



POSTER PRESENTATIONS

Thursday, March 8, 2018 3:30-5:00pm
USC Alumni Center – Ballroom 1

- ***The Psychic Benefits of Adaptive Sport and the Effect on Sponsorship***
Christopher Scoggins, Fei Gao
- ***Examining Impact of Intercollegiate Basketball Fans' Points of Attachment and Psychic Income on Word-of-Mouth, Social Media, and Attendance Behavior***
Jinwook Jason Chung, Yong-Chae Rhee, Dan Drane, Min Kil Kim, Tae Ho Kim
- ***On Addressing Willingness to Pay for Checkout Charity at Sport Events***
Walker Ross, Kelly Evans, Advisor: Dr. Haylee Mercado
- ***Sport Tourism and runDisney: An Analysis of Participant Motivations Through Achievement Goal Orientations***
Brenda Reimer, Erica Zonder, Cheryl Rode