaches in the national leagues. Using their findings, they created a questionnaire and interviewed female coaches in the collegiate leagues. This strategy allowed them to discern the specific challenges and barriers that female coaches were experiencing. Their findings confirm that women are just as capable of being a part of any collegiate, semi-professional, and professional sports teams. Moreover, women have some added advantage. For example, when communicating to players, disseminating and delivering messages in different tones and pitches creates a more effective way of communicating. But nevertheless, their tenure in the industry is short lived despite proven quality work ethic, exceptional results, and consistent success. Women continue to experience discrimination as they try to join this male-dominated industry. A typical assumption is that women must work harder than males to get equal respect. Nevertheless, the stepping stones that these courageous women and role models laid have turned what was once just a dream into reality for future women coaches.

Examining the Brand Personality of the Official Sponsors and Their Ambush Marketing Counterparts During the Rio 2016 Olympic Games

Matthew Blaszk, Indiana State University

Windy Dees, University of Miami

Patrick Walsh, Syracuse University

Abstract

Brand personality refers to the symbolic process of ascribing human characteristics to brands. Aaker (1997) identified five brand personality dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. Previous research has suggested that brands which elicit similar attributes to the consumer are preferred over less congruent brands (Aaker, 1997). Therefore, companies market products and services (traditionally, digitally, socially, or through corporate sponsorship) to consumers with personalities in the same dimension as the brand. One such event which could impact a brand's personality is The Olympic Games, which is the largest global marketing platform in the world of sports. The Olympic Programme (TOP) sponsors (eleven in total) spend in excess of \$1 billion to showcase their brands and increase their business internationally (IOC, 2016). One of the biggest challenges they face in impacting their brands is competition from non-sponsors who conduct ambush marketing campaigns by attempting to affiliate with the Games through alternate means (Seguin & O'Reilly, 2008). Ambush marketing is becoming more prevalent and effective due to the high cost of Olympic sponsorship rights and activation fees, and the ease of using social media to reach and impact millions of potential consumers. However, little is known as to the effect social media use has on the brand personality of the official sponsor when compared to the ambush brand. Therefore, the purpose of this research was to examine the differences in the brand personality characteristics on Facebook (the largest social media site) of sponsors and non-sponsors during the Olympic Games. NVivo10 was utilized to download Facebook messages containing the official partners of the Olympics such as McDonalds and their ambush marketing counterpart like Subway and Burger King. Data was collected during the 17-day Rio Olympics (August 5th – August 21st). There are eleven official partners of the Rio 2016 Olympics. Each Olympic partner will have at least one of their main competitors Facebook messages collected. Once the data is collected, a first round of coding, known as descriptive coding will be employed to give the Facebook message an initial brand personality code (Saldana, 2009). A thematic analysis will take place to categorize the post into brand personality categories. Upon completion of this exercise, a second cycle of coding will consist of more focused and axial coding (Saldana, 2009). In the second round of coding, themes and frames will emerge from the descriptive codes that will be identified. Themes will be developed after going through the data and reducing the descriptive codes into more focused codes (Saldana, 2009), ultimately allowing for the comparison of the brand personality traits portrayed by the TOP sponsors and their ambush competitor. This research is ongoing.

Do sports video games create sports fans?

Eric Brownlee, Gannon University
Jinhee Yoo, Gannon University
Ryan Mershimer, Gannon University
Seungbum Lee, University of Akron

Abstract:

The rise in popularity of the FIFA video game and soccer as a spectator sport in the U.S. has coincided since about 2011. Additionally, sales of the FIFA video game now account for more than 25% of all revenue for EA sports (Markovits, 2015). According to a 2014 national ESPN sports poll, 22% of those 12 and older have played a video game in the past year and 50% of those polled said they were more interested in soccer after playing the FIFA video game. While empirical research in this area is sparse, recent technological advancements in sport video games that have made the experience more realistic and authentic may have an effect on a player's knowledge of and interest in the sport (Brownlee, Shreffler, & Warren, 2015; Luker, 2015). Researchers have noted one of the main benefits of playing sports video games is increased social interaction. Contrary to popular belief, playing videogames has been demonstrated to increase social interaction and this is especially true in traditionally multiplayer video games like FIFA. Similar to the socialization that occurs at sporting events, videogamers are a community that socializes while playing video games. The sense of community created among those that play video games seems to mirror the identification that sports fans can exhibit related to their favorite team or sport (Branscombe & Wann, 1991; Granic, Lobel, & Engels, 2014). Grounded in the fan identification research, the major purpose of this study is to examine how playing FIFA 2017 may influence participant interest in soccer. This study will be completed by utilizing a repeated measures design with experimental groups of college age students (N = 100) playing the FIFA 2017 video game on both mobile and traditional video game platforms and completing a survey related to their level of interest in the sport of soccer and specific leagues/teams at various time intervals. This study is in progress and data will be collected as soon as the FIFA 2017 videogame is released to the public. The results and implications of this study will be discussed in detail at the 2017 GSBA conference.

Typology of Sport Labor Migration: Transnational WNBA Players

Nalani Butler, University of Tampa

Abstract:

Typology of Sport Labor Migration: Transnational WNBA Players Within the area of sport labor migration, the experiences and motivations of women athletes as sport labor migrants has been limited (Maguire, 2004). According to Maguire and Bale (2013), "sport labour migration is not, then, a uniform experience. It has its own political economy" (p. 77). Therefore, only understanding the experiences of men as sport labor migrants may leave many with a skewed perspective on the sport labor migrant experience. In this research study, I investigated the migration of American Women's National Basketball Association (WNBA) players to professional club teams overseas. International migration of professional women athletes has been occurring for decades, yet little is known about the experiences of these labor migrants apart from women's soccer (Agergaard & Tiesler, 2014). In this presentation, I will discuss a new typology of sport labor migration that was created based on collected data from WNBA transnational sport labor migrants. According to the results of this study, WNBA sport labor migrants did not fit in with the already established typologies of sport labor migration research presented by Maguire (1996) and Magee and Sugden (2002). I will provide a more comprehensive understanding of what influences and motivates the migration patterns for women athletes, specifically American WNBA players. In summary, this research study added a gendered perspective to the existing typologies of sport labor migration within sport studies scholarly literature. This is because it is inclusive of the motivations and experiences of elite women transnational athletes who play the team sport of basketball. Findings from this research study have assisted in confirming, challenging, and expanding on the previous existing typologies of sport labor migration, which in the past, have mostly been based on the experiences of male athletes (Magee & Sugden, 2002; Maguire, 1996; Lafranchi & Taylor, 2001; Stead & Maguire, 2000).

How Does Physical Environment Impact on Spectator's Attitude toward Shanghai Formula One Grand Prix

Kevin K. Byon, Indiana University
Wooyoung (William) Jang, Indiana University
Charles W. Jones, Indiana University

Abstract:

In 2002, the city of Shanghai signed a 7-year agreement with Formula One Management, Ltd. (FOM) to host the Chinese Grand Prix beginning in 2004. However, due to high construction costs (\$450 million) and race hosting fees required by FOM, The Shanghai International Circuit has been operating from a deficit since the track was constructed (Financial Times, 2012). To make the matter worse, the Shanghai F-1 has lost its attendance from 270,000 in 2005 to 150,000 in 2013 (Sylv & Reid, 2014). A large decline in attendance suggests that research is needed so event organizers are better equipped to promote the mega-event more effectively. Among many factors identified as positive predictors of attendance, tangible physical environment factors have been known to induce consumer behavior (Bitner, 1992; Wakefield & Sloan, 1995). Drawing on Stimuli-Organism-Response (Mehrabian & Russell, 1974) and Servicescape (Bitner, 1992) frameworks, the purpose of the study was to examine the effects of physical surroundings of service encounters on attitude formation of Shanghai F-1 spectators. We collected 688 data from spectators attending a Shanghai F-1 main event. Respondents were asked to respond to a questionnaire that included 35 items which consisted of six physical environmental factors (i.e., venue access, venue aesthetics, seat comfort, scoreboard quality, concession, and venue layout), perceived value, satisfaction, and various sport consumption behaviors. We assessed a measurement model via CFA and conducted SEM to test the study hypotheses. The measurement model was found to be of a good factor quality. The results of SEM indicated that the paths from venue access, venue aesthetics, venue layout, and scoreboard quality were statistically significant and positively related to perceived value. As expected, perceived value was significantly related to satisfaction, which in turn positively influenced behavioral intentions. The proposed model explained 66% of the variance in behavioral intentions. We also utilized a bootstrapping to test the indirect effect (Hayes, 2013). The results indicated that venue access, seat comfort, venue layout, and scoreboard quality significantly and positively affected behavioral intentions through the internal responses (perceived value and satisfaction). Theoretical and practical discussion emerged from the findings will be discussed.

“Betting on the Boys: The Intensified Pressure of Playing Youth Sports in South Florida”

Jerry Caplan, Georgia State University
Brenda G. Pitts, Georgia State University

Abstract:

As a young kid, when I signed up for youth sports I didn't expect too much pressure. However, in South Florida the pressure of playing youth sports is intensified, especially in football. Youth sports aren't just about having fun. Winning is most important and I am not just talking about the game between the two teams which causes even more pressure on a young kid. You just aren't receiving pressure from your coaches and parents to play well and win the game, there are also strangers in the stands who are gambling on the games. In fact, betting on Little League football became so prevalent that the ESPN Outside the Lines television show did a one-hour special on the issue (Lavigne, 2013). I participated in this football league and personally witnessed thousands of dollars in betting at games. Additionally, strangers who were betting on these games would approach my teammates and me and tell us that we better have a good game because they have money on it. Can you imagine the pressure that puts on an 8, 9, and 10 year old kid? This is a personal case study in which I explore my experiences in playing youth sports at a very young age. This presentation will focus on my personal experiences in sports as a young kid and explores some of the pressures that influenced my mental and emotional engagement in sports at such a young age. References Lavigne, P. (2013, December 19). OTL: Gambling in youth league.

The 80/20 Experience: An analysis of NHL salaries and why ice hockey is the ultimate team game

Esul P. Chafin, University of Alaska Fairbanks
Joshua M. Lupinek, University of Alaska Fairbanks

Abstract:

The 80/20 rule (Evans & Berman, 1994) has been explored in-depth as it relates to professional sport organizations earning 80% of their revenue from their top 20% of consumers. However, no research to date has investigated the 80/20 rule, also known as Pareto's Principle (Pareto & Politique, 1896), as it relates to professional sport team performance. This project presents the first research correlating professional ice hockey player salaries to individual player statistics and team winning percentage via secondary National Hockey League (NHL) data analysis from the 2010/11-2015/16 seasons. NHL salary caps have emerged as a league problem for organizational management as individual salaries commanded by the league's top players continue to rise (Liebman, 2009). The level of "top-heavy" NHL teams with respect to salary has eroded the effectiveness of traditional player management with respect to a balanced set of team salaries. Emerging metrics, such as the growing prominence of sport analytics (Troilo, Bouchet, Urban, & Sutton, 2016), have advanced the ways professional sport General Managers structure their player rosters/salaries leading to the following research questions: R1: Does 80% of NHL league scoring come from the top 20% of the league's highest paid players? R2: Does 80% of each NHL team scoring come from the top 20% of highest paid rostered players? R3: Is there statistical or practical significance between the NHL teams that meet the 80/20 rule with respect to salary and team scoring, to the team's regular season winning percentage? R4: Is there statistical or practical significance between the NHL teams that meet the 80/20 rule with respect to salaries and team scoring, to the team's regular season winning percentage when a rostered goalie is within the top 20%? Initial findings of this in-progress research show that NHL player salaries fail the 80/20 rule significantly, strengthening the argument that ice hockey is the ultimate team sport (Baker, 2015), with the top 20% of each team's salaried players producing approximately 21% of points scored. This study synthesizes the 80/20 rule literature in conjunction with this secondary data analysis for a unique statistical perspective to the subjective ultimate team sport argument.

One Collar, Two Collar. White Collar, Blue Collar. A Study on Workplace Wellness, Leadership, and Organizational Culture.

Zack J. Damon, University of Central Arkansas
Eric James, Metropolitan State University of Denver
Andrew C. Pickett, University of South Dakota
Matthew Walker, Texas A&M University

Abstract:

Organizational culture (OC) remains of interest for sport managers, with research examining its relationships with job satisfaction and turnover intentions in multiple contexts^{4,5}. OC is largely defined as the values and history of an organization guided by certain leadership^{1,5,8}. While previous efforts have helped establish general OC research, little has examined how fitness impacts a non-sport organization's OC and/or leadership differences among organizations. This research surveyed two non-sport organizations (blue collar and white collar), each using similar CrossFit-based employee health programs, and a traditional CrossFit space. We first explored a servant leader's influence on employees' social capital³ mediated by trust⁷. Then, using a servant leadership lens, given that these programs ostensibly promote a better tomorrow for employees,² we examined group differences. We first hypothesized servant leadership would be positively related to both social capital (H1a) and participant wellbeing (H1b). Further, we posited trust would mediate these relationships (H2a and H2b, respectively). Our last set of hypotheses suggested there would be group differences between contexts across scores of servant leadership (H4), trust (H5), and social capital (H6). Preliminary analyses suggest support for main effects of servant leadership on social capital ($F_{15,79} = 2.119, p = .020^*$) and wellbeing ($F_{15,79} = 2.638, p = .004^*$). Support was found for partial mediation of trust between servant leadership and both social capital and wellness. Finally, we examined group differences between the three contexts across several variables, all possessed statistically significant omnibus tests ($F_{2,156} = 57.048^{***}, p < .001$; $F_{2,144} = 39.384^{***}, p < .001$; and $F_{2,142} = 11.765^{***}, p < .001$). Post hoc testing revealed the white collar context had lower scores than the other two groups (which did not differ) on both the servant leadership and social capital variables. Scores on the trust variable, however, indicated the white collar and CrossFit group did not differ, but were lower than the blue collar group. Together, this suggests servant leadership is desirable for organizations aiming to foster social capital. The data also suggest differences in leadership and trust pervade blue and white collar organizations. Implications for sport managers and organizers will be discussed.

THE "GOLD" STANDARD

Global Online Learning Difficulties: It's more than pedagogy that matters

Leigh Ann Danzey-Bussell, Trevecca Nazarene University

Abstract:

As technology has progressed, so has our ability to utilize it in teaching. As professors we have to embrace the idea that technology is now infused into education and is an expectation of our students. With the growth of online programs and the creation of MOOCs (Massive open online courses) we are faced with continued challenges with our online students. A cursory Google search of challenges of online learning will generate a plethora of articles addressing this growing form of knowledge delivery. Articles like Chawla's (2015) "3 Challenges Facing Online Learning Today" and Pappas' "Top 5 Most Common eLearning Challenges And How To Overcome Them" offer common difficulties that most online teachers and learners can agree with like feeling isolated, time constraints and lack of student motivation. What isn't covered are the unique situations that many of us in online learning face with some of our unique learners we serve. Issues like, how does one create a sense of teamwork when students are global? How, as a professor, do you engage students that are in different time zones? How do you establish a rapport with students who have various schedules? And how do you handle students who are active military who may be located in active zones? We also have to be concerned with the challenges that students face with online courses such as a disconnected feeling that tests motivation, technology that can be fraught with technical difficulties and self-discipline. According to Sull (2013), common obstacles for online teaching include loss of power, medical issues, lack of quality interaction/communication, poor student evaluations (if completed at all), consistently broken links to course material and inefficient time management skills. This presentation will discuss the challenges that professors and students face within an online environment and offer tips and suggestions on how to overcome these obstacles and offer a quality online learning experience.

Current Issues in Interscholastic Sports

Eric Forsyth, Bemidji State University

Abstract

Throughout the United States and Canada more than 24,000 high schools, and nearly 8 million male and female athletes compete in interscholastic sport competitions (NFHS, 2016; Whisenant et al., 2014), making high school sport programs still the “single most significant dimension” in the entire sport enterprise (Forsyth & Olson, 2013; Robinson et al., 2001). In comparison to Olympic, professional and collegiate sports, a current void exist in sport management academic journals with regards to interscholastic sport issues. Therefore, the author elected to research this “single most significant dimension” in an attempt to help address this void.

The methodology consisted of six phases. *Phase I:* Created a panel of experts that consisted of 20 board members of the Minnesota State High School League. *Phase II:* Each board member was asked to identify contemporary issues surrounding interscholastic sports currently today. *Phase III:* The panel identified 70 contemporary issues, which were inserted into one of 14 categories. These 14 categories served as the survey instrument, and includes a Likert scale with values ranging from 5 = extremely important to 0 = unimportant. *Phase IV: (see sample description below).* *Phase V:* The panel of experts were then properly define all contemporary issues as they relate to the day-to-day operations of athletic administrators. *Phase VI:* Interviews were conducted for a deeper understanding in what these issues mean to the practicing athletic administrator.

Current issues will be discussed according to how each sample rated each issue within 14 categories: (a) administrative, (b) classification, (c) coaches, (d) ethics, (e) finance, (f) officials, (g) parents, (h) participation, (i) scheduling, (j) specialization, (k) sportsmanship, (l) title ix, (m) tournaments, and (n) other.

Tailgating Research: "What have we learned?"

Andy Gillentine, University of South Carolina

Abstract:

Sport and entertainment organizations around the world and at all levels of performance have capitalized on the appeal of tailgating activities and frequently encourage event attendees to participate in tailgating activities to enhance the overall fan experience. Tailgaters can be found at events ranging from Jimmy Buffet concerts, to professional auto racing and even little league baseball games. Tailgating attracts loyal and ardent followers from all backgrounds and geographic regions. In the parking lots of stadiums and arenas around the U.S. and other global locations, thousands of participants arrive early to partake in tailgating activities. These activities range from highly organized events to loosely structured individual gatherings. Sport and entertainment organizations have recognized these tailgating activities as effective marketing tools to help promote their product(s). Through a variety of promotions, organizations encourage fans to participate in tailgating activities both prior to and following the events.

Despite the rapid evolution, popularity and growth of tailgating, the vast majority of research investigating the tailgating phenomenon has only been conducted over the last fifteen years. Areas of investigation into this phenomenon have included 1) consumer motives, 2) legal implications, 3) examination of policy and procedures, 4) risk management issues, 5) marketing implications, 6) best practice modeling, 7) entrepreneurship growth and opportunities, 8) global expansion, 9) sustainability challenges, and most recently 10) accessibility issues and responsibilities associated with tailgating. While these research projects have provided interesting, insightful and useful findings, none of the current research has fully demonstrated the relationship between each of the components and discussed the importance of developing a holistic concept regarding tailgating organization, administration and continued investigation. Therefore, the purpose of this presentation is to offer a capsulated review of the important findings from this research and to offer insight into practical applications as well as identify areas of potential future research.

"I just want them to leave me the fuck alone."
A Qualitative Investigation of the
Consequences Associated with Fan-Family
Conflict

Heidi Grappendorf, University of Cincinnati

Jason Simmons, University of Cincinnati

Meg Hancock, University of Louisville

Abstract:

The demands of the sport fan role do not appear overly complex. Fans invest time watching and following their favorite teams, players, and sports. They spend money on tickets, tailgating, and team-related merchandise and travel. For some sport fans, particularly those who identify strongly with their team, the demands of the sport fan role can be a source of conflict with competing role demands particularly related to family (Simmons & Greenwell, 2014). Prior research suggests fan-family conflict may take four forms: time-based, strain-based, behavior-based, and economic-based (Simmons & Greenwell, 2014; Simmons, Hancock, & Grappendorf, 2016). In addition to typologies, much of the existing research has focused on antecedents to conflict. Simmons and Greenwell (2014) noted highly identified fans experienced significantly higher time and strain-based fan-family conflict than lesser-identified individuals. Additional contributors to perceptions of fan-family conflict include family support for one's sport fan role (or the lack thereof), how one prioritizes the demands of their fan and family roles, family structure, and societal gender roles (Simmons et al., 2016). What is missing from previous analyses are the role-specific consequences associated with fan-family conflict. Outcomes such as diminished role satisfaction, stress, and decreased role performance have been linked to inter-role conflict between work and family roles (Allen, Herst, Bruck, & Sutton, 2000; Dixon & Bruening, 2005). However, to date, only a handful of studies have examined family and fan role outcomes as a product of fan-family conflict (Gantz, Wenner, Carrico, & Knorr, 1995a; 1995b; Vallerand et al., 2008). Thus, to better understand the consequences of fan-family conflict, semi-structured interviews were conducted with 21 individuals who self-reported high levels of identification with both their fan and family roles. Results indicated consequences were present in both family and fan role domains. Within the family role, five themes emerged: 1) guilt, 2) frustration, 3) short-term preoccupation, 4) friction/irritation with other family members, and 5) compartmentalization. Related to outcomes in the fan role domain, themes included: 1) altering behaviors, 2) lessened engagement/intensity, and 3) technology. Theoretical and practical significance of the findings will be discussed.

Study Abroad: Culture, Experience, and Movement

Dan Grube, Western Carolina University

AJ Grube, Western Carolina University

Abstract:

Western Carolina University and Ludwigsburg University of Education students experienced a blended course with their "sport major" counterparts during a 15-day study abroad trip in Germany. Students participated in adventure-based learning activities using the Experiential Learning Cycle (ELC) as a model for teaching and learning. Additionally, the WCU students had the opportunity to make school visits, participate in cultural experiences, and socialize with their German peers at the partner university. The emphasis was on learning across multiple experiences during the 15-day trip. Prior to the trip, students used the self-recording Cross-Cultural Adaptability Inventory (CCAI) to gauge their readiness and adaptability on four measures: 1) emotional resilience, 2) flexibility and openness to experience, 3) perceptual acuity, and 4) personal autonomy or locus of control. Students reflected on their CCAI scores and identified areas of focus during the 15-day trip. Over the course of the study abroad experience, students were constantly engaged in the experiential learning cycle. Each time there was a class meeting or new experience, students employed the ELC to: 1) reflect on the experience, 2) generalize their learning, 3) and transfer or apply that new learning to different settings. Additionally, the students utilized Fitbits™ to record the number of steps and walking distance over the duration of the experience. This proved to be a motivating factor each day to focus on fitness and to maximize their study abroad experience.

March Madness: An evaluation of economic impact on the City of Jacksonville

Todd Hall, Jacksonville University
Carol Dole, Jacksonville University

Abstract:

As with many major metropolitan areas around the world, the City of Jacksonville, Florida has an organizational body charged with enticing special events such as festivals, concerts, exhibitions, and sporting events in order to enhance the profile of the city. Jacksonville's Sports & Entertainment Office has direct responsibility not only for attracting sporting events such as the Georgia vs. Florida football game and the NCAA's March Madness, but also for the management of the cities' sport facilities, which includes EverBank Field, Veterans Memorial Arena, and the Baseball Grounds of Jacksonville. One of the most recent large-scale sporting events in Jacksonville's Veterans Memorial Arena was the second and third rounds for the NCAA's annual men's basketball tournament, commonly referred to as March Madness. It was the third time that the City of Jacksonville collaborated with Jacksonville University to host this prestigious event. The eight teams competing in this four-day tournament were: Arkansas, Baylor, Georgia State, Harvard, Ole Miss, North Carolina, Wofford, and Xavier. Because one of the primary mandates of local sport commissions is to boost the economic development of the municipality, the purpose of this study was to assess the economic impact of this collegiate basketball event on the City of Jacksonville. As such, a two-part questionnaire containing spectator demographic characteristics and spending behavior was created. Trained researchers employed a mall-intercept methodology wherein spectators (n=204) responded to the questionnaire via a digital tablet. The majority of respondents were male (80.9%) and Caucasian (75.5%). When local residents were removed from the sample, the respondent group became slightly more diverse, dropping to 76.5% male and 70.6% Caucasian. Participants tended to be well educated (75% with a college or graduate/professional degree) and affluent (56% with an annual household income exceeding \$75,000). In addition to spectator spending, with assistance from the Jacksonville Office of Sports & Entertainment, approximate spending by teams and media was also gathered. In total, after applying the appropriate economic impact multiplier, it was found that these three groups of consumers (spectators, college teams, & media) had an economic impact exceeding \$10.5 million for this four-day basketball event. A detailed description these analyses will be discussed along with several key takeaways for managers of such events.

Personality and Life Balance of Intercollegiate Athletic Administrators & Coaches

Meg G. Hancock, University of Louisville

Rick Balkin, University of Louisville

Abstract:

In recent years, life balance and well-being has gained increasing attention in business and other industries. An imbalance between work and family responsibilities and an organizational environment impacts job and career satisfaction, overall health and well-being, and job turnover (Stoltz, Wolff, Monroe, Mazahreh, & Farris, 2013). As noted by Bruening et al. (2008), "college athletics presents an intriguing setting for the study of work-life balance" (p. 251). Long, non-traditional work hours; travel schedules; work expectations; and, high-intensity work environments involving recruitment of student athletes, fundraising, compliance with the National Collegiate Athletic Association (NCAA) are unique to college athletics. Thus, several studies on work-life balance exist; they are, however, limited to how individuals balance career and family responsibilities or how supervisory relationships or organizational policies and structures promote or inhibit work-life balance (Bruening et al., 2008; Dixon & Bruening, 2007; Inglis, Danylchuk, & Pastore, 2000; Ryan & Clopton, 2011; Sagas & Ashley, 2001; Sagas & Cunningham, 2005). While these studies shed light on the perceptions and experiences of coaches and administrators, it is also important to consider the unique in the type of employee (coach, administrator) college athletics may attract (Everhart & Chelladurai, 1998; Kamphoff, Armentrout, & Driska, 2010; Knoppers, Meyer, Ewing, & Forrest, 1991; Moran-Miller & Flores, 2011; Tashman, Tenenbaum, & Eklund, 2010). Limited research exists on the role of personality and life balance. Thus, the purpose of this study is to evaluate the relationship between life balance domains, as measured by the Juhnke-Balkin Life Balance Inventory (JBLI); personality, as measured by the Big Five Inventory (BFI); and, tendencies toward work addiction, as measured by the Work Addiction Questionnaire (WAQ) for intercollegiate athletic administrators. The survey was distributed to Division I intercollegiate athletic administrators and coaches in August 2016 and will close in October 2016. Data analysis will include multivariate (e.g., MANOVA) and univariate (e.g., ANOVA, factorial ANOVA) analyses. We will explore differences related to various demographic characteristics (e.g., sex, job type) will be evaluated. The implications of the results of our study are important for hiring managers, employees, and current and prospective student-athletes. Results also serve to offer a better understanding of personnel in intercollegiate administration and coaching.

Let's Talk About L. M. X. Baby: And Brand Community.

Teddy Hayduk, Texas A&M University
Zack J. Damon, University of Central Arkansas
Matthew Walker, University of Central Arkansas

Abstract:

This research project investigates the brand community (BC), leader-member exchange (LMX), and organizational identification (OI) of a fitness club which had gone through a leadership change in 2015. The quantitative aspect of this work used a time-series approach and revealed BC as a consistent factor throughout the transition period. Results illustrated a quadratic pattern for LMX and OI with scores highest pre-leadership change. During this time, BC remained constant with no significant differences. This previous work provided significant insight because the leadership change provided a natural experiment in which to capture data. To bolster these findings, we conducted the present qualitative project. Previous work on BC has documented its unique value to organizations⁴. Overall, the BC research stream has provided significant foundations for consumer relations, emerging subcultures, and shared passions among members^{2,6}. Engendering a strong BC is associated with increases in profits, lower turnover^{1,2}, and in the case of this study's quantitative data, steady financial performance during an ownership change. The current study used semi-structured interviews through a purposive sampling technique to follow-up with members of the fitness club who participated in the quantitative section. Members must have been affiliated with the organization prior to and during the change in order to participate. Interviews were conducted via phone and in-person when scheduling permitted. The interviews aimed to answer four research research questions: R1: How did the leadership change impact membership and Brand Community? R2: How has the leadership change impacted membership and Brand Community in the months since the change occurred? R3: How has the leadership change impacted organizational identification in the months since the change occurred? R4: Did Brand Community help members weather the leadership change? While the study is currently wrapping up data collection (the last interviews are scheduled for September 2016), we expect the data to reveal similar trends as in the first study. OI and member satisfaction are expected to remain strong. Data will be coded and themes assigned in accordance with best practices of our field^{3,5}. We will conduct triangulation for credibility check³. Results and implications, limitations, and suggestions for future research will be discussed.

Investigation into Chinese Olympic Village Green Initiatives: National Stadium and National Aquatics Center

Lana L. Huberty, Concordia University, St. Paul

Megan Shreffler, University of Louisville

Abstract:

Environmental sustainability often involves green building standards such as those detailed by a LEED certification. Previous research has determined a trend of “going green” to be an international phenomenon within new building and reconstruction projects. Countries such as the United States have gone so far as to integrate green initiatives into major building projects including sport venues. Green trends have also been forefront in many aspects of the Chinese governments building initiatives, yet no research specific to green initiatives as they pertain to sport and athletic facilities was discovered. As recent and future hosts of the Olympics, LEED offers an amazing platform for Chinese leadership to demonstrate their environmental initiatives. Therefore, a study to investigate the use of environmental initiatives (such as those found with the LEED guidelines) within sport venues in China was proposed. Specifically, the purpose of this study was to examine sport venues in China to gain deeper insight in the integrated environmental sustainability initiatives. Methods included online site review and research, site visits to the major Olympic venues in Beijing, and interviews with Beijing Sport University faculty members. This research project explored the deliberate actions (or lack thereof) of Chinese sport stadium construction and management teams to integrate these green standards into their newly constructed facilities; specifically the National Stadium (Birds Nest) and National Aquatics Center (Cube), which are located at the 2008 Olympic Green in Beijing, China. Although the literature review reported efforts were made to integrate sustainable features, site visits to each of these Beijing Olympic venues uncovered no obvious evidence of these efforts with the exception of recycling containers through the sites. Signage, verbal tour verbiage, nor pamphlets noted the green features that had been touted online. These limited environmental sustainable efforts were confirmed by Beijing Sport University faculty members. This investigation highlighted the opportunities China has as they prepare to host another Olympic event in 2022.

Digital Arms Race: New Media's Impact on Competitive Balance across Division I FBS Football

Alicia Jessop, University of Miami,
Tywan Martin, University of Miami

Abstract:

Revenue generation in Division I intercollegiate athletics exponentially grew following the 1984 U.S. Supreme Court decision in *National Collegiate Athletic Association v. Board of Regents of the University of Oklahoma* (468 U.S. 85, 1984). Prior to the decision, the NCAA operated a television distribution model whereby it exclusively negotiated broadcast contracts for member institutions. Under the model, the NCAA placed a ceiling and floor on the number of times a member institution's football games were telecast. The NCAA asserted that this model promoted competitive balance by ensuring that smaller conference teams received air time and limiting football powerhouses' exposure. In 1984, this model was struck down by the Supreme Court using the Sherman Antitrust Act (Bennett and Fazel, 1995). Subsequently, universities—either individually or collectively through their conferences—have negotiated broadcast contracts for their teams' regular season games worth hundreds of millions to billions of dollars (Bennett and Fazel, 1995; Dosh, 2013). While the NCAA asserted that such negotiations would eliminate competitive balance from Division I athletics, Bennett and Fazel (1995), using a time series-cross section model regressing team winning percentage on a traditional football power variable, found that competitive balance in Division I football improved after the Supreme Court decision. Concerns over how broadcast contracts impact NCAA competitive balance have arisen again, following a period of conference realignment 2010-2014. The period was spurred when a number of athletics departments, facing expiring broadcast contracts, realigned themselves in conferences with the greatest access to broadcast revenue (Lawrence, 2013; Jessop, 2013). In the face of these concerns, others assert that the emergence of and widespread access to digital media may promote competitive balance (Lawrence, 2013). FBS conference membership has shifted, broadcast revenues have soared and many athletic departments have negotiated individual digital media rights deals (Dosh, 2013). Recognizing these changes in media access across FBS, this study will provide an empirical analysis of the impacts of conference realignment and subsequent media rights deals on competitive balance in FBS football.

Sport Management Capstone Courses – What's Everybody Doing and Why?

Jay Jisha, The University of Tampa,
A.J. Grube, Western Carolina University

Abstract:

As a follow-up to last year's presentation entitled Developing Content for a Senior Seminar Course, the presenters have conducted an electronic survey of a sample of undergraduate sport management programs in North America from the NASSM website. The survey's purpose was to determine elements of senior seminar/capstone courses used in sport management curriculums. In addition to identifying assignments and projects used in capstone courses, survey participants were asked to comment on the perceived effectiveness of each assignment or project. Examples of activities discussed will include the following: o Professional development exercises (interviewing skills, professional portfolios, resumes, Linked In, mentoring, etiquette instruction) o Internship organization presentations and personal reflections of internship experiences o Capstone slideshows o Exit exams o Research projects o Case study assignments o Ideas generated from survey participants The survey also asked participants to indicate whether or not capstone courses are used to collect data for outcomes assessment or the measurement of program goals such as communication skills, critical thinking and knowledge of the sport management discipline. The topic of resources (e.g. reading packets, textbooks) used in capstone courses was also included. In addition, the survey inquired about the use of a standard exit exam to address core knowledge in sport management. The presentation will address the results of the survey and provide examples of specific projects and assignments used in capstone courses. In addition, the presenters hope to have rich discussion of the feedback received from the survey.

Gender Differences in Motivation, Satisfaction, and Retention of Sport Management Undergraduate Student Volunteers

James E. Johnson, Ball State University
Chrysostomos Giannoulakis, Ball State University
Beau F. Scott, Ball State University
Nathan Felver, Indiana University
Lawrence W. Judge, Ball State University

Abstract:

The volunteer sport industry has been appraised at over \$50 billion (Chelladurai, 2014) and provides an invaluable labor force in an industry that is largely event-based. A growing number of sport volunteers come from the 613 sport management programs throughout the United States where student volunteers gain practically relevant work experience in their chosen profession (Pedersen & Thibault, 2014). Unfortunately, little empirical evidence regarding the nature of sport management student volunteers has emerged, and even less has focused on gender differences. While it is clear that more males are involved in sports in general (Coakley, 2016), and that sport management programs are overwhelmingly comprised of males (Jones, Brooks, & Mak, 2008), it is not clear if there are gender differences between the motivation, satisfaction, and retention of sport management students (Pierce, Johnson, Felver, & Wanless, 2014). Knowing such information would allow sport management programs and volunteer organizations to more specifically recruit and retain this important section of the volunteer work force. To this end, this presentation will discuss a study where 322 sport management undergraduate student volunteers from five Midwestern universities were examined to determine gender differences in motivation, satisfaction, and retention regarding their sport volunteer experience. Each participant completed a 46-item questionnaire utilizing a 7-point Likert type format. Demographic information was captured using self-reported written responses. A multiple analysis of variance (MANOVA) was used to identify differences between gender and the variables in question. Results yielded no differences between genders regarding satisfaction of sport volunteer experience or likelihood to volunteer again in the future. However, females rated motivation factors of Values and Understanding significantly higher than males. Additionally, males rated Love of Sport significantly higher than females, suggesting that motivation to volunteer may differ between genders within sport management student populations. A discussion of results, practical implications, and suggestions for future research are included.

Career Attainment of FBS Football Coaches: An Examination of Prior Experiences

James E. Johnson, Ball State University

Daniel Tracy, St. John's University

Chrysostomos Giannoulakis, Ball State University

Lindsey Blom, Ball State University

Lawrence W. Judge, Ball State University

Abstract:

Football Bowl Subdivision (FBS) is the highest and most prestigious level of intercollegiate football in the United States. Head coaches at the FBS level are often nationally known figures who earn \$1.75 million per year on average for their services (Baumbach, 2014; Connolly, 2015; Jensen, Ervin, & Dittmore, 2014). Ironically, not much is known about the career progression or developmental pathways (Erickson, Côté, & Fraser-Thomas, 2007) of these elite level coaches. While many coaches at all levels of sport often have prior playing experiences (Bloom, Silva, & Stevens, 2002; Erickson et al., 2007; Gilbert, Côté, & Mallett, 2006), it is not clear what specific playing experiences contribute most to a coach's career progression. Similarly, it is not clear what coaching pathways are most influential to achieve a FBS head coach position in the shortest possible time. Varying levels of head coach experience or success could impact career progression differently (Côté, Salmela, Trudel, Baria, & Russell, 1995). While some studies on social capital indicate it might be more of who you know, rather than what you know (Day & McDonald, 2010; Sagas & Cunningham, 2005), aspiring coaches have long been left with educated guesses and anecdotal information to guide their coaching profession decisions. With these points in mind, this study assesses the prior playing and coaching experiences of first-time Division I FBS college football coaches hired from 1998-1999 through 2013-2014 ($n = 200$). Specifically, 25 individual variables within five categories (playing experience, coaching experience, team affiliation, coaching success, and demographic variables) were analyzed to determine their potential impact on rate of FBS head coaching attainment. Results indicated that coaching experience, affiliation, and past coaching success were all significantly predictive of a faster rate of FBS head coaching attainment. However, playing experience was largely insignificant. The nuances of each variable, as well as the implications for aspiring coaches or administrators, will be discussed relative to these results.

Value Co-Creation in Spectator Sports

Keywords: value co-creation, service-dominant logic, fan engagement

Charles W. Jones, Indiana University

Kevin K. Byon, Indiana University

Abstract:

In sport management, scholars have investigated the role of sport organizations in the live event setting and found that high levels of service quality (both core elements and ancillary service factors) can influence spectator perceptions of value and lead to future loyalty behaviors (Byon, Zhang, & Baker, 2013; Clemes, Brush, & Collins, 2011). While these studies examined the impact of organization-related factors on spectator value assessments, a service-centered view of marketing suggests the customer also plays a key role in co-creating value jointly with the organization (Uhrich & Benkenstein, 2012; Woratschek, Horbel, & Popp, 2014a). Vargo and Lusch (2004, 2008, 2016) introduced this view of marketing as a service-dominant logic (SDL) approach where consumers are considered active participants in the consumption process and the customer is always a co-creator of value. While SDL continues to evolve and its foundational premises are used by scholars to study various industries, the study of value co-creation in sport has thus far been limited (Woratschek, Horbel, & Popp, 2014b)). One such study was performed by Uhrich and Benkenstein (2012) who investigated customer roles at live sporting events and found that along with core service performance, certain social factors—specifically, the density, appearance, and behavior of other spectators—directly influenced the positive affect experienced by spectators at a professional soccer match, which led to greater on-site spending and positive word-of-mouth recommendations. These findings suggest that in a spectator sport setting, there are both organization-related factors and customer-related factors that can influence perceptions of value and impact future behavioral intentions. The purpose of this study is to propose a sport consumer behavior model based on the value co-creation (VCC) framework. Through application of SDL—specifically, that value is co-created by multiple actors, including the sport organization and other spectators—and by performing a review of VCC literature, a conceptual model of value co-creation in the context of spectator sports will be proposed in this study. The VCC model can be used to examine how sport organizations and spectators co-create value in a live event setting and how the roles performed by both actors influence future behavioral intentions.

College Students Training Law Enforcement Officers: The Officer Charlie Get Fit Project

Lawrence W. Judge, Ball State University

Shannon Powers, Ball State University

Tonya Scalon, Ball State University

Dagny Zupin, Ball State University

James Johnson, Ball State University

Abstract:

Police officers endure strenuous physical and emotional situations every day. Their ability to handle the rigors of running, lifting, and forceful self-defense encounters are directly related to their level of fitness. Most law enforcement agencies recognize the importance of physical fitness and encourage officers to maintain an adequate level of fitness. However, many officers find it difficult to implement a fitness program. The purpose of this proposal is to 1) describe service learning venture Officer Charlie Get Fit Project participant outcomes and 2) delineate Kolb's Experiential Learning model implemented by undergraduate Kinesiology majors when applied in an exercise setting. Kolb's four-stage learning cycle demonstrates how experience is translated through reflection into concepts, which in turn are used as guides for active experimentation and the choice of new experiences. A pre-service learning kinesiology class (undergraduate students $n=22$) provided an eight week, 32 hour, 16-lesson fitness program for a Midwestern city police department. The student-facilitated program focused on individualized interventions targeting overall fitness, body composition, and weight loss. Pre/post testing included body weight, BMI, waist circumference, hip circumference, resting pulse, blood pressure, and skin folds. Participants included 16 police officers ($m=44.6$ $SD=10.7$ years). Descriptive statistics and paired sample t-tests were conducted. Paired sample t-tests revealed non-significant differences between the pretest and post test scores on the 10 fitness measures. Descriptive statistics revealed improvements in the following categories: body weight, BMI, waist circumference, hip circumference, resting pulse (60sec), blood pressure systolic, blood pressure diastolic, sum of skin folds, and overall body fat percentage. This methodology may have broad applications across disciplines seeking to impact their communities in the areas of fitness and wellness and to combat the growing trends of obesity. During the project, participants met fitness goals and learned new exercise techniques. The Kolb model was an effective and sustainable foundation that may be implemented by higher education institutions across the nation.

Why fan group non-attachment matters: A social network analysis case study on a brand community cluster

Joshua M. Lupinek, University of Alaska Fairbanks

Abstract:

This is a case study of a single off-site ice hockey fan group (n=6) in the Upper Midwest, coined a “brand community cluster,” who consume their brand community’s product away from the arena. This study analyzed the impact of fan group structure and “off-site” group variables via social network analysis (SNA) methodology (Katz & Heere, 2013) under the tenants of grounded theory (Corbin, & Strauss, 2014). Unfortunately, calls for further investigation on brand community development are based mostly on conceptual research such as the Lupinek’s (2014) Attachment to Brand Community Framework (ABC) which purposes a set of fan identification connection variables as gathered in a review of brand community literature. No research to date has empirically tested these brand community attachment variables resulting in research questions exploring the fan group social structure; how “off-site” ice hockey fan group leadership and decision-making variables impact their attachment to brand community; how fan group brand loyalty levels relate to the salient influencers of the ABC framework (family influence, geographic location, media coverage, team success, star players, coach(es), style of play, fan culture, & team symbols). The results of this study reveal the feasibility of moving forward with this line of empirical research, as the participants of this study displayed a strong overall connection to the team success variable of the ABC framework aligning with Heider’s (1958) theory of cognitive balance of which BIRGing and CORFing are conceptually rooted and Spinda’s (2011) impression management process of sport fans. The participants of this study are an excellent example of a brand community cluster embedded within a social network that is untapped by Buhler and Nufer’s (2012) relationship marketing standards. The key result of this study is the knowledge that high brand community attachment does not necessarily yield a strong impact on group leadership or decision-making. This study synthesizes the brand community literature in conjunction with the research questions and the ABC framework for a unique contribution of knowledge. Sport organizations, have the opportunity to use this fan group information to increase their relationship marketing strategies (Buhler, & Nufer, 2012).

What are we Celebrating? A Content Analysis of Pictorial Content in ESPN The Magazine's Body Issue

Tywan G. Martin, University of Miami
Erin McNary, Indiana University
Liz Gregg, University of North Florida
Warren Whisenant, University of Miami

Abstract:

The purpose of this study was to examine the pictorial content of ESPN The Magazine's Body Issue to determine the type of coverage sportswomen received in the annual special edition. The Body Issue was intended to celebrate the physical characteristics of athletes through visual representation that honored diverse human elements such as body shape, height, and weight (Smallwood, Brown, & Billings, 2014). The special issue generated more than double the magazine's traditional sales and approximately 35% more advertising sales than other issues (Lee, Gregg, & Sweeney, 2013). ESPN's celebration of the body aimed to unapologetically feature aspects that included gender as a way to position the sport media outlet as a champion of social acceptance. Unfortunately, ESPN's history of female athlete representation has suggested the opposite. Previous research revealed ESPN trivialized the athletic activities and accomplishments of female athletes, as they were rarely covered and their coverage had even declined over the years (Adams & Tuggle, 2004; Billings & Young, 2015; Cooky, Messner, & Musto, 2015; Turner, 2014). Similarly, it was discovered that female athletes received a fraction of the coverage in comparison to their male counterparts in regard to pictorial content (Eagleman, Pedersen, & Wharton, 2009). Because the special issues focused on athletes' bodies and female athletes typically received more coverage when they participated in sports that highlighted body type (Davis & Tuggle, 2012), this study sought to ascertain whether or not the print publication's imagery undermined the merits of women in sport. This investigation included ESPN The Magazine Body Issues from 2009-2015. A total of 276 photos were examined. Although it was hypothesized that female sport competitors would be overrepresented on the Body Issue pages, male athletes garnered more photographic coverage than female athletes. Though it was not a significant difference ($\chi^2=3.365$, $p=.162$), female athletes were photographed more in non-athletic poses than their male counterparts. Gender did not play a role in photo prominence, as a Chi Square test revealed no statistical difference ($\chi^2=14.176$, $p=.077$). Female athletes that competed in individual sports received more pictorial coverage than female athletes in team sports ($\chi^2=36.010$, $p < .000$).

Top Athletes Withdraw from Olympics Trend or Aberration?

Leon J. Mohan, Saint Leo University

Dene J. Williamson, Saint Leo University

Phil Hatlem, Saint Leo University

Abstract:

On August 5th, the 2016 Summer Olympics Games will commence in Rio de Janeiro, Brazil. Over 200 countries and 10,000 athletes will be participating in the hallmark event. The International Olympic Committee estimates that over 480,000 tourists will descend on the destination for the two week period of the event. The country has spent millions on preparing the destination and facilities to host the Olympics with the expectation that the investments will result in future economic development for years to come. Meanwhile, the country is wrought with political and social unrest, which generally makes for an unsafe environment to visit. Currently, there will be many top athletes participating from around the world such as Usain Bolt (Jamaica) in Athletics, Serena Williams (United States) in Tennis, Bradley Wiggins (Britain) in Cycling, Lin Dan (China) in Badminton, and Michael Phelps (United States) in Swimming. On the other hand, Brazil has been the epicenter of the Zika virus outbreak that has hit approximately 60 countries. The Zika virus, along with polluted waters, crimes against athletes training for the Olympics, and other social unrest has prompted some athletes to withdraw from competition. The list of athletes continues to grow and include the top four golfers in the world (Jason Day, Dustin Johnson, Jordan Speith, and Rory McCilroy), Stephen Curry in Men's Basketball, and Tejay van Garderen in Cycling. Olympics of past have been plagued with controversy as well as political and social unrest in the areas in which they were held. The 1936 Games in Berlin were inundated with issues regarding race and human right, the 1972 Olympic Games was beset with shootings known as the Munich Massacre, and human rights concerns as well as terrorists bombings in China preceded the 2008 Olympics in Beijing. The overarching question of the research is whether the current withdrawal of athletes from the Olympic Games create a trend for future Games. Some of the secondary questions relating to the study include the influence of athletes' professional income, national pride and sport played on whether they should or should not participate.

An Alternative to Rankings: A Proposal for a Rating System in Sport Administration Programs

Susan Mullane, University of Miami

Abstract:

The importance of ranking systems has been studied throughout various sectors of business and education. Ranking systems have been utilized to evaluate universities, academic journals, and individual researchers (Demange, 2012). The most widely respected ranking systems were developed by the US News and World Report and the National Research Council (Rouse & Garcia, 2004). These were stated to influence prospective students' perceptions of the institution and program. Despite the proliferation of ranking systems within academia, a dearth of research has been conducted in regard to measures of evaluation within sport management programs. Students and parents have increasingly demanded quantifiable data regarding academic programs, and some form of comparison and program evaluation can help to provide direction for these individuals. Elements of a classification vary across academic degree programs and must be considered when developing a ranking system. Bias by the students, faculty, and administrators who complete the evaluations (mostly surveys) is a major concern. Ranking systems tend to produce only one "best program," which is an issue, in and of itself. In fact, this researcher has proposed such a system but there have been limitations including reliability, subjectivity, and implementation issues. An alternative is a rating system, whereby respondents can view and evaluate programs on the existence of previously established and acknowledged important criteria. Using a rating system, several programs can be viewed as excellent, based on established criteria. Previous research included attempts to develop a uniform ranking system for sport management programs. Based on a prior survey that sought to determine important factors for ranking sport administration programs, it was determined that different factors were important for undergraduate, graduate, and doctoral programs. This study will draw upon that previous research and will utilize a revised survey to be developed and sent to members of a national sport management organization to determine important factors for evaluating the three levels of sport management programs, within classifications of universities. The results of this survey will be used to develop a proposal for a rating system of sport administration programs.

A Comparison of Specialized Accrediting Bodies

Tim Newman, Georgia State University

Heather Alderman, Commission on Sport Management Accreditation

Abstract:

The accreditation process, whether for institutions or specialized programs, is based upon the idea of continuous improvement. This paper will examine the similarities and differences between the primary business specialized accrediting bodies, specifically the Accreditation Council for Business Schools and Programs (ACBSP) and the Association to Advance Collegiate Schools of Business (AACSB) and the sport management specialized accrediting body, Commission on Sport Management Accreditation (COSMA). In all three instances, the decision to become accredited is a voluntary process and involves an extensive, rigorous external review of the institution's business programs (for ACBSP and AACSB) or sport management degree programs (for COSMA). According to their website, the AACSB is "the longest serving global association dedicated to advancing management education worldwide. AACSB accredits 775 of the world's best business schools across 52 countries and territories" (<http://www.aacsb.edu>). The focus on continuous quality improvement in AACSB accreditation comes from the concepts of engagement, innovation and impact ("AACSB International | Advancing Quality, Global Business Education," retrieved August 31, 2016). The ACBSP asserts they are, "the world's largest accrediting body and the first to accredit business degree programs at all degree levels." Like AACSB, the ACBSP is "recognized" by the Council for Higher Education Accreditation. The ACBSP's mission is to promote continuous improvement and recognize excellence in the accreditation of business education programs around the world (<http://www.acbsp.org>, "Accreditation Council for Business Schools and Programs", retrieved August 31, 2016). COSMA states it is "a specialized accrediting body whose purpose is to promote and recognize excellence in sport management education worldwide in colleges and universities at the baccalaureate and master's levels through specialized accreditation." COSMA is the only specialized accrediting body for sport management education. (<http://www.cosmaweb.org>, "About COSMA – Mission", retrieved August 31, 2016). This presentation will examine the differentiated focus on outcomes assessment, curriculum and experiential learning promoted by these three accrediting bodies, focusing on the primary level at which each accrediting body's standards concentrate. Specifically, COSMA enhances sport management curricula, academic quality and the skills and contacts that lead to further education or employment in the field of sport management. After comparing and contrasting the various accrediting bodies, it is evident that business school-level accrediting bodies do not truly measure excellence in sport management education. COSMA's dual emphasis on evaluating the, "characteristics of excellence in sport management education and assessment of educational outcomes" when making accreditation decisions is unique. COSMA's accreditation principles enable sport management programs to continuously improve while promoting best practices in sport management education. (<http://www.cosmaweb.org/about-cosma.html> - "About COSMA - COSMA Core Values/Statement of Academic Quality", retrieved August 31, 2016).

Lose like a man: Effects of athlete endorsement in male-targeted weight loss advertising

Andrew C. Pickett, University of South Dakota,
Natasha T. Brison, Texas A&M University

Abstract:

In the United States, weight loss is big business, totaling more than \$64 billion - including everything from supplements and diet plans to medical solutions, such as bariatric surgery. Traditionally, weight loss advertising has been largely directed towards women. However, men are increasingly concerned with their bodies. Many of their bodily aspirations are characterized by a drive for leanness, muscularity, and idealized body shapes portrayed by the media. As such, weight loss programs and organizations have begun to target men as a sizeable new market segment. Their high social status and idealized bodies, make athletes strong social influencers. Athlete endorsers can improve brand recall, consumer attitudes toward a brand, and purchases intentions. Drawing from research on Source Credibility, which states that the credibility (attractiveness, expertise, and trustworthiness) of the source can influence the persuasiveness of a message, the current research seeks to examine the relationships between male consumer self-concept, body image, male athlete endorser credibility, and weight loss program advertisements. Self-concept is a subjective evaluation of one's self, and when a male consumer sees an advertisement featuring a male athlete, it is likely that the consumer will compare themselves to the athlete. Thus, we posit that this comparison along with the credibility of the athlete can influence the consumer's own perceptions of their body image. Further, one's attitude toward an advertisement also can impact the persuasiveness of the endorser's message and ultimately, intentions to purchase. Therefore, using structural equation modeling, we will investigate relationships between the consumer's self-concept, the athlete endorser's credibility, the consumer's body image, attitude toward the advertisement, and purchase intention. Data will be collected from male participants who have either tried or considered trying a weight loss program. Due to the fact that Weight Watchers and NutriSystem have led the market in advertisements focused on the male population, advertisements for each program will be used to test the model. Participants will be randomized into either a Weight Watchers or NutriSystem advertisement group. After determining model fit, an additional analysis will be conducted to determine whether there are differences between the groups based on the brands they evaluated. Kell, J. (2015, May 22). Diet industry struggles as consumers eat more fresh food.

Using the Charlotte Danielson Framework for Teaching as a Tool for Effective Teaching in Sport Management Programs

Jennifer Pinsky-Newman, Baltimore County Public Schools
Tim Newman, Georgia State University

Abstract:

A common question arises as colleges and universities look to hire new sport management professors, "How do we know whether or not the candidate can effectively teach?" Although doctoral students complete courses in sport management theory and conduct research in the field, the vast majority do not receive any training in teaching. Even though some doctoral students serve as graduate assistants and gain experience in teaching, they generally do so without the benefit of pedagogy. As a result, although many sport management professors may be experts in the field, they often struggle in communicating the content to students. This presentation focuses on providing sport management professors with detailed rubrics for delivering effective instruction. An overview of Charlotte Danielson's Framework for Teaching, a research-based set of components of instruction designed to support effective teaching, provides a detailed structure which may be applied to any sport management course. ("Danielson Group » Charlotte Danielson", 2016) By breaking down the components of effective teaching and examining specific applications to the field of sport, participants will be able to walk away with ideas and resources to use in the classroom. A variety of strategies, techniques and things to consider when planning courses at the undergraduate, graduate and doctoral level will be provided. In addition, implications for teaching in an online environment will also be addressed. The Danielson Framework, "has become the most widely used definition of teaching in the United States, and has been adopted as the single model, or one of several approved models in over 20 states." ("Danielson Group » Mission", 2016) This presentation will apply Charlotte Danielson's concepts to the sport management field and provide professors with tools to positively impact student learning.

Sport Marketing Case Studies in the Classroom: Expectations, Experiences, Examples

Brenda G. Pitts, Georgia State University

Abstract:

Sport Marketing Case Studies in the Classroom: Expectations, Experiences, Examples Case studies can be an effective learning experience for students in Sport Management. Using cases based on either real or fictional sport companies, and presenting with a plethora of issues and problems, the student attempts to utilize fundamentals and concepts already learned in their Sport Marketing and/or other Sport Management courses, as well as apply critical analysis and thinking, to identify if problems exist, what they are, determine strategic objectives, and develop a comprehensive plan that addresses the problems and seeks to attain the strategic goals. Building on a presentation delivered at last year's GSBA conference "Case Studies for the Sport Marketing Course: Where to Find Them & How to Use Them" (Pitts, 2016), this presentation will provide an in-depth look at expectations and experiences for the Sport Marketing educator, and will provide examples of real written case studies by students that the educator can take away to use as models for their classes. Pitts, B. G. (2016). Case Studies for the Sport Marketing Course: Where to Find Them & How to Use Them. Presentation delivered at the 2016 Global Sport Business Association conference, Miami, Florida, February 19-22, 2016.

United we race: A qualitative case study of USA BMX

Lindsay Pursglove, Ball State University

Kimberly Miloch, Texas Woman's University

Leslie Graham, Texas Woman's University

Abstract:

United we race: A qualitative case study of USA BMX Action sports are a prominent sport industry segment (Ferrell & Hartline, 2011). Even though the sports within the segment are traditionally all lumped together, each sport with the action sport classification are different from each other. One such difference is the organizational structure of the sports, and Bicycle Motocross (BMX) Racing's business structure plays a vital role in the sustainability of the BMX racing worldwide. BMX get associated with 20 inch bicycles and the trick/stunt disciplines of the sport. However, the sport started as a racing format that is still used today, and even though it is less popular than its BMX trick stunt counterparts, racing has elevated itself to the highest levels by becoming a Summer Olympic sport (Dyreson, 2012; Newland & Kellet, 2012). The purpose of this study was to examine the governance structure for the sport at all levels and how that impacts BMX racing. For this study qualitative semi-structured interviews with USA BMX staff were conducted and public organizational artifacts were analyzed for cross comparison of their business strategy. A sport league's position and perspective must be examined to be able to take into consideration its overall impact on the sport and influence on the sport segment (Kunkel, Funk, & King, 2014, Heere, 2010). In the United States, BMX racing is governed by USA BMX as the national sanction for the races, tracks, and participants. USA BMX was established in 2011 after the merger of the two national governing bodies: National Bicycle League and the American Bicycle Association. Since then the organizational business structure at all levels from the international to each independently operated local track has had a role in what the sport is now and in its future. Like most sport businesses USA BMX has challenges that hinder the sport but also have elements that gives it a competitive advantage in the action sport segment. This presentation provides information about USA BMX, business tactics they are trying to achieve through their organizational goals (emergent themes), and the sport industry influences on the sport.

Red Dirt Mud Run

Jason D. Reese, Stephen F. Austin State University
Robert M. Crocker, Stephen F. Austin State University
Marlene Kahal, Stephen F. Austin State University

Abstract:

Red Dirt Mud Run Non-profit organizations continually seek revenue sources to support their cause. Depending on the size of the community and the capabilities of the non-profit, participant sporting events can raise a substantial amount of revenue and can be their primary sources of funds. Therefore, it is important that host organizations understand consumer perceptions when making event decisions. The purpose of this presentation is to examine the struggles of non-profit organizations hosting sporting events, while also better understanding how participants perceive events like these. The case presented here is of the Red Dirt Mud Run, a 5K obstacle course with no affiliation beyond the Nacogdoches Jaycees (Texas, USA). In four years participation went from 250 to almost 1200 runners. The research questions were: a) what are the perceptions (overall satisfaction, event flow/organization, satisfaction with obstacles, ancillary activities, price fairness, price sensitivity, repurchase intentions, and willingness-to-pay) of a short distance obstacle course events when hosted by a non-profit, non-sport organization, and b) how, over the course of two years of data collection and observation, the non-profit organization made adjustments following runner feedback. Specific attention will also be given in the presentation to organizational structure (as it impacts decision making processes) and the volunteer nature of the non-profit. Over the course of two years, the authors employed a mixed method approach to data collection. In both 2015 and 2016, the authors served as observational researchers, as well as conducted a post-event questionnaire regarding the variables listed in the research questions. Data analysis included ANOVA and regression. Results related to the aforementioned variables will be presented. However, due to space limitations, here are just a couple of these results. First, ANOVA results in 2015 lead to several obstacles being adjusted in 2016. These results showed satisfaction with some obstacles were different between male and female runners (e.g. Monkey Bars, $p < .05$). Also, using a simple regression we found that the more positive runners felt about the obstacles, the more satisfied they were with the overall experience ($\beta = .6649$, $p < .001$). A discussion will accompany results, as well as limitations and future research.

An Examination of Motives Associated with Referee Recruitment, Retention, and Attrition

Lynn L. Ridinger, Old Dominion University

Jacob K. Tingle, Trinity University

Stacy Warner, East Carolina University

Kyungun Ryan Kim, University of Texas

Abstract:

An Examination of Motives Associated with Referee Recruitment, Retention, and Attrition Abstract Referees are an important component of most sport competitions; however, there is a growing concern as the number of qualified sports officials continues to decline. A shortage of officials can have a negative impact on a variety of stakeholders including athletes, coaches, fans, and sport managers. The successful development of any organization or industry is dependent upon the recruitment, retention, and development of key personnel. In the sport industry, referees play a key role in the workforce and it is important to understand factors associated with their motives for officiating so that sport organizers can develop strategies to more effectively recruit and retain referees. The purpose of this study was to examine motives associated with referee recruitment, retention, and attrition. Using Warner, Tingle, and Kellett's (2013) Referee Attrition Model as a framework, an online survey was developed and sent to officials registered with the Virginia High School League (VHSL) the North Carolina High School Athletic Association (NCHSAA). The survey included open-ended questions inquiring about motives for initial entry, continuance, and potential discontinuance with officiating. Additionally, data were gathered on perceptions of the most problematic issues with officiating and ideas to help recruit and retain officials. An email invitation to participate in this study along with a link to the survey was sent to approximately 17,000 individuals via representatives from the VHSL and NCHSAA. There were 3,040 completed surveys for a response rate of 18%. Content analysis was conducted to analyze the data. Open coding was done to identify initial themes and NVivo software was employed for further analysis. Results and implications will be discussed.

Educating Beyond From Multiple Perspectives: Creating Global Experiences for Sport Management Students

Brenda A. Riemer, Eastern Michigan University

Brenda Pitts, Georgia State University

Heidi Grappendorf, University of Cincinnati

Abstract:

An emphasis of many college and universities often includes diversity curriculum or experiences that hopefully result in an appreciation of various people and cultures. One area that is often overlooked when discussing diversity is creating globally aware students who are exposed to cross-cultural experiences and interactions. Study abroad programs have been studied since the 1970s (Redden, 2010a). One area of emphasis that has received attention from scholars is in the area of academic outcomes. Redden (2010a) determined that graduate rates and grade point average are higher for students who study abroad, as were intercultural and disciplinary learning outcomes. Additionally, goal-setting and objectives for study abroad students can be placed in three categories: academic learning outcomes, ability learning outcomes, and attitudes/awareness learning outcomes (Malmgren, 2007). Insights and a unique perspective about study abroad programs will be provided by the faculty organizer whom created an outside company, and participating faculty. From the faculty organizer perspective, advantages and disadvantages of starting a company outside of one's institution will be discussed. Further, the requisites, and components needed to start such a company, and university policy will be covered. Lastly, the essentials as how to organize a trip, from attaining international contacts, creating an itinerary, obtaining insurance, and planning for a group will be examined. Unlike many study abroad programs where faculty take students from the United States to another country, this company and trip brought two faculty members and sport management students from a university in Japan. During this time we visited facilities and events in three cities with the students. Our role as Invited Scholars involved delivering a lecture on Sport Marketing in the USA and Diversity in Sport in the USA. The purposes for our involvement included providing lectures in our areas of expertise – sport marketing and diversity in the USA. Another purpose was for us to spend several days with the group to provide an American perspective of sport in our country, American culture, and American education system especially in relation to the sport management degree." This presentation will focus on what we learned from this unique experience.

Motivating Factors of National Senior Games Association State Participants

Sandra K. Shawver, Midwestern State University

Abstract:

KEYWORDS: Motivation, Competition, Seniors, National Senior Games Association Motivating Factors of National Senior Games State Participants Sport provides many benefits to all who participate, from being socially mobile, interacting with other populations, and/or to challenging one's physical abilities against themselves or others. Sport allows integration of people across varying age ranges, physical abilities, and socio-economic levels while offering opportunities for individual improvements in one's quality of life, self-confidence, and socialization (Blichfeldt & Nicolaisen, 2011). The purpose of this study was to identify motivating factors of senior adults who competed in the 2015 National Senior Games Association (NSGA) state games. The National Senior Games Association (NSGA) exists to assist seniors (50+) in achieving greater value and quality of life through activity and healthy lifestyle opportunities (NSGA, 2015a). It conducts local and/or state multi-sport competitions, which serve as qualifiers for the National Senior Games" (NSG) which are held biannually (NSGA, 2015b, para 1). Some challenges facing the NSGA at these events are the decline in community and corporate partners and reaching their target demographic through multiple marketing platforms. Some states boast six or more local/regional games while others are only hosting the state games (NSGA, 2015a). Three hundred and ninety-three individuals aged 50-94 years participated in the study by completing an online survey. The survey included demographic, psychographic information and the Sport Motivation Scale-6 to determine specific motivation levels based on gender and the state of participation. Generalized demographic information (n=393) showed that participants ranged in age from 50 to 94 the majority were college graduates with forty-nine percent reporting a household income of \$75,000 or greater. Additionally the majority (75%) of participants take part in the senior games to compete and challenge their abilities, while 47% compete for health reasons. Understanding what the motivation is for getting and staying involved will allow the autonomous organizations to better market their product and subsequently positively impact more seniors' lives. The findings presented in this study may be the initial stepping stone for states to review present practices and consider new or different avenues to introduce more seniors to the NSGA.

The Impact of implementing the Student Leadership Challenge on Leadership Development of Sport Management Undergraduate Students

Michael Smucker, University of Tampa

Abstract:

There has been an increase need for more practical and realistic learning regarding leadership education at the undergraduate level. (Merrit, 2001; Malick & Stumpf, 1998; Spelman & Wegstaff, 2015). One solution to apply theory to more real world leadership practice is implementing the Student Leadership Challenge by Kouzes and Posner (2014) to a management or leadership class. The Student Leadership Challenge provides a framework for implementing leadership development through the use of the Five Practices of Exemplary Leadership (Kouzes & Posner, 2014). These five practices include model the way, inspire a shared vision, challenge the process, enable others to act, and encourage the heart. Each of these practices can be integrated into a management/leadership class and includes practical in-class and out-of-class activities and exercises. The Student Leadership Challenge also allows students to measure their leadership competence via the Leadership Practices Inventory (LPI). Therefore, the purpose of this study is to determine whether utilizing the Student Leadership Challenge as part of an undergraduate sport management class has an impact on the leadership competence of students. The Leadership Practices Inventory (LPI) also developed by Kouzes and Posner (2014) will be used to measure the five practices of leadership competence (Modeling the way, Inspiring a shared vision, Challenging the process, Enabling others to act, Encouraging the heart). The LPI has been used for three decades on over three million individuals. It identifies thirty behaviors that are most often exhibited by effective leaders and make up the five practices. Results will compare the leadership competence of students before and after participating in the Student Leadership Challenge. Discussions will also include the challenges and unique aspects of implementing the Student Leadership Challenge, and recommendations for sport management faculty looking to utilize this framework within their course.

The virtual room where it happens: Understanding anonymous social networking behavior at a major sporting event

Ryan Vooris, State University of New York at Cortland
Kerry Fischer, State University of New York at Cortland
Chase M. L. Smith, University of Southern Indiana

Abstract:

Yik Yak is an anonymous communication application that allows people within a limited geographic location to have conversations or post public messages for users of the app to read (Kosoff, 2016). The rapidly spreading phenomenon of location-based anonymous social interaction via the use of a smartphone application has only recently begun to generate academic interest (Kang, Dabbish, & Sutton, 2016). At present, the authors know of no attempts to examine location-based anonymous social interaction via Yik Yak or other apps within the realm of sport management. The current study aims to examine anonymous social networking through the lens of the online disinhibition effect (Suler, 2004) and literature with sport rivalries (Havard, Reams, & Gray, 2013; Havard, 2014). Previous research has documented the impact rivalries can have on how fans of different teams interact with each other (Havard, 2013; Turner, 1982). Additionally, scholarship by Havard, Gray, Gould, Sharp, & Schaffer (2013) established the Sport Rivalry Fan Perception Scale (SRFPS), which offers a solid foundation for examining how fans might perceive rivalries on an anonymous social network such as Yik Yak. To complete the study, Yik Yak posts at two northeast U.S. colleges will be collected during the six days leading up to a major college football rivalry game between the two schools. Yik Yak posts on the day of the game will also be collected. Content analysis, with first and second cycle coding (Saldana, 2009), will be used on the posts to answer the following two research questions: RQ1: How do fans perceive and process the rivalry game in an anonymous virtual social space? RQ2: How do fans express themselves and interact with others in an anonymous virtual social space in the context of a major sporting event?

They did what? Examining consumer response to the rebranding of team logos

Patrick Walsh, Syracuse University
Galen Clavio, Indiana University, Bloomington
Matthew Blaszkas, Indiana State University
Brian Phillips, Syracuse University

Abstract:

They did what? Examining consumer response to the rebranding of team logos Between the years 2003 and 2013 over 50% of MLB, NBA, NFL, and NHL teams engaged in some element of rebranding (Walsh, Clavio, & Ross, 2014). While it is common for professional sport teams to rebrand by altering their name, logo, or colors, very little research has examined this brand management strategy. Research has primarily focused on defining the various elements of rebranding and attempting to determine why organizations decide to make changes to their logo, name, and/or colors (e.g., Muzellec & Lambkin, 2006; Walsh, Studebaker, Hwang, & Blaszkas, 2014), and how consumers react to logo changes (Ahn, Suh, Lee, & Pedersen, 2012; Walsh, Winterich, & Mittal, 2010; 2011). As it relates to consumer response to rebranding, research has indicated that highly committed consumers, or highly identified fans, generally will react negatively to logo changes (e.g., Ahn et al., 2012; Walsh et al., 2010; 2011). However, these studies quantitatively measured attitudes towards logo changes in a controlled setting of a survey. While these studies add considerably to our understanding of consumer response to rebranding, they do not capture the fan's actual/initial qualitative response to the rebranding. In order to expand our knowledge of rebranding in sport, this study will be the first to capture and examine fan's actual reactions towards team logo changes, and as such will examine the onset of their attitude formation towards the new logo. Utilizing the website sportslogos.net, which tracks team logo changes, the ten most recent professional teams who have made changes to their logos will be chosen as units of analysis. In order to capture fans initial response to the logo changes, consumer comments will be collected from online sources which unveiled the team's new logo (e.g., articles, Facebook posts, etc.). These comments will then be analyzed in the textual analysis software Leximancer, which will provide a content analysis and determine common themes which exist in the comments. It is anticipated that the results will provide a number of theoretical and practical implications by helping teams anticipate, and plan for, initial fan response to a variety of different types of logo changes.

Continued efforts to create a home team advantage: Policies for Season Ticket holders

Dene J. Williamson, Saint Leo University

Leon J. Mohan, Saint Leo University

Abstract:

As the Tampa Bay Lightning have embarked on some success on the ice, the front office has taken the same initiative to ensure a home team advantage. During the 2014-2015 season, a number of steps were taken to limit the purchase of tickets to visiting team fans. Although the Tampa Bay Lightning ultimately lost in the Stanley Cup finals, a precedent was set for what the future would hold for not only visiting fans but also their loyal season ticket holders. In 2015-2016 more regulations were rolled out by the front office targeting current season ticket holders. These new policies stated that season ticket holders could not transfer 50% of their tickets to another patron, or their seat license would be revoked. The Tampa Bay Lightning went to great lengths of "watching" their season ticket holders by hiring an outside company to handle the logistics of how tickets are transferred. As the Tampa Bay Lightning continued to find the same success on the ice for the 2015-2016 season, making another Stanley Cup run, the biggest component to hit the news was if the same "hometown advantage initiative" would be maintained. The Tampa Bay's director of PR, Brian Breseman, was asked if restrictions on ticket sales would once again be in place. Breseman responded that the organization has "No plans to do that again." The other controversial issue from last season's playoff run had to do with fans wearing visiting team jerseys in certain parts of Amalie Arena. This season, according to Breseman, the Chase Club and Lexus Lounge will continue to have home-jersey only restrictions, but it should not impact away fans. "Note that all the tickets in those areas are owned by season ticket holders," he said (Achariya, 2016). The focus of this presentation is to look at the continued efforts of the Tampa Bay Lightning ticket policies and the initiatives that were directed toward season ticket holders. A further look at policies for the 2016-2017 season will also be examined.

Motivations for playing sports video games on virtual reality

Jinhee Yoo, Gannon University
Ikechukwu Ohu, Gannon University
Eric Brownlee, Gannon University

Abstract:

Virtual reality's (VR) ability to immerse viewers in new worlds has changed how sports fans experience sports through at-home viewing experience, sports video games, game-day experience, sports media consumption, and sponsorship activation (Fisher, 2016). The market for VR is estimated to be \$3.7 billion in 2016 and expected to reach \$40.4 billion in 2020 (Statistica, 2016). VR has grown dramatically in gaming due to the nature of gamers being technologically savvy and often early adopters who want the best experience and an immersed feeling (Munster, Jakel, Clinton, & Murphy, 2015). Media and video game researchers have employed a uses and gratification approach (1) to explain how people use the media to gratify their needs; (2) to understand motives for media behavior; and (3) to identify functions or consequences that follow from needs, motives, and behavior (Shao, 2009). Uses and gratification research has addressed the traits essential for understanding the role of media in the individual's system and the range of those traits, providing the foundations of motivation for media use (Sherry, Lucas, Greenberg, & Lachlan, 2006). Given that VR is a new technology in sports, no research has been conducted to test why consumers use VR to play sports video games and what they get from their experience. As such, the purpose of this study is to explore the reasons that individuals use VR games and how those reasons are translated into VR preferences from a uses and gratifications perspective. In order to achieve the purpose of this study, a focus group method will be employed (Babbie, 2016). A group of students (N = 36) will be recruited to participate in the study. Participants will sign up for either "VR Game Player", "Non-VR Game Player", or "Mixed Player and Non-Player" sessions based on their own evaluation of their VR game experience. This study is in progress and data will be collected from October to December 2016 and analyzed in January 2016. The results of this study will have several interesting theoretical and practical implications and the results will be disseminated and explained in further detail.