

POSTER PRESENTATIONS

Friday, November 21, 201 10:30am-12:00pm
Columbia Convention Center – Richland A

- **Double charging residents: An examination of public stadium subsidies, the NFL Fan Cost Index, and median household income**
Jay Martyn, University of Northern Colorado / Yoon Tae Sung, University of Northern Colorado
- **Is selling alcohol the answer for college baseball attendance?: The modified theory of reasoned action**
Yong Chae Rhee, Washington State University / Jinwook (Jason) Chung, Winthrop University / Minkil Kim, Troy University / Justin Barnes, Washington State University
- **Team or sports? Where should the focus be for the athletic department when it comes to college baseball?**
Jinwook (Jason) Chung, Winthrop University / Yong Chae Rhee, Washington State University / Woo-Young Lee, University of Central Missouri / Wonyoung Kim, Wichita State University
- **Examining Houston sports organizations' disaster relief efforts following Hurricane Harvey**
Bryan Finch, Oklahoma State University
- **Analysis of Factors Influencing the College Choice Decisions of NCAA Division I Track and Field Athletes**
Bryan Romsa, South Dakota State University / Katelyn Romsa, South Dakota State University / Jon Lim, Minnesota State University / Beth Walstrom, South Dakota State University / Derek Marsh, South Dakota State University
- **Exploring athlete branding practices with industry professionals**
Olzhas Taniyev, Roanoke College / K.C. Mayer, Roanoke College / Brian Gordon, University of Kansas
- **Understanding the influence of concession service and entertainment quality on college student spectator satisfaction and future attendance intention**
Jiho Kim, Wingate University / Minyoung Lee, North Carolina A&T State University / Christopher Harrist, Wingate University / Christy DeWaele, Wingate University
- **Relationship between Psychic Income and Behavioral Attributes among Stakeholders at the Local Sports Event: A Case Study of the Wichita Open**
Wonyoung Kim, Wichita State University / Minkil Kim, Troy University / Woo-Young Lee, University of Central Missouri / Homun Jun, Mokpo National University
- **The Dick's Sporting Goods Open: Assessing the economic impact of the PGA TOUR Champions event**
Kristi Sweeney, University of North Florida / E. Newton Jackson, University of North Florida / Megan Schramm-Possinger, University of North Florida