

Smith, Robert S. (Assistant Professor)

Refereed Journal Articles

Journal Article, Academic Journal

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

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

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

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: Proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference.

Huvaj, M. N., 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>

Presentations

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.

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).

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).

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).