

JSM Volume 28, Issue 3, May 2014

Articles

Estimating Consumer Spending on Tickets, Merchandise, and Food and Beverage: A Case Study of a NHL Team

2014, 28, 253 – 265

Katharine Kelley, Michelle G. Harrolle, Jonathan M. CasperDoes Club Size Matter? An Examination of Economies of Scale, Economies of Scope, and Organizational Problems

2014, 28, 266 – 280

Pamela Wicker, Christoph Breuer, Markus Lamprecht, Adrian FischerConceptualizing and Measuring the Use of Student-Athlete Likeness in EA's NCAA Football

2014, 28, 281 – 294

Thomas A. Baker, Kevin K. Byon, Beth A. Cianfrone, John GradyDeterminants and Consequences of the Perceived Social Impact of a Sport Event

2014, 28, 295 – 310

Yuhei Inoue, Cody T. HavardUncertainty of Outcome and Radio Policy in Professional Road Cycling

2014, 28, 311 – 323

Daniel J. Larson, Joel MaxcyEvaluating the Implementation of a Professional Sport Team's Corporate Community Involvement Initiative

2014, 28, 324 – 337

Lisa A. Kihl, Kathy Babiak, Scott TainskyA Critical Review of Theoretical and Methodological Issues in Consumer Satisfaction Research and Recommendations for Future Sport Marketing

2014, 28, 338 – 355

Jun Woo Kim, Marshall Magnusen, Yu Kyoun KimDeterminants of Regional Sport Network Television Ratings in MLB, NBA and NHL

2014, 28, 356 – 375

George Foster, Norm O'Reilly, Carlos Shimizu, Neal Khosia, Ryan Murray

Off the Press

Sports on Television: The How and Why Behind What You See

2014, 28, 376 – 377

Michael M. GoldmanBeyond the Scoreboard: An Insider's Guide to the Business of Sport

2014, 28, 378 – 379

Jason W. Lee