

2014

# Sports: Economic, Management, Marketing & Social Aspects

14<sup>th</sup> Annual International  
Conference on Sports: Economic,  
Management, Marketing & Social  
Aspects, 19-22 May 2014, Athens,  
Greece

Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH





Sports: Economic,  
Management, Marketing &  
Social Aspects Abstracts  
14<sup>th</sup> Annual International  
Conference on Sports:  
Economic, Management,  
Marketing & Social Aspects, 19-  
22 May 2014, Athens, Greece

Edited by Gregory T. Papanikos

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## Preface

This abstract book includes all the summaries of the papers presented at the 14<sup>th</sup> Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 19-22 May 2014, Athens, Greece, organized by the Human Development Research Division of the Athens Institute for Education and Research. In total there were 21 papers, coming from 14 different countries (Algeria, Brazil, China, Czech Republic, Estonia, Germany, Iran, Iraq, Jamaica, Malaysia, Peru, Turkey, UK and USA). The conference was organized into 6 sessions that included areas of Health & Medical Sciences and other related fields. 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.

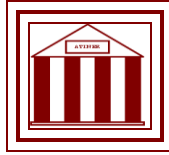
I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

**Gregory T. Papanikos**  
**President**





**Athens Institute for Education and Research**  
**Human Development Research Division**  
**Research Unit of Health**



**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)**

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, President of Academic Affairs, ATINER & Professor, Sam Houston University, USA.
5. Dr. Chris Sakellariou, Vice-President of Finance, ATINER & Associate Professor, Nanyang Technological University, Singapore.
6. Dr. Panagiotis Petratos, Vice-President of ICT, ATINER & Associate Professor of Computer Information Systems, California State University, Stanislaus, USA.
7. Dr. 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.
12. Mr. Apostolos Kotsaspyrou, Researcher, ATINER.
13. Mr. Vasilis Charalampopoulos, Researcher, ATINER & Ph.D. Student, University of Stirling, U.K.

**Administration**

Fani Balaska, Stavroula Kiritsi, Konstantinos Manolidis, Katerina Maraki, Celia Sakka,  
Konstantinos Spiropoulos & Ioanna Trafali

## **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 19 May 2014**

#### **09:30-10:00 Registration**

#### **10:00-10:30 Welcome and Opening Remarks**

- Dr. Gregory T. Papanikos, President, ATINER
- Dr. Christos Anagnostopoulos, Head, Sports Research Unit, ATINER & Lecturer, Coventry University Business School, U.K.

#### **10:30-12:00 Session I (Room F): Sport, Society and Teams**

**Chair:** Christos Anagnostopoulos, Head, Sports Research Unit, ATINER & Lecturer, Coventry University Business School, U.K.

1. \*Gwendolyn M. Weatherford, Assistant Professor, Texas A&M University-Commerce, USA, Tyler King, Student, Texas A&M University-Commerce, USA, John Pollock, Student, Texas A&M University-Commerce, USA, Jacob Sheard, Student, Texas A&M University-Commerce, USA, Thomas Lam, Student, Texas A&M University-Commerce, USA & Nicolas Gonzalez, Student, Texas A&M University-Commerce, USA. The Age of Supercomplexity and Its Influence on Epistemology and Gender Equality in Sport.
2. Juan Mendoza, Professor, University of Pacifico, Peru, Andres Rosas, Professor, Pontificia University Javeriana, Colombia & Maria Zegarra, Researcher University of Pacifico Research Center, Peru. Field Fences and Referee Bias in Colombian Soccer: An Empirical Investigation.
3. Ali Hasaan, PhD Student, Estonian Business School, Estonia. Different Format; Different Attitude: Pakistani Football Fans & Foreigner Teams.
4. \*Dee Dee Ayra Salle, Consultant & Lecturer, University of Malaya, Malaysia, Mohd Salleh Aman, Director, University of Malaya, Malaysia, Mohd Nasir Ashim, Director, Cultural Centre, University of Malaya, Malaysia & Loo Fung Ying, Director, Cultural Centre, University of Malaya, Malaysia. Fat to Fit Reality TV: A Malaysian Perspective Community Intervention.
5. \*Richard Bingley, Senior Lecturer, Bucks New University, UK. How Personal Resilience Accrued From Sporting Activity Can Improve Organisational and Societal Resilience.

#### **12:00-13:30 Session II (Room F): Media & Marketing**

**Chair:** \*Dee Dee Ayra Salle, Consultant & Lecturer, University of Malaya, Malaysia

1. Abdelkader Lakhdari, Professor, Institute of Physical Education and Sports, Algeria. Study of Psychological Characteristics that Characterize the Students, the Sport and Physical Activity and its Relationship to Sport Motivation.
2. Abdullah Demirel, Master Student, Marmara University, Turkey & Irem Erdogmus, Associate Professor/Lecturer, Marmara University, Turkey. Corporate Investment in Sponsorship and Its Evaluation.

#### **13:30-14:30 Lunch**

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**14:30-16:00 Session III (Room F): Sports Issues I**

**Chair:** Richard Bingley, Senior Lecturer, Bucks New University, UK.

1. Richard L. Jacob, Director, Medaille College of Buffalo, USA. Nicoretreat: A Collective Conscious Session.
2. \*Houari Saidia, Director, Institute of Technical Sessions and Physical and Sports Activities, University of Tissemsilt, Algeria & Hamid Nahal, Director of Studies ISTAPS, University of Tissemsilt, Algeria. The Reasons for The Reluctance of Students to University Center Tissemsilt Sport Leisure.
3. Olivene Burke, Executive Director/Lecturer, University of the West Indies, Jamaica, Tarik Weekes, Research Assistant, University of the West Indies, Jamaica & Wanda Costen, Associate Professor, University of Tennessee-Knoxville, USA. The Impact of Sport on Community Development in Greater August Town, Jamaica.
4. Cathryn Claussen, Professor/Director, Washington State University, USA. Drone Surveillance and Sports Event Security: Privacy and Safety Issues.

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

**Tuesday 20 May 2014**

**09:30 -11:00 Session IV (Room F): Sports Issues II**

**Chair:** \*Houari Saidia, Director, Institute of Technical Sessions and Physical and Sports Activities, University of Tissemsilt, Algeria.

1. Richard Oddy, Lecturer, Coventry University, UK. The Impact of Major Events on the Entrepreneurial Marketing Practices of SME's - An Analysis of Alternative Research Designs. (Tuesday 20 of May, Morning).
2. Marina Gomes, Editor, Unicamp, Brazil & Vera Regina Toledo Camargo, Researcher, Unicamp, Brazil. Sport, Science and Media: A Case Study of Running Magazines in Brazil.
3. \*Roberta J. Newman, Faculty, New York University, USA. Pitching Baseball across the Globe: The World Baseball Classic as MLB Marketing.

**11:00-12:30 Session V (Room F): Sports Issues III**

**Chair:** Gwendolyn M. Weatherford, Assistant Professor, Texas A&M University-Commerce, USA.

1. Vladimir Hobza, Associate Professor, Palacky University, Czech Republic. Use of Cost-Utility Methods in the Evaluation of Expenditure Programs in Support of Municipal Sports.
2. Martin Langen, Researcher, University of Munster, Germany & Aloys Prinz, Professor, University of Munster, Germany. Player as Assets in Professional Sport Teams - Evidence from the Barclays Premier League.
3. \*Sholeh Khodadad Kashi, Assistant Professor, K.N Toosi University of Technology, Iran & Tojari Farshad, Professor, Islamic Azad University, Iran. The Construction and Validation of a Test of Wrestling Skill.

**12:30-13:30 Lunch**

**13:30-15:00 Session VI (Room F): Social and Other Essays**

**Chair:** Roberta J. Newman, Faculty, New York University, USA.

1. Mehmet Sarioglan, Assistant Professor, Balikesir University, Turkey. Gastronomy Tourism.
2. Jiri Skoumal, Teacher, Palacky University, Czech Republic & Vladimir Hobza, Teacher, Palacky University, Czech Republic. Methods of Evaluating the Regional Development of Outdoor Activities.
3. \*Christos Anagnostopoulos, Head, Sports Research Unit, ATINER & Lecturer, Coventry University Business School, UK. Decision Making in Professional Team Sport Organizations: The Case of Corporate Community Involvement.
4. Alessandra Mendes, Professor/PhD Student, University of Parana State, Brazil & Adriano Codato, Professor, Federal University of Parana, Brazil. Institutional System of the State and Public Policy: the Structure of Sports Management in Brazil.

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

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

**Wednesday 21 July 2014**

Cruise: (Details during registration)

**Thursday 22 July 2014**

Delphi Visit: (Details during registration)

**Christos Anagnostopoulos**

Head, Sports Research Unit, ATINER & Lecturer, Coventry University  
Business School, UK

## **‘Transcending’ through Passion and Trust in Corporate Charitable Foundations: Insights from English Football**

Understanding how organisations reach decisions is a well-established research theme within organisation theory (Nutt and Wilson, 2010). Indeed, the examination of decision-making has long been seen as a managerial activity in large business organisations (Busenitz and Barney, 1997), family-owned businesses (Bjuggren and Sund, 2001), public organisations (Heikkila and Isett, 2004) and non-profits (Golensky, 1993). Nutt (2000) even examined the differences between decision-making processes in public, private and non-profit organisations. In all these organisations, managers cope with difficult and complex situations in which they must make major decisions, such as entering new markets, developing new products and services, seeking new or better partnerships, ensuring and allocating funding and so forth, so that ‘an organisation can function, adapt, progress, take advantage of opportunities and overcome threats’ (Elbanna and Child, 2007, p. 562).

A particular type of organisation in which such difficult and complex situations arise and managerial decisions must be made is the charitable foundation. As corporate social responsibility (CSR) has played an ever-increasing role in the way commercial businesses operate (Aguinis and Glavas, 2012), foundations have increased in both numbers and significance (Anheier and Daly 2007; Daly 2008). Yet, paradoxically, these organisations remain ‘black boxes’ because research has not kept up with this growth (Andrés-Alonso et al., 2010) and empirical studies examining corporate foundations in particular have been few and far between (Anagnostopoulos et al., 2014; Anagnostopoulos and Shilbury, 2013; Herlin and Pedersen, 2013; Pedrini and Minciullo, 2011; Petrovits, 2006; Webb, 1994).

More specifically, managerial decision-making within corporate charitable foundations remains an under-researched topic. Recently, a study by Anagnostopoulos et al. (2014) drew on the context of professional team sport organisations and developed a substantive theory that abstractly explained managerial decision-making in the corporate charitable foundations of English football clubs. In essence, the emerged theory, ‘*assessable transcendence*’, pertains to cognitive similarity, or some form of similar attribution of meaning, understanding or interpretation among individuals in multiple organisations (Rentsch et al., 2008).

In their study, Anagnostopoulos et al. (2014) elucidated that assessable transcendence consists of four micro-social processes (*harmonising, safeguarding, manoeuvring* and *transcending*), which form a context-specific social process for how managers in those organisations make decisions regarding community programmes. The last of these four micro-social processes (*transcending*) refers to the impetus for foundation managers' decision-making for further corporate community involvement (CCI), and entails intrinsic (passion) and extrinsic (trust) stimuli. This study draws on this specific micro-social process, and places these two principal constructs (passion and trust) in the critical context of the literature, thereby empirically demonstrating how these constructs add to the theoretical understanding of decision-making in corporate charitable foundations.

The present paper positions the transcending micro-social process into descriptive decision-making approaches. Based on this theoretical foundation, it provides the contextual background in which transcending occurs and gives a concise account of the method that led to this emerged micro-social process. Then, the crux of the paper integrates the constructs of passion and trust with the associated literature and offers insights into bounded factors that have a bearing on managerial decision-making regarding CCI in English football.

**Richard Bingley**  
Senior Lecturer, Bucks New University, UK

## **How Personal Resilience Accrued From Sporting Activity Can Improve Organisational and Societal Resilience**

Half a century ago, American President, John F Kennedy famously said: "Our growing softness, our increasing lack of physical fitness, is a menace to our security." Yet how true is this?

Author and academic Richard Bingley will examine some recent case studies in organizational crisis and develop strands of isomorphic learning which may point to an emerging validation of JFK's claim. Are organizations that omit sporting and personal resilience cultures more prone to poorer performance during major incidents? Conversely, can organizations that have enhanced or improved access to sporting activity and personal resiliency development justifiably claim to be more 'resilient'? Moreover, (possibly, for a variety of reasons, including, increased physical confidence, agility and hazard-awareness), does sport and personal resilience-related education hold the key to improved organizational security? Strands of research from leading organizational psychologists, security practitioners, sports academics, will be critiqued and synthesized by the author to try and establish answers to these emerging questions.

**Olivene Burke**

Executive Director/Lecturer, University of the West Indies, Jamaica

**Tarik Weekes**

Research Assistant, University of the West Indies, Jamaica

&

**Wanda Costen**

Associate Professor, University of Tennessee-Knoxville, USA

## **The Impact of Sport on Community Development in Greater August Town, Jamaica**

Jamaica has long used sports as a tool for encouraging harmony amongst citizens. Both the state and conflict prevention practitioners have used competitive and recreational sports as an avenue to resolve conflicts between warring groups. The Greater August Town (GAT) community in St Andrew, Jamaica, has struggled with violence, which has created a divisive community. This violence is the result of groups extending and protecting political and gang turf within the districts of GATS (Charles 2004). This abstract represents research work being conducted on the role of football in fostering a sense of community in Greater August Town.

Utilizing a mixed method approach, the research seeks to ascertain what aspects of football are synonymous with fostering community development. Focus groups and interviews were conducted and a survey examining the relationship between personal development and participating in football administered among youth in the community.

Preliminary findings indicate that football is both a unifying and a dividing force in the community. In one district, residents shared that matches were sometimes used to inflict violence upon persons. To date all participants agreed that corner league football has been instrumental in fostering a more unified community. Another finding is that The Greater August Town Residents love football and show much respect for footballers. "In fact they (footballers) are one of these group of people who can go anywhere in August Town. ". A third finding is that football also has a tremendous positive impact on police relations with medium to high risk youth in the community.

Football seems to play a crucial role in developing positive community relations. The resulting bonding that appears to be established among residents will be investigated in further analysis. The results suggest, however, that policy makers could adopt a successful model of community development utilizing football.



**Cathryn Claussen**

Professor/Director, Washington State University, USA

## **Drone Surveillance and Sports Event Security: Privacy and Safety Issues**

Due to fear of terrorism, organizers of sports events, particularly those utilizing open venues (e.g., marathons) and multiple venues (e.g., Olympic Games), either are considering adding or have already added drones to their other security measures because of their unobtrusiveness, maneuverability, and potential for searching spectators and areas using high resolution cameras, thermal imaging, and facial or biometric recognition technologies (Clark, 2013; Trenwith, 2013; Watts, 2013). Because drone and other developing surveillance technologies are altering the traditional balance in the United States between public security measures and individual privacy concerns, existing case law does not give clear guidance as to limits on their use. The courts have recently acknowledged some of these legal and policy concerns (United States v. Jones, 2012; North Dakota v. Brossart, 2012). Additionally, bills attempting to regulate domestic use of drone surveillance have been introduced in Congress (Preserving Freedom from Unwarranted Surveillance Act of 2013; Preserving American Privacy Act of 2013; Drone Aircraft Privacy and Transparency Act of 2013; Safeguarding Privacy and Fostering Aerospace Innovation Act of 2013). Similar legislation has been enacted in eight states and proposed in 34 others. A majority of the states' bills require a search warrant for use of drone surveillance by law enforcement, but there is substantial variation in usage reporting requirements, permission requirements for drone acquisition and types of uses, and procedures for protecting information privacy. Other policy considerations include providing for airspace safety and regulating private/commercial use. This paper discusses the changing legal landscape in the United States and how it might affect the use of drone surveillance for sports event security. While other countries vary regarding the level of privacy protections provided to their citizens, the practical implication for sport managers world-wide is the need to determine appropriate contours for drone surveillance policies.

**Abdullah Demirel**

Master Student, Marmara University, Turkey

**Irem Erdogmus**

Associate Professor/Lecturer, Marmara University, Turkey

## **Corporate Investment in Sponsorship and Its Evaluation**

Corporate investment in sponsorship has increased dramatically in recent decades and growth rate in sponsorship has exceeded any other marketing communications tool. Global sponsorship spending in 2013 is estimated as \$53.3 billion(IEG, 2013).Although spending on sponsorship is expected to increase more in the future and sport dominates the pie of sponsorship revenue, the relationship between sponsorship and purchase intentions of consumers is still vague and needs elaborate research(Smith, Graetz, & Westerbeek, 2008). Current study is an attempt to contribute understanding of sponsorship in sport context and aims to evaluate sport sponsorship effectiveness by investigating antecedents of attitudes towards sponsor and purchase intentions. A conceptual model was developed to examine the effects of factors such as perceived sincerity and perceived ubiquity of the sponsor, perceived fit between the sport team and sponsor, team and sport attachment, past media consumption on attitude towards sponsor and intentions to purchase sponsor's products. The measurement model will be tested using confirmatory factory analysis and hypothesized model will be tested by using SEM. Furthermore, unlike several previous studies using convenience sampling methods and university students as sample, in this study data will be collected from real fans of a professional basketball team.

Turkey was chosen as the context of the study since the country shows similarity to global trends in sports sponsorship. Spending on sport sponsorship has increased in the country in recent years. However, compared to the size of sports economy, there is still untapped potential for companies that want to engage in sport sponsorship (Ekmekci, 2013).Therefore, it is very important to have a clear understanding of predictors of effective sponsorship so that right strategies can be crafted for companies and brands. Outcomes of the study can help managers of sponsor companies through providing an examination of antecedents of purchase intentions in sponsorship.

The significance of the study is high, since it uses a model which combines various constructs in the literature and has not been previously tested. Moreover, it is one of the few studies where impacts of past social media consumption of fans on attitudes towards sponsor is sought. Still, the findings of the study should be tested in different sport contexts and in different countries.



**Marina Gomes**  
Editor, Unicamp, Brazil  
&  
**Vera Regina Toledo Camargo**  
Researcher, Unicamp, Brazil

## **Sport, Science and Media: A Case Study of Running Magazines in Brazil**

In the past ten years, it was found a profound increase in interest about track and field activities in Brazil. Running events showed a meaningful increase: from 11 official competitions in São Paulo in 2001, to more than 400 in 2012. There is approximately 5 million practitioners, and 7 monthly magazines with a distribution of 180 thousand copies.

Sports magazines readers demands specific and updated information about the activities, and in these publications there is a constant and massive dissemination of scientific content in order to guarantee credibility and support to the texts and advertisements – in view of the positive character of neutral, "truthful" and novelty that this discourse of science assumes.

Hence, the objective of this study was to verify how the dissemination of science in sports segment is been made, using Content Analysis to investigate it's presence and functionality in two different running magazines. The research examined the sources that are been used, and the topics discussed, in order to support not only analysis of how to improve this diffusion but also propose, using Cultural Studies, a reflection on the kind of man and lifestyle designed by this magazines.

It was observed that sport studies hasn't been exposed with accuracy, although the significant scientific researches that aim Sports as its primary subject. The dialogue between scientists and journalists is close to inexistent, and the content of science disclosed in the magazines reflects it: the results are been published without proper contextualization, which gives the reader the idea of promises and miracles, believing they can (and should) apply the methods in their lives. Allied to this, dissemination of pages and pages urging him to be better and faster are the magic formulas and recipes of how to be an athlete.

We also observed how it echoes in the modern man: If on one hand he has become a faster runner, in other hand, the increasingly desire for a machinery performance is removing from the practice the freedom of a playful and unpretentious sportive activity. If for elite athletes science imposes starkly performance as an absolute value, raising discussions about the difficulty of defining what is valid or not in the eternal search

for the limits, to recreational athletes the pertinence of these questions are also present, albeit in a smaller scale, but not of less importance.

**Ali Hasaan**

PhD Student, Estonian Business School, Estonia

## **Different Format; Different Attitude: Pakistani Football Fans & Foreigner Teams**

Fan loyalty for sports teams is not a new topic for researchers in social sciences (e.g. Keller 1993; Fisher & Wakefield 1998; Milne & McDonald 1999). Potential gate money contributor and causes of loyalty in stadium visitors is focal point in their studies (Neale & Funk 2005; Madalozzo & Villar 2009; Bauer et al 2008; Bristow et al 2010). Though study base upon loyalty of fans that live abroad never been priority. The few researches focus overseas fans conducted enclosed TV viewers only (Hognestad 2006; Hu & Tang 2010).

This is first study conducted in Pakistani fans to understand their attitude, actions and loyalty towards football and foreign teams. Cricket is most popular sports in Pakistan and Cricket teams compete with each other on international level. Club level or domestic tournaments have less importance in cricket culture.

Thus purpose of this study is to discuss loyalty of football teams in overseas fans and for this cause this study conducted to identify motives of loyalty and point of attachments in Pakistani football fans for two different foreign teams playing in two different formats. This aim of this study is to understand nature of relation between Pakistani football fans and their favorite international football team which is not Pakistan as it does not qualify for any major tournament and favorite club team which is again not Pakistani club as Pakistani football league is not very popular. Gender base, age wise effect of social media and effect of cricket culture on Pakistani football fans are also objective of this study.

The questionnaire prepared for this study comprise of four measurement attachments, the Attributes scale (AS), Benefits Scale (BS), Behavioral loyalty scale (BLS), Attitudinal loyalty scale (ALS). Online and offline survey conducted for that purpose in which any Pakistani can participate. Questions ask about international favorite teams and then club teams to same person.

**Vladimir Hobza**

Associate Professor, Palacky University, Czech Republic

## **Use of Cost-Utility Methods in the Evaluation of Expenditure Programs in Support of Municipal Sports**

**Aim:** The aim of this paper is to introduce the possibilities of applying the methods of cost-utility analysis for evaluating grants supporting sport at the municipal level.

**Background:** In the Czech Republic, critical support for sport from public funds is ensured through municipal budgets (MF CZ, 2013; KPMG, 2012). Evaluation of grant policy without qualified and professionally established criteria and especially without methods for evaluating grants remains a significant problem for public expenditure on sports programs. In municipalities decisions about the direction of this funding are typically made for political reasons (Numerato, 2009).

**Methods:** To evaluate grants (an evaluation of their usefulness) we determined the most useful method to be cost utility analysis (CUA) in the modified form of multi-criteria analysis (MCA) and a system binary and ordinal scoring scales to evaluate the utility expenditure programs.

**Results:** In the case study of grant programs "Sport for All" an approach was proposed for evaluating accepted grants by means of MCA and CUA. In order to evaluate the utility of the grant policies it was necessary to establish criteria (indicators) retroactively. The results of this evaluation differ markedly from the results of the collective decision-making in the selected municipality

**Conclusions:** The advantage of using the methods of Cost-Utility Analysis is the fact that it results in more targeted use of funds for obtaining pre-defined objectives by supporting municipal sport while excluding political interference in decision-making processes. The disadvantage is that it demands a very significant level of expertise and professionalism on the part of the staff evaluating the grant applications.

**Richard L. Jacob**  
Director, Medaille College of Buffalo, USA

## **Nicoretreat: A Collective Conscious Session**

In unity there is strength of mind and purpose. Nicoretreat is an unusual session of harmony, team building and awakening. In essence, a session engaged for victory of mind consciousness and soul. In any given life time there are special days that extraordinary events happen that shape the future for years to come. Participants are invited to attend a Nicoretreat where you discover the secrets of “sustainable collective consciousness.”

Each SESSION is original. This one day is not for everyone. No two seminars are the same. Each energetic and engaging. The session is designed for achieving a collective consciousness that will “hot wire your team” and provide valuable new tools to ensure team compatibility. You will uncover the power of focus, balance, productivity and fulfillment. The importance of individual will be celebrated in the group. At the same time you will learn to strengthen the common bonds within the team to transcend “sustainable massed awareness”. These exercises can begin the process of stalwart change for the common good. When the changes come, it will take on a speed that will astound everyone.



**Sholeh Khodadad Kashi**

Assistant Professor, K.N Toosi University of Technology, Iran

&

**Tojari Farshad**

Professor, Islamic Azad University, Iran

## **The Construction and Validation of a Test of Wrestling Skill**

This study was conducted to determine the objectivity, reliability and validity of a wrestling skill test protocol among male Samples (n = 50), consisted of skilled (n = 25) and amateur (n =25). Researchers tested a researcher made questionnaire and Rear take down test twice in a single trial, test and re-test protocol. Pearson-Product Moment Correlation method's was used to determine the value of objectivity and reliability. Validity tested through independent T-test, analyze of variance, and discriminate analysis. Findings suggested that the high consistency between the two testers with a value of  $r = 0.90$ . Likewise, the reliability value between test and re-test for the Rear take down test ( $r=.83$ ). RMANOVA conducted to check objectivity and there were no difference between each time conducting the test ( $p > 0.05$ ). Validity of Rear take down checked trough ANCOVA, significant differences between skilled and amateur wrestler ( $F=11.932$ ,  $p<0.05$ ) specified, Agility ( $F= 3.68$ ,  $p= 0.014$ ), and power ( $F= 2.68$ ,  $p= 0.028$ ) had significant effect on the Rear take down skill. To check the remaining items validity a discriminate and T-test analyses was run and revealed all skills except single leg tackle predicted significantly meaningful(Canonical Correlation= 0.442, Wilks' Lambda=0.804, sig. = 0.039).

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**Study of Psychological Characteristics that  
Characterize the Students, the Sport and Physical  
Activity and its Relationship to Sport Motivation**

**Martin Langen**

Researcher, University of Munster, Germany

&

**Aloys Prinz**

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## **Player as Assets in Professional Sport Teams – Evidence from the Barclays Premier League**

The valuation of a Sport team always includes some kind of ‘goodwill’ (for instance, according to the accounting rules of IFRS). However, in sport economics teams and their players are until now not analyzed as assets. Instead, investments in players are demonstrated to be too high when teams maximize their winning probabilities in comparison to profit maximization (‘overinvestment’). The reason is that almost all team sport models consider one period only and they do not account for the value of the stock of players a team owns. From a portfolio analytic point of view, this is hardly to justify.

In this paper the value of teams (its stock of talented players) is taken into account for the first time in sport economics. In a two period model of a league it is shown how teams invest rationally in players. Thereby the value of the stock of players is periodically adjusted according to the winning probabilities. In sport leagues the profits of a team depend partly on past success, so players can increase or decrease future profit opportunities and thus the value of a team. Furthermore, players often have contracts for more than one period; therefore, teams are able to trade them for money; as it seems, players are assets for the teams. In the model presented in this paper, players of a team are assets that provide a generic value for the team. Hence, buying and selling talent is not only analyzed from the perspective of periodic revenues, but as investment in valuable assets.

Data for the Barclays Premier League is presented that teams indeed try to maximize their value which should therefore not be mistaken as ‘overinvestment’.

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&

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## **Institutional System of the State and Public Policy: the Structure of Sports Management in Brazil**

Brazil has become the focus of world attention in recent years since it became the hosting seat of mega sporting events – the Pan American Games in 2007, FIFA Confederations Cup in 2013, FIFA World Cup in 2014, the 2016 Olympic Games, as well as the Paralympic Games in 2016. However, little is known about Brazil's administrative governmental policy in regards to sports. Available studies focus their analysis on the content of sport policy, but not the arrangement of decision-making structure. The purpose of this article is to describe, based on official documentation, the evolution and characterization of the administrative structure of government entities responsible for formulating and implementing sports policy in Brazil. Furthermore, we seek evaluate the main problems arising from the organization processes of Brazilian sports management. These problems include: (1) inadequate institutional structure in terms of human resources and impediments to the participation of social members, in addition to the official participants (career politicians and members of the executive power), (2) mismatch between the institutions, generating redundancies and conflicts of jurisdiction in the form of poor labor division between agencies, and (3) inadequate planning in the form of poor organization done by some institutions, the lack of evaluation of public policies as well as its discontinuity. In conclusion, we emphasize that, due to this administrative arrangement, Brazilian sport policy is unable to meet the challenges of managing mega events, nor to implement a program of competitive sports.

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**Andres Rosas**

Professor, Pontificia University Javeriana, Colombia

&

**Maria Zegarra**

Researcher University of Pacifico Research Center, Peru

## **Field Fences and Referee Bias in Colombian Soccer: An Empirical Investigation**

This paper estimates the presence of referee bias in Colombian soccer. In particular, we study the effect of being a home team on a series of referee outcomes such as the number of yellow cards, the number of red cards, the number of fouls, and the number of penalty kicks. We use a dataset of more than 1,000 observations encompassing all first-division games played between 2009 and 2012. Our identification strategy takes advantage of the exogenous removal of field fences in some stadiums in 2011. These removals were ordered by the International Federation of Association Football (FIFA) because the Soccer World Youth Championship was going to take place in some Colombian cities in 2011. Crucially, the fences were not put back in place after the conclusion of the international event. We provide evidence to support the exogenous nature of the fence removals. Thus, we use a difference-in-difference estimation to gauge the magnitude of referee bias using the teams whose stadiums did not undergo any fence removals as our control group and the teams whose stadiums did undergo fence removals as our treatment group. Our identifying assumption is that the likelihood of referee bias was higher in stadiums in which field fences were removed. We include fixed effects for each team in each tournament and control for various determinants of referee outcomes such as the identity of the referee, attendance, stadium capacity, the stage of the tournament, crime rates in the home city and various indicators of team quality. Our results suggest the existence of nil or, at best, modest referee bias. At any rate, we do not find any sizable economic effects of the bias. We relate our findings to the existing literature and draw some policy implications.

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## **Pitching Baseball across the Globe: The World Baseball Classic as MLB Marketing**

In 2006, the inaugural World Baseball Classic (WBC) was played in venues throughout Europe, Asia, the Caribbean, and North America. The WBC, which pits sixteen qualifying national teams against one another, was designed to function as baseball's World Cup, a true World's Series played under the auspices of the International Baseball Federation, as opposed to the official Major League Baseball (MLB) championship.

Taking the lead from the FIFA World Cup, which has successfully promoted soccer, already the most popular sport in the world, in countries where baseball is the 'national pastime,' the WBC represents MLB's attempt to spread its brand into new markets. While Japan may have won the first two tournaments, and the Dominican Republic the third, the WBC aims to go beyond these traditional baseball strongholds to reach out to new consumers, especially in Europe, South America, and China, places where soccer or, in the case of China, basketball, is the dominant spectator sport.

This paper will explore the WBC as an MLB marketing initiative. Taking a socio-cultural approach, focusing on the media, it will attempt to discover whether the MLB has been successful in spreading the sport. To do so, it will pay particular attention to the WBC's attempts to attract consumers in Europe and China, where MLB has failed in past attempts to encourage both participation and spectatorship. It will consider television coverage of the WBC as well as print advertising and other promotional material, both standardized--aimed at every market fielding a team--and localized--geared toward individual participating markets. Perhaps more importantly, it will look carefully at the WBC's social media presence and the role social media plays in promoting both the tournament and the game, in general.

**Richard Oddy**

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## **The Impact of Major Events on the Entrepreneurial Marketing Practices of SME's – an Analysis of Alternative Research Designs**

Background: The literature suggests that small and medium enterprises (SME's) face several specific marketing challenges that cannot be dealt with by conventional marketing practices. This requires them to adopt non-conventional, Entrepreneurial Marketing (EM) practices (Mort et al, 2012). The role and importance of small businesses is a high consideration for governments globally as all economies need entrepreneurial marketing to meet future challenges and opportunities (Gilmore, 2011). The global importance and advancement of EM is highlighted by Mort et al (2012) who identify the need for further research of EM in established firms. The context of this research, hotels that fit the definition of an SME, provides this opportunity. Bailey, (in Ball, 2005) notes that "Entrepreneurship is critical to the hospitality, leisure, sports, and tourism sectors, as with rapidly changing consumer demands and expectations, constant innovation by businesses is vital to meet and, hopefully, exceed these evolving demands and expectations" (Ball 2005:5).

Research Focus: The focus of this research is to analyse, evaluate and ultimately identify the most relevant research design to explore the impacts of major events on the entrepreneurial marketing practices of SME's. The author calls upon the assertions of Philliber et al (1980) in visualising research design as a blueprint dealing with at least four problems: what questions to study, what data are relevant, what data to collect, and how to analyse the results (Philliber et al, 1980).

Three alternative designs, Case study design, longitudinal design and Action Research Design will be evaluated sequentially in terms of design issues. This shall include an analysis of design features such as timing, groups, allocation to groups, any interventions, and the sequence of measurement or observation episodes, and an assessment of each design in terms of rigour, practicality, ethical implications, sampling, and validity.

Methodology: This research takes the form of a review of the general entrepreneurship and marketing literature as separate entities and then at the interface of these two areas. The methodologies used by research in these areas are analysed and evaluated in order to identify the most relevant research design.

Results and Discussion: A mixed methods multiple case study design is the most suitable research design to use. The problem of reliability is a key issue of this design therefore the author needs to make as many steps as operational as possible, keeping in mind that it should be auditable so that in principle the procedures and results can be replicated (Yin, 2009).

'Pursuing longitudinal research represents an important evolution of management scholarship and signals the increasing sophistication of our science.' (Ployhart and Vandenburg 2010:118).

By evaluating longitudinal versus cross sectional designs, the author concludes that the multiple case study design should also be longitudinal in nature in order to provide more accurate findings and later recommendations when exploring the impacts of major events on the entrepreneurial marketing practices of SME's. This is supported by Collis & Hussey (2014) who assert that 'it is easier to negotiate access and produce significant results for a longitudinal study of an organisation than for a cross-sectional study.' (Collis and Hussey, 2014:64).



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&

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## **The Reasons for the Reluctance of Students to University Center Tissemsilt Sport Leisure**

The physical education and sports activities play an important role in the acquisition by individuals with the skills that enable them to effectively eliminate recreation and enjoy a positive way, also contribute to the increased sensitivity of the individual balance and sense psychological satisfaction, which contributes to the prevention of problems that may be facing society, such as behavioral disorders , substance abuse and violence, because the young people in our society are an important part , work on care and guidance is of great importance in the prevention of these problems .

Because young people in universities, represent a majority sector in terms of number, which is very important, it is our duty to provide for and care through instruction and academic support number , creating an environment conducive to the acquisition of skills in the right circumstances and the right environment for effective protection of the community problems that may occur.

Studies have shown that physical activity is one of the models of educational activities that attracts many students, and as the wilaya Tissemsilt is located on a geographically diverse rich natural tourist site as an area above sea level which provides a place for the training of elite sport, and places that arises in a perfect location for the active practice of physical and sports, but despite all those elements that encourages the human body has to be in a better state always , we observed the reluctance of young people, especially university students this wilaya to the active practice of physical recreation sport.

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## **Fat to Fit Reality TV: A Malaysian Perspective Community Intervention**

Obesity is a condition in which there is an excess of body fat, developed from an imbalance of energy intake and expenditure caused by genetic, metabolic and lifestyle factors. “Globesity” is a term coined to showcase the widespread of the obesity epidemic and prevalence experienced globally (Delpeuch et al., 2009 and Michaelowa, A., 2010). The World Health Organization (WHO, 2013) estimates that around one billion people throughout the world are overweight and more than 10% of the world’s adult population was obese, with more women than men being obese in 2008 (300 million women versus 200 million men). In the United States alone, obesity prevalence of BMI > 30 have doubled between 1986 and 2000, while severe BMI > 40 and super obesity > 50 have increased fourfold to fivefold along with a threefold increase in childhood overweight/obesity (Ogden et al., 2006).

Obesity has become a global problem for public health not only in developed countries but also in developing ones (Haslam, Sattar & Lean, 2006). Malaysia is currently experiencing “globesity” being the sixth fattest country in South East Asia (Healthcaremalaysia.com, 2013). Statistics from the National Health and Morbidity Surveys reported that 15.1% of Malaysians aged 18 and above were suffering from obesity as of 2011. This is an increase from the 14% figure of the same demographic in 2006. A study of the Sociodemographic and Health-Lifestyle Determinants of Obesity Risks in Malaysia by Tan et al. (2011) the results of which suggest that obesity risks in Malaysia are affected by gender, education level, family history, health conditions, smoking status, and ethnic backgrounds. Specifically, Malaysians more likely to be obese are females (5.3%), lower educated (0.9%), those with history of family illnesses (4.8%), and nonsmokers (6.4%). Evidence showed a greater risk for overweight and obesity among women compared with men. Based on the highest-quality studies, overweight and obesity levels were highest

among adults 40-59 years old. However, Chinese (9.3%) and other (5.5%) ethnic groups are less likely to be obese when compared with Malays.

In "Obesity in Asia - Is it different from rest of the world?", Ramachandran et al (2012) noted that an epidemic of obesity and obesity related diseases such as diabetes and cardio vascular disease (CVD) is prevalent in many Asian countries due to the migration from rural to urban areas, and rapid socio-economic transition associated with the lifestyle changes resulting in decreased levels of physical activity and increased intake of energy dense diet (Ramachandran et al, 2012). With the comorbidities, come mortalities. Three of the five leading causes of death are obesity-related diseases and account for over one-third of all medically certified deaths in the Malaysia (Ministry of Health Malaysia 2005).

With this alarming "national globesity" phenomenon, Malaysia's national television channel - RTM TV1, spearheaded "Fat to Fit", a 17-episodes tv segments where 6 obese women were tracked on their reality weight loss journey through exercise and diet for a period of 3 months. The objective of the show was to target Malaysia's community health awareness via its television audience. Fashioned after the intensity of "The Biggest Loser", a reality Tv weightloss show in America (Puhl et al., 2012) for dramatic sequences but following the realistic weight loss of "The Last 10 Pounds Bootcamp", a Canadian version weightloss reality TV show (Blaszkiwicz, 2009). With the promise of a "makeover" finale, Fat to Fit promotes methods of weight loss meant to be attainable by not only the participants of the programme, but the viewing audience as well.

The purpose of this research is to study the textual analysis of the program. The findings are compared to The Biggest Loser and "The Last 10 Pounds Bootcamp". A textual analysis is the most logical approach when considering an analysis of TV content because it is a uni-directional communication system that relays the same message to all audience. The results of this analysis is used to discover whether the message of "health versus beauty" is clearly relayed to the audience. More specifically, the research looked at the weight of the contestant and the goals set out for them by the trainer in order to analyze the attainability of these goals for the average viewer watching at home. The language used by the trainer were helpful in uncovering hidden ideological meanings promoted in the program. Language also helps to analyze the ways in which "overweight bodies are being represented on the show. As Malaysia is a multi ethnic society, these findings are useful to be a template for future integrated community promotions of healthy weight loss. This is a valuable initiative personalised by its Malaysian nuances and beliefs.

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## **Gastronomy Tourism**

Gastronomy is becoming more and more remarkable important phenomenon for everyone. Gastronomy phenomenon is fulfilling not only requirement physical but also cultural, social and psychological requirements. In addition to gastronomy phenomenon is causing to tourism and travel facilities. In this context, gastronomy tourism is emerge as concept. Briefly, gastronomy tourism concept as the pursuit of unique and memorable eating and drinking experiences.

Aim of this study to reveal potential and available statement. Study compares two sections. The first section includes literature. The second section includes survey study. The first section of study arises from become huge potential of gastronomy tourism. But the second section of study arises from not use huge potential of gastronomy tourism. As a result of the study emerges from making hierarchical of strategic plan for improving to gastronomy tourism in Turkey.

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&

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## **Methods of Evaluating the Regional Development of Outdoor Activities**

This paper deals with the issue of regional development of outdoor activities. In the strategic management of territorial administrative units, an incorrect understanding of the support of outdoor activities can cause a conflict between economic goals on the one hand and ecological and social goals on the other. In creating a policy of supporting centers for outdoor activities it is essential to take all perspectives into account. Outdoor activities run by various organizations cover a broad range of activities and involve many sectors of the national economy, and for this reason it is very difficult to quantify the total economic benefits they bring to a particular region. This paper presents methods of regional development of outdoor activities whose implementation can help in the social and economic development of regions. The proposed approach is designed to assist active political actors on the regional (local) level to understand the broader context of their work in implementing their everyday agenda. This paper cannot provide an instruction manual on how to deal with specific situations but should help in supporting economic growth in regions while protecting natural resources. It should assist in the social learning process.

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## **The Age of Supercomplexity and Its Influence on Epistemology and Gender Equality in Sport**

In contemplation of the current state and supposed progress of sport, we must consider the element of the time in which we find ourselves, the truth of sport experiences, as well as the properties of sport that seem difficult to manage. Block and Estes (2011) argue that conflict arises at the point when values and beliefs of the past intersect with new realities. It is the new and complex realities of globalization, digital technologies, interpenetration, participation, access, and equal opportunity, marketization, competition, and quality assurance and assessment (supercomplexity) that are changing the very fabric of knowledge and truth (epistemology) of sport as well as influencing equality in terms of gender. It is these complex challenges of truth and values that necessitate reexamination of the closed epistemology and managerial elements of sport with the goal in mind to become a more equitable and legitimate enterprise. Woods (2007) defined sport as the reflection of the societal culture, values, and attitudes as they establish and influence social conditions, and in this case, the social condition of equality. The absence and decline of women in American sport, and particularly collegiate sport, is a fundamental element to sport culture which should return to a position of priority and focus that has largely been overshadowed by its political complexities and capitalistic directives. The capitalistic and entrepreneurial motives of sport in many cases has abandoned its altruistic nature for the sake of monetary profit. The purpose of this conceptual work is to employ Socratic questioning in the pursuit of examining this era of supercomplexity in which we find ourselves and to challenge current American epistemological understandings in the pursuit equality.

