Smith, Robert S. (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal


Conference Proceedings

Conference Proceeding


**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), 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).


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).

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