

Smith, Robert S. (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal

Huvaj, M.Nesij, Darmody, A., Smith, R. S. (2023). Psychological Ownership and Disownership in Reward-Based Crowdfunding. *Journal of Business Research*, 158(March 2023). <https://doi.org/10.1016/j.jbusres.2023.113671>

Elliot, E. A., Smith, R. S., Bicen, P. (2023). Ethnic Chambers of Commerce and Co-Creation of Value: A Synthesis of Cultural and Networking Competencies. *Journal of Research in Marketing and Entrepreneurship*.

Chen, Y., Chen, L., Smith, R. S. (2022). Linking Passion to Performance in the Social Commerce Community: The Role of Collaborative Information Exchange. *Journal of Business Venturing Insights*, 18(e00351).

Graham, K. A., Smith, R. S. (2021). When leaders are marketers: a duality perspective on the effect of openness to experience on marketing behaviors and the moderating role of bottom-line mentality. *Current Psychology*. <https://link.springer.com/article/10.1007/s12144-021-02216-2>

Yuksel, M., Smith, A., Smith, R. S., Bicen, P., Wilson, E., Weiner, J. (2021). Student interest in client-sponsored projects: The quest for engagement in marketing research courses. *Journal of Marketing Education*, 43(3), 354-370. <https://doi.org/10.1177/0273475321996797>

Kim, Y., Smith, R. S., Kwak, D. H. (2018). Feelings of gratitude: A mechanism for consumer reciprocity. *European Sport Management Quarterly*.

Wilson, E., McCabe, C., Smith, R. S. (2018). Curriculum Innovation for Marketing Analytics. *Marketing Education Review/Taylor&Francis*, 28(1/Spring), 52-66. [10.1080/10528008.2017.1419431](https://doi.org/10.1080/10528008.2017.1419431)

Eakin, D., Smith, R. S. (2012). Retroactive Interference Effects in Implicit Memory. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 38(5), 1419-1424.

Kim, Y. K., Smith, R. S., James, J. (2010). The Role of Gratitude in Sponsorship: The Case of Participant Sport. *International Journal of Sports Marketing and Sponsorship*, 12(1), 53-75.

Conference Proceedings

Conference Proceeding

Huvaj, N., Darmody, A., Smith, R. S. (2018). *Psychological Ownership and Sensemaking in Non-Equity Crowdfunding*.

Yuksel, M., Smith, R. S., McCabe, C. (2018). Reciprocal Intentions: Effects of Promotional Giveaways on Consumers' In-Venue Spending Intentions: An Abstract. *Back to the Future: Using Marketing Basics to Provide Customer Value*.

Huvaj, M.Nesij, Smith, R. S., Darmody, A. (2015). *A Psychological Ownership Perspective of Crowdfunding* (9th ed., vol. 35). *Frontiers of Entrepreneurship Research*.
<http://digitalknowledge.babson.edu/fer/vol35/iss9/5>

Smith, R. S., Cronin, J. (2012). *Consumer Reciprocation within the Context of Sport Sponsorship*. American Marketing Association Summer Educators' Conference.

Presentations

Yuksel, Mujde (Presenter & Author), Smith, Andrew (Presenter & Author), Smith, Robert S. (Presenter & Author), Wilson, Elizabeth (Presenter & Author), SBS Faculty Research Seminar, "Student Interest in Client-Sponsored Projects: The Quest for Engagement in Marketing Research Courses," FLDC. (February 2022).

Huvaj, M.Nesij (Author Only), Darmody, Aron (Presenter & Author), Smith, Robert S. (Author Only), Academy of Management (AoM) Annual Meeting, "Psychological Ownership and Sensemaking in Non-Equity Crowdfunding," Academy of Management (AoM), Chicago, IL. (August 13, 2018).

Huvaj, M.Nesij (Presenter & Author), Darmody, Aron (Author Only), Smith, Robert S. (Author Only), Eastern Academy of Management (EAM) Annual Meeting, "Psychological Ownership and Sensemaking in Non-Equity Crowdfunding," Eastern Academy of Management, Providence, RI. (May 4, 2018).

Yuksel, Mujde, Smith, Robert S., McCabe, Catherine, Academy of Marketing Science, "Reciprocal Intentions: Effects of Promotional Giveaways on Consumers' In-Venue Spending Intentions," Coronado Island, CA. (May 2017).

Smith, Robert S., Yuksel, Mujde, McCabe, Catherine, New England Market Research Association, "Testing the Promotional Waters: Cannibalization and Consumer Reciprocity in Major League Baseball," Boston, MA. (January 2017).

Huvaj, M.Nesij, Smith, Robert S., Darmody, Aron, Faculty Research Seminar, "Losing what you never had: Psychological (dis)ownership in crowdfunding," SBS, Suffolk University, Suffolk University. (April 2016).

Huvaj, M.Nesij (Presenter & Author), Smith, Robert S. (Author Only), Darmody, Aron (Author Only), Babson College Entrepreneurship Research Conference (BCERC), "A Psychological Ownership Perspective of Crowdfunding," Babson College, Babson Park - MA, USA. (June 10, 2015).

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).

Smith, Robert S. (Presenter & Author), Sport Marketing Association, "Conceptualizing Customer Satisfaction within a Spectator Sport Context," Orlando, FL. (October 24, 2012).

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).

Smith, Robert S., Cronin, Jerome, American Marketing Association Summer Educator's Conference, "Consumer reciprocation within the context of sport sponsorship," AMA, Chicago, IL. (August 17, 2012).

Kim, Yu Kyoum (Presenter & Author), Smith, Robert S. (Author Only), North American Society for Sport Management, "Gratitude toward Sponsors: A Conceptual and Empirical Examination," Ontario, Canada. (2011).

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).