## Volume 34 (2020): Issue 3 (May 2020)

Empirical Investigation of Sport Trademark Dilution Using Contingent Valuation Method

By: Sungho Cho, J. Lucy Lee, June Won and Jong Kwan (Jake) Lee

The Role of Self-Brand Connection on the Relationship Between Athlete Brand Image and Fan Outcomes

By: Thilo Kunkel, Rui Biscaia, Akiko Arai and Kwame Agyemang

Predicting Fan Behavior Through Egocentric Network Analysis: Examining Season-Ticket Holder Renewal

By: Matthew Katz, Bob Heere and E. Nicole Melton

Interaction of Communication From the Sport Organization, Media, and Public Perspectives: How Does Messaging Relate and Differ?

By: Glynn M. McGehee, Beth A. Cianfrone and Timothy Kellison

Organizational Capacity and Performance of Community Sport Clubs

By: Alison Doherty and Graham Cuskelly

The Role of the Commonwealth Youth Games in Pre-elite Athlete Development

By: Eric W. MacIntosh and Popi Sotiriadou

Analyzing Collaborations Involving Nonprofit Youth Sport Organizations: A Resource-Dependency Perspective

By: Gareth J. Jones, Katie Misener, Per G. Svensson, Elizabeth Taylor and Moonsup Hyun