

NASSM 2020 RESEARCH ROUNDUP

(ALL LINKS ARE CLICKABLE)

Consumers' Cognitive Response to Green v. Non-Green Category Sponsors by Beth Cianfrone, PhD, and Tim Kellison, PhD

Trend analysis of waste management programs in collegiate athletics by Brian P. McCullough, PhD, and Donta Ingram

Materials for Establishing a Stand-Alone Sport Ecology Course by Brian P. McCullough, PhD, and Madeleine Orr, PhD

Influence of a Sport Organization's Ecology Efforts and the Resulting Support of Corporate Partners and Behavioral Intentions of Fans by Brian P. McCullough, PhD, and Galen T. Trail, PhD

Ready or Not: Developing a Framework to Assess Climate Change Preparedness Among Sport Organizations by Madeleine Orr, PhD

Simulated and Controlled: Exploring the Managerial Implications of Sport's Evolution from Natural to Artificial Environments by Madeleine Orr, PhD, Walker Ross, PhD, and Jamee Pelcher

Is Tennis Acing the Sustainability Game? by Jamee Pelcher, Sylvia Trendafilova, PhD, and Jeffrey Graham, PhD

Investigating Managerial Priority of Environmental Inputs and Outputs in Public Assembly Venues by Walker J. Ross, PhD, and Haylee Mercado, PhD

Red or Blue: How Political Affiliation of Sport Fans Relates to Sustainability Attitudes and Behaviors by Danielle Smith, Jonathan Casper, PhD, and Brian P. McCullough, PhD



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