Smith, Robert S. (Assistant Professor)

**Refereed Journal Articles**

**Journal Article, Academic Journal**


**Conference Proceedings**

**Conference Proceeding**


Smith, R. S., Cronin, J. *Consumer Reciprocation within the Context of Sport Sponsorship.* American Marketing Association Summer Educators' Conference.

**Presentations**


Smith, Robert S. (Presenter & Author), Sport Psychology Forum, "The Impact of Psychological State Incongruity on Sport Consumer Memory for Marketing Stimuli," Western Kentucky University, Bowling Green, KY. (February 2013).


Kwon, Woong (Presenter & Author), Nam, Changhyun (Author Only), Smith, Robert S. (Author Only), Sport Marketing Association, "Service Quality and Customer Satisfaction for Children's Sports Facilities," Orlando, FL. (October 24, 2012).

Eakin, Deborah (Author Only), Smith, Robert S. (Author Only), Anderson, Sarah (Presenter & Author), The Psychonomic Society, "Metamemory and Memory under Conditions of Retroactive Interference: Effects in Explicit and Implicit Memory," St. Louis, MO. (November 19, 2010).

Kim, Yu Kyoum (Author Only), Smith, Robert S. (Presenter & Author), James, Jeffrey (Author Only), Sport Marketing Association, "The Role of Gratitude in Sponsorship: The Case of Participant Sport," New Orleans, LA. (October 2010).

Smith, Robert S. (Presenter & Author), Alfaro, Priscilla (Author Only), Bass, Jordan (Presenter & Author), North American Society for Sport Management, "Connecting to Sport a New Way," Tampa, FL. (June 2010).