

16th ANNUAL SPORT MANAGEMENT STUDENT RESEARCH COLLOQUIUM PROGRAM



APRIL 10th, 2019

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REGISTRATION

RSVP BY Friday, April 5th 2019 TO:

DR. CRAIG HYATT

DEPT. OF SPORT MANAGEMENT

craig.hyatt@brocku.ca

DIRECTIONS & PARKING

INFORMATION IS AVAILABLE USING THE LINKS ON THIS WEBPAGE:

<https://brocku.ca/parking-services/parking-101/visitor-and-service-parking/>

CAMPUS MAP INCLUDED AT THE END OF THIS PROGRAM

Schedule

Colloquium in Plaza 409 & 410

Time	PLAZA 409	PLAZA 410
9:00-9:25	Check-in Complementary Coffee & Pastries while supplies last	
9:25-9:30	Welcome Remarks Dr. Craig Hyatt Department of Sport Management Faculty of Applied Health Sciences	
9:30 – 10:30	Sponsorship in Sport 1. Zachary Evans 2. Troy Schlieman	Youth Sport Participation 1. Raiven de Souza 2. Sacha Smart
10:30-11:30	Keynote Speakers	
11:30-12:30	LUNCH	
12:30-2:00	Changing the Status Quo 1. Mitchell McSweeney 2. Rob Cheevers 3. Gordon Watkin	Sport Fandom 1. Brett Parent 2. Blair Cipywnyk 3. Eddy Sidani
2:00-3:30	Employees of Sport 1. Stephanie Kast 2. Andrew Nascimento	University and Young Adult Sport 1. Michael Goizman 2. Marc St. Pierre & Brendan Riggan 3. Alex Roger
3:30-4:00	Closing Remarks & Prize Giveaways	

**STUDENT PRESENTATIONS TO TAKE PLACE IN ORDER OF ABSTRACTS IN
THE PROGRAM**

**ALL STUDENT PRESENTATIONS TO TAKE PLACE IN
PLAZA 409 & 410**

Keynote Speaker Panel

We are pleased to welcome industry professionals who produce and/or consume research as part of their jobs. We look forward to hearing “real-world” insights from the following speakers:

Emily Allan, Associate Director, Brock University Athletics

Bram Cotton, Executive Director of the Burlington Eagles, former CEO of the Niagara Sports Commission

Steve Lidstone, Associate Director of Performance, Brock University Athletics

SESSION 1: Sponsorship in Sport

9:30-10:30 **PLAZA 409**

Zach Evans

University of Windsor

The Impact of Lifetime Attendance and Sponsor Visibility on Sponsor Awareness

Sponsor awareness is a person's capacity to recognize a sponsoring brand under various conditions (Zaharia et al., 2016), and it is considered a critical component for effective sponsorships (Kim et al., 2015). Previous research has investigated the impacts of time (Pitts & Slattery, 2004), signage (Maxwell & Lough, 2009), and loyalty (Biscaia et al., 2013) on sponsor awareness but, despite this accumulating literature (Kim et al., 2015), less is known about how repeat attendance and sponsor visibility influence sponsor awareness. Wakefield et al. (2013) were among the first to explore the impact of repeat attendance on sponsor outcomes, and they found that repeat attendance enhances exposure to sponsorships, which leads to higher awareness. Regarding other outcomes, repeat attendance has also been found to positively influence brand image and purchase intention of a sponsor's products (Lacey et al., 2007).

The visibility of a sponsor's branding can also be impacted by a number of factors, including the scope of the sponsorship (Wakefield et al., 2013) and the number of other sponsors at the event (Maxwell & Lough, 2009; Nelson-Field et al., 2013). Accordingly, more sponsoring brands are activating sponsorships on-site to create lasting impressions on attendees (Kim & Kaplanidou, 2014). Sponsors that are well-known and related to the event are generally recalled more often (Wakefield et al., 2013), so it is important for sponsors to have high visibility to mitigate any prominence or relatedness biases in order to differentiate themselves from other sponsors.

The purpose of this study was to examine the impact of repeat attendance and sponsor visibility on sponsor awareness at an IndyCar event. The following research questions were posed: (1) what is the impact of repeat attendance on sponsor awareness; and (2) what is the impact of sponsor visibility on sponsor awareness? Links to the survey were distributed via the event's e-mail list and social media accounts to attendees of the 2018 IndyCar event. Aided recall measures were used to capture the awareness of official event sponsors across four product categories. To measure visibility, participants ranked a list of 13 event sponsors from most to least visible. The results will provide insight into the impact that repeat attendance and visibility have on sponsor awareness, which is an important outcome for brands (Kim et al., 2015). The results will also inform sponsors on how certain activation strategies can drive visibility of their brands at major events.

Troy Schlieman
Brock University

To what extent can virtual reality integration be an effective form of sponsorship activation for sport sponsors?

This study aims to examine how sport organizations and sponsors can successfully leverage virtual reality technology in the form of on-site activations to achieve sponsor objectives such as increased involvement, brand equity, and recall.

Through examining the nature of sponsorship and sport marketing, including trends within the industry, there has been a notable shift to an experiential marketing approach. This trend has emerged due to the challenge of providing customers with unique and memorable experiences with the goal of establishing positive two-way relationships. Experiential marketing is designed to evoke imaginative and emotional responses during the decision-making process, and this becomes even more crucial in a time where mere logo exposure is no longer enough due to ad clutter and limited attention spans. Sponsorship activation design has also shown a shift towards this approach as sponsors continually attempt to find more effective ways to leverage their sponsorship.

Sport teams and sponsors will need to evolve and become more creative in their approach to reach consumers in meaningful ways, and virtual reality holds ample potential to do just that. With the emergence of virtual reality, teams and sponsors have additional inventory to work with as well as an entirely new platform to provide consumers with meaningful and customizable experiences. Further, virtual reality is a platform that simulates a person's physical presence in a simulated virtual 3D environment, and due to the increased immersion and presence experienced during virtual reality participation, there could be a greater potential to evoke positive emotions in consumers: potentially enhancing the impact of their messages and partnerships/associations.

My research will attempt to articulate the true value of virtual reality as a platform as it relates to sport marketers and sponsors.

SESSION 1: Youth Sport Participation

9:30-10:30 **PLAZA 410**

Raiven de Souza

Brock University

Youth Summer Hockey Camps: An Importance-Performance Analysis of Customer Equity Factors from Parent Perspectives

As organizations shift their marketing focus from product to consumer, management must follow by shifting their efforts from brand equity to customer equity. The majority of research on customer equity in sport has concentrated on examining spectators in professional and intercollegiate sport settings. The current study will add to this knowledge by expanding customer equity into youth level participatory sport organizations. More specifically, this research will explore customer equity in youth summer hockey camps in the Niagara Region to determine what factors are most important to parents when they register their child(ren) for hockey camp, and if camps are performing to their standards.

The American Camping Association (ACA) identified marketing (how to make camps stand out in a competitive market) as one of the top issues facing camp management in 2017. By using Keller's (1993) customer equity framework, this research aims to put findings into practice and provide hockey camp organizations with evidence of what factors are most important to parents and how their camps are performing. This information can in turn be used by camp directors and marketers to differentiate themselves from their competitors.

Importance-Performance Analysis (IPA) will be used to analyze consumer attitudes towards youth summer hockey camps. This tool allows the attributes to be compared and will show a clear representation of any discrepancies in the results. Surveys will be the primary form of data collection. Attributes established from the literature review and content analysis of camp websites will make up the factors evaluated in the IPA.

The research I am proposing would give hockey camp organizers in the Niagara Region a better understanding of how consumers perceive their brand and how they can utilize customer equity to their advantage.

Sacha Smart
University of Guelph

Understanding the Nature of Sport Participation in New Canadian Families

The notion that participation in sport and physical activity assists in the development of interpersonal bonds is widely prominent in sport policy. As Canada is poised to increase the number of immigrants arriving annually, increasing attention is being directed toward how sport can be managed in a way that is accessible and inclusive of immigrant populations, as well as how sport can be leveraged to facilitate the creation of new opportunities for immigrants to become engaged with their communities.

Positioned within sport for development research, this paper utilizes a phenomenological approach to explore the implications of youth participation in organized sport on the acculturation experiences of immigrant families in a large Canadian city. Using semi-structured interviews with parents and guardians with at least one dependent enrolled in youth sport programming, as well as observations of youth sport programming in the City of Toronto, this paper discusses the participant's understandings of the nature of sport participation. Data were analyzed using thematic analysis, illuminating the accessibility of sport in Canada, the attraction of sport participation for new Canadians, and the expected outcomes new Canadian families have for their children enrolled in sport.

The findings suggest that new Canadians perceive sport participation in Canada to be more accessible than sport in their country of origin, influencing their participation in sport in Canada. Furthermore, participation of new Canadians in sport is, in part, understood as a possible contrasting outcome that is available in Canada, such as pathways to post-secondary school institutions, yet constrained in the participant's country of origin.

This paper's discussion will also highlight underlying factors that affect youth participation in sport such as the economic stability of new Canadian families, as well as the introduction of life skills that sport presents to participants. Though exploratory in nature, this paper begins to unpack the expectations held by new Canadians of the outcomes their children will gain through the participation in Canadian sport programming. This study has implications for academics, sport managers, and policy makers interested in providing sport programming for new Canadian families to engage with their local communities, and ultimately have positive impacts on their acculturation processes.

SESSION 2: Changing the Status Quo

12:30-2:00 PLAZA 409

Mitchell McSweeney
York University

Utilizing visual and digital participatory research methods in Uganda: Ethical questions and considerations

Visual participatory methods are an innovative approach to research that is quickly becoming popular in the social sciences in order to foster “multiple forms of dialogue” (Bananuka & John, 2015, p. 196) amongst research participants, researchers, and for the purposes of knowledge dissemination and translation. In particular, photovoice (using cell-phone cameras or providing digital cameras to research participants to take photos of their experience; Wang, 1999), photocollaging (using photos from photovoice to construct layouts of images to express meaning of topics to participants; Castleden et al., 2008) and digital storytelling (a video and/or picture presentation that tells the ‘story’ of an individual, community and/or group; Hayhurst, 2016) have been promoted as research methods that may: (1) enable individuals and groups to record and represent their everyday realities; (2) stimulate critical discussion and awareness about personal and community strengths and concerns; and (3) reach policymakers (Wang, 2006). Although scholarly literature is growing on how such visual methods may be utilized in contexts outside of the global North (see Mitchell, 2015), there remains a need to better understand the challenges and benefits associated with utilizing visual participatory methods in areas of the global South. In this presentation, a methodological reflection is provided on fieldwork conducted in Northern Uganda over a period of one month using the above visual methods with women in rural villages who use the bicycle for a variety of means. The reflection is intended to highlight the ways in which visual participatory methods – while facing a variety of tensions due to socio-cultural context, ethical boards, and representation of research participants – also assists in a better understanding of participant experiences and collaboration. In conclusion, suggestions for future research utilizing visual methods in the global North and global South are provided.

Rob Cheevers
Brock University

Exploring Organizational Values and Private Club Board Process

The Private Club industry in Canada is comprised of golf clubs, yacht clubs, tennis and racquet clubs, multisport clubs and city clubs. These clubs are not-for-profit organizations and in most cases are registered provincially (Blumberg, 2014). In general, sport clubs are governed by a volunteer board of directors that are elected by the membership and follow the letters patent and the by-laws that are established by the membership. With the exception of city clubs (Toronto Club, Ranchmen's Club, etc..) that are essentially social clubs, these types of clubs are considered local sports organizations.

While the term local may imply that they are small, some clubs have thousands of members and deal with millions of dollars of revenue annually (Grant Thornton, 2018). As such, most clubs have paid employees that are hired to oversee the day to day business operations of the club. These employees work under the guidance and direction of the board of directors which is comprised of volunteer members of the organization. This structure of governance requires that these sports clubs have well established organizational values that can be used by the board to guide decisions, ensure continuity in leadership as the volunteers change positions and provide the employees with guiding principles to reflect upon when making decisions on behalf of the organization (Ferkins & Shilbury, 2015).

The dynamic of boards and paid employees leading their organizations together is a distinguishing factor that present private clubs with unique challenges. Bell-Laroche et al (2014) found that typical business metrics like financial performance, business efficiency and the attainment of objectives cannot be used exclusively to measure the performance of an organization. Rather, values must be inserted into organization culture and be a part of the management of the people within the organization.

Building on existing research that covers the benefits of instilling organizational values in volunteers and employees of sports organizations, as well as the success of the organizations that operate within the values, this study aims to discover what happens when a volunteer member of the board of directors acts outside of those organizational values. Further, we will explore what steps are taken by the other members of the board, the officers of the club and the paid employees to react to such behavior. Finally, we will examine what processes are put in place as a result of this type of behavior to ensure that it doesn't happen again.

Gordon Watkin
Brock University

Capacity to do Better? Sport's Influence and Plastic Water Pollution

Water is essential for sustaining all lifeforms on Earth. Despite its irreplaceability water is being mismanaged and polluted. Water is requisite for managing sport facilities and at the micro level, hydrates athletes needed to produce the sporting event. Sport like most major entertainment sectors, is a large polluter of the environment and wastes exponentially more plastic than other corporate-centred industries. This is due to the magnitude of sporting brands and high demand for mass-produced items and licensed memorabilia. Sport retail products are typically comprised of plastic threads. Hundreds of thousands of plastic containers are used and recycled at low rates concluding each event, amounting to millions of containers annually. Ultimately, high volumes of plastic similar to those utilized in sporting venues end up in the Earth's oceans. Sport equipment too, is often comprised of toxic plastics as are other forms of athletic wear such as running shoes.

Plastic pollution in water is significant for a multitude of reasons, but collectively is amidst the largest catalysts of climate change. Environmental sustainability (ES) literature in sport is in its infancy and very little work has investigated plastic pollution in water within the sporting context. Existing literature suggests a disconnect between ES communications and actualized outcomes on behalf of professional sport organizations. The relationship between sport and plastic waste is irrefutable – so too is the relationship between plastic waste and its impact on Earth's oceans and climate. This relationship is going to be explored utilizing ES-centred and anthroparchal critiques. Sartore-Baldwin's and McCullough's (2017) ecocentric model will also be referred with the aim of finding ways to identify sport's capacity to implement ecocentric management practices of plastic waste and potential hinderances to transcend practices. Delphi interviews, document analysis and content analysis will be employed. Understanding sport's demand for plastic, its inadequate management of plastic waste and barriers sport organizations face from achieving evolved ecocentric practices can lead to greater change. Sport as a social pillar can be a catalytical influence on the attitudes and behaviours of society.

SESSION 2: Sport Fandom

12:30-2:00 **PLAZA 410**

Brett Parent

Brock University

Trends in Recent Sport Fandom Literature

The concept of sport fandom is ever-changing. Sport consumer behaviourists constantly do research to keep up with evolving trends of sport fandom. An annotated bibliography containing 23 sport fandom articles from the last decade was completed to determine the current state of sport fan identity literature. Next, this bibliography was analyzed and eight themes emerged: the fluidity of sport fandom; the importance of meaning to fans; the de-escalation of fandom; the role of place in fandom; the need of distinctiveness with regards to fandom; the role of media in fandom; fan identity maintenance strategies; and issues facing minority sport fan groups (e.g., Andrijew & Hyatt, 2009; Goldman, Chadwick, Funk & Wocke, 2016; Hyatt & Foster, 2015; Jensen et al., 2016; Lock & Funk, 2016; Sveinson & Hoeber, 2016; Wann, Hackathon & Sherman, 2017; Wegner, Delia & Baker, 2019). Recent literature suggests that fans still use sport fandom to develop their social identity and must undergo maintenance strategies when faced with threats to their social identity (Lock, Taylor, Funk & Darcy, 2012; Doyle et al., 2017). It is also apparent that the scope of sport media has changed the fandom experience by allowing non-local fans to maintain their social identity through online message boards and make fans feel as if they are a part of their favourite team (Andrijew & Hyatt, 2009; Jensen et al., 2016). A new concept found in recent literature is that fans utilize multiple forms of identity with a team to garner an array of social benefits (Lock & Funk, 2016). This presentation will begin with the presenter's research interests and intentions and how they came about doing this research. An outline of the annotated bibliography will then be provided. The presenter will then go over the eight themes and describe how each manifested in the literature. The presentation will end with interesting findings, concluding remarks, and time for questions.

Blair Cipywnyk
Brock University

A Study of NHL Fan Identification in Red Deer, Alberta

Sport consumer behaviour researchers typically focus on fan behaviours, feelings, and thoughts. Some topics include how individuals first become attracted to a team (Funk & James, 2001), how fans develop fandom with that team (James, 2016), and how that fandom is maintained (Aden & Titsworth, 2012).

Previous consumer behaviour studies have identified antecedents for why individuals choose to be a fan of a team. Some of these include the influence of others (parents, siblings, friends, etc.) (Funk & James, 2016), a desire for community (Heere, 2016), team history (Delia & James, in press), success (Delia & James, in press), players (James, 2016), and geography (Aden & Titsworth, 2012). While each case is unique, geography is considered one of the strongest. However, a gap in the literature exists for when geography could have little impact on fandom.

In addition to development, fandom maintenance is also being examined. A gap in the literature exists to explain how fans located a similar distance between their rival fan group and their own fans maintain their fandom. Social Identity Theory (SIT) suggests individuals will join groups to positively reinforce their self-esteem. Improved self-esteem is achieved through positive comparisons between the in-group the person belongs to, and comparable out-groups (Tajfel, 1979). Tyler and Cobbs (2015) wrote how SIT ties into sport rivalry. Rival fan groups are perceived as a threat because they threaten the ability of one group to make a positive comparison.

Red Deer, Alberta is equidistant between Edmonton and Calgary. Both cities have NHL franchises (Edmonton Oilers and Calgary Flames) that rival each other. Using Rooney's (1974;1975) spheres of influence for sport teams, Red Deer falls equally within the sphere for both teams. Consequently, geography likely has little influence on fandom in Red Deer, as neither team is closer. Further, the constant threat of the rival group being in close proximity raises questions for how fans in Red Deer maintain their team fandom.

This study will seek to answer the research questions of how fans of Alberta's NHL teams living in Red Deer developed and maintain fan identification. To address these questions, eight-12 qualitative, semi-structured interviews are being conducted with Red Deer-based Oilers and Flames fans. Since the interest is in the individual participants' experiences, the interviews will take place within the interpretive paradigm. SIT (Tajfel, 1979) guides this project. Data are currently being collected, and analysis will be completed by spring 2019.

Eddy Sidani

Brock University

“Our blue-collar, hard-working team” : An examination of Buffalo Sabres fans in Fort Erie, Ontario

Sport consumer behaviour researchers have thoroughly examined the reasons leading to the inception of fandom towards specific sport franchises. Some of the more common reasons include parental figures (Kolbe & James, 2000; Spaaij & Anderson, 2010), team success (End, Dietz-Uhler, Harrick & Jacquemotte, 2002; Wann, Tucker & Schrader, 2006;) a specific player on the team (Ahn, Suh, Lee & Pedersen, 2013; Hyatt & Andrijw, 2009; Wann, Tucker & Schrader, 2006), team colours and logo (Ahn, Suh, Lee & Pedersen, 2013; Hyatt & Andrijw, 2009; Wann, Tucker & Schrader, 2006) and geography (Rooney, 1974, 1975; Harada & Matsuoka, 1999; James & Kolbe, 2002; Wann, Tucker & Schrader, 2006).

Understanding that not all sport-fans are equal, sport consumer behaviour researchers began investigating unique phenomena of different fan groups. Some examples include fans of former/relocated teams (Hyatt, 2007; Hyatt & Foster, 2015), fans of non-local teams (Andrijw & Hyatt, 2009), fans of new expansion teams (Harada & Matsuoka, 1999; Lock, Taylor & Darcy, 2011) and fans in regions and cities with multiple team choices (Mills & Rosentraub, 2014; Robinson, 2012; Sherony & Knowles, 2009). To date, no research has been done regarding sport-fans in borderlands and their team-selection.

Borderlands are peripheral regions of nation-states where the two (or more) political, economic, and social systems of the nation-states meet (Kitchin & Thrift, 2009). One example of a Canadian borderland can be seen in the small town of Fort Erie, Ontario. Fort Erie is a small town located alongside the Niagara River in the Niagara Region of Southern Ontario. The town is connected directly to the American city of Buffalo, New York via the Peace Bridge, which is the second busiest Canada/U.S. border crossing between the two nations (Helleiner, 2016). The preferred sport in Fort Erie is hockey and the two preferred teams are the Buffalo Sabres and the Toronto Maple Leafs of the National Hockey League (NHL) (Dube, 2016; Ferguson, 2015; jmaloni, 2013; Petrocz, 2013; Zeisberger, 2014).

Considering borderland residents are unique from other citizens of their country (Anzaldua, 1999; Kearney, 1995; Rosaldo, 1993) it was assumed that the motives behind their team selection would be different from that of the traditional sport-fan. This study aimed to discover whether the antecedents for team selection for borderland sport-fans were congruent with traditional fan motivations.

Using social identity theory as a guiding framework, 19 semi-structured interviews were conducted to understand the process by which people in Fort Erie became and stay fans of the Buffalo Sabres and/or Toronto Maple Leafs. These interviews were transcribed and analyzed thematically to present the data in unifying or dominant ideas that continuously reappeared in the informants' responses (Savin-Baden & Major, 2013; Braun & Clarke, 2006). Some preliminary

findings in the Buffalo Sabres fans' responses were exposure, culture, proximity and access. These findings suggest that the antecedents and motivations for team selection is different for borderland sport-fans than for those of traditional sport-fans. It also became evident that living so close to an international border has had a profound impact on the daily behaviours and decisions of these peoples' lives. Further research on borderland sport-fans is encouraged to better understand those who live alongside international borders as well as to see the differences and similarities between the different borderland areas and the sport-fans that live within.

SESSION 3: Employees of Sport

2:00-3:30 **PLAZA 409**

Stephanie Kast
Brock University

50 Shades of Ambush Marketing: Exploring the Effects of Ambush Marketing on Sport Employees

Academic research into ambushing has steadily grown and developed as a subsection of sponsorship literature since its emergence at the 1984 Los Angeles Olympic Games, inspiring a number of important themes and areas of scholarly focus. Throughout, the extant research has commonly explored the effects of ambushing on consumer memory and sponsorship returns (McDaniel & Kinney, 1998; Meenaghan, 1998; Sandler & Shani 1989), ambushing's legal and ethical dimensions (Hoek & Gendall, 2002; Scassa, 2011), and the effectiveness of counter-ambush measures enacted by rights holders (Crompton, 2004; Meenaghan, 1994; Payne, 1998). To date, however, the effects of ambush marketing – and those counter-ambush efforts employed by event owners – on employees of the commercial rights holder have yet to be explored. This is a significant gap in the literature, given that employees are the individuals who must manage sponsorship deals, interact with sponsors, and enact counter-ambush efforts for their organizations.

As such, this study sought to explore the effects of ambush marketing on employees involved with hosting a professional, national-level, sport championship event, specifically examining the impact of ambush marketing on event host employee stress and group cohesion. Drawing on Doherty's (1998) human resources conceptual framework and social identity theory (Tajfel, 1974), the present research explored the effect of ambush marketing on sport employees and group identification within the sponsorship department of the host organization. Specifically, within the lens of social identity the assumption was that the national sporting event would cause an emotional tie to the activity that impacts both entities, therefore influencing employee behaviour.

Data collection was composed of two phases: participant observations and semi-structured interviews. These two methods were selected to enable the collection and analysis of data to gain the most insight, understanding, and creation of a holistic view of how and why ambush marketing affects employee stress and group cohesion. The participant pool included individuals involved in the delivery of the event from the host organization, including Directors and Managers from the Sponsorship and Operations departments of the host organization.

Through exploring the impact of ambush marketing on employees, this study provides additional insight into the unique effects of ambush marketing on sponsorship relationships and its role as a stressor for participants. Here, social identity provides a valuable lens to understand how external factors influence participants during the planning and delivery of a national sporting event.

Andrew Nascimento

Brock University

Gender-diversity and Human Resource Management Policies

Many corporations in modern society have begun to implement gender-diversity focused policies within their human resource management (HRM) systems, since the rise of women in the workforce, in order to gain a competitive advantage over their competitors. Competitive advantages can include items such as increases in revenue, positive social responsibility exposure in the public's eyes, and deeper market penetration than other leading competitors. As a part of an independent research project regarding gender-diversity policies in human resource management, I studied literature by reading scholarly articles, relative to the subject, in a search to find common themes amongst the readings I found. After reading the articles, I recorded information such as findings, discussions, and implications for each article into a twenty-one-page annotated bibliography. My literature review on 21 different scholarly articles related to gender-diversity and HRM policies has revealed that gender-diversity policies can heighten financial performance of a company, they can make an organization seem much more attractive to potential candidates, and they can only work if there is a balanced male-female employee ratio throughout the organization. Multiple articles that I reviewed mention consistent themes, in which were discussed in different ways. In this paper, I have juxtaposed these different scholarly articles in order to present concrete evidence that supports my findings. I will also discuss the multiple implications for future employers when attempting to implement solid gender-diversity policies into their high-performance work systems. I concluded that it is very important to have gender-diverse workplaces, and policies that are in place to ensure that organizations are held accountable to this belief that having a balanced workplace is better than having a predominantly-male or predominantly-female team. It is also important to note that gender-diverse workplaces include similar numbers of female employees as male employees, and that simply having one woman on the team is considered tokenism, not diversity.

SESSION 3: University and Young Adult Sport

2:00-3:30 **PLAZA 410**

Michael Goizman

Brock University

Outline for High-Contact Sport Integration

This research proposal will serve to provide a framework for Boxing as a new High-Contact sport represented by Ontario University Athletics (OUA) and USport. With the current lack of opportunity for Canadian athletes to participate in Boxing programs at the university level, there is a clear under-representation for a sport that is sanctioned by National Sport Organizations (NSOs), Provincial Sport Organizations (PSOs) and the Government of Canada. Boxing provides an outlet for members to participate in a healthy, active lifestyle at the fundamental level, as well as in high-level competition. This research is intended to support legislation, policy and procedures that promote the notion that Boxing programs should be recognized by OUA and USport framework and hosted in universities across the country.

This research analyzes the key stakeholders in governing bodies of Canadian Boxing programs and their relevance to high-contact sport implementation. Further, this research identifies the strengths and weaknesses of current governing bodies regulating documents of Boxing programs. Lastly, it will argue that Boxing can be safely implemented into universities with the purpose of organizing, promoting and developing interest and participation in the sport of Olympic-style boxing across Canada.

The significance of this research lies in the ability to provide a platform for high-level athletes in the sport of boxing to participate in interuniversity sport competitions, as well as represent Canada at provincial, national and international tournaments/championships. University boxing programs would also provide a new recruiting platform for selection of athletes to represent Team Canada at upcoming Olympic games (Tokyo, 2020; Paris, 2024; Los Angeles, 2028). Additionally, this research will solidify Boxing as a self-sustaining, high performance (G2) program intended to promote opportunities that will benefit host institutions, competing athletes and the nation as a whole.

Marc St. Pierre and Brendan Riggin
Western University

Motivators and Constraints for Attending Canadian University Hockey Games

The purpose of this study was to identify the motivators and perceived constraints for attending Canadian university hockey games. Unfortunately, ticket sales at Canadian university sport events are declining, particularly among the student population, with attendance rates well below capacity (Bron, 2017). It was thus specifically of interest to compare the motivators and constraints perceived by student and non-student attendees, and the constraints perceived by those who attend games and those who do not. The focus of the study was hockey games of the men's team at one Canadian university. The study was framed by Kim and Trail's (2010) sport spectator model, which accounts for internal and external motivators and constraints to attendance. The survey comprised relevant subscales and items from previously validated measures (Crawford, Jackson, & Godbey, 1991; Fink, Trail, & Anderson, 2002; Funk, Ridinger, & Moorman, 2003; Kim & Trail, 2010; Robinson & Trail, 2005; Trail, Anderson, & Fink, 2002; Trail & James, 2001, 2011). Online surveys were administered through: Randomized emails to students at the university, social media (i.e., local community Facebook group), intercept technique at the university's hockey games, and snowball sampling (Emery, 2010). At the outset of the survey, participants self-identified as attendees or non-attendees. The former then completed the measures of motivators and constraints, while the non-attendees completed only the measures of constraints to attending the university men's hockey games. A total of 80 surveys were completed, including students ($n = 49$) and attendees ($n = 36$). Findings regarding profile of respondents, structure of the motivator and constraints subscales, variation in motivators and constraints for attendance between students and non-students, and variation in constraints to attendance between attendees and non-attendees will be presented. This research answers Kim and Trail's (2010) call for further understanding the generalizability of spectator motivators and constraints within different sports, levels of competition, and cultures. The practical implications are relevant for Canadian university athletic administrators seeking to encourage attendance at men's hockey games.

Alex Roger

Brock University

Practical and Experiential Learning for the 2019 National Women's Football Combine Event

The proposed work for my semester in SPMA 3P99 has been to prepare for and deliver a combine event for woman athletes that are competing for a position on the National Football team. My work to support this endeavor has been completed through a series of biweekly presentations of scholarly articles of sport management principles and teleconference interviews with sport management industry professionals.

The scholarly articles presented contribute to the foundational knowledge of the key aspects of planning for and organizing the event. These articles cover a wide range of subjects that are critical to understanding how to host an athletic event. Chosen scholarly articles that cover the marketing effects of social media, the understanding of motivational elements of an elite athlete, and the benefits of tangible goods in relation to attracting the consumer are examples of those that have been reviewed. These foundational articles have provided context for the interviews with the sport management industry professionals who have served in this program as subject matter experts. These experiential skills have been beneficial to recognizing and integrating the key findings in order to achieve a successful sport marketing and management plan.

This Brock University undergraduate program provides a learning environment that mirrors the relationship between student and professor at a graduate level. Students are able to complete academic work within a practical learning environment that is supported by a particular professor. This academic relationship is significant to the undergraduate student, because it provides a sample of how a program at the higher level of education is composed. Therefore, students have the ability to evaluate their interest in graduate studies and the work required prior to initiating the application process. This style of learning also allows for novice professors an opportunity to enhance their personal effectiveness as a graduate student supervisor.

This learning opportunity is essential to future graduate and undergraduate students, practitioners and professors because it provides a framework of independent academic work that is being applied to a actual national sporting event. By understanding the concepts of sport marketing through academic literature and intoned by subject matter experts, undergraduate students are able to reinforce the fundamental practices in an experiential learning setting. This opportunity maximizes the effects of University learning and these practices can be continuously organized, implemented, and evaluated over time.

DIRECTIONS TO BROCK UNIVERSITY

Brock University's Address: Brock University, 1812 Sir Isaac Brock Way,
St. Catharines, ON, L2S 3A1, 905-688-5550

From Toronto:

From Highway 401 West, take 403 South to the Queen Elizabeth Highway (QEW) in the direction of Niagara Falls. Follow the Queen Elizabeth Way around the lake, then Southeast to St. Catharines. At Exit 49, turn onto Highway 406 and continue until you reach St. Davids Road West. Take St. Davids Road West Exit and follow until you reach 1812 Sir Isaac Brock Way.

From Buffalo:

Cross the Peace Bridge and then take the Queen Elizabeth Way (QEW) towards Toronto. At Exit 32B, turn onto Thorold Stone Road West and continue through the Thorold Tunnel where the road becomes Highway 58. Take the St. Davids Road West exit and follow until you reach 1812 Sir Isaac Brock Way.

PARKING & SESSION LOCATIONS

PARKING IS AVAILABLE IN LOT D (AT A COST OF **\$12.00 PER DAY**)

LOT D IS INDICATED BY a GREEN CIRCLE around THE GREEN DOT LOCATED IN THE BOTTOM LEFT PORTION OF THE MAP. (PAY PER HOUR PARKING IS AVAILABLE THROUGHOUT CAMPUS)

THE PLAZA BUILDING (BREAKOUT SESSIONS) IS INDICATED BY NO.30 CIRCLED in black ON THE MAP.

