

ARTICLES

- Applying Career Construction Theory to Female National Collegiate Athletic Association Division I Conference Commissioners**
Elizabeth A. Taylor, Jessica L. Siegele, Allison B. Smith, Robin Hardin
<https://doi.org/10.1123/jsm.2017-0179>
Preview | Abstract | Full Text | References | PDF (266 KB)

- The Effects of Implicit Team Identification (iTeam ID) on Revisit and WOM Intentions: A Moderated Mediation of Emotions and Flow**
Yonghwan Chang, Daniel L. Wann, Yuhei Inoue
<https://doi.org/10.1123/jsm.2017-0249>
Preview | Abstract | Full Text | References | PDF (524 KB)

- “You Can’t Just Start and Expect It to Work”: An Investigation of Strategic Capacity Building in Community Sport Organizations**
Patti Millar, Alison Doherty
<https://doi.org/10.1123/jsm.2017-0233>
Preview | Abstract | Full Text | References | PDF (372 KB)

- Are Sport Consumers Unique? Consumer Behavior Within Crowded Sport Markets**
Hunter Fajak, Stephen Frawley, Heath McDonald, Stephen Bush
<https://doi.org/10.1123/jsm.2017-0318>
Preview | Abstract | Full Text | References | PDF (377 KB)

- Challenge Accepted: Why Women Play Fantasy Football**
Brendan Dwyer, Joshua M. Lupinek, Rebecca M. Achen
<https://doi.org/10.1123/jsm.2017-0313>
Preview | Abstract | Full Text | References | PDF (455 KB)

- Sport, Twitter Hashtags, and the Public Sphere: A Qualitative Test of the Phenomenon Through a Curt Schilling Case Study**
Brendan O’Hallarn, Stephen L. Shapiro, Marion E. Hambrick, D.E. Wittkower, Lynn Ridinger, Craig A. Morehead
<https://doi.org/10.1123/jsm.2017-0230>
Preview | Abstract | Full Text | References | PDF (380 KB)

- When Infamy Becomes Fame: The Positive Side of Negative Athlete Publicity**
Yonghwan Chang
<https://doi.org/10.1123/jsm.2017-0082>
Preview | Abstract | Full Text | References | PDF (404 KB)