BROCK UNIVERSITY

Department of Sport Management

4TH Annual Student Research Colloquium

Program

April 2, 2004

Full day Schedule of Presentations

TIME	LOCATION & ACTIVITY	
8:30 - 8:35	SENATE: Opening Remarks (Dean Corlett or Associate Dean	
	Plyley)	
8:35 – 9:15	SENATE: Key note	
	Dr. Wendy Frisby (title TBA)	
9:15 – 9:30	Nutrition Break	
9:30 – 10:00	SENATE	
	Minority Hiring Policy in the NFL	
	Matthew Bennett, Shannon Hamm, Phil Reniers, & Matthew	
	Surreys	
10:00 10:20	Brock University	
10:00 – 10:30	SENATE	
	Is it good business to do the right thing? A framework for	
	understanding professional sport organizations' corporate social responsibility initiatives	
	Trevor J. Bukstein & Scott J. Bukstein	
	University of Michigan	
10:30 – 11:00	SENATE	
	Tobacco Sponsorship and Professional Sport in Canada	
	Derek Bradley, Kojo Mensah, Drew Nathan, & Dana Robinson	
	Brock University	
11:00 – 11:15	SENATE: Nutrition Break	
11:15 – 11:45	SENATE	BOARDROOM
	The Commonwealth Games:	Brock University Football
	A systems perspective	Feasibility Study
	Laura Wood	Darren Arnold, Darla Bell,
	McMaster University	David Forrester, & Joey Woo
44.45 40.45	CENIATE	Brock University
11:45 – 12:15	SENATE	BOARDROOM
	Federal government involvement in hosting	Conducting an Economic impact study for an
	international sports events in	international archery
	Canada: Key junctures in the	competition
	policy process	Ping-Kun Chiu, Chiun-Shia
	Cora McCloy	Wang, & Tracy L. Wilson
	University of Toronto	University of Northern Colorado
12:15 – 1:30	LUNCH: THE POND INLET	
1:30 – 2:00	SENATE	BOARDROOM
	Reflecting on self-	An exploratory study of fitness
	handicapping: A proposed	needs and demands of
	study of coaching behaviour	Generation Y
	Eric MacIntosh	Jennifer Cowal, Julie Levan,
	The University of Western	Carrie Michener, & Lindsay

	Ontario	Pink
		Brock University
2:00 - 2:30	SENATE	BOARDROOM
	Ice hockey as a televised	An examination of issues
	product: The impact of new	surrounding post-positivism: A
	technologies	look into its use in the
	Astrum Nanji	qualitative research of sport
	Ryerson University	management
		Lindsay Sarson
		Brock University
2:30 – 3:00	SENATE	BOARDROOM
	Brand awareness, brand	An exploratory study of the
	preference, and brand loyalty	experiences of foreign soccer
	of sport apparel: Differences	players in Canada
	amongst select ethnic groups	Gemma Barreda
	David Sit	Brock University
	The University of Western	
	Ontario	
3:00 – 3:15	Nutrition Break	
3:15 – 3:45	SENATE: Presentation 14	
3:45 – 4:15	SENATE: Presentation 15	
4:15 – 4:45	SENATE: Presentation 16	
4:45	SENATE: Closing	

Program Details

SENATE CHAMBERS

0800 Welcome Remarks

TBA [insert either Dr. Michael Plyley, Associate Dean, Research and Graduate Studies, Faculty of Applied Health Sciences, Professor, Department of Physical Education and Kinesiology OR Dr. John Corlett, Dean, Faculty of Applied Health Sciences, Professor, Department of Sport Management and Department of Physical Education and Kinesiology]

0835 – 0915 Keynote Address

Dr. Wendy Frisby, Associate Professor Associate Professor, School of Human Kinetics, The University of British Columbia, Past Editor of the Journal of Sport Management, North American Society for Sport Management Research Fellow

0915 – 0930 Nutrition Break – Sponsored by the North American Society for Sport Management

0930 - 1100 SESSION I: SENATE CHAMBERS

Minority Hiring Policy in the NFL Matthew Bennett, Shannon Hamm, Phil Reniers, & Matthew Surreys Brock University

Is it good business to do the right thing? A framework for understanding professional sport organizations' corporate social responsibility initiatives Trevor J. Bukstein & Scott J. Bukstein University of Michigan

Tobacco Sponsorship and Professional Sport in Canada Derek Bradley, Kojo Mensah, Drew Nathan, & Dana Robinson

1100 – 1115 Nutrition Break Sponsored by Brock University

1115 - 1215 SESSION IIa: SENATE CHAMBERS

The Commonwealth Games: A systems perspective Laura Wood McMaster University

Federal government involvement in hosting international sports events in Canada: Key junctures in the policy process Cora McCloy
University of Toronto

1115 - 1215 SESSION IIb: THE BOARDROOM

Brock University Football Feasibility Study

Darren Arnold, Darla Bell, David Forrester, & Joey Woo Brock University

Conducting an Economic impact study for an international archery competition

Ping-Kun Chiu, Chiun-Shia Wang, & Tracy L. Wilson University of Northern Colorado

1215 – 1330 Lunch – [Buffet in Senate Chambers]

1330 - 1500 SESSION IIIa: SENATE CHAMBERS

Reflecting on self-handicapping: A proposed study of coaching behaviour Eric MacIntosh

The University of Western Ontario

Ice hockey as a televised product: The impact of new technologies Astrum Nanji

Ryerson University

Brand awareness, brand preference, and brand loyalty of sport apparel:

Differences amongst select ethnic groups

David Sit

The University of Western Ontario

1330 - 1500 SESSION IIIb: THE BOARDROOM

An exploratory study of fitness needs and demands of Generation Y Jennifer Cowal, Julie Levan, Carrie Michener, & Lindsay Pink Brock University

An examination of issues surrounding post-positivism: A look into its use in the qualitative research of sport management

Lindsay Sarson

Brock University

An exploratory study of the experiences of foreign soccer players in

Canada

Gemma Barreda

Brock University

1500 – 1515 Nutrion Break Senate Chambers Foyer – sponsored by the Faculty of Applied Health Sciences, Brock University

1515 - 1645 SESSION IV: SENATE CHAMBERS

Fan Satisfaction at selected OHL games Dan Bowman, James Funnell, Kyle Griffen, & Sotaro Yamaguchi Brock University The effect of perimeter signage characteristics on spectators' recognition of sponsors
Luke R. Potwarka & Chris J. Gee
Brock University

An exploratory study of National Hockey League involvement in the winter Olympic Games Lea Balazova, Jonathan Edwards, Matthew Lubbers, & Adam Siefert Brock University

1645 Closing Remarks [TBA]