

Smith, Robert S. (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal

- Wilson, E. J., Ratcliff, R., Smith, R. S., Wilson, A. E. (2025). The Fair Framework of Threats to Data Quality. *Journal of Marketing Theory and Practice*, 33(1), 3-10.
<https://www.tandfonline.com/journals/mmtp20>
- 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
- 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.

Non-Refereed Journal Articles

- Smith, R. S., Kim, Y. K. (2021). Measuring consumer emotions during live sports broadcasts. *International Journal of Applied Sports Sciences*.

Other Intellectual Contributions

Other

Smith, R. S., Wilson, E. J. (2025). In Raj Agnihotri (Ed.), *Data Quality in Survey Research: An Introduction to the Special Issue* (1st ed., vol. 33, pp. 1-2). London: Taylor and Francis.
<https://doi.org/10.1080/10696679.2024.2392239>

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).