

## บรรณานุกรม

กระทรวงการท่องเที่ยวและกีฬา. (2555 - 2559). แผนพัฒนาการกีฬาแห่งชาติ ฉบับที่ 5 สำนักงานสถิติแห่งชาติ. 2551.

กระทรวงการท่องเที่ยวและกีฬา. (2555 - 2559). ยุทธศาสตร์กระทรวงการท่องเที่ยวและกีฬา, บทสรุปสำหรับผู้บริหาร.

งานวิชาการสมาคมฟันดาบสมัครเล่นแห่งประเทศไทยในพระราชูปถัมภ์ของสมเด็จพระบรมโอรสาธิราชสยามกุฎราชกุมาร. 2009.

พระราชบัญญัติส่งเสริมกีฬาอาชีพ. (2555). เอกสารประกอบการพิจารณาร่างพระราชบัญญัติส่งเสริมกีฬาอาชีพ (สภาผู้แทนราษฎรลงมติเห็นชอบแล้ว) ระเบียบวาระการประชุมวุฒิสภา ครั้งที่ 19 และครั้งที่ 20 (สมัยสามัญทั่วไป). วันจันทร์ที่ 29 ตุลาคม 2555 และวันอังคารที่ 30 ตุลาคม 2555.

ศักดิ์วาลย์ เพชร โรจน์ และอัจฉรา ชานีประศาสน์. (2545). ระเบียบวิธีการวิจัย. กรุงเทพฯ: พิมพ์ดีการพิมพ์.

ศิริกานดา แหยมคง. (2555). ปัจจัยเหตุและผลของความสามารถการจัดการลูกค้าเชิงสัมพันธ์ภาพของธุรกิจโรงแรมในประเทศไทย. วิทยานิพนธ์ การจัดการสุขุณิบัณฑิตสาขาวิชาการจัดการธุรกิจ วิทยาลัยบัณฑิตศึกษาด้านการจัดการ มหาวิทยาลัยศรีปทุม ปีการศึกษา 2555.

สมาคมฟันดาบสมัครเล่นแห่งประเทศไทยในพระราชูปถัมภ์ของสมเด็จพระบรมโอรสาธิราชสยามกุฎราชกุมาร. (2556 - 2560). แผนยุทธศาสตร์กีฬาฟันดาบ.

สุภมาส อังศุโชติ, สมถวิล วิจิตรวรรณ และรัชนีกุล ภิญโญภาณุวัฒน์. (2554). สถิติวิเคราะห์สำหรับการวิจัยทางสังคมศาสตร์และพฤติกรรมศาสตร์: เทคนิคการใช้โปรแกรม LISREL (พิมพ์ครั้งที่ 3). กรุงเทพฯ: เจริญดีมั่นคงการพิมพ์.

เอกสารการปฏิบัติสมาคมฟันดาบประจำปี. 2555.

เอกสารการปฏิบัติสมาคมฟันดาบประจำปี. 2556.

## BIBLIOGRAPHY

- Aaker, D.A. (1991). **Managing brand equity**. New York: The Free Press.
- Adrian Palmer, Rennes, Nicole Koenig - Lewis. (2010). Primary and secondary effects of emotions on behavioural intention of theatre clients. **Journal of Marketing Management** .Vol. 26, Nos. 13 - 14.
- Alexander Zauner, Monika Koller, Matthias Fink. (2012). **Sponsoring, brand value and social media**. Submitted 10.05.2012. Approved 08.08.2012 Evaluated in double blind review Scientific Editors: Valter Afonso Vieira, Heitor Takashi Kato, Eliane Pereira Zamith Brito and Lelis Balestrin Espartel.
- Ana - Maria Popescu and Marco Pennacchiott. (2011). **Dancing with the Stars, NBA Games, Politics: An Exploration of Twitter Users' Response to Events**. **Proceedings of the Fifth International AAAI Conference on Weblogs and Social Media**. Association for the Advancement of Artificial Intelligence (www.aaai.org). All rights reserved.
- Andrea Eagleman & Lauren M. Burch, Ryan Vooris. (2014). **A Unified Version of London 2012: New - Media Coverage of Gender, Nationality, and Sport for Olympics Consumers in Six Countries**. *Journal of Sport Management*, 28, 457 - 470.
- Andreas M. Kaplan, Michael Haenlein. (2010). **Two hearts in three - quarter time: How to waltz the social media/viral marketing dance**. *Business Horizons* (2011) 54, 253 - 263.
- Anne - Marie Sassenberg, Martie - Louise Verreynne, Melissa Johnson Morgan (2012). **A Sport Celebrity Brand Image: A Conceptual Model**. *International Journal of Organisational Behaviour*, Volume 17 (2), 108 - 121 ISSN 1440 - 5377.
- Arun Kumar Agarilya and Deepali Singh (2011). **What Really Defines Relationship Marketing? A Review of Definitions and General and Sector-Specific Defining Constructs**. *Journal of Relationship Marketing*, 10:203 - 237, 2011.
- Atilgan, Aksoy and Akinci. (2005). **Determinants of the brand equity: A verification approach in the beverage industry in Turkey**, *Marketing Intelligence & Planning, Emerald* .Vol. 23 Iss: 3, pp.237 - 248.
- Atkin, D., Jeffres, L., Lee, J., & Neuendorf, K. (2008). **Sports in the media: Perceptions of athletic Activities and their influence on leisure**. *International Journal of Sport Communication*, 1, 320 - 336.

## BIBLIOGRAPHY

- B.G. Pitts and D.K. Stotlar. (2002). **Fundamentals of sport marketing**. Morgantown, WV: Fitness Information Technology.
- Barbara Degenhardt et al. (2011). **Influences of Personal, Social, and Environmental Factors on Workday Use Frequency of the Nearby Outdoor Recreation Areas by Working People**. *Leisure Sciences*, 33: 420 - 440, 2011 **Routledge Taylor & Francis Group, LLC** ISSN: 0149 - 0400 print / 1521-0588 online DOI: 10.1080/01490400.2011.606780.
- Bauer, H., Stokburger-Sauer, N., & Exler, S. (2008). **Brand image and fan loyalty in professional team sport: A refined model and empirical assessment**. *Journal of Sport Management*, 22, 205 - 226.
- Bernstein, A., & Blain, N. (2002). **Sport and the media: The emergence of a major research field**. *Culture, Sport, Society*, 5(3), 1 - 30.
- Boonghee Yooa, Naveen Donthu (2001). **Developing a Scale to Measure the Perceived Quality of An Internet Shopping Site (SITEQUAL)**. *Quarterly Journal of electronic commerce*, 2(1), 31 - 47.
- Bowden.J. (2009). **The process of customer engagement: A conceptual framework**. *Journal of Marketing Theory and Practice*, 17 63 - 74.
- Boyd & Krehbiel. (2003). **Promotion timing in major league baseball and the stacking effects of actors that increase game attractiveness**. *Sport Marketing Quarterly*, 12, 171 - 183.
- Boyd & Krehbiel. (2012). **An Analysis of the Effects of Specific Promotion Types on Attendance at Major League Baseball Games**. *Mid - American Journal of Business*, Vol 21, No.2.
- Brands. *Journal of Marketing Research and Case Studies* .Vol. 2011 (2011), Article ID 821981.
- Brian S. Gordon. (2010). **The Impact Of Brand Equity Drivers on Consumer - based Brand Resonance In Multiple Product Settings. A Dissertation submitted to the Department of Sport and Recreation Management in partial fulfillment of the requirements for the degree of Doctor of Philosophy**.
- Brooks, C. (1994). **Sport Marketing. Competitive strategies for Sport**. Englewood Cliffs, NJ: Prentice - Hall.

## BIBLIOGRAPHY

Bulmer, D., & DiMauro, V. (2010). **Executive summary from the society for new communications research study: The new symbiosis of professional networks: Social media's impact on usiness and decision - making.** *Journal of New Communications Research*, 4, 93 - 100.

Camelia Mihart (2012). **Impact of Integrated Marketing Communication on Consumer Behaviour: Effects on Consumer Decision - Making Process.** *International Journal of Marketinig Studies* Vol. 4, No. 2; April.

Carlson & Aron O'Cass. (2012). **Optimizing the Online Channel in Professional Sport to Create Trusting and Loyal Consumers:The Role of the Professional Sports Team Brand and Service Quality.***Journal of Sport Management*, 2012, 26, 463 - 478.

Carlson, B., & Donovan, D. (2008). **Concerning the effect of athlete endorsement on brand and team - related intentions.** *Sport Marketing Quarterly*, 17, 154 - 162.

Charilaos Kouthouris, (2005). **Can service quality predict customer satisfaction and behavioral intentions in the sport tourism industry? An application of the SERVQUAL model in an outdoors setting.** *Journal of Sport Tourism*. 10 (2), 2005, 101 - 111.

Charles R Taylor. (2012). **The London Olympics 2012: what advertisers should watch.** *International Journal of Advertising*, 31(3), pp. 459 - 464.

Chen, C.F. and W.S. Tseng, (2010). **Exploring customer- based airline brand equity: Evidence from Taiwan.** *Transportation J.*, pp: 24 - 35.

Christensen, C. M. (2006). 'The Ongoing process of Building a Theory of Disruption' **The Journal of Product Innovation Management.** vol. 23, pp. 39 - 55.

Colin C. Cheng et al. (2008). **Online audio group discussions Acomparison with face - to - face methods.** *International Journal of Market Research.* Vol. 51 Issue 2.

**Community Engement Behaviors: Consumer's Community Engagement Behaviors:Consumer - Created vs. Marketer - Created Online Brand Community in Online Social - Networking Web Sites.** *Cyberpsychology, BEHAVIOR AND Social NETWORKING.* Volume 14.

Conrad, B. (2010). **Build you own community news site: Filling a game left by shrinking news rooms.** *Public Relations Tactics*, 17(5), 12.

## BIBLIOGRAPHY

- Cornwell, T.B. (2008). **State of the art and science in sponsorship-linked marketing**. *Journal Of Advertising*, 37(3), 41 - 55.
- Dae Hee Kwak, Yu Kyoum Kim, Matthew H. Zimmerman. (2010). **User - Versus Mainstream - Media-Generated Content: Media Source, Message Valence, and Team Identification and Sport Consumers' Response**. *International Journal of Sport Communication*, 2010, 3, 402 - 421.
- Dart, J. (2009). **Blogging in the (2006). World Cup Finals**. *Sociology of Sport Journal*, 26, 107 - 126.
- David A. Aaker, (1992). **The value of brand equity**. *Journal of Business Strategy*: 13, 27 - 32.
- David Atkin et al. (2004). **Sport in the Media: Perceptions of Athletic Behaviors and their Influence on Leisure**. *Journalism and Mass Communication*.
- Davis D .F, Golicic S.L and Marquardt. (2009). **A Business - to - Business Brand Management: Theory, Research and Executive Case Study Exercises**. *Advances in Business Marketing and Purchasing*, Volume 15, 195 - 221.
- Delgado Ballester & Hernandez Espallardo. (2008). **Effect of Brand Associations on Consumer Reactions to Unknown On - Line Brands**. *International Journal of Electronic Commerce*. Spring 2008, Vol. 12, No. 3, pp. 81 - 113.
- Dittmore, & Branvold. (2012). **stated sport organizations such as college/university athletic departments provide value to consumers through entertainment**. *Journal of Services Marketing*, 13 (6), 517 - 534.
- Dittmore, S., Stoldt, G., & Greenwell, T. (2008). **Use of an organizational weblog in relation shipbuilding: The case of a Major League Baseball team**. *International Journal of Sport Communication*, 1, 384 - 397.
- Durrett, R. (2009, July 5). **Athletes, teams, fans embrace social networking**. *The Dallas Morning News*. Dallas, TX.
- Eda Atilgan et al. (2005). **Determinants of the brand equity A verification approach in the beverage industry in Turkey**. *Marketing intelligence & planning*. Emerald, vol.23.no 2005, pp 237 - 248.
- Elena Delgado et al. (2005). **Does brand trust matter to brand equity**. *Journal of Product & Brand Management*. Emerald Group Publishing Limited. ISSN 1061 - 0421.

## BIBLIOGRAPHY

- Eli Jones, Steven P. Brown, Andris A. Zoltners, and Barton A. Weitz. (2005). **The changing environment of environment of selling and sales management.** *Journal of Personal Selling & Sales Management*, vol. XXV, no. 2 (spring 2005), pp. 105 - 111.
- Elkins, D. J., Forrester, S. A., & Noël-Elkins, A. V. (2011). **The contribution of campus recreational sports participation to perceived sense of campus community.** *Recreational Sports Journal*, 35(1), 24 - 3.
- Eric C. Schwarz & Jason D. Hunter. (2008). **Advanced Theory and Practice in Sport Marketing.** Butterworth - Heineman is an imprint of Elsevier Linacre House, Jordan Hill, Oxford OX2 8Dp, UK.
- Francisco Guzman. (2008). **A Brand Building Literature Review. PhD Thesis "Brand Building Towards Social Values: Associating to Public Goods. "A Brand Building Literature Review" in Brand Building: New Dimensions**, ed. Bala Krishna A.V., ICAFI Books, 87 - 116.
- Frans Giele. (2009). **Chinese Consumer Behaviour.** 6th February.
- Frederick, H., & Patil, S. (2010). **The dynamics of brand equity, co-branding and sponsorship in professional sports.** *International Journal of Sport Management and Marketing*, 7, 44 - 57.
- Funk, Filo, Beaton, & Pritchard. (2009) **Measuring the Motives of Sport Event Attendance: Bridging the Academic- Practitioner Divide to Understanding Behavior.** *Sport Marketing Quarterly*, 2009, 18, 126 - 138.
- Galen Clavio & Kimberly S. Miloch. (2009). **Agenda - setting in minor league hockey: a strategic justification and practical guide.** *Int. J. Sport Management and Marketing*, Vol. 5, Nos. 1/2.
- Galen Clavio & Ted M. Kian (2010). **Uses and Gratifications of a Retired Female Athlete's Twitter Followers.** *International Journal of Sport Communication*, 2010, 3, 485 - 500.
- Galen T. Trail, Matthew J. Robinson, and Yu Kyoum Kim. (2008). **Sport Consumer Behavior: A Test for Group Differences on Structural Constraints.** *Sport Marketing Quarterly*, 2008.17. 190 - 200, West Virginia University.

## BIBLIOGRAPHY

- Galily, Y. (2008). **The (Re) shaping of the Israeli sport media: The case of talk-back.** *International Journal of Sport Communication*, 1, 273 - 285.
- Gian M. Fulgoni & Andrew Lipsman. (2015). **Digital Word of Mouth And Its Offline Amplification A Holistic Approach to Leveraging And Amplifying All Forms of WOM.** *Journal Of Rquertismg Research*. DOI: 10.2501/JAR-55-1-018-021.
- Girginov, V., Taks, M., Boucher, B., Martyn, S., Holman, M., & Dixon, J. (2009). **Canadian national sport organizations' use of the web for relationship marketing in promoting sport participation.** *International Journal of Sport Communication*, 2, 164 - 184.
- Giulio S. Roi and Diana Bianchedi. (2008). **Science of Fencing Implications for Performance and Injury Prevention.** *Sports Med* 2008;38 (6): 466 - 481 0113-16d2/08/0006-CW6S/S48QO/0.
- Gladden, G. Milne, and W.A. Sutton, (2005). **A Conceptual Framework for Assessing Brand Equity in Division I College Athletics,** *Journal of Sport Brands* (New York: Free Press, 1996); Terry Lifton, "Study Helps NFL Unify Branding Efforts," *SSSBJ*, 5 - 11.
- Gordon T. Gray et al. (2011). **Customer retention in sports organization marketing: examining the impact of team identification and satisfaction with team performance.** *International Journal of Consumer Studies*. ISSN 1470 - 6423.
- Gray & McEvoy. (2005). **Sport marketing: Strategies and tactics.** In *The management of sport: Its foundation and application*, 4th ed., ed. B.L. Park - house, 228 - 55. New York: McGraw - Hill.
- Greg Greenhalgh and T. Christopher Greenwell (2012). **What's in It for Me? An Investigation of North American Professional Niche Sport Sponsorship Objectives.** *Sport Marketing Quarterly*, 2013, 22, 101 - 112.
- Gronroos (1988). **Service quality: The six criteria of good service quality.** *Review of Business*, 8 (3), p. 10 - 12.
- Gronroos (1990). **Service management and marketing: Managing the moments of truth service competition.** Lexington, MA: Lexington Books.
- Hambrick, M., Simmons, J., Greenhalgh, G., & Greenwell, C. (2010). **Understanding professional athletes' use of Twitter: A content analysis of athlete Tweets.** *International Journal of Sport Communication*, 3, 454 - 471.

## BIBLIOGRAPHY

- Hans H. Bauer et al. (2008). **Brand Image and Fan Loyalty in Professional Team Sport: A Refined Model and Empirical Assessment.** *Journal of Sport Management*, 2008, 22, 205 - 226.
- Hardy, J. M. (1990). **Developing dynamic boards: A proactive approach to building nonprofit board of directors.** Erwin, TN: Essex Press.
- Harris, Lloyd C. & Ogbonna, Emmanuel. 2009. **Service Sabotage: The Dark Side of Service Dynamics.** *Business Horizons*, vol. 52, no. 4, July - August, pp. 325 - 335.
- Hatthew H.Zimmerman, Dae Hee Kwak, Yu Kyoum Kim. (2010). **User - Versus Mainstream - Media - Generated Content: Media Source, Message Valence, and Team Identification and Sport Consumers' Response.** *International Journal of Sport Communication*, 2010, 3, 402 - 421.
- Honeycutt, C and Herring, S C. (2009). **Beyond Microblogging: Conversation and Collaboration via Twitter.** *Proceedings of the Forty - Second Hawai'i International Conference on System Sciences (HICSS - 42).* Los Alamitos, CA: IEEE Press. 1 - 10.
- Hongquan Li, Houzhong Jin & Guoying Yuan. (2011). **Research on Brand Equity of Sports Take the Replacement of the Brand Lining as Example** *Journal of Sustainable Development* Vol. 4, No. 1.
- Horovitz, B. (2011). **Feburary 5 Super Bowl ads mix old and new media.** USA Today. Retrieved from <http://www.usatoday.com/money/advertising/>.
- Hsing Kenneth Cheng, Tung - Ching Lin. (2011). **A Study of Online Auction Sellers' Intention to Switch Platform: The Case of Yahoo! Kimo Versus Ruten e Bay .** *Decision Sciences* Volume 43, Number 2.
- Hughes, S. and M. Shank (2005). **Defining scandal in sports: Media and corporate sponsor perspectives.** *Sport Marketing Quarterly* 14(4): 207 - 216. Kaser & Oelkers 2005.
- Hui - Chu Chen, (2007). **Customers' perceptions of the marketing mix and the effect on Taiwan hypermarkets' brand loyalty.** Dissertation Presented in Partial Fulifllment of the Requirements for the Degree of Doctor of Philosophy.Lynn University.
- Hui - Chu Chen. (2009). **Marketing Mix and Branding: Competitive Hypermarket Strategies.** *Intertional Journal of Management and Marketing Research.* Volume 2, Number 1.



## BIBLIOGRAPHY

- Hur, Y., Ko, Y.J., & Valacich, J. (2007). **Motivation and concerns for online sport consumption**. *Journal of Sport Management*, 21, 521 - 539.
- Ilona Lejniece. (2011). **Factors affecting consumer behavior assuming and fulfilling credit liabilities in latvia**. *Journal Economics and management*: 2011. 16. ISSN 1822-6515.
- Ioakimidis, M. (2007). **Playing the web game well: Five ways to win**. *Marketing Bulletin*, 18, 1 - 10.
- James Santomier. (2008). **New media, branding and global sports sponsorship**. *International Journal of Sports Marketing & Sponsorship*.
- Jamie Carlson & Aron O' Cass. (2012). **Optimizing the Online Channel in Professional Sport to Create Trusting and Loyal Consumers: The Role of the Professional Sport Team Brand Service Quality**. *Journal of Sport Management*, 26, 463 - 478.
- Jamie Stan Maklan & Philipp "Phil" Klaus. (2011). **Customer experience Are we measuring the right things?**. *The Market Research Society* . DOI: 10.2501/IJMR-53-6-771-792.
- Jana Brian V. Larson et al. (2009). **Driving NFL Fan Satisfaction and Return Intentions With Concession Service Quality**. *Services Marketing Quarterly*, 30:418 - 428.
- Jana Lay & Hwa Bowden. (2009). **The Process of Customer Engagement: A Conceptual Framework**. *Journal of Marketing Theory and Practice*, Vol.17,no.1,pp.63 - 74.
- Janet S. Fink et al. (2009). **Off - Field Behavior of Athletes and Team Identification: Using Social Identity Theory and Balance Theory to Explain Fan Reactions**. *Journal of Sport Management*, 2009, 23, 142-155.
- Janghyeon Nam, Yuksel Ekinci, Georgina Whyatt. (2011). **Brand Equity, Brand Loyalty And Consumer Satisfaction**. *Annals of Tourism Research*, Vol. 38, No. 3, pp. 1009 - 1030, 2011 0160-7383. see front matter Ó 2011 Elsevier Ltd. All rights reserved. Printed in Great Britain.
- Java, A.; Song, X.; Finin, T.; and Tseng, B. 2007. **Why we twitter: understanding microblogging usage and communities**. In *Proceedings of the 9th Web KDD and 1st SNA-KDD 2007 workshop on Web mining and social network analysis*, 56 - 65. San Jose, CA: ACM.

## BIBLIOGRAPHY

- Jeevarathnam P Govender, Dayaneethie Veerasamy, Dion T Noel. (2012). **International Students' Expectations and Perceptions of Service Quality: The Case of a Higher Education Institution in South Africa**. *Journal of Economics and Behavioral Studies*. Vol. 4, pp. 588 - 594, Oct 2012 (ISSN: 2220-6140).
- Jie Zhang, Yongjun Sung, & Wei-Na Lee. (2010). **To Play or Not to Play: An Exploratory Content Analysis of Branded Entertainment in Facebook**. *American Journal of Business*, Spring 2010. Vol. 25, No. 1.
- Joachimsthaler, E. and D. A. Aaker (1997). **Building brands without mass media**. *Harvard Business Review*, Jan/Feb97, 75(1): 39 - 37.
- Johan Anselmsson et al. (2007). **Understanding price premium for grocery products: a conceptual model of customer based brand equity**. *Journal of product & brand management*, Emerald. ISSN1061-0421, pp401 - 414.
- Johnston R. and Clark G. (2008). **Service Operations Management**, 3. Edition, Essex, Pearson.
- Jules Woolf, Bob Heere, Matthew Walker (2013). **Do Charity Sport Events Function as "Brandfests" in the Development of Brand Community?**. *Journal of Sport Management*, 27, 95 - 107.
- Julie A. Higgins. (2006). **Brand equity & college athletics: investigating the effect of brand uncertainty situations on consumer - based brand equity**. *Dissertation*. Presented in Partial Fulfillment of the Requirements for the Degree Doctor of Philosophy in the Graduate School of the Ohio State University.
- Kassing, J., & Sanderson, J. (2010). **Fan - athlete interaction and Twitter tweeting through the Giro: A case study**. *International Journal of Sport Communication*, 3, 113 - 128.
- Kauno technologijos. (2007). **Influence of Social Factors on Consumer Behaviour: Context of Euro Integration**. ISSN 1392-2785 *ENGINEERING ECONOMICS*. 2006. No 3 (48)
- Kaynak, E., Salmon, G., & Tatoglu, E. (2008). **An integrative framework linking brand associations and brand loyalty in professional sports**. *Brand Management*, 15, 336 - 357.
- Keller & Lehmann. (2005). **Brand and Branding: Research findings and future priorities**. *Marketing Science Institute Special Report no. 05 - 200*, pp.9 - 38.
- Keller, K.L. (1993). **Conceptualizing, measuring, and managing customer-based brand equity**. *Journal of Marketing*, Vol. 57, January, pp. 1 - 22.

## BIBLIOGRAPHY

- Keller, K.L. (2008). **Strategic brand management: Building measuring and managing brand equity**, 3<sup>rd</sup> ed Pearson International Edition. Upper Saddle River, Nj: Prentice Hall.
- Kevin Johnston, K., Tanner, M., Lalla, N., Kawalski, D. (2011). 'Social capital: the benefit of Facebook 'friends''. *Behaviour & Information Technology*. 0(0), 1 - 13.
- Kevin Johnston, MeiMiao Chen and Magnus Hauman. (2012). **Changes in use, Perception and Attitude of First Year Students Towards Facebook and Twitter**. *Information Management & Evaluation*. 2013, p135 - 144. 10p. 5.
- Kevin Lane Keller. (2009). **Building strong brands in a modern marketing communications environment**. *Journal of Marketing Communications* Vol. 15, Nos. 2 - 3, April - July 2009, 139 - 155.
- Koernig, S., & Boyd, T. (2009). **To catch a Tiger or let him go: The match-up affect and athlete endorsers for sport and non - sport brands**. *Sport Marketing Quarterly*, 18, 25 - 37.
- Kostas Alexandris and Rodoula H. Tsiotsou. (2012). **Testing a Hierarchy of Effects Model of Sponsorship Effectiveness**. *Journal of Sport Management*, 2012, 26, 363 - 378.
- Kotler & Armstrong. (2004). **Principle of marketing (8<sup>th</sup> ed)**. Englewood Cliffs, N. J: Prentice - Hall.
- Kotler. (2000). **Marketing Management. The Millennium Edition**, Upper Saddle River, Prentice Hall.
- Kotler and Keller, 2009. **A Framework for marketing Management**. (4<sup>th</sup> ed.) New Jersey: Prentice - Hall.
- Kotler, et al, 1996. **Strategic Marketing for Nonprofit Organizations**, Prentice - Hall, 1975.
- Kotler, P., & Armstrong, G. (2001). **Principles of marketing. (9<sup>th</sup> ed.)**. New Jersey: Prentice - Hall.
- Kotler, Philip and Keller. (2009). **Marketing Management**. 13<sup>th</sup> ed. New Jersey : Prentice - Hall.
- Kotler, Philip. **Marketing. (2000). Management, 10th edition**. New Jersey: Prentice - Hall Inc.
- Kotler. (1997). **Principles of marketing**. New Jersey: Prentice Hall. **Marketing management: Analysis, planning, implementation and control**. (9<sup>th</sup> ed). New Jersey: Prentice Hall.
- Koudelka, J. (2006). **Sportrební chování a sementace trbu**. Praha: VSE.
- Kozinets, R., de Valck, K., Wojnicki, A., & Wilner, S. (2010). **Networked narratives: Understanding word - of - mouth marketing in online communities**. *Journal of Marketing*, 74, 71 - 89.

## BIBLIOGRAPHY

- Kuester, Sabine (2012). **Kuester, Sabine (2012): MKT 301: Strategic Marketing & Marketing in Specific Industry Contexts**, University of Mannheim, p. 110.
- Kujath, C. (2011). **Facebook and MySpace: Complement or substitute for face - to - face interaction? Cyberpsychology, Behavior and Social Networking**, 14, 75 - 78, doi: 10.1089 /cyber.0311.
- Kujath, C. (2011). **Facebook and MySpace: Complement or substitute for face - to - face interaction? Cyberpsychology, Behavior and Social Networking**, 14, 75 - 78, doi:10.1089/cyber.2009.0311.
- Kwak, D., Kim, Y., & Zimmerman, M. (2010). **User - versus mainstream - media - generated content: Media source, message valence, and team identification and sport consumers' response. International Journal of Sport Communication**, 3, 402 - 421.
- Laci Wallace - Mcree. (2012). **Professional sport and facebook: A content analysis of branding marketing, and communication strategies in the national football league**, A dissertation submitted in partial fulfillment of the requirements for the degree of doctor of philosophy in the graduate school of the texas woman's University, Department of kinesiology college of health sciences.
- Laci Wallace, Jacquelyn Wilson, Kimberly Miloch. (2011). **Sporting Facebook: A Content Analysis of NCAA Organizational Sport Pages and Big 12 Conference Athletic Department Pages. International. Journal of Sport Communication**, 2011, 4, 422 - 444.
- Laci Wallace. (2012). **Professional Sport and Facebook: A Content Analysis Of Branding, Marketing, and Communication Strategies in the National Football League. A Dissertation Issertation of the Requirements for the degree of Doctor of Philosophy Texas Womans University. Department of Kinessiology College of Health Sciences.**
- Laith Alrubai ee et al. (2011). **The Mediating Effect of Patient Satisfaction in the Patients' Perceptions of Healthcare Quality - Patient Trust Relationship. Intemational Journal of Marketing Studies** Vol. 3, No. 1.
- Lee and Leh. (2011). **Dimensions of Customer - Based Brand Equity: A Study on Malaysian.**
- Lesley Ledden. (2011). **The idiosyncratic behaviour of service quality, value, satisfaction, and intention to recommend in higher education: An empirical examination. Journal of Marketing Management. Vol. 27, Nos. 11 - 12, October 2011, 1232 - 1260.**

## BIBLIOGRAPHY

- Li and Bernoff. (2011). **Strategies for Tapping the Groundswell. Groundswell: Winning in a World Transformed by Social Technologies.** Boston: Harvard Business Review, pp.65 - 75. Print.
- Lia Zarantonello & Bernd H. Schmitt (2013). **The impact of event marketing on brand equity the mediating roles of brand experience and brand attitude.** International Journal of Advertising, 32(2), pp.255 - 280.
- Lopo L. Regó, Neil A. Morgan, & Claes Fornell. (2013). **Reexamining the Market Share - Customer Satisfaction Relationship.** Journal of Marketing .American Marketing Association ISSN: 0022 - 2429 (print), 1547 - 7185.
- Lynn Hunsaker. (2010). **Customer Experience Management Using Social Media.** 1.877. CEM - ROI - 4 t.
- Mangold, W.G. & Faulds, D.J. (2009). **Social media: The new hybrid element of the promotion mix.** Business Horizons, Vol.52 No.4, pp.357 - 365.
- Mareova Petra. (2012). **Research of Behavior of Consumers in the Insurance Market in the Czech Republic.** Journal of Competitiveness. Vol.4, Issue 2, pp. 20 - 37, June.
- Margaret C Campbell (2002). **Building brand equity.** International Journal of Medical Marketing, Volume 2, Issue 3 ISSN14697025 pp 208 - 218.
- Marieke de Mooij & Geert Hofstede. (2011). **Cross - Cultural Consumer Behavior: A Review of Research Findings.** Journal of International Consumer Marketing, 23:181 - 192, 2011.
- Marija Jankovic. (2012). **Integrated Marketing Communications and Brand Identity Development.** Management Journal for Theory and Practice Management. UDC.
- Marilou Loakimidis (2010). **Online marketing of professional sports clubs: engaging fans on new playing field, International.** Journal of Sport Marketing & Sponsorship.
- Marion E. Hambrick Jason M. Simmons, Greg P. Greenhalgh, and T. Christopher Greenwell. (2010). **International Journal of Spon Comtnunication**, 2010, 3, 454 - 471 Human Kinetics, Inc.
- Mark D. Groza, Joe Cobbs, Tobias Schaefer. (2012). **Managing a sponsored brand The importance of sponsorship portfolio congruence.** International Journal of Advertising, 31(1), pp. 63 - 84.

## BIBLIOGRAPHY

- Mark McDonald & Daniel Rascher. (2000). **Does batday marke cents? The effect of promotions on the demand for major league baseball.** *Journal of sport management*, 14, 8 - 27.
- Maxwell Mc Combs. (2005). **A Look at Agenda-setting: past, present and future** *Journalism Studies*, Volume 6, Number 4, 2005, pp. 543,557.
- Maxwell, H. (2009). **Women's and Men's Intercollegiate Basketball media coverage on ESPN.com: A mixed methods analysis of a complete season (Doctoral Dissertation).** Retrieved from: <http://purl.umn.edu/55575>.
- Melissa Clark. (2007). **The effects of branding and relationship marketing on physician lifetime value in the pharmaceutical industry.** A Dissertation Presented for the Doctor of Philosophy Degree The University of Mississippi.
- Metin Argan, Mehpare Tokay ARGAN, Hüseyin KÖSE, Burak GÖKALP. (2013). **Using Facebook As A Sport Marketing TOOL: A Content Analysis On Turkish Soccer Clubs**, Argan M., Argan M.T., Köse H. & Gökalp B.
- Meysam Rahimizadeh, Seyed Nasrollah Sajadi, Mahmud Goodarzi, Hasan Ghamati (2012). **Acomparison of online marketing and interaction with fans through official website of football clubs in Iran, Asia and Europe**, *International Research Journal of Applied and Basic Sciences*, 3(5), 1065 - 1071.
- Michael A. Stefanone et al. (2011). **Contingencies of Self - Worth and Social - Networking - SiteBehavior.***Cyberpsychology, Behavior, and Social Networking.*Volume 14.
- Michael Chih - Hung Wang et al. (2011). **The determinants of the sports team sponsor's brand equity A cross - country comparison in Asia.** *International Journal of Market Research* Vol. 53 Issue 6.
- Michael Chih and Julian Ming-Sung Cheng, Bernardinus M. Purwanto and Kuntari Erimurti. (2010). **The determinants of the sports team sponsor's brand equity A cross-country comparison in Asia.** *International Journal of Market Research* Vol. 53 Issue 6.
- Moderating Roles of Type of Product, Consumer's Attitude Toward the Internet and Consumer's Demographics. **Journal of Business Ethics.** Springer.

## BIBLIOGRAPHY

- Mohammad Taleghani & Meysam Almasi. (2011) **Evaluate the Factors Affecting Brand Equity from the Perspective of Customers Using Aaker's Model** Mohammad Taleghani1. Kuwait Chapter of Arabian Journal of Business. December anagement Review Vol. 1, No.4
- Moore, E., & Teel, S. (1994). **Marketing tools for sports management**. In P. Graham (Ed), **Sport business: Operational and theoretical aspects**. Dubuque, IA: Brown & Benchmark.
- Mosarrat Farhana. (2012). **Brand Elements Lead To Brand Equity: Differentiate or Die** **Information Management and Business . Review**Vol. 4, No. 3, pp. 223 - 233, Apr 2012 (ISSN 2220 - 3796).
- Mullin,Hardyand Sutton. (1993). **Sport marketing**. Champaign: **Humans Kinetics Publisher**.
- Nafaa Jabeur,Sherall Zeadally,Blju Sayed (2013) **Mobile Social Networking Applications**. Journal communication of the acm, vol.56, no.3.
- Nader T. Tavassoli, Alina Sorescu, and Rajesh Chandy. (2014) **Employee - Based Brand Equity: Why Firms with Strong Brands Pay Their Executives Less**. Journal of Marketing Research, Vol. LI (December 2014), 676 - 690.
- Nitin Mehta and Yu Ma. (2012). **A Multicategory Model of Consumers' Purchase Incidence, Quantity, and Brand Choice Decisions: Methodological Issues and Implications on Promotional Decisions**. Journal of Marketing. Volume 49, Issue 4.
- Nitin Singh (2013). **Sports Marketing: Changing the Game**. Journal of Marketing & Communication. January - April 2013 Vol. 8 Issue 3.
- Nor Khasimah Aliman & Wan Normila Mohamad. (2013). **Perception of Service Quality and Behavioral Intentions: A Mediation Effect of Patient Satisfaction in the Private Health Care in Malaysia**. International Journal of Marketing Studies; Vol.5, No.4.
- O'Hair, D., Friedrich, G. W., & Dixon, L. D. (2011). **Strategic communication in business and theprofessions (7<sup>th</sup> ed.)**. Boston, MA: Allyn & Bacon.
- Oladunni Roselyn Abiodun. (2011). **The Significance of Sponsorship as a Marketing Tool in Sport Events**. International Business. Number 52.
- Olson, J. & P. Dover. (1979). **Disconfirmation of consumer expectations through product trial**. Journal of Applied Psychology (64), 179 - 189.

## BIBLIOGRAPHY

Organization for Economic Co - Operation and Development. (2006). **Press release: OECD health data Retrieved** from <http://www.bfs.admin.ch/bfs/portal/en/index/news/medienmitteilungen.Document.78573.pdf>.

Pakd11 and Harwood. (2005). **Patient Satisfaction in a Preoperative Assessment Clinic: AnAnalysis Using SERVQUAL Dimensions.** Total Quality Management, Vol. 16, No. 1, 15 - 30, January 2005.

Pallabi Mishra & Biplab Datta. (2011). **Perpetual Asset Management of Customer - Based Brand Equity - The PAM Evaluator.** Datta Vinod Gupta School of Management (VGSOM), Indian Institute of Technology (IIT), Kharagpur, West Bengal, India.Current Research Journal of Social Sciences 3(1): 34 - 43, 2011 ISSN: 2041 - 3246.

Pappu, R., Quester, P.G., Cooksey, R. W. (2006). **“Consumer - Based Brand Equity and Country - of - Origin Relationships”**, European Journal Of Marketing, 40(5/6), 696 - 717.

Parasuraman, Zeithaml and Berry. (1985) **"A Conceptual Model of Service Quality and Its Implications for Future Research.** Journal of Marketing. Fall 1985, pp. 41 - 50.

\_\_\_\_\_. (1988). **SERVQUAL: A Multiple - Item Scale for Measuring Consumer Perceptions.** Journal of Retailing, 64(1): 12.

PATROCÍNIO et al. (2012). **Sponsoring, brand value and social media,** Valter Afonso Vieira, Heitor Takashi Kato. Eliane Pereira Zamith Brito and Lelis Balestrin Espartel. ISSN 0034-7590 v. 52, n. 6.681 - 691.

Paul M. Pedersen et al. (2009). **An Examination of the Perceptions of Sexual Harassment by Sport Print Media Professionals.** Journal of Sport Management, 2009, 23, 335 - 360.

Paul M. Pedersen. (2012). **Reflections on Communication and Sport: On Strategic Communication and Management.** Communication & Sport, 1(1/2) 55 - 67.

Pedersen et al. (2012). **Sport Fans and Their Teams' Redesigned Logos: An Examination of the Moderating Effect of Team Identification on Attitude and Purchase Intention of Team - Logoed IV Ierchandise.** Journal of Sport Management, 2012, 27, 11 - 23.

Pedersen P., Miloch, K.S., Laucella, P. (2007). **Strategic Sport Communication.** Champaign, IL: Human Kinetics. Print.



## BIBLIOGRAPHY

- Pedersen, P., Miloch, K., & Laucella, P. (2007). **Strategic sport communication**. Champaign, IL: Human Kinetics.
- Pedersen, P.M., Miloch, K.S., Fielding, L., & Clavio, G. (2007). **Investigating the coverage provided to males and females in a comparable sport: A content analysis of the written and photographic attention given to interscholastic athletics by the print media**. *Applied Research in Coaching and Athletics Annual*, 22, 97 - 125.
- Pedersen, S., & Macafee, C. (2007). **Gender differences in British blogging**. *Journal of Computer - Mediated Communication*, 12(4), 1472 - 1492.
- Peltekoglu Balta, F. and Hurmeric, P. (2012). **Social media used as a marketing public relations tool in Turkish football teams**, *Selcuk İletisim*, 7(2), 5 - 13.
- Peter C. Verhoef, Katherine N. Lemon, A. Parasuraman 'Anne Roggeveen, Michael Tsiros, Leonard A. Schlesinger. (2009). **Customer Experience Creation: Determinants, Dynamics and Management Strategies**. *Journal of Retailing* 85 (1, 2009) 31 - 41.
- Peter H. Farquhar. (1989). **Managing Brand Equity**. *Marketing Research*, September.
- Phil Klaus & Stan Maklan. (2011). **Bridging the gap for destination extreme sports: A model of sports tourism customer experience** .*Journal of Marketing Management*, Taylor & Francis, Vol. 27, Nos. 13 - 14, December 2011, 1341 - 1365.
- Philip Kotler and Gary Armstrong. (1990). **Market an Introduction**. New Jersey: Prentice - Hall, Inc, Second Edition, p.143.
- Philip Kotler. (2001). **Marketing Management**. Prentice - Hall, Inc. A Pearson Education Company. Upper Saddle River, New Jersey 07458.
- Philipp Klaus & StanMaklan. (2012). **Towards a better measure of customer experience**. *International Journal of Market Research* Vol. 55 Issue 2.
- Pitts,B.G., and D.k. Stotlar. ( 2001). **Fudamentals of Sport marketing**.Morgantown, WV: Fintness Informantion Technolngy, Inc.
- Pritchard, M., & Funk, D. (2010). **The formation and effect of attitude importance in profess - sional sport**. *European Journal of Marketing*, 4, 1017 - 1036.
- Pritchard, M., & Funk, D. (2010). **The formation and effect of attitude importance in professional sport**. *European Journal of Marketing*, 4, 1017 - 1036.

## BIBLIOGRAPHY

Raggio, R.D., & Leone, R.P. (2005). **Developing a new theory of brand equity and brand value.**  
Manuscript submitted for publication.

Rappaport, S. (2010). **Listening solutions: A marketer's guide to software and services.** *Journal of Advertising Research*, 50, 197 - 213.

Raynaud, J., & Bolos, G. (2008). **Sport at the heart of marketing: The integration debate.** *Journal of Sponsorship*, 2, 31 - 35.

Rebecca MacDonald. (2012). **The New Social Contact Center Integrating Social Media I into a Seamless I Customer Experience.** sponsored Content.

Richard D. Waters, Kimberly A. Burke, Zachary H. Jackson, and Jamie D. Buning. (2011). **Using Stewardship to Cultivate Fandom Online: Comparing How National Football League Teams Use Their Web Sites and Facebook to Engage Their Fans.** *International Journal of Sport Communication*, 2011, 4, 163 - 177.

Richard L. Oliver & William O. Bearden. (1983). **The role of involvement in satisfaction processes** *Advances in Consumer Research* . Volume 10, 1983, Pages 250 - 255.

Richarme, M. (2005). **Consumer Decision - Making Models, Strategies, and Theories,** [online]. Date [14.1. 2012]. Retrieved from: [www.decisionanalyst.com/Downloads/ Consumer Decision - Making.pdf](http://www.decisionanalyst.com/Downloads/ConsumerDecision-Making.pdf).

Ridvan EKMEKÇP & Serkan BERBER. (2012). **Athletes as Event Tourists: Consumption Patterns of Participants at the University Games in Turkey.** EGE AKADEMIKBAKI, Eait: 12 - ÖzelSayı - 2012. pp55 - 59.

Robin Hardin, Gi - Yong Kooet, Brody Ruihley, Stephen W. Dittmore, Michael McGreevey. (2012). **Motivation for Consumption of Collegiate Athletics Subscription Web Sites.** *International Journal of Sport Communication*, 2012, 5, 368 - 383.

Ross, S., Bang, H., & Lee, S. (2007). **Assessing brand associations for intercollegiate ice hockey.** *Sport Marketing Quarterly*, 16, 106 - 114.

Ross, S., Russell, K., & Bang, H. (2008). **An empirical assessment of spectator - based brand equity.** *Journal of Sport Management*, 22, 322 - 337.

Ruba Obiedat. (2013). **Impact of Online Consumer Reviews on Buying Intention of Consumers in UK: Need for Cognition as Mediating Role .** Volume 6, Issue 2, August 2013.

## BIBLIOGRAPHY

- Rui Biscaia, Abel Correia, and Antonio Fernando Rosado, Stephen D. Ross João Maroco. (2013). **Sport Sponsorship: The Relationship Between Team Loyalty, Sponsorship Awareness, Attitude Toward the Sponsor, and Purchase Intentions.** *Journal of Sport Management*, 2013, 27, 288 - 302.
- Ruiz, D .M, Gremler, D .D, Washburn, J .H & Carrión, G .C .(2008). **Service value revisited specifying a higher-order, formative measure.** *Journal of Business Research*.61, 12, pp1278 - 1291.
- Sally Samih Baalbaki. (2012). **Consumer Perception Of Brand Equity Measurement: A New Scale.** *Dissertation Prepared for the Degree of DOCTOR OF PHILOSOPHY.* University Of North Texas.
- Sam Fullerton and G. Russell Merz. (2008). **The Four Domains of Sports Marketing: A Conceptual Framework.** *Sport Marketing Quarterly*. 2008, Vol. 17 Issue 2, p90 - 108. 19 p.
- Sanderson J. (2009). **Professional athletes' shrinking privacy boundaries: Fans, information and communication technologies, and athlete monitoring.** *International Journal of Sport Communication*, 2, 240 - 256.
- Sangwon Lee, Moonhee Cho. (2011). **Social media uses in a mobile broadband environment: examination of determinants of twitter and facebook us.** *Mobile Marketing Association. JMM Winter 2011 Vol. 6, No. 2.*
- Santomier, J. (2008). **New media, branding and global sports sponsorship.** *International Journal of Sports Marketing and Sponsorship*, 10, 15 - 28.
- Schiffman & Kanuk. (2007). **Consumer behavior (9th ed.).** New Jersey: Prentice Hall.
- Schiffman, L. G., & Kanuk, L. L. (1994). **Consumer behavior. (5<sup>th</sup> ed.).** Englewood Cliffs, N. J: Prentice - Hall.
- Schiffman. (2007). **Consumer Behavior.** New Jersey: Prentice Hall.
- Schoenrock & Johnson. (2009). **The effects of promotions on attendance at major league baseball game.** *Oshkosh Scholar*, 4, 28 - 36.
- Schoenstedt & Reau. (2010). **Running a social - media newsroom: A case study of the Cincinnati Flying Pig Marathon.** *International Journal of Sport Communication*, 3, 377 - 386.

## BIBLIOGRAPHY

Schultz, B., & Sheffer, M.L. (2010). **An exploratory study of how Twitter is affecting sports journalism.** *International Journal of Sport Communication*, 3(2), 226 - 239.

Schultz, D. E. and H. F. Schultz. (2004). **Brand babble: sense and nonsense about branding:** *Mason, Ohio: South-Western/Thomson Learning.*

Scott Robinson & Adrian France. (2011). **Comparing Sports Marketing of Amateur Team Sports to Professional Team Sports.** *NEW ZEALAND JOURNAL OF APPLIED BUSINESS RESEARCH*, VOLUME 9, NUMBER 1, 2011.

Senarath, U., Fernando, D., and Ishani Rodrigo, I. (2006). **Factors determining client satisfaction with hospital - based perinatal care in Sri Lanka.** *Tropical Medicine and International Health*, volume 11 no 9 september, pp 1442 - 1451.

Seo W and Green B. (2008). **Development of the Motivation Scale for sport Online Consumption.** *Journal of Sport Management*, 22, 82 - 109.

Seo, W.J. & Green, B. (2008). **Development of the Motivation Scale for Scale for sport online consum - ption.** *Journal of Sport Management*, 22, 82 - 109.

Seo, W.J. & Green, B., Yong Jae Ko, Seunghwan Lee and Jarrod Schenewark (2007), **The Effect of Web Cohesion, Web Commitment, and Attitude toward the Website on Intentions to Use NFL Teams' Websites.** *Sport Management*, 10, 231 - 252.

Sergio Román. (2010). **Relational Consequences of Perceived Deception in Online Shopping: The.**

Shaffer, J. (2000). **The leadership solution.** New York: McGraw - Hill.

Shank, M.D. (1999). **Sport marketing: A Strategic Perspective.** Upper Saddle River, NJ: Prentice Hall.

Shannon, I. R. (1999). **Sports marketing: An examination of academic mar - keting publication.** *The Journal of Services Marketing*, 13(6), 517 - 34.

Sheiferheld, S. (2010). **Smart brands focus on fan engagement.** *Street & Smith's Sport Business Journal*, 12, 19.

Shilbury, Quick and Westerbeek 1998 Shilbury, D., Quick, S. and Westerbeek, H. (1998). **Strategic Sport Marketing,** Crow Nest, Al - len & Unwin.

Shocker et al. (1994). **Challenges and opportunities facing brand management: An introduction to the special issu.** *Journal of Marketing Research*, 31, 194 - 158.

## BIBLIOGRAPHY

- Shon Miles et al. (2013). **Job Satisfaction, Perceived Career Plateau, and the Perception of Promotability: A Correlational Study.** *The Journal of International Management Studies*. Volume 8 Number 1, April, 2013.
- Solomon, M. R. (2004). **Consumer behavior: Buying, having, and being** (6<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.
- Solomon, M. R., Bamossy et al. (2006). **Consumer behavior: A European.** Harlow: Prentice Hall River, NJ: Prentice - Hall.
- Solomon. (2006). **Consumer Behavior: A European Perspective.** Harlow: Prentice Hall.
- Srdan Zdravkovic & Brian D. Till. (2012). **Enhancing brand image via sponsorship Strength of association effects.** *International Journal of Advertising*, 31(1), pp. 113 - 132.
- Stavros, C., Pope, N.K., & Winzar, H. (2008). **Relationship marketing in Australian professional sport: An extension of the Shani framework.** *Sport Marketing Quarterly*, 17(3), 135 - 145.
- Stephen D. Ross & Keith C. Russell. (2008). **An Empirical Assessment of Spectator-Based Brand Equity.** *Journal of Sport Management*, 22, 322 - 337.
- Stephen D. Ross et al. (2006). **Development of a Scale to Measure Team Brand Associations in Professional Sport.** *Journal of Sport Management*, 20, 260 - 279.
- Stephen L. Shapiro and Lynn L. Ridinger. (2013). **An Analysis of Multiple Spectator Consumption Behaviors, Identification, and Future Behavioral Intentions With in the Context of a New College Football Program.** *Journal of Sport Management*, 2013, 27, 130 - 145.
- Stoldt, G. C., Dittmore, S. W., & Branvold, S. E. (2012). **Sport public relations: Managing stakeholder communication.** Champaign, IL: Human Kinetics.
- Subhra Chakrabarty et al. (2010). **The Effects of Perceived Customer Dependence on Salespersons on Influence Strategies.** *Journal of Personal Selling & Sales Management*, vol. XXX, no. 4 (fall 2010), pp. 327 - 341.
- Sukanya Kundu et al. (2012). **E - banking process standardization An evaluation of customer perception and satisfaction.** *WSEAS TRANSACTIONS on BUSINESS and Economics*. Issue 4, Volume 9, October.

## BIBLIOGRAPHY

- T. Christopher Greenwell, Meg Hancock, Jason M. Simmons, and Dustin Thorn. (2015). **The Effects of Gender and Social Roles on the Marketing of Combat Sport**. *Sport Marketing Quarterly*, 2015, 24, 19 - 29.
- Taesoo Ahn, Young Ik Suh, Jin Kyun Lee, Paul M. Pedersen. (2012). **Sport Fans and Their Teams' Redesigned Logos: An Examination of the Moderating Effect of Team Identification on Attitude and Purchase Intention of Team-Logoed IV Merchandise**. *Journal of Sport Management*, 2012, 27, 11 - 23 © 2012 Human Kinetics, Inc.
- Tarun Kanti Bose. (2012). **Cognitive Dissonance Affecting Consumer Buying Decision Making: A study Based on Khulna Metropolitan Area**. *Journal of Management Research*. ISSN 1941 - 899X 2012, Vol. 4, No. 3.
- Thilo Kunkel and Brad Hill & Daniel Funk (2013). **Brand Architecture, Drivers of Consumer Involvement, and Brand Loyalty With Professional Sport Leagues and Teams**. *Journal of Sport Management*, 2013, 27, 177 - 192.
- Thomas Patrick Oates. (2009). **New Media and the Repackaging of NFL Fandom**. *Sociology of Sport Journal*, 2009, 26, 31 - 49.
- Thomaselli,R. (2010). **AS college football's TV landscape changes,brands still find marketing opportunities**. *Advertising Age*, 81(28), c3 - 5.
- Timothy Dewhirst and Brad Davis. (2005). **Brand strategy and integrated marketing communication (IMC)**. *Journal of Advertising*. Vol 34, no4. pp 81 - 92.
- Tobias Laue Friis. (2009). **Creating and communicating a brand identity The case of Somersby**. Department of Language and Business Communication .Aarhus University.
- Todd J. Bacile. (2013). **The KlouT Challenge: PreParing Your STudentS for SoCial Media MarKe Ting**. *Marketing Education Review*, vol. 23, no. 1 (spring 2013), pp. 87 - 92.
- Tomas Falk & Maik Hammerschmidt & Jeroen J. L. Schepers. (2010). **The service quality satisfaction link revisited: exploring asymmetries and dynamics**. *J. of the Acad. Mark. Sci.* (2010) 38:288 - 302.
- Tong and Hawley. (2009) **Measuring customer-based brand equity: empirical evidence from the sportswear market in China**. , *Journal of Product & Brand Management*, Emerald. Vol. 18 Iss: 4, pp.262 - 271.

## BIBLIOGRAPHY

Upendra Kumar Maurya. (2012). **What is a brand? A Perspective on Brand Meaning.** *European Journal of Business and Management* www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol 4, No.3.

Van Heerden, Cornelius Hendri (2001). **Factors affecting decision-making in South African sport sponsorships.** *Marketing and Communication Management, Doctor Of Marketing and Communication Management University of Pretoria.*

Veeva Mathew, Sam Thomas, Joseph I Injodey. (2012). **Direct and indirect effect of brand credibility, brand commitment and loyalty intentions on brand equity.** *Economic Review - Journal of Economics and Business*, Vol. X, Issue 2, November 2012.

Vlad ROCCA. (2013). **A model for measuring value for money in professional sports.** *Theoretical and Applied Economics*. Volume XX (2013), No. 7(584), pp. 77 - 86.

Wallace - McRee, Laci. (2013). **Professional sport and Facebook: A content analysis of branding, marketing, and communication strategies in the National Football League.** by Ph.D., Texas woman's university, 2012, 281 pages; 3550858.

Walliser, B. (2003). **An international review of sponsorship research: extension and update** *International Journal of Advertising*, 22, 1, pp 5 - 40 .

Williams, J., & Chinn, S. (2010). **Meeting relationship-marketing goals through social media: A conceptual model for sport marketers.** *International Journal of Sport Communication*, 3, 422 - 437.

Windy Dees, Gregg Bennett, and Jorge Villegas. (2008). **Measuring the Effectiveness of Sponsorship of an Elite Intercollegiate Football Program.** *Sport Marketing Quarterly*, 2008, 17, 79 - 89.

Witkemper, C., Lim, C. H. & Waldburger, A. (2012). **Social media and sports marketing: Examining the motivations and constraints of twitter users.** *Sport Marketing Quarterly*, 21, 170 - 183.

Won Jae Seo & B. Christine Green. (2008). **Development of the Motivation Scale for Sport Online Consumption .** *Journal of Sport Management*, 2008, 22, 82 - 109.

Won Jae Seo and B. Christine Green. (2008). **Development of the Motivation Scale for Sport Online Consumption.** *Journal of Sport Management*, 22, 82 - 109.

## BIBLIOGRAPHY

- Woo, Trail, Kwon, & Anderson. (2009). **Testing Models of Motives and Points of Attachment among Spectators in College Football**. *Sport Marketing Quarterly*, 2009, t8. 38 - 53.
- Yangjie Gu, Simona Botti David Faro. (2013). **Turning the Page: The Impact of Choice Closure on Satisfaction**. *JOURNAL OF CONSUMER RESEARCH*, Inc. Vol. 40.
- Yong Seok Sohn, Jin K. Han, Sung - Hack Lee. (2012). **Communication strategies for enhancing perceived fit in the CSR sponsorship context**. *International Journal of Advertising*, 31(1), pp. 133 - 146.
- Yoo and Naveen Donthu, (2001). **Developing and validating a multidimensional consumer - based brand equity scale**. *Journals of Business Research*. 52, 1 - 14
- Yoo, Donthu and Lee. (2000). **An Examination of Selected Marketing Mix Elements and Brand Equity**. *Journal of the Academy of Marketing Science*. Volume 28, No.2, pp195 - 211.
- Yosuke Tsuji. (2007). **Brand awareness of virtual advertising in sport**. Submitted to the Office of Graduate Studies of Texas A & M University in partial fulfillment of the requirements for the degree of DOCTOR OF PHILOSOPHY.
- Young Ik Suh and Paul M. Pedersen. (2010). **Participants' Service Quality Perceptions of Fantasy Sports Websites: The Relationship Between Service Quality, Customer Satisfaction, Attitude, and Actual Usage**. *Journal Sport Marketing Quarterly*, 19, 78 - 87.
- Young Jin Hur, Yong Jae Ko, Joseph Valacich. (2011). **A Structural Model of the Relationships Between Sport Website Quality, E - Satisfaction, and E - Loyalty**. *Journal of Sport Management*, 2011, 25, 458 - 473.
- Yu - Te Tu et al. (2013). **An Empirical Study of Corporate Brand Image, Customer Perceived Value and Satisfaction on Loyalty in Shoe Industry**. *Journal of Economics and Behavioral Studies*. Vol. 5, No. 7, pp. 469 - 483, July 2013 (ISSN: 2220-6140).
- Zaharopoulos, T. (2007). **The news framing of the 2004 Olympic games**. *Mass Communication & Society*, 10, 235 - 249. doi: 10.1080/15205430701265752.
- Zeithaml, Parasuraman, & Berry. (1990) **Delivering Quality Service - Balancing**. *Customer Perceptions and Expectations* (New York: The Free Press).
- Zimmerman, M. (2010). **Interview with David S. Kraft, senior director of news operations, ESPN digital media**. *International Journal of Sport Communication*, 3, 163 - 166.