

2013

Sports: Economic, Management, Marketing & Social Aspects Abstracts

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Conference on Sports: Economic,
Management, Marketing & Social
Aspects

8-11 July 2013, Athens, Greece

Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH



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8-11 July 2013, Athens,
Greece

Edited by Gregory T. Papanikos

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Preface

This abstract book includes all the abstracts of the papers presented at the *13th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 8-11 July 2013*, organized by the Athens Institute for Education and Research. In total there were 17 papers and 22 presenters, coming from 11 different countries (AUSTRALIA, BELGIUM, CANADA, CZECH REPUBLIC, FRANCE, ITALY, PERU, POLAND, SWEDEN, UK, USA). The conference was organized into VII sessions that included areas such as Marketing and Management of Sports, Football, Social Aspects of Sports e.t.c. As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 150 international conferences and has published over 100 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

Gregory T. Papanikos
President

INAL CONFERENCE PROGRAM
**13th Annual International Conference on Sports: Economic,
Management, Marketing & Social Aspects**
8-11 July 2013, Athens, Greece
PROGRAM
Conference Venue: Titania Hotel (52 Panepistimiou Avenue)

ORGANIZING AND SCIENTIFIC COMMITTEE

1. Dr. Gregory T. Papanikos, President, ATINER and Vice President of PASEM.
2. Mr. Vagelis Kritikos, President, PASEM.
3. Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
4. Dr. Nicholas Pappas, Vice-President of Academics, ATINER & Professor, Sam Houston University, USA.
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7. Mr. Christos Anagnostopoulos, Head, Sports Research Unit, ATINER & Lecturer, Coventry University Business School, U.K.
8. Dr. Valia Kasimati, Head, Tourism Research Unit, ATINER
9. Dr. Maria Konstantaki, Senior Lecturer, Buckinghamshire New University, U.K.
10. Dr. Vassilios Ziakas, Senior Lecturer, Leeds Metropolitan University, UK.
11. Dr. Panagiota (Nota) Klentrou, Academic Member, ATINER & Professor of Kinesiology and Associate Dean Research and Graduate Studies, Faculty of Applied Health Sciences, Brock University.
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13. Ms. Lila Skountridaki, Researcher, ATINER & Ph.D. Student, University of Strathclyde, U.K.
14. Mr. Vasilis Charalampopoulos, Researcher, ATINER & Ph.D. Student, University of Stirling, U.K.

Administration

Fani Balaska, Stavroula Kiritsi, Eirini Lentzou, Konstantinos Manolidis,
Katerina Maraki & Celia Sakka

C O N F E R E N C E P R O G R A M

(The time for each session includes at least 10 minutes coffee break)

Monday 8 July 2013

09:15-09:45 Registration

09:45-10:00 Welcome and Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER
- Dr. Nicholas Pappas, Vice-President of Academics, ATINER & Professor, Sam Houston University, USA.

10:00-11:30 Session I: Football (Soccer) I

Chair: Nicholas Pappas, Vice-President of Academics, ATINER & Professor, Sam Houston University, USA.

1. *Salvatore Cincimino, Professor, University of Palermo, Italy. Related Party Transactions, Fair Value and Financial Statement Disclosures in Italian Professional Football Clubs.
2. Suzan Gibril, PhD Student, CEVIPOL - Université Libre de Bruxelles (ULB), Belgium & Ekaterina Glorizova, PhD Student, CEVIPOL - Université Libre de Bruxelles (ULB), Belgium. Football Fandom as a Social Movement in the Egyptian and Russian Contexts.

11:30-13:30 Session II: History and Education of Sports

Chair: Christos Anagnostopoulos, Lecturer, Centre for International Business of Sport, Coventry Business School, UK.

1. Michael Goldberger, Professor, James Madison University, USA & R. Samuel Arthur, Professor, James Madison University, USA. Contribution of Thomas Arnold to the Modern Olympic Games.
2. Nicholas C. J. Pappas, Professor, Sam Houston State University, USA. Intercalated Olympic Games in Greece: Challenge and Opportunity.
3. Lars Behrenz, Associate Professor, Linneaus University, Sweden. The Economic Value of Elite Sports -The Case of Sweden.

13:30-14:30 Lunch

14:30-16:30 Session III: Round Table Discussion on *The Legacy of the Olympic Games*

Chair: George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

Discussants:

1. Gregory T. Papanikos, President, ATINER.
2. Nicholas Pappas, Vice-President of Academics, ATINER & Professor, Sam Houston University, USA.
3. Michael Goldberger, Professor, James Madison University, USA.

21:00-23:00 Greek Night and Dinner (Details during registration)

Tuesday 9 July 2013

10:00 -12:00 Session IV: Social and Economic Aspects of Sports I

Chair: *Salvatore Cincimino, Professor, University of Palermo, Italy.

1. Leslie Nixon, Instructor, Barry University, USA. Examining Participation Rules for Transgendered Athletes in American Collegiate Sports.
2. Jan Sima, PhD Candidate, Charles University, Czech Republic & Tomas Ruda, PhD Candidate, Charles University, Czech Republic. Usability of the SERVQUAL Model in Prediction of Customer Satisfaction in Czech Fitness Centres.
3. Richard Oddy, Lecturer, Coventry University, UK. An Analysis of Change in a Sport Organisational Field: Higher Education (HE) Sport in England.

12:00-13:30 Session V: Football (Soccer) II

Chair: Leslie Nixon, Instructor, Barry University, USA.

1. Peter Schuwalow, Lecturer, Monash University, Australia, Lionel Frost, Monash University, Australia & Luc Borrowman, Monash University, Australia. An Evaluation of the Victorian Football League's 'Coulter Law'.
2. Lukasz Skrok, PhD Student, Warsaw School of Economics, Poland. Estimation of Football Team Qualities-A Proposal of a Method.

13:30-14:30 Lunch

14:30-16:00 Session VI: Football (Soccer) III

Chair: Peter Schuwalow, Lecturer, Monash University, Australia.

1. Laura Santoro, Full Professor of Private Law, University of Palermo, Italy. Broadcasting Market's Developmental Change after European Court of Justice, October 4th 2011.
2. Giuseppe Liotta, Full Professor of Private Law; Dean of the Motor Science School of University of Palermo, Italy. The Responsibility of Professional Football Clubs under the Organizational Model Rules.
3. Juan Mendoza, Professor, Universidad del Pacifico, Peru & Andres Rosas, Professor, Pontificia Universidad Javeriana, Colombia. The Consequences of the Three-Point Rule in Argentine Professional Soccer.

16:00 -17:30 Session VII: Social and Economic Aspects of Sports II

Chair: Giuseppe Liotta, Full Professor of Private Law; Dean of the Motor Science School of University of Palermo, Italy.

1. Pierre-Olaf Schut, Lecturer, University Paris-Est Marne -la-Vallee, France, Cecile Collinet, Lecturer, University Paris-Est Marne -la-Vallee, France & Jeremy Pierre, Lecturer, University Paris-Est Marne -la-Vallee, France. Prevention of Ageing in the French Political Agenda: The Role of Sports and Physical Activities.
2. Sebastian Bervoets, CNRS Researcher, GREQAM, France, Bruno Decreuse, GREQAM, France & Mathieu Faure, GREQAM, France. The Economics of Blood Doping.
3. George Karlis, Full Professor, University of Ottawa, Canada. Preserving Canada's National Sport: Socio-Cultural and Demographic Challenges.

17:30-20:30 Urban Walk (Details during registration)

21:00- 22:00 Dinner (Details during registration)

Wednesday 10 July 2013

Cruise: (Details during registration)

Thursday 11 July 2013

Delphi Visit: (Details during registration)

Lars Behrenz

Associate Professor, Linneaus University, Sweden

The Economic Value of Elite Sports - The Case of Sweden

Elite sports concern most people. Private companies and public authorities invest large sums of money in sponsoring and subsidies of other kinds. Elite sport creates positive and negative, direct and indirect effects. When assessing the economic value of elite sport it is far from obvious what to measure. This study is about elite sports in Sweden. There are a lot of ways of studying the economic value of elite sports. In this article we use information from population data, club accounting and a questionnaire to get a picture of the economic values of elite sports. Our knowledge from earlier research concerning the economic value of elite sports is mainly based on US data. The Scandinavian model for sport is different from sports in the USA since the clubs are not owned by businesses and the goals are more or less "sport for all". The socio-economic impact of Swedish elite sports is interesting but hard to try to sort out. If one starts by regarding sports clubs as companies, the economic result can be seen as a first approximation of the value of the clubs. This paper tries to present a picture of the process of elite sports in countries there elite sports traditionally has been a mixture between professional and amateur. The results from willingness to pay analysis for the presence of elite sports in the actual county indicate values of 350 SEK (about 35 EURO) per year and person in Sweden. Another way of calculating the value of the elite teams is by estimating how many working hours people are prepared to devote to helping the club. If these hours are translated into economic values, it runs into between 3000 to 5000 SEK (about 300 to 500 EURO) per year and person, depending on location in Sweden.

Sebastian Bervoets
CNRS Researcher, GREQAM, France
Bruno Decreuse
GREQAM, France
&
Mathieu Faure
GREQAM, France

The Economics of Blood Doping

This paper makes a contribution to understanding why athletes use performance enhancing drugs (PED). Doping in sports has a long tradition and in spite of increased efforts of authorities to fight PED, recent scandals seem to prove that this fight is to a large extent inefficient. We suggest that the problem of doping has not been analysed correctly and we offer an alternative view to the problem.

The standard analysis of doping assumes that PED increase one's maximal physiological level. Because players are rewarded according to their relative performances, they all have an incentive to dope. This situation is usually represented in economics by the so-called "prisoner's dilemma" and the two important conclusions of the standard analysis are the following: every athlete chooses the same level of doping; every athlete would be better-off in a non-doping situation. We believe these standard conclusions are wrong because they are based on a false premise.

Indeed, we argue that PED have two effects: first they increase one's maximal physiological level (as considered until now), and second, they increase the probability that players perform at their best level. This second effect has never been modelled correctly. However, we show that once this second effect is accounted for, the game theoretical analysis changes radically the conclusions of the standard analysis. In particular, we show that players do not all dope at the same level: better players have higher incentives to dope. Therefore the top dogs will dope more than the underdogs. We also show that the underdog would prefer a world without doping (as in the prisoner's dilemma), but the top dogs are happier in a world with doping than without (because they win more often). These two facts combined might very well explain why fighting against doping is difficult.

Salavatore Cincimino
Professor, University of Palermo, Italy

Related Party Transactions, Fair Value and Financial Statement Disclosures in Italian Professional Football Clubs

Disclosures of related party transactions (DRPT) assume an important role in financial statements of entities. In fact, DRPT ensure the transparency about corporate governance practices applied in an entity, and the substantial accuracy of effective economic and financial results.

In this regard, it is demonstrated that “publicly listed firms enter deals with related parties at unfavourable prices compared to similar arms’ length deals” (Cheung et al., 2008).

For these reasons, a Directive of the European Parliament (2006/46/EC) points out that DRPT are necessary “for an understanding of the financial position of the company ... if such transactions are material and have not been concluded under normal market conditions”.

In Italy, detailed information on related party transactions are scheduled by 2004 only for a limited class of companies, and only since 2008 for all the limited companies, because of the implementation of the mentioned Directive 2006/46/EC. Thus, the quality and quantity of DRPT depend on the fact that the law is adopted recently, and also on the natural reluctance of an entity to give this kind of information.

Regarding the professional football sector, related party transactions are numerous and occur for different reasons, with inevitable effects, even distortive, on the representation of the economic and financial performances of the clubs.

At European level, UEFA gives particular importance to the disclosure of the financial statements of the professional football clubs. In the recent edition of the club licensing manual, UEFA has planned for each club that wants to participate in European competitions, the clarification of specific information on related parties. Moreover, for the respect of the break-even result useful for the purposes of the financial fair play, a club must determine the fair value of any related party transaction: regarding the incomes, no upward adjustments can be made; regarding the expenses, no downward adjustments can be made.

UEFA precisely identifies related parties and accurately defines the transactions (UEFA Club Licensing and Financial Fair Play Regulations,

Annex X, part E.). However, UEFA takes the notion of fair value by IAS 18 without further specification or application examples.

The research highlights the first results of a qualitative and quantitative analysis of DRPT in the financial statements of Italian professional football clubs.

The qualitative analysis regards the investigation on the exhaustiveness of the information, and on its contribution to the transparency of the financial statements of professional clubs.

The quantitative analysis regards the impact of related party transactions on the economic and financial results, with useful simulations for verifying the possible gap compared to the parameters of financial fair play.

As expected results, the research aims to highlight the “weight” of related party transactions in the professional clubs, the quality of their representation in the financial statements and the impact on economic and financial performances.

Another result is the identification of a set of indicators useful to detect the differences between recorded value and fair value of related party transactions.

Suzan Gibril

PhD Student, CEVIPOL – Université Libre de Bruxelles (ULB), Belgium
&

Ekaterina Glorizova

PhD Student, CEVIPOL – Université Libre de Bruxelles (ULB), Belgium

Football Fandom as a Social Movement in the Egyptian and Russian Contexts

Football is a central element to Egyptian and Russian society. Football supporters in particular are a solid and organised movement in both countries, involving themselves in several actions of a political nature (demonstrations and public gatherings, display of slogans and emblems expressing political ideologies inside the stadiums). When studying Egypt and Russia's political contexts, the opposition is confronted with strong state control, weak channels of political opposition, as well as rare opportunities of taking part in the public debate. In recent years however, a strong political mobilisation of the football supporters has developed in both countries, opening the way for the voicing of political opinions and the development of collective actions.

The aim of this paper will be to explain the politicisation processes of football supporters in Egypt and Russia, using theories of collective action, political sociology and sociology of sport. We will be studying two aspects, namely the impact of the political context on the making of a common identity; and the development of a common struggle in the making of collective action. Firstly we will focus on the football arena as a channel of political opinions. Secondly we will address the conflictual and often violent relationship between football supporters and police forces. This opposition further leads to the development of a collective identity crystallised around a common hatred of security forces associated with the State. Finally, we will analyse the political resources developed by football supporters within the framework of their activities, which are in turn invested in collective actions.

Michael Goldberger

Professor, James Madison University, USA
&

R. Samuel Arthur

Professor, James Madison University, USA

Contribution of Thomas Arnold to the Modern Olympic Games

Thomas Arnold was headmaster of the Rugby School in England from 1828 until his death in 1842, but the first Olympic Games of the modern era weren't held until 1896, over a half century after Arnold's death. How then was he instrumental in reviving the Games?

Arnold was born on the Isle of Wight in 1795 and educated at [Winchester](#) and [Oxford](#) where he received a classical education. In 1828 he was invited to become headmaster at the [Rugby School](#), where he modernized the teaching of classics, introduced the prefect system to maintain discipline, and encouraged team sports. The Rugby experience was chronicled by Thomas Hughes in his 1857 novel *Tom Brown's School Days*.

Pierre de Fredy (Baron of Coubertin) was born in 1863 and was educated by the Jesuits. As a young man he had wide ranging interests but he was particularly interested in the role of sport in education. In 1883, Coubertin visited England where he studied the Rugby School's program. Coubertin credited Arnold's rediscovery of the Greek model of education with creating young men with vision and courage, who built the British Empire. First established by the ancient Athenians as the *gymnasium*, it was an approach to education that Coubertin felt the rest of the world had forgotten. Unfortunately, his efforts to reform French education failed, but he did succeed in the development of another, related idea, the revival of the [ancient Olympic Games](#).

Both Arnold and Coubertin were influenced by their classical educations, and importantly, both believed in the potential of sport to build character. Coubertin, after studying Arnold's experience, became committed to this concept. Because of Coubertin's determined efforts, the first modern Olympic Games opened in Athens in 1896. Sport historian John Lucas described Thomas Arnold as "one of the most important, least understood personalities in the evolution of the modern Olympics - the single most important influence on the life and thought of Pierre de Coubertin."

George Karlis

Full Professor, University of Ottawa, Canada

Preserving Canada's National Sport: Socio-Cultural and Demographic Challenges

Canada is a multicultural society. A large number of Canadians are immigrants or descendants of immigrants. Recently, Statistics Canada revealed that the face of Canada is changing, with most new immigrants coming from Asia, Africa, the Middle East, the Caribbean, and the United States. These immigrants, as did the European immigrants who came to Canada from 1951 to 1971, have brought their traditions, values, beliefs, and ways of life. For most of these new immigrants, ice hockey has not been a part of their way of life. In Canada, ice hockey is one of the nation's two national sports – the other being lacrosse. Indeed, Canada, which prides itself as the birthplace of ice hockey, is recognized as one of the dominant ice hockey nations in the world. However, current immigration patterns, a decreasing number of Canadians below the age of fifteen, and the high cost of participation has meant that minor hockey participation rates have witnessed a steady decline during the past few years. Ultimately, the fear is that lack of enrollment in ice hockey at the minor levels may mean less talent to choose from for future international competitions. In light of this trend Hockey Canada has altered its traditional marketing approaches to try to enhance participation and to attract new immigrants to the sport. Professional ice hockey teams have also recognized the potential benefit of outreaching to Canada's multicultural population. The sport of ice hockey will continue to face socio-cultural and demographic challenges. The purpose of this paper is to describe the current state of condition of socio-cultural and demographic challenges faced in Canada for the preservation of its national sport of ice hockey. Specifically, the objectives of this paper are to: (1) provide an overview of changing demographics in Canada and the impact this is having on sport involvement, (2) present ice hockey as a socio-cultural phenomenon, and (3) provide suggestions for marketing and promoting ice hockey to a multicultural society.

Giuseppe Liotta

Full Professor of Private Law, Dean of the Motor Science School of
University of Palermo, Italy

The Responsibility of Professional Football Clubs under the Organizational Model Rules

Legislative decree n. 231/2001, which rules on the responsibility of legal bodies regarding unlawful administrative acts based on offenses (entities with juridical personality and also associations without juridical personality), has been adopted by the Italian professional football. Article 7 of the new statute of F.I.G.C. states explicitly that "Federal Council shall issue the necessary rules and monitors so that the clubs participating in national championships implement patterns of organization, management and control designed to prevent the execution of acts contrary to the principles of fairness, loyalty and probity in every actions they carry out".

On April 20, 2012 the assembly of the Main League adopted its own organizational model and ordered to issue guidelines under which the clubs must comply by adopting a consistent internal model, aimed at the prevention of sport frauds. This has resulted on the prevision imposed on clubs of adopting a consistent organizational model as a fundamental requirement to participate to the Main League, beginning from season 2013/2014.

Likewise, during the meeting held on April 27, 2012, Federal Council of F.I.G.C. approved its own organizational model effectively in force from July 2012. Specifically, it has been established that the Federation will carry out an internal survey together with the clubs regarding the relationships with groups of fans. Organizational models of each club will become mandatory to be able to intervene legally with two aims: 1) to strengthen penalties in case of omitted complaint to counteract episodes of conspiracy of silence; 2) to improve the system of exemptions for clubs in good standing with the organizational models approved by F.I.G.C. and competent Leagues.

In conclusion, organizational models are valuable tools directed to the prevention of sport frauds and to the limitation of hooliganism.

Juan Mendoza

Professor, Universidad del Pacifico, Peru

&

Andres Rosas

Professor, Pontificia Universidad Javeriana, Colombia

The Consequences of the Three-Point Rule in Argentine Professional Soccer

This paper investigates the effect of the three-point rule in soccer on the number of goals scored per game. We review the existing theoretical models to analyze the impact of the three-point rule on the offensive and defensive strategies of a team and on average scoring. We then use a dataset of more than 14,000 observations from the Argentine first-division soccer league from 1991 to 2009 to test the various predictions present in the literature. We exploit the variability in the application of the three-point rule in the Argentine league. In particular, we take advantage of the fact that the three-point rule was not effectively employed in the construction of the ranking used to decide which teams will be relegated to the second-division tournament. Indeed, we use the teams facing relegation as our control group, and the other teams, not facing relegation, as our treatment group. Our identifying assumption is that the behavior of teams in risk of relegation continued to be governed by the two-point rule and was not influenced by the three-point rule. We include fixed effects for each team in each tournament and control for various determinants of the number of goals such as the rival ranking, the identity of the coach, and attendance. We also take into consideration the effect of home advantage. Our results indicate that the three-point rule had no statistical effect on the number of goals scored. According to our statistical estimates, the rule did not increase goal scoring because it had offsetting effects on the offensive proneness of top teams but also on the defensive proneness of under-performing teams. We also studied the impact of the rule on the number of ties in the tournament and other performance indicators. We relate our findings to the existing literature and draw some policy implications.

Leslie Nixon

Instructor, Barry University, USA

Examining Participation Rules for Transgendered Athletes in American Collegiate Sports

Single sex competitive teams have always been the norm in American sports. After the passing of Title IX, coed teams began to form out of the necessity to provide women with more options to play sports. Eventually the increase in women athletes made it a necessity to provide women only competitive sports teams. Competitive sports have once again returned to their single sex roots, with coed sports being more for recreational play. Recently, a new complication to competitive sports has emerged: the transgendered athlete. The transgendered athlete is a person who no longer identifies with their biological sex and has decided to either live as the sex they identify with or make a medical transition into that sex. This has sparked the need for new participation rules inclusive of the transgendered athlete. This paper will examine the differing types of transgendered athletes and the applicable rules governing their participation in competitive collegiate sports and its residual impacts on youth and professional sports.

Richard Oddy

Lecturer, Coventry University, UK

An Analysis of Change in a Sport Organisational Field: Higher Education (HE) Sport in England

Background

British Universities & Colleges Sport (BUCS) is the national governing body for higher education sport in the UK. BUCS was formed in June 2008, following a merger between University College Sport (UCS) and British Universities Sports Association (BUSA) (BUCS, 2008). Isomorphic pressures in periods of organisational change have been the subject of little attention in the sport management literature (O'Brien and Slack, 2003). There is an identified need for case study analyses of individual sport organisations (ibid; Washington and Patterson, 2011). This provides the platform to explore a number of English HE institutions who have moved away from the traditional method of the Students Union managing competitive sport and the University managing elite and participation sport. They have changed to 'one body' for sport, collaboration between the Students Union and the University. Other Universities are in the process of planning for implementing such a change, which will form one organisation for managing and administering sport within each respective University.

Research Focus

The aim of this research is to analyse and evaluate the management of change in sport organisations, specifically in sport in English Universities. Key change factors such as the external pressure to change, barriers to change and conflict are addressed and examined using the cases of HE institutions who have already implemented the change to a joint approach in the management and administration of sport. Ultimately, this paper aims to understand the management of change within the provision for sport at Universities, providing micro-level case study analysis identified as a gap in current literature (O'Brien and Slack, 2003). This research will build upon measures to overcome barriers (Buchanan and Boddy, 1992; Doppler and Lauterburg, 2002) and apply in the sport organisation context.

Methodology

A qualitative methodology was used in order to explore the management of change in two English Universities. It aimed to identify barriers to change and how these can be reduced, to subsequently facilitate such a change in other Universities. This research will enable

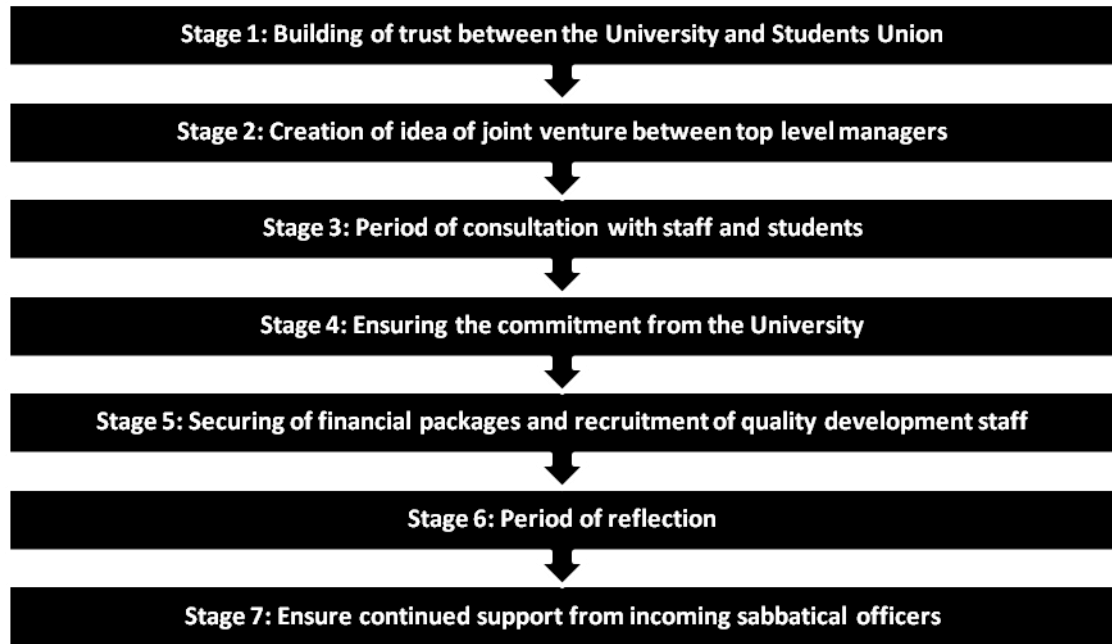
comparisons to be drawn between the two Universities, using these outcomes to empower the construction of a model for change.

In order to achieve the objectives of this research, semi structured individual interviews were identified as the most effective method to collect the data required. This style offers a great deal of flexibility, and allows for greater exploration of each participant's experiences in the area of concern as well as resulting in a fuller comprehension of the issues being discussed (Kvale, 1996).

These interviews took place in June and July 2008 and included sport managers from the sample of English Universities. These featured three Heads of Sport and two Sport Development Managers who possessed an in depth knowledge of the organisational fields. A form of conceptual scaffolding as analytic hierarchy formed the framework for the data analysis (Ritchie and Lewis, 2003). The data management included the recording of each interview using a Dictaphone. The information gained was then transcribed word for word into a computer document. Further analysis of the transcripts encouraged adjustments in the original codes to increase their relevance and created 'second level codes' thus breaking down the information within each 'first level code'.

Results & Discussion

The findings identified a lack of resources available to sport within the student union models, and that a 'one body' approach developed correctly can incorporate University expertise and money to bridge this gap in resources. Furthermore the interviewees stated that traditional structures within the students unions and a historic mistrust between them and the University formed the major barriers to change. Perceived loss of control and influence was felt by the Students Union and past conflicts between the organisations resurfaced. These barriers are symptomatic with previous research (Lozano, 2006). It can be concluded from the research that the most productive way to overcome the barriers and facilitate change is through long processes of consultation and the 'buy in' from the student body. Management plays a key part in this by driving the change forward and becoming the figureheads for the direction and vision for sport. Harmony between the University and Students Union can be ensured by equal representation on all management groups with an 'external' chair to provide impartial direction and advice whilst bringing further expertise and contacts to the group. This research provides a sequential framework in the sport organisation context and provides a case study analysis, a need for which is apparent (O'Brien and Slack, 2003; Washington and Patterson, 2011). A model to reduce the barriers to change and facilitate the change process at Universities:



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Intercalated Olympic Games in Greece: Challenge and Opportunity

This study investigates the possibility of organizing intercalated Olympic Games in Athens and Greece on a permanent basis beginning in 2018. While there would probably be objections from the international Olympic Committee and the sports establishment, modern Greece has a precedent for holding such games. While recognizing the standards set by the IOC through twenty-seven transitory Olympiads held in twenty-four cities in twenty counties, this study asserts that Modern Greece has an Olympic tradition that goes back to the late 18th Century, with national Olympiads held in 1859, 1870, 1875, 1888, as well as the first International Olympics in 1896, the Intercalated Games of 1906, and the recent 2004 Olympics. Why the 19th century national celebrations and the 1906 games did not continue will be addressed in this inquiry. Finally it will propose a revival of these earlier Greek games in the form of new Intercalated Olympics to be held from 2018 onward, looking into both the problems and prospects of such an athletic and cultural event in Greece under crisis.

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Broadcasting Market's Developmental Change after European Court of Justice, October 4th 2011

European broadcasting market is set to change radically as a result of the judgment of the European Court of Justice of October 4th, 2011. This judgment concerns a preliminary ruling before the English High Court of Justice in four cases which have seen opposing on the one hand, the Football Association Premier League Ltd (FAPL), NetMed Hellas (which is the entity with the sublicense for the broadcasting of the Premier League matches in Greece) and Multichoice Hellas SA (which is the broadcaster's leading pay-tv in Greece and Cyprus, owner of the platform called NOVA, where there is a channel broadcasting Premier League football matches), and on the other hand, some providers of satellite decoders and some English bars and restaurants' owners.

The questions submitted to the scrutiny of the European Court of Justice seek to determine the compatibility of the English copyright law, including the *Copyright, Designs and Patents Act* of 1988, with the European antitrust law.

The decision taken against the English Copyright Law art.56 TFUE, leads to legitimize the use of foreign decoders to avoid obstacles to the free viewing of football championships of the professional leagues. Economically speaking, this implies a significant reduction in the attractive value of the product offered by the single League against broadcasters placed in different member States. This happens since the exclusive rights in the territory of a single issuer, which is connected to the package of broadcasting rights for sale, do not allow the user resident in the same territory to access the vision of the same product supplied by a foreign issuer competitor.

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Prevention of Ageing in the French Political Agenda: The Role of Sports and Physical Activities

Classical analyses of the political agenda, like those carried out by Cobb and Elder (1983) and Cobb, Ross and Ross (1976), underline the various factors involved in the consideration of a problem within the framework of public policies. Besides, the analysis of public policies in terms of ideas, institutions and interests (the three "Is") by Palier and Surel (2005) leads us to reflect on the plurality of factors operating when considering an issue as a public problem.

In this contribution, we shall concentrate on the policies concerned with the prevention of ageing and, more specifically, the role played by the APS in this field.

In France, ageing policies start taking form with the Laroque report drawn up in 1962 and stemming from the Commission of studies on ageing issues. After a relatively long latent period, measures accelerate in the 2000s just when issues related to an ageing population are looming. Will the National Health Service take charge of dependency? From then on, four pillars are mobilized to prevent ageing: nutrition, social activity, cognitive activation and APS. In 2006, the latter appear as a major point in the program of the National Institute for Health Prevention and Education: "Eat well, move well... and live fit! Guidelines for the elderly". The practice of APS also constitutes the third axis of the "Ageing well" program in 2007.

Our contribution will show that the inclusion of APS into the French public policies required the presence of three complementary conditions:

- demographic, social and economic transformations coupled with a change in the representation of the elderly and the body, along with transformations linked to the French health policy and its increasing emphasis on prevention;
- the existence of a corpus of knowledge related to APS and ageing, constituting an epistemic community carried by the medical profession;

- incentive international institutions like the UNO (cf. the Vienna plan in 1982) or the WHO (cf. the Active Ageing program in 2002) which indirectly orientated the action of the French government.

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An Evaluation of the Victorian Football League's 'Coulter Law'

In the Australian state of Victoria, an indigenous football code had been in existence for over 30 years when in 1930 the Victorian Football league (VFL) established the Coulter Law. The Coulter Law was designed as a set of recruiting and payment regulations to stabilize the financial position of clubs. It is part of football folklore that some star players were paid illegally by clubs. After World War II, the Coulter Law encouraged VFL players to seek higher wages by leaving the competition and taking country coaching jobs. By the early 1960s, anecdotal evidence suggests that many VFL clubs were flouting the Law. When the Law was abolished in 1970 a period of wage inflation that left most VFL clubs in a difficult financial position followed.

This paper looks at three of the most successful VFL clubs in the history of the competition and reports on research into the operation of the Coulter Law which assesses the ability of these VFL clubs to retain players over time. It will track the length of League player careers and the age at which they ended. If the inability of these VFL clubs to retain players beyond the ages of around 26-28 is distributed evenly, this would indicate that they were generally compliant with the Coulter Law and vulnerable to wages competition from non-VFL clubs. Periods of sustained on-field success may then be attributable to a club's ability to recruit replacement players and high quality coaching. If the trend is not distributed evenly, with some clubs being more able to retain players than others, this would suggest non-compliance and defection from those clubs.

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Usability of the SERVQUAL Model in Prediction of Customer Satisfaction in Czech Fitness Centres

The aim of this study is to examine the usability of the SERVQUAL model for predicting customer satisfaction in the area of fitness in the Czech Republic. There were 356 participants from three Prague fitness centres and one fitness centre in Přeboram in Central Bohemia who participated in this research. The service quality was measured by the SERVQUAL model, satisfaction was measured by the Oliver scale. There were two files of data collected: the first with the aim to find out customer expectations and the second to find out their quality perception. The difference of values measured was set and these results were then used to predict customer satisfaction. Results of the study do not fully support the usage of the SERVQUAL model for predicting customer satisfaction in fitness centres in the Czech Republic. The results indicate the necessity of further research into factors which determine customer satisfaction in the area of fitness in the Czech Republic.

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Estimation of Football Team Qualities-A Proposal of a Method

One of the central concepts considered both in the theoretical and empirical sports economics literature is the uncertainty of outcome hypothesis. Econometric tests of it are based on probabilities of match results, which, as well as team qualities (or 'talent' employed by the teams), have to be approximated. In previous research, it was based either on 'market' variables (like betting odds and total wages) or measures calculated using number of wins (or points) in a season (e.g. as proposed by Rascher and Solmes, 2007, for probabilities and by Groot and Borghans, 2008, for team qualities). Using the first ones in the model explaining the attendance, however, means neglecting that they are estimates themselves. This leads to the underestimation of the coefficients' errors. On the other hand, by using either Rascher and Solmes or Groot and Borghans method one neglects the impact of factors unrelated with team quality on the match results.

I propose a different approach, based on the ordered probit model that allows estimating theoretical probabilities of match results. Then, using an assumption that talent employed by a club is constant during a chosen period of time (e.g. for one season) and a direct relation between match odds and team qualities, the latter ones can be calculated (similarly to the work by Groot and Borghans, but using a formula based on probabilities of results of all the matches, refined from the impact of factors not resulting from the team qualities). Then both sets of variables can be used in an analysis of match attendance analysis. By using a bootstrap method through the whole estimation process, errors of coefficients can be computed while taking into account the two-stage nature of it. This correction is especially important due to strong relation between the probabilities and the qualities, as well as their interpretation, including testing of the uncertainty of outcome hypothesis. The inconclusive results of the latter ones, cited in the empirical literature, might result from an incorrect computation of the errors.

Another possible use for the estimated qualities is the calibration of theoretical league models and appraisal of the regulations' impact.