



## Conference Schedule Overview

Date	Time	Activity	Location
<i>Thursday</i>	4:00-6:00pm	Registration/Packet Pickup	McLane Stadium Lobby
<i>Feb. 27</i>	4:30-6:30pm	Baylor Athletic Facilities Tour	Start at McLane Stadium Lobby
	6:30-9:00pm	Welcome Social	McLane Stadium President's Suite
<i>Friday</i>	7:30-4:00pm	Late Registration/Packet Pickup	Foster Atrium
<i>Feb. 28</i>	8:00-10:00am	Morning Snacks	Foster Atrium
	8:00-8:50am	Poster Presentations	Foster 250
	9:00-9:50am	Panel #1   Niche Sports	Foster 250
	10:00-10:50am	Panel #2   Facilities	Foster 250
	11:30-12:50pm	Lunch/Panel #3   AD Panel	Foster 250
	1:00-3:55pm	Oral Presentations	Foster 118, 123, 126
	1:00-3:55pm	Case Study Competitions	Foster 102, 108
	1:00-1:50pm	Workshop #1	Foster 250
	2:00-2:50pm	Workshop #2	Foster 250
	3:00-3:50pm	Workshop #3	Foster 250
	3:00-4:00pm	Afternoon Snacks	Foster Atrium
	4:00-4:50pm	Panel #4   Social Media	Foster 250
	<i>Saturday</i>	8:00-9:00am	Late Registration/Packet Pickup
<i>Feb. 29</i>	8:00-10:00am	Morning Snacks	Foster Atrium
	8:00-8:50am	Poster Presentations	Foster 250
	9:00-10:55am	Oral Presentations	Foster 118, 123, 126
	10:00-10:50am	Works in Progress	Foster 108
	10:00-10:50am	Panel #5   Fundraising	Foster 250
	11:30-12:50pm	Lunch/Keynote/Awards	Foster 250
	1:00-2:25pm	Oral Presentations	Foster 108, 118, 123, 126
	6:00pm	Baylor Lady Bears vs. Kansas State	Ferrell Center



# Conference 2020

Hosted by



**February 27th - 29th**

**Paul L. Foster Campus for Business  
and Innovation**

**Waco, TX**

**Conference Program**

## ASMA Welcome

Welcome to the 2020 Applied Sport Management Association Conference! I first want to thank our hosts at Baylor University for organizing an outstanding conference this year. I also want to thank all of our attendees for being a part of this organization. The purpose of ASMA is to help foster connections between scholars studying sport and practitioners working in the sport industry—to help bridge the “theory-practice divide.” In addition to our annual conference, we also sponsor a journal—the *Journal of Applied Sport Management*—with a focus on publishing research that is grounded in academic theory and attuned to the needs of practitioners in sport. If you have questions about ASMA, if you want to be involved with the organization as a volunteer, or if there is anything else I can help with, please don’t hesitate to reach out to me. I hope you have an enriching and rewarding conference experience!

Sincerely,  
 Adam Love,  
 Associate Professor  
 University of Tennessee  
 ASMA President

## Saturday - February 29, 2020

Time	Event	Location
11:30 – 12:50pm	Lunch/Awards/Keynote Speaker	Foster 250
1:00 – 1:25pm	<b>Oral Presentations—Session 11</b> <ul style="list-style-type: none"> <li>The Changing Face of the Peleton: Implications of the Internationalization of Cycling’s Grand Tours. <b>Matthew Mackenzie, Samantha Roberts</b></li> <li>Designing and Engaging Student Clubs in Sport Management. <b>Kyle Mechelin, Geoffre Sherman, David Pierce</b></li> <li>Female Jockeys in Thoroughbred Racing. <b>Olin L. Adams III</b></li> <li>Practicing What We Preach: Growing a Sport Management Program From 0-160 Students in Four Years. <b>Jennifer E Lukow</b></li> </ul>	Foster <b>108</b> 118 123 126
1:30 – 1:55pm	<b>Oral Presentations—Session 12</b> <ul style="list-style-type: none"> <li>The Practicalities of being Autism-Friendly: Challenges for the Sport Industry. <b>Samantha Roberts, Steven Prewitt</b></li> <li>Set Up to Fail: Coaching, Race, and the Glass Cliff in College Football. <b>Robert Turick, Rodrigo Feller, Nicholas Swim</b></li> <li>Practical Applications of Longitudinal Athlete Endorsement Data. <b>Joshua Shuart</b></li> <li>Community Relations: The ‘True’ Impact of Professional Sport. <b>Isiah Henry, Samantha Roberts</b></li> </ul>	Foster <b>108</b> 118 123 126
2:00 – 2:25pm	<b>Oral Presentations—Session 13</b> <ul style="list-style-type: none"> <li>Fair Pay &amp; Play: Examining Gender Equity Impact on Compensating College Athletes. <b>Courtney L. Flowers, Robert Lyons, E. Newton Jackson</b></li> <li>Customer Satisfaction and Price Sensitivity in the Health and Fitness Club Industry: The Moderating Influence of Switching Barriers. <b>Lei Ouyang, Jing Yan</b></li> <li>Providing opportunities for Internships and Practicums: The Next Steps in Experiential Learning Research for Student-athletes. <b>Robert Turick</b></li> </ul>	Foster <b>108</b> 118 123
2:30	Conference Conclusion	
6:00pm	Baylor Lady Bears vs. Kansas State (Tickets are Complementary)	Ferrell Center

*Thanks for attending!!!*

# Saturday - February 29, 2020

Time	Event	Location
8:00 – 8:50am	<b>Poster Presentations Continued</b> <ul style="list-style-type: none"> <li>Sustainable Development: The Financial Savings and Carbon Dioxide Reduction by Changing to LED lights in Sport Stadiums. <b>Kwangho Park, Minkil Kim, Anthony Dixon, Gi-Yong Koo, Jaehee Park</b></li> <li>Hiring Superstars: Exploring the Value of Professional Search Firms to College Athletic Departments. <b>Grant Udinski, Jens Danielsen, Marshall J. Magnusen</b></li> </ul>	Foster 250
9:00 – 9:25am	<b>Oral Presentations—Session 7</b> <ul style="list-style-type: none"> <li>Does Success Outweigh Inequality? The Funding of Paralympic Sport in Great Britain &amp; the Lessons to be Learned by Team USA. <b>Shelby Hornsby, Samantha Roberts</b></li> <li>Minority in a Minority: The Lived Experiences of Marginalized Athletes in Wheelchair Rugby. <b>Claudia Silva, Aysa Martinez, Brooke Sons, Cinthia Cuevas, Michael Cottingham</b></li> <li>Diversity Officers in Intercollegiate Athletics: An Exploratory Study. <b>Zach Rasmussen, Christopher Brown</b></li> </ul>	Foster 118 123 126
9:30 – 9:55am	<b>Oral Presentations—Session 8</b> <ul style="list-style-type: none"> <li>Supporting the Academic and Athletic Transition from High School to College for Collegiate Athletes. <b>Vanessa Gonzalez, Jeffrey Graham</b></li> <li>From Traits and Value Orientation to Sport Provision Diversity at College Lives in Vietnam, Taiwan, and the United States of America. <b>Li-Shiue Gau, Jong-Chae Kim, Nguyen Bich Hong, Pham Thuy Duong</b></li> <li>Customer Satisfaction in the Division I Football Sportscape. <b>Skylar Fleshman, Khirey Walker</b></li> </ul>	Foster 118 123 126
10:00 – 10:50am	<b>Works in Progress/Publishing Roundtable</b> <i>Dr. Marshall Magnusen, Baylor University</i> <i>Dr. Matthew Walker, University of North Texas</i>	Foster 108
10:00 – 10:50am	<b>Panel #5: Make it Rain— Advances in Collegiate Fundraising and University Analytics</b>	Foster 250
10:00 – 10:25am	<b>Oral Presentations—Session 9</b> <ul style="list-style-type: none"> <li>Determining Capacity and Barriers to Disability Sport Development: The International Federation of Cerebral Palsy Football Membership Perspective. <b>Young Suk Oh, Margaret Domka, Skye Gerald Arthur-Banning, Mariela Fernandez</b></li> <li>Realms of Stress Among Collegiate Student-Athletes. <b>Landon T. Huffman, Robin L. Hardin, Kristina Navarro, Kelsey A. Varzeas</b></li> <li>Should Everyone Get a Second Chance? Fan Perceptions of Transgression and NFL Accountability. <b>Nick Petitti, Samantha Roberts</b></li> </ul>	Foster 118 123 126
10:30 – 10:55am	<b>Oral Presentations—Session 10</b> <ul style="list-style-type: none"> <li>Exploring International Volunteer Learning Programs: An Examination of Engagement and Skill. <b>Gin Presley, Adam Cocco, Megan Shreffler</b></li> <li>A Multi-Partner Approach to Experiential Learning. <b>Clayton B. Bolton, Samantha Roberts</b></li> <li>Understanding the Youth Sport purchaser: What are Parents' Preferences? <b>Edward Horne, Nathan Baer</b></li> </ul>	Foster 118 123 126

## Conference Organizing Committee

**Marshall Magnusen, Director**

**Stacy Falconieri, Committee Chair**

**Kyle Combs, Marketing and Social Media**

**Chee Qi, Committee Support**

**Jeffrey Petersen, Advisor**

## Conference Sponsors

We would like to thank the following sponsors for partnering with us and helping make this event possible.



**BAYLOR BEAR SPORTS PROPERTIES**



**Sport Management**



**Baylor University**

SCHOOL OF EDUCATION

# Niche Sports Panelists

Friday, February 28

9:00am-9:50am

Foster 250



**Alton Jones,**  
Bassmaster  
Classic  
World  
Champion



**Cory Dickman,**  
Founder of  
Nexus eSports



**Travis Gafford,**  
Senior Director of  
Ticket Sales,  
Service and  
Operations, Texas  
Motor Speedway



**Sam Lin,**  
Director of  
Events,  
Nexus  
eSports



**Felecia Mulkey,**  
Head Coach,  
Baylor  
Acrobatics &  
Tumbling

# Contemporary Issues in Facility Management Panelists

Friday, February 28

10:00am-10:50am

Foster 250



**Brock Meckelborg,**  
Event and  
Operations  
Manager,  
ClubCorp



**Roberto Pinto da Silva Junior,**  
Director of Private  
and Special  
Events at Circuit  
of The Americas



**Ben Rolens,**  
General Manager of  
Facilities, Corporate  
Sponsorship &  
Marketing for Katy  
ISD

# Saturday - February 29, 2020

Time	Event	Location
8:00 – 9:00am	Late Registration	Foster Atrium
8:00 -- 10:00am	Morning Snacks	Foster Atrium
8:00 – 8:50am	Poster Presentations	Foster 250
	<ul style="list-style-type: none"> <li>Is the Grass Always Greener? Field Surface Effects on Winning in Division III Football. <b>Grant M. McLaughlin, Samuel J. Joswiak, Blake M. Polley, Jeffrey C. Petersen</b></li> <li>Influence of Disability Education and Service Learning on Changing Views towards Individuals with Disabilities. <b>Carlene Griffin, Dena Garner, Michael Cottingham, Don Lee</b></li> <li>Smaller Crowd, Extra Loud: Rightsizing NCAA Basketball Arenas. <b>Kyle Combs, Darryln McDonough, Kenny Braimer, Jeffrey C. Petersen</b></li> <li>Hazing or Team-bonding? A Look at NCAA Division II Athletic Department Hazing Policy. <b>Gianna L. Esparza, Brianna N. Lane, Kadi L. Elledge, Kendra E. Brown, Matt Robinson</b></li> <li>An Investigation of the Impact of International Players on NCAA Division III National Soccer Ranking. <b>Justin R. Rodriguez, John G. Brittenum, Carter A. Paling, Erik C. Hall, Kristen McAlexander, Matt Robinson</b></li> <li>Mission Possible? A Look at Mission Statements of State Recognized Interscholastic Athletic Programs. <b>Dillon Costantino, Andrew Sparks, Creed Greer, Jordan Garcia, Corbin Hurd, Matt Robinson</b></li> <li>High School Football Indoor Practice Facility Impacts on Team Success and Athlete Scholarships. <b>Owen Rogers, Andrea Huete, Lenoy Jones Jr., Jeffrey C. Petersen</b></li> <li>Minding the Gap: Generating Knowledge Mobilization of Academic Research. <b>Jeffrey R. Farr, John Kaczorowski</b></li> <li>NCAA Cost of Attendance Stipend: A Content Analysis Examining the Rate of Change. <b>Robert Mathner, Sara Vogt, David Ridpath, Alex Breitling</b></li> <li>Big House or Bust? An Examination of FBS Football Stadium Size, Attendance, and Success. <b>Grant Udinski, Jens Danielsen, Jeffrey C. Petersen</b></li> <li>Combination of Theoretical and Experiential Teaching and Learning in a Sport and Leisure Literacy Course. <b>Li-Shiue Gau, Jong-Chae Kim, Hui-Lan Hsieh, Hsiu-Tan Chu</b></li> <li>Assessing the Relationship of Financial and Facility Variables on Winning in Big 12 Football. <b>Sarah Edmondson, Shannon Wright, Jeffrey C. Petersen</b></li> <li>Life Skills Programming: Division I Student-athletes' Perceptions and Suggestions. <b>Brooke Forester, Shelley Holden, Mitchell Woltring, Caitlyn Hauff</b></li> <li>Long Drives and Wasted Time: On-Campus Golf Course Impact on NCAA Golf Rankings in the Power 5. <b>Jacob Ashkinos, Elodie Chapelet, Jeffrey C. Petersen</b></li> <li>Pay Inequity: A Case Study of U.S. Soccer from Brazil 2014 to France 2019. <b>Aaron Anderson, Scott D. Waltemyer</b></li> <li>The Effect of Head Coach Gender on Powerlifting Performance. <b>Abigail Mire, Jeremy J. Foreman</b></li> <li>Effects of Diversity on Team Performance in Women's College Basketball. <b>Camila Garcia, Jeremy J. Foreman</b></li> </ul>	

# Friday - February 28, 2020

Time	Event	Location
1:30 – 1:55pm	<b>Oral Presentations—Session 2</b> <ul style="list-style-type: none"> <li>Why Engagement Matters in Sport Volunteer Motivation. <b>Marcella Otto, Michael Martinez, Chris Barnhill</b></li> <li>Show Me the Money: An Analysis of Sport Management Faculty External Grant Activity. <b>Jeffrey C. Petersen, David A. Pierce</b></li> <li>Legacy and the Summer Olympic Games: An Analysis of the Tangible Outcomes from Recent Games. <b>Rodrigo Feller, Robert Turick, Khirey Walker</b></li> </ul>	Foster 118 123 126
2:00 – 2:50pm	<b>Workshop #2</b> Applied Sport Management and the COSMA Accreditation Process. <b>Heather Alderman</b> , Executive Director, Commission on Sport Management Accreditation	Foster 250
2:00 – 2:25pm	<b>Oral Presentations—Session 3</b> <ul style="list-style-type: none"> <li>Retention Strategy in CSR Communication: Issues with Endorser Transgression. <b>Myungwoo Lee, Don Lee</b></li> <li>The Evolution of Baylor Football through Stadia Changes: A Story of Modernization. <b>Tiffany Demiris, Chad Seifried</b></li> <li>Reciprocal and Non-reciprocal Employee-Organization Relationship: The Mediating Role of Felt Obligation and Workplace Organizational Familism Among Collegiate Coaches. <b>Doyeon Won, Gonzalo A. Bravo, Weisheng Chiu</b></li> </ul>	Foster 118 123 126
2:30 – 2:55pm	<b>Oral Presentations—Session 4</b> <ul style="list-style-type: none"> <li>Mission-Driven Institutions, with a New Mission: How Religiously Affiliated Universities are Using Athletics to Survive. <b>Jordan R. Bass, Paul E. Putz, Claire C. Zvosec</b></li> <li>Intersection of Gaming and Giving. <b>Brody J. Rauhley</b></li> <li>“Here’s How You Can Help Me”: Mentoring Practices for Female Leadership Development in the National Basketball Association (NBA). <b>Manuela Picariello, Sylvia Trendafilova, Pamela Angelle</b></li> </ul>	Foster 118 123 126
3:00 – 4:00pm	<b>Afternoon Snacks</b>	Foster Atrium
3:00 – 3:50pm	<b>Workshop #3</b> How to Improve Your Students’ Creative Problem Skills by Teaching Design Thinking. <b>David Pierce, Kyle Mechelin, Payton Grant, Bryan Kryder</b>	Foster 250
3:00 – 3:25pm	<b>Oral Presentations—Session 5</b> <ul style="list-style-type: none"> <li>Role Stressors in Sport: A Comparison Between Levels of Role Stress in Education and Service Industry Sport Providers. <b>Chuck Provencio, Tiara Rose Johnson, Daewon Yoon, John C. Barnes</b></li> <li>The History and Evolution of the Fantasy Sport Voice: An Examination of the Fantasy Sports Trade and Gaming Association. <b>Brody J. Rauhley</b></li> <li>What about Family Time?: A Work-family Conflict and Balance Approach to Family Leisure. <b>Darrien Watson, Angela Wozencroft, Jason Scott, Jeffrey Graham</b></li> </ul>	Foster 118 123 126
3:30 – 3:55pm	<b>Oral Presentations—Session 6</b> <ul style="list-style-type: none"> <li>The ‘Overnight Celebrity’ Phenomenon and its Impact on Female Athlete Identity. <b>Forre E. Zook, Jordan Bass</b></li> <li>Is there a Consensus?: A Test of Methodologies Used to Measure Economic Impact in Sports. <b>Daniel A. Rascher, Giseob Hyun</b></li> <li>A Qualitative Exploration of Job Entry Recommendations from Sport Management Professionals. <b>Tim Wilson</b></li> </ul>	Foster 118 123 126
4:00 – 4:50pm	<b>Panel #4: Navigating Sport Social Media</b>	Foster 250

@BaylorSportMgmt | #ASMA20

# Navigating Sport Social Media Panelists

Friday, February 28  
4:00pm-4:50pm  
Foster 250



**Ray Mallouk**,  
Co-Founder/  
Partner  
BreakAway  
Sports Marketing



**Josh Remington**,  
Director of  
Marketing, SMU  
Athletics



**Ellen Stuart**,  
Digital Marketing/  
Communications,  
Goodyear Cotton  
Bowl

# Make it Rain – Advances in Collegiate Fundraising and University Analytics Panelists

Saturday, February 29  
10:00am-10:50am  
Foster 250



**Aaron Borsellino**,  
Assistant Vice  
President of  
Advancement  
Systems, Baylor  
University



**Blake Harris**,  
Senior Director of  
Regional  
Development,  
Baylor University



**Stephen Sullivan**,  
Director of  
Leadership Annual  
Giving and Special  
Projects, Baylor  
University

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# Athletic Director Perspectives Panelists

Presented by Baylor School of Education

Friday, February 28

11:30am-12:50pm

Foster 250



**Jim Baker,**  
Director of  
Athletics,  
University of  
Texas at Arlington



**Gretchen Bouton,**  
Senior AD of  
Students Services,  
TCU



**Tim McMurray,**  
Director of  
Athletics, Texas  
A&M University-  
Commerce



**Dawn Rogers,**  
Deputy Athletics  
Director, Baylor  
University



**Connor Smith,**  
Director of  
Athletics, Dallas  
Baptist University



**Baylor University**

SCHOOL OF EDUCATION

# Friday - February 28, 2020

Time	Event	Location
8:00 – 8:50am	<b>Poster Presentations Continued</b> <ul style="list-style-type: none"> <li>Can You Dig It? Factors that Impact Power Five Volleyball Program Success. <b>Madison Cindric, Stacy Falconieri, Shelly Stafford, Jeffrey C. Petersen</b></li> <li>The Case of the Big XII Conference: Academic and Athletic Success throughout Football Programs. <b>Maura Walsh, Sarah Edmonson, Marshall J. Magnusen</b></li> <li>Going Global: Considerations for Enhancing the International Student-Athlete Experience. <b>Jacob Ashkinos, Elodie Chapelet, Marshall J. Magnusen</b></li> <li>Entering the Fray: How Athletic Director Political Communications Can Influence Sport Consumer Attitudes and Consumption Behaviors. <b>Marshall J. Magnusen, Chee Qi, Matt Robinson</b></li> <li>From ‘You Suck’ to ‘World Champions’: Using Star Players to Change the Brand Narrative in Professional Sport. <b>Savannah Rutledge, Samantha Roberts</b></li> <li>Locker Room to Boardroom: Applying Motivational Coaching Tactics to Business Management. <b>Kyle Combs, Ben Everett, Darryln McDonough, Scott Visy, Marshall J. Magnusen</b></li> <li>The Game Has Changed: Exploring Collaborative Brand Attacks in Sport Social Media. <b>Samuel J. Joswiak, Brandon S. Mendel, Blake M. Polley, Marshall J. Magnusen</b></li> <li>C.R.E.A.M.: Profit Over Fair Play in Elite Marathons. <b>Adam G. Pflieger</b></li> </ul>	Foster 250
9:00 – 9:50am	<b>Panel #1: Niche Sports</b>	Foster 250
10:00 – 10:50am	<b>Panel #2: Contemporary Issues in Facility Management</b>	Foster 250
11:30 – 12:50pm	<b>Lunch &amp; Panel #3: Athletic Director Perspectives</b> <i>Sponsored by LSU Sport Management</i>	Foster 250
1:00 – 3:55pm	<b>Case Study Competition</b> <ul style="list-style-type: none"> <li>Undergraduate Competition</li> <li>Graduate Competition</li> </ul>	Foster 102 108
1:00 – 1:50pm	<b>Workshop #1</b> Academic Reflections: A Collaborative Discussion on Academic Assignments that Allow Students to Connect Academic Material to a Completed Volunteer or Internship Opportunity. <b>Rick Smith</b>	Foster 250
1:00 – 1:25pm	<b>Oral Presentations—Session 1</b> <ul style="list-style-type: none"> <li>The Diffusion of Virtual Reality for Spectator Sports Based on Adopter Categories. <b>Kwangho Park, Minkil Kim</b></li> <li>Team Bonding or Team Distraction? Exploring Student-Athletes Fortnite Usage and its influence on Coach-Athlete Relationships. <b>Jimmy Sanderson, Blair Browning, Hank DeHay</b></li> <li>The Kyle Busch Problem: How NASCAR Cup Drivers Impact the Championship Points of Xfinity Series Drivers and How to Fix It. <b>Clay E. Harshaw, C. Clinton Harshaw</b></li> </ul>	Foster 118 123 126

# Friday - February 28, 2020

Time	Event	Location
7:30 – 4:00pm	Late Registration	Foster Atrium
8:00 -- 10:00am	Morning Snacks	Foster Atrium
8:00 – 8:50am	<b>Poster Presentations</b> <ul style="list-style-type: none"> <li>Measuring the Effect of Intercollegiate Athletic Success on Private Giving and Enrollment. <b>Jamie Stangel</b></li> <li>How Does Corporate Social Responsibility Influence Team Identification and Behavioral Intention? Mediating Role of Satisfaction. <b>Jaeman Son, Junmo Sung, Younghwan Choi</b></li> <li>Application of Random Slopes Modeling for Major League Baseball (MLB) Attendance Analysis. <b>Namhun Lim, Wonyong Kim, Ho Mun Jun, Yong-Chae Rhee</b></li> <li>Comparison of Attendance Dominants Between the 2013-18 Major League Baseball (MLB) Seasons and the Previous Six Seasons (2007-12). <b>Namhun Lim, Wonyoung Kim, Minkil Kim, Wanyong Choi</b></li> <li>Athletic Training Services: Facility and Staffing Within the Secondary School System. <b>Makenzie A. Schoeff, Jeffrey C. Petersen, Lawrence W. Judge</b></li> <li>An Examination of Value-Added Incentive Strategies Utilized by National Basketball Association (NBA) teams to Increase Group Sales. <b>Michael J. Diacin</b></li> <li>Who's #1? Assessing AP Ranking Impacts on Attendance in DI Men's Basketball. <b>Hayden Johnson, Tristan Hawkins, Austin Mease, Jeffrey C. Petersen</b></li> <li>Perceived Organizational Support on Volunteer Outcomes: Younger vs. Older Olympics Volunteers. <b>Doyeon Won, Weisheng Chiu, Hyejin Bang, Gonzalo A. Bravo</b></li> <li>Playing Surface Impacts on NFL Anterior Cruciate Ligament Injury Rates. <b>Michael Muto, William Quinn, Maura Walsh, Jeffrey C. Petersen</b></li> <li>Five-Star Wars: Do Facilities Provide a New Hope for College Basketball Recruiting? <b>Ben Everett, Scott Visy, Jeffrey C. Petersen</b></li> <li>Comparative Analysis of Student-Athlete Mentorship Programs in the NCAA. <b>Khirey B. Walker</b></li> <li>A Quantitative Measure of Influences on Leadership Development as a Result of a Sport Management Student's Enrollment in an Experiential Learning Capstone Course. <b>Andrea L. Buenaño</b></li> <li>Court of Appeal: Exploring How the WNBA Can Enhance Its Market Presence via Brand Equity. <b>Amber Corcoran, Danyel Beaver, Alex Siedlecki, Marshall J. Magnusen</b></li> <li>The Good Old Days: Using Transition Theory to Better Understand Athlete Retirement from College Sports. <b>Stacy Falconieri, Caleb Clark, Kenneth Braimer, Marshall J. Magnusen</b></li> <li>Impact of Social Media Followership and Usage on NCAA Division I Baseball Attendance. <b>Eric J. Droegemeier, John P. Hakala, Reece W. Hohhertz, Jeffrey G. Williams, Andrew M. Castaneda, Kristen McAlexander Matt Robinson</b></li> <li>Focus on the Family: Work-Family Conflict and Its Potential Impact on the Children of Sport Professionals. <b>Katy Gustafson, Arish Bheraiya, Marshall J. Magnusen</b></li> <li>Better Stadium Better Football Program: Assessing FBS Stadium Spending and Rankings. <b>Izzy Farmwald, Matt Gillette, Jeffrey C. Petersen</b></li> </ul>	Foster 250

# Awards Luncheon

Saturday, February 29

11:30am-12:50pm

Foster 250

Presented by LSU Sport Management Program



## Announcement of Case Study Competition Winners

Lifetime Achievement Award Winner

**Bettina Cornwell, PhD**



Head, Department of Marketing | Academic Director, Warsaw Sports Marketing Center | Professor of Marketing | Judy and Hugh Oliphant Chair in Sports Business

**University of Oregon**



## Welcome Social

Presented by Baylor Bear Sports Properties

Thursday, February 28

6:30pm– 9:00pm

**McLane Stadium President's Suite**

Arrive early to tour Baylor Athletic Facilities including McLane Stadium and Ferrell Center  
4:30pm– 6:30pm Thursday



Stay late to catch the #1 ranked Lady Bears take on Kansas State at 6:00pm on Saturday



## Case Study Competition

### Undergraduate Teams

Samford University

University of Houston

Texas A&M University-Commerce

Indiana University - Purdue University Indianapolis

### Graduate Teams

Belmont University

University of Houston

University of Oklahoma

### Case Study Judges

**Dr. Landon Huffman**, Johnson University

**Dr. Mar Magnusen**, Baylor University

**Dr. Patrick Marsh**, Samford University (Director)

**Dr. Jeffrey Petersen**, Baylor University

**Dr. Adam Pfleegor**, Belmont University

**Dr. Matt Robinson**, Schreiner University