Table of Contents

International Journal of Asian Business and Information Management

Volume 9 • Issue 1 • January-March-2018 • ISSN: 1947-9638 • eISSN: 1947-9646
An official publication of the Information Resources Management Association

Special Issue on Sports and Leisure Marketing in Asia

Guest Editorial Preface

iv Ho Keat Leng, National Institute of Education, Nanyang Technological University, Singapore
    Yen-Chun Lin, National Institute of Education, Nanyang Technological University, Singapore

Research Articles

1 The Effectiveness of Sponsorship of the F1 Singapore Grand Prix: Recall and Recognition
   Shi Ying Tan, Lagardère Sports, Downtown Core, Singapore
   Do Young Pyun, Loughborough University, Loughborough, UK

13 Consciousness of Spending on Children’s Sports Activities in a Community Sports Club in Japan:
   Clarifying Parents’ Internal Reference Price
   Yoshifumi Bizen, Department of Health and Physical Education, Kokugakuin University, Yokohama, Japan
   Keisuke Kishida, Graduate School of Physical Education, Tenri University, Tenri, Japan
   Shoji Nogi, Graduate School of Physical Education, Tenri University, Tenri, Japan
   Koji Kawakami, Graduate School of Physical Education, Tenri University, Tenri, Japan
   Hisashi Yoshida, Graduate School of Physical Education, Tenri University, Tenri, Japan

23 Differences in Perceptions and Attitudes of Singaporean Female Football Fans Towards Football Marketing
   Darrel Teo, Temasek Polytechnic, Tampines, Singapore

39 Performance Evaluation of Teams in Chinese Professional Baseball League
   Shao-Wei Yeh, Graduate Institute of Sport, Leisure and Hospitality, National Taiwan Normal University, Taipei City, Taiwan
   Mei-Jung Chen, Takming University of Science and Technology, Taipei City, Taiwan
   Cheng-Tien Chuang, Taipei National University of the Arts, Taipei City, Taiwan
   Wen-Bin Lin, Taipei National University of the Arts, Taipei City, Taiwan

52 Exploring the Adoption of Sports Brand Apps: An Application of the Modified Technology Acceptance Model
   Hyun Byun, Yonsei University, Seoul, South Korea
   Weisheng Chiu, Keimyung University, Daegu, South Korea
   Jung-sup Bae, Yonsei University, Seoul, South Korea

COPYRIGHT

The International Journal of Asian Business and Information Management (IJABIM) (ISSN 1947-9638; eISSN 1947-9646), Copyright © 2018 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The International Journal of Asian Business and Information Management is indexed or listed in the following: ACM Digital Library; Bacon’s Media Directory; Cabell’s Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; SCOPUS; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich’s Periodicals Directory; Web of Science; Web of Science Emerging Sources Citation Index (ESCI)