



# 2025 — Global Sport Business Association Conference

**February**  
**21-24, 2025**

## **Our Purpose.**

To promote scholarly and applied research in the sport industry with particular emphasis on the global nature of the business of sport, entrepreneurship and innovation, and issues associated with minority leadership in sport management.



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# Hello & Welcome



Welcome to the 2025 Global Sports Business Association Conference! We are delighted to have you join us for another great year of scholarly exchange and professional networking. This association was founded in 2013 by Warren Whisenant and his colleagues at the University of Miami, with the mission to advance both scholarly and applied research in the sport industry. Over the years, particular emphasis has been placed on the global dimensions of sports business, innovation, and the critical issues surrounding minority leadership in sport management. Since 2013, our platform has facilitated the presentation of hundreds of scholarly works and fostered meaningful professional relationships.

This year, we are proud to present an outstanding program of conference sessions. With 112 registered attendees, the conference will feature 34 oral and 10 poster presentations. Additionally, we are pleased to introduce the Doctoral/Early Career Consortium, scheduled for Friday afternoon. We encourage you and your guests to participate in the opening and closing receptions, as well as dinner in the main dining room.

As we honor Warren Whisenant's legacy in 2025 and beyond, we remain committed to expanding the reach and impact of our association. We invite you to actively engage in our upcoming initiatives, including future conferences and the relaunch of the *Global Sport Business Journal*. Stay tuned for further announcements regarding these exciting opportunities.

**- Jason Reese, Raymond Jones, and Janet Jones**  
*Global Sport Business Association*

# Hello & Welcome



Welcome to the 2025 Global Sport Business Association Conference. The GSBA was established to provide research and educator faculty, as well as students with an alternative outlet to share their ongoing research and pedagogical activities with others in academia. The conference has provided a safe and supportive environment leading to numerous collaborative activities.

In addition to bringing members of our academic family together, we wanted to bring together the people who we share our lives with, away from academia. It seemed like a very simple way for us to say thank you to those of you who continue to support our activities in academia. So, thank you.

On a personal note, thank you to Windy Dees and Ty Martin for their support as co-founders of the association. To Brenda Pitts, Michael Smucker, and Jay Jisha, thank you for always attending, offering assistance and advice. And to the other 150+ people who have attended past conferences, thanks for attending. I hope you and your family members have enjoyed the gatherings as well.

Jason Reese and the folks at Stephen F. Austin have taken the reins and will continue the GSBA as a unique niche conference within academia. They will continue to ensure everyone is welcome to attend; all topics can be respectfully discussed and debated; and at the end of each day we gather together dedicated to creating knowledge and transforming the lives of our students.

**- Warren Whisenant**  
*Founder of GSBA*

# Conference Schedule

## Friday, February 21 (Departure Day)

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2:30 PM - 4:30 PM

### Registration

Aruba Room (Deck 2)

4:30 PM

### Doctoral/Early Career Consortium

Aruba Room

6:30 PM - 7:30 PM

### Opening Night Reception

Olive or Twist (Deck 14)

7:30 PM

### Group Dinner

Main Dining Room

## Saturday, February 22 (Coco Cay)

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8:00 AM - 11:45 AM

### Oral Presentations

Aruba Room & Barbados Room (Deck 2)

7:30 PM

### Group Dinner

Main Dining Room

## Sunday, February 23 (Nassau)

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8:00 AM - 8:40 AM

### Poster Presentations

Aruba Room

8:40 AM - 11:45 PM

### Oral Presentations

Aruba Room & Barbados Room

6:30 PM - 7:30 PM

### Closing Night Reception

Olive or Twist

7:30 PM

### Group Dinner

Main Dining Room

# Presentation Schedule

**Saturday, February 22 (Coco Cay)**

Sport Business Track ●

Entrepreneurship & Innovation Track ●

## 8:00 AM

### Welcome!

Jason Reese, Stephen F. Austin State University  
Raymond Jones, Stephen F. Austin State University  
Janet Jones, Stephen F. Austin State University

Aruba Room

## 8:20 AM

### Practitioner Day! ●

Alan Ledford, Wittenberg University

Aruba Room

### Sport Entrepreneurship: Academic Discipline or Buzzwords? ●

Raymond Jones, Stephen F. Austin State University  
Jason Reese, Stephen F. Austin State University

Barbados Room

## 8:40 AM

### Important Issues Facing Intercollegiate Athletics from the Perspectives of Practicing Athletic Administrators ●

Eric Forsyth, Bemidji State University  
Michael Fraina, Farmingdale State College  
AJ Grube, Western Carolina University  
Warren Whisenant, University of Miami

Aruba Room

### Beyond the Field: Leveraging Instagram Identities for NIL Success ●

Cassidy Smestad, University of Tennessee, Knoxville  
Quinn Gordon, University of Tennessee, Knoxville  
Robin Hardin, University of Tennessee, Knoxville

Barbados Room

## 9:00 AM

### A Game of Two Halves: An Integrated Review of Family and Sport Business Research ●

Raymond Jones, Stephen F. Austin State University  
Derek Walton, Stephen F. Austin State University

Aruba Room

### Leggings, Tri-shorts and Buns, Oh My!: The Influence of Sport Marketing and Cultural Norms on Volleyball Attire ●

Hunter Porter, University of Tennessee, Knoxville  
Cassidy Smestad, University of Tennessee, Knoxville  
Robin Hardin, University of Tennessee, Knoxville

Barbados Room

# Presentation Schedule

Saturday, February 22 (Coco Cay)

Sport Business Track ●  
Entrepreneurship & Innovation Track ●

## 9:25 AM

### College Sports Arms Race: End of an Era or Shift to a New Battlefield ●

Marcus Cox, Stephen F. Austin State University  
Robert McDermand, Stephen F. Austin State University

Aruba Room

### Academic Clustering for Athletes ●

Reginald Overton, University of Tennessee Southern  
Bob Case, Old Dominion University  
Michael Ross, Shorter University

Barbados Room

## 9:45 AM

### Clarkonomics: Taking Women's Sports to New Levels ●

John Nauright, Louisiana State University  
Sarah Zipp, Mount St. Mary University

Aruba Room

### A Clog in the Pipeline: A 10-Year Retrospective Analysis of the Hiring Trends of NCAA Division I Athletic Directors ●

Meg Hancock, University of Louisville  
Brigitte Burpo, University of Louisville

Barbados Room

## 10:10 AM

### Global Horizons: International Considerations Within Sport Management ●

Michael Ross, Shorter University  
Reginald Overton, University of Tennessee Southern  
Bob Case, Old Dominion University

Aruba Room

### Entrepreneurship Education in Sport Management ●

Sandhya Manjunath, James Madison University  
Chandan Ganesh Bangalore Yogananda, University of Texas Southwestern Medical Center  
Hitesh Suresh, James Madison University

Barbados Room

# Presentation Schedule

Saturday, February 22 (Coco Cay)

Sport Business Track ●  
Entrepreneurship & Innovation Track ●

## 10:30 AM

### Priorities and Framing of the Transgender Athlete Participation Debate ●

Katherine Reifurth, Arizona State University  
Kelly Grieshaber, Metropolitan State University of Denver

Aruba Room

### Sport Fans' Acceptance of a Mixed Reality Headset: The Roles of Perceived Monetary Value and Perceived Financial Risk ●

Vinu Selvaratnam, Laurentian University  
Ryan Snelgrove, University of Waterloo  
Laura Wood, University of Waterloo  
Luke Potwarka, University of Waterloo

Barbados Room

## 10:55 AM

### Implementing Experiential Learning in a University Sport Management Curriculum ●

Daniel Rosenberg, Barry University  
Christina Simpson, Chatham University  
Xiyao Wang, University of Maryland

Aruba Room

### Navigating NIL in Education: Analyzing Current Approaches in Sport Management Programs ●

Hunter Porter, University of Tennessee, Knoxville  
Anton Schulz, University of Tennessee, Knoxville  
Jeffery Graham, University of Tennessee, Knoxville

Barbados Room

## 11:15 AM

### Addressing Inappropriate Fan Behavior: Challenges, Trends, and Best Practices for Professional Sports Venues ●

Brandon Allen, The University of Southern Mississippi  
Stacey Hall, The University of Texas Health Science Center at Houston  
Laurajean Holmgreen, Columbia University

Aruba Room

### The Pickleball Phenomenon: A Strategic Analysis of America's Fastest-Growing Sport ●

Sherry Andre, Lynn University

Barbados Room



# Presentation Schedule

Sunday, February 23 (Nassau)

Sport Business Track ●  
Entrepreneurship & Innovation Track ●

8:00 AM

**Poster Session**

Multiple Authors (see page 13)

Aruba Room

8:40 AM

**A Call for Sport Leaders to Integrate Servant Leadership into their External Communication During a Crisis or Public Relations ●**

Zack Damon, Texas Tech University  
Andrew Pickett, Indiana University Bloomington

Aruba Room

**Sport Business and COSMA: Marketing Opportunities ●**

Michael Ross, Shorter University  
Reginald Overton, University of Tennessee Southern  
Bob Case, Old Dominion University  
Heather Alderman, Commission on Sport Management Accreditation

Barbados Room

9:00 AM

**Sport Management Student Career Fairs: A Practical Case for Educators ●**

David Rolfe, Central Washington University  
John Malmo, Christian Brothers University

Aruba Room

**The Entrepreneurial CFO: Bean Counter to Innovator ●**

Raymond Jones, Stephen F. Austin State University  
Janet Jones, Stephen F. Austin State University  
Renee Olvera, Texas Christian University

Barbados Room

9:25 AM

**Caught in the Transfer Web: Challenges and Consequences for Multi-School Student-Athletes ●**

John Malmo, Christian Brothers University  
Colin Cork, Western Michigan University  
David Rolfe, Central Washington University

Aruba Room

**Developing a Multidimensional Scale for Motivations to Play, Watch, and Create E-Sports Content ●**

David Hedlund, St. John's University

Barbados Room

# Presentation Schedule

Sunday, February 23 (Nassau)

Sport Business Track ●  
Entrepreneurship & Innovation Track ●

## 9:45 AM

### Measuring Strategic Plans in Sport Management Programs ●

Coral Bender, The University of Tampa  
Michael Smucker, The University of Tampa  
Jay Jisha, The University of Tampa  
Zach Beldon, The University of Tampa

Aruba Room

### A Content Analysis of Interscholastic Sport Management Research ●

James Johnson, Ball State University  
Nick Elam, Ball State University  
Mickey Fraina, Farmingdale State College  
Eric Forsyth, Bemidji State University  
Megan Donahue, Ball State University

Barbados Room

## 10:10 AM

### Understanding Participation in runDisney ●

Zach Beldon, The University of Tampa  
Coral Bender, The University of Tampa

Aruba Room

### The Evolution of the Tournament Success Factor and Implications for Practice ●

James Johnson, Ball State University  
David Pierce, Indiana University Indianapolis

Barbados Room

## 10:30 AM

### Gainful Employment (GE): The New Necessity in Higher Education ●

Lana Huberty, Concordia St. Paul University  
Jen Myers, Concordia St. Paul University  
Mark Moore, East Carolina University

Aruba Room

### Serious Athleisure Theory: Enhancing Leadership Skills Through Pickleball ●

Kaliym Islam, Southern Illinois University  
Nicholas Scalzo, The George Washington University  
Dene Williamson, The University of Tampa

Barbados Room

# Presentation Schedule

**Sunday, February 23 (Nassau)**

Sport Business Track ●  
Entrepreneurship & Innovation Track ●

## 10:55 AM

**What About Mega Event Legacy? Reconstructing the Temporal Construal Theory ●** Aruba Room

Rodrigo Feller, University of South Carolina  
Haylee Mercado, University of South Carolina

**Opening a Sport Facility; Bringing Academia to Life Through Entrepreneurship ●** Barbados Room

Dene Williamson, The University of Tampa

## 11:15 AM

**Use of A Computer-Based, Professional Basketball League to Teach Sport Economics Concepts ●** Aruba Room

Justin Harmon, Keiser University

**How to Develop Large Sports Events in China's Yangtze River Delta Region? ●** Barbados Room

Yuwei Zhang, East China Normal University  
Bo Li, Miami University (OH)  
Yi Pan, East China Normal University  
Guihai Liu, East China Normal University





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- ✓ Sports Innovation Certificate offered



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# Poster Presentations

Sunday, February 23 (Nassau)

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8:00 AM - 8:40 AM

Aruba Room

## Did You Lock the Back Door? The Importance of Cyber Security within Sport Management

Jay Martyn, Metropolitan State University of Denver  
Logan Schuetz, Metropolitan State University of Denver  
Lincoln Davie, Metropolitan State University of Denver  
Colleen Colles, Metropolitan State University of Denver

## The Vicarious Haptic Effect of Augmented Reality in Online Sneaker Shopping

Troy Zhao, University of Georgia  
Ziyou Jiang, University of South Carolina  
James Zhang, University of Georgia

## Show Me the Money: Examining Distributions of Equity Funding in Sports

Raymond Jones, Stephen F. Austin State University  
Todd Brown, Stephen F. Austin State University  
Jason Reese, Stephen F. Austin State University

## Is There a Relationship Between College Attendance and the Ability to Play Club Sports?

Brett Anderson, University of Georgia  
James Zhang, University of Georgia  
Sean Seiler, Kennesaw State University

## Addressing Systemic Abuse in Women's Soccer: A Comprehensive Analysis and Call for Reform

Emma Steinwiess, Lynn University  
Arantza Espinosa Valencia, Lynn University  
Sherry Andre, Lynn University

# Poster Presentations

Sunday, February 23 (Nassau)

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8:00 AM - 8:40 AM

Aruba Room

## **Navigating Organizational Change: Exploring the Impact on Employee Attitudes and Emotions in Collegiate Sport Organizations**

Logan Schuetz, Metropolitan State University of Denver  
Jay Martyn, Metropolitan State University of Denver  
Lincoln Davie, Metropolitan State University of Denver

## **When Stars Fade: The Impact of the Fading Celebrity Effect on Basketball Fan's Viewing Behavior**

Jingxian Cecilia Zhang, Limestone University  
Qinglin Li, Beijing Sport University  
Bo Li, Miami University (OH)  
Benqiao Stella Jiang, Indiana University Bloomington

## **Finding Solutions for Sport Industry Work Experience**

Ehren Green, Temple University  
Matt Huml, University of Cincinnati  
Meg Hancock, University of Louisville  
Elizabeth Taylor, Temple University

## **Threshold Concepts and Sport Management**

Debra Burke, Western Carolina University  
AJ Grube, Western Carolina University

## **The University of Alabama Men's Basketball Program: A Case Study of a Blue-Collar Brand**

John Vincent, University of Alabama  
Jason Lee, University of North Florida

# SAVE THE DATE

## 2026 GSBA CONFERENCE

**FEBRUARY**  
**16-20, 2026**

**FORT LAUDERDALE | BIMINI | NASSAU**

*Aboard the "Celebrity Reflection"*



Abstract Submissions Open: May 1 - August 31, 2025

Conference Tracks (Oral and Poster):

- Sport Business (includes marketing, management, finance, economics, event/venue management, accounting, recreation management, sport management/marketing pedagogy etc.)
- Entrepreneurship & Innovation (including small business, start up, social entrepreneurship, sport innovation, sport tech, entrepreneurship pedagogy, etc.)

Doctoral/Early Career Consortium

Faculty Research Grants

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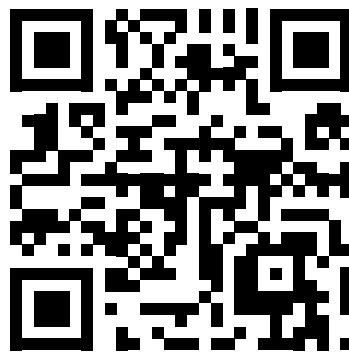
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**ABSTRACTS**