



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book:

17th Annual International Conference on
**Sports: Economic, Management,
Marketing & Social Aspects**
8-11 May 2017, Athens, Greece

Edited by
Gregory T. Papanikos

2017

Abstracts
17th Annual International
Conference on
Sports: Economic,
Management, Marketing &
Social Aspects,
8-11 May 2017, Athens, Greece

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Preface

This book includes the abstracts of all the papers presented at the 17th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 8-11 May 2017, organized by the Athens Institute for Education and Research (ATINER). In total 25 papers were submitted by 33 presenters, coming from 15 different countries (Albania, Austria, Brazil, Canada, Germany, India, Kenya, Latvia, Peru, Spain, Switzerland, Trinidad & Tobago, Turkey, UK, and USA). The conference was organized into nine sessions that included a variety of topic areas such as sports marketing, sport policy, digitization in sports, and more. A full conference program can be found beginning on the next page. In accordance with ATINER's Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER's many publications.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which to discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the institute. ATINER 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 to exchange ideas on their research and consider the future developments of their fields of study.

It is our hope that through ATINER's conferences and publications, Athens will become a place where academics and researchers from all over the world regularly meet to discuss the developments of their discipline and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published nearly 200 books. Academically, the institute is organized into seven research divisions and forty research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

For each of these events, the involvement of multiple parties is crucial. I would like to thank all the participants, the members of the organizing and academic committees, and most importantly the administration staff of ATINER for putting this conference and its subsequent publications together.

Gregory T. Papanikos
President

FINAL CONFERENCE PROGRAM
**17th Annual International Conference on Sports: Economic,
Management, Marketing & Social Aspects,
8-11 May 2017 Athens, Greece**

PROGRAM

Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece

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

Monday 8 May 2017

08:00-09:00 Registration and Refreshments

09:00-09:30 (Room B-Mezzanine Floor) Welcome and Opening Address

Gregory T. Papanikos, President, ATINER.

09:30-11:30 Session I (Room A-Mezzanine Floor): Sports, Communication & Marketing

Chair: Vasillis Skianis, Research Fellow, ATINER.

1. Andreas Hebbel-Seeger, Professor and Head of Media School at Campus Hamburg, Macromedia University, Germany. 360 Degrees Video and VR for Training and Marketing within Sports.
2. Panos Pardalos, Distinguished Professor, University of Florida, USA, Konstantinos Gakis, Adjunct Assistant Professor, University of Florida, USA, Chang-Hwan Choi, Research Professor, Korea National Sport University, South Korea & Jae-Hyeon Park, Associate Professor, Korea National Sport University, South Korea. Simulation of a Probabilistic Model for Multi-Contestant Races.
3. Peter Kexel, Lecturer, Accadis University of Applied Sciences, Germany, Florian Pfeffel, President, accadis University of Applied Sciences, Germany & Kyung-Yiub Lee, Team Director U21, German Football Association, Germany. Does Youth Tournaments such as *UEFA under 19 European Football Championship* in Germany 2016 Influence Public's Perception of the German Football Association (DFB).
4. Antonio Moreno Pessoa, Economist, Universidade Federal de Alagoas (UFAL), Brazil & Keuler Hissa Teixeira, Universidade Federal de Alagoas (UFAL). A Study on Pricing of the Footballers' Transfers in the Top 4 European Leagues in the 2015/2016 Season.

11:30-13:30 Session II (Room A-Mezzanine Floor): A Panel on Elite Sport Policy

Chair: Nadim Nassif, Academic Member, ATINER & Assistant Professor, Department of Psychology, Education and Physical Education, Notre-Dame University, Lebanon.

1. Peter Bukhala, Senior Lecturer, Masinde Muliro University of Science and Technology, Kenya. The Status of Sports for Persons with Disabilities in Developing Countries: The Case of Kenya. (SPOPOL)
2. *Giovanni Di Cola, Special Adviser, International Labour Office (ILO), Switzerland. Developing New Skills and Competences in Sporting Events. (SPOPOL)

13:30-14:30 Lunch

14:30-16:30 Session III (Room A-Mezzanine Floor): Diversity Issues in Sport and Leisure

Chair: Hal Walker, Professor, Elon University, USA.

1. Nancy Nisbett, Professor, California State University, Fresno, USA. Barriers to Leisure Travel for Travelers with Disabilities: Hospitality Industry Perspectives.
2. *Juan Mendoza, Professor, Universidad del Pacifico, Peru. When would Peru go to the World Cup?
3. Maria Perrino Pena, Lecturer, Universidad Pontificia de Salamanca, Spain & Alba Gonzalez-Palomares, Lecturer, Universidad Pontificia de Salamanca, Spain. Are Study Plans in Physical Activity and Sport Sciences Degree Gendered?
4. Barry Paraskeva Costas, Senior Lecturer, University of Hertfordshire, UK. West Ham United Football Club and the London Olympic Stadium - A Marriage of Convenience? (LEIOLY)
5. Jean-Simon Demers, Graduate Student, University of Ottawa, Canada & Genevieve Bonin, Associate Professor, University of Ottawa, Canada. Sports Communication: Media Discourse on Death in Motorsports.

16:30-18:30 Session IV (Room B-Mezzanine Floor): Sports, Education & Literacy

Chair: *Elizabeth Stoycheff, Assistant Professor, Wayne State University, USA.

1. *Blerina Gjerazi, Head of Reporting and Statistics Department, General Directorate of Prisons, Ministry of Justice, Albania & Rejnaldo Gjerazi, Head of Trainers, Sport Club Tirana, Albania. Sport as a Mean of Communication for Prisoners.
2. *Madhusri Shrivastava, Associate Professor, Indian Institute of Management Indore, India. Looking Back with Pride: Teaching Management Lessons through Revivalist Media Texts.
3. *Sema Misci Kip, Associate Professor, Izmir University of Economics, Turkey & Haluk Mesci, Lecturer, Izmir University of Economics, Turkey. Actual Work Experience in Advertising Education: An Improvement on 'Student-run' Ad Agency Model.
4. Iain Macpherson, Assistant Professor, MacEwan University, Canada & *Lucille Mazo, Chair, Department of Communication Studies, MacEwan University, Canada. A Strategic Communication Model for Sustainable Initiatives in Higher Education Institutions.

**This session is jointly offered by the Mass Media & Communication Research Unit*

18:30-20:00 Session V (Room A-Mezzanine Floor): Roundtable Discussion on Fake News and Fake Facts: Euro-Exits, USA-Exits and the Brexit

Chair: Gregory T. Papanikos, President, ATINER.

1. Edge Marc, Associate Professor, University of Malta, Malta. *"Fake News is Nothing New and Nothing That Can't Be Fixed"*
2. Lee Artz, Professor of Media Studies, Director of Graduate Studies for the Department of Communication and Creative Arts and Co-Director of the Center of Global Studies, Purdue University Northwest, USA. *"Fake News, Real Problems: Spin and Propaganda from Clinton to Trump"*
3. Neill Fitzpatrick, Assistant Professor, MacEwan University, Canada. *Under Siege: Journalism's Struggle to Survive in the Post-Truth Era.*
4. Madhusri Shrivastava, Associate Professor, Indian Institute of Management Indore, India. *Blurry Lines and Sharp Divides: India's Encounter with Fake Facts.*
5. Anda Rozukalne, Associate Professor and Head of Communication Studies Department, Riga Stradins University, Latvia. *Latvian model of disinformation: Russian speaking media, invented failure stories and the hyperactive Internet trolls.*

For details on the discussion please, [click here](#).

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

Tuesday 9 May 2017

07:30-10:30 Session VI (Room A-Mezzanine Floor): An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece

Group Discussion on Ancient and Modern Athens.

Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

11:30-13:30 Session VII (Room A-Mezzanine Floor): A Panel on Digitization in Sport

Chair: Christian Werner, Professor and CEO, Private University Seeburg Castle, Seekirchen, Austria & Dr. Tobias Haupt, Director, Institute for Football Management, Germany.

1. Katharina Caroline Schoettl, Scientific Assistant, Hochschule für Gesundheit & Sport, Technik & Kunst, Germany. Between Ranges, Interaction and the Commercialization of the Fan Communication – Sponsor Integration in Digital Media Activities as a new Instrument of Sports Marketing. (SPODIG)
2. Kathrin M. Neuhofer, Research Fellow, International Football Institute, Germany, Markus Brunnschneider, Research Fellow, International Football Institute, Germany, Florian Kainz, Director, International Football Institute, Germany, Hendrik Weber, Head of Technology and Innovation, Deutsche Fussball-Liga (DFL), Germany & Alexander Schmalhofer, International Football Institute, Germany. Automated Video Analysis in Professional Football-Tactical Categorization of Game Episodes in the Bundesliga. (SPODIG)
3. Alexandra Kuehnelt-Leddihn, Project Manager / Sport Safety, KFV (Austrian Road Safety Board), Austria & Bernhard Huber, Director of Client Services, Intermaps Software GmbH, Austria. App Data and Safety in Skiing. (SPODIG)

13:30-14:30 Lunch

14:30-16:00 Session VIII (Room A-Mezzanine Floor): Special Issues on Sports and Leisure

Chair: Georgios Kavetsos, Assistant Professor, Queen Mary University of London and Centre for Economic Performance LSE, UK.

1. Penny Hite, Assistant Professor, State University of New York, USA. Obese Students Perceive Physical Education Class to be a Hostile Environment.
2. Sherlan Cabralis, Lecturer, University of the West Indies at St. Augustine, Trinidad & Tobago, Cornell Foo, Assistant Professor, Auburn University at Montgomery, USA & George Schaefer, Associate Professor / Department Head, Auburn University at Montgomery, USA. Where are they now? - A review of the Trinidad & Tobago Olympic Committee Sports Administrator Courses.
3. *Angela Smith-Maggott, PhD Student, Cleveland State University, USA. Black Male Student Athletes and Graduation Rates.
4. Steven Carney, Assistant Professor, Saint Leo University, USA & Hal Walker, Professor, Elon University, USA. The Impact of an Aging Population on Recreational Sport and Spectatorship.

16:00-17:30 Session IX (Room A-Mezzanine Floor): Mental and Emotional States in and Through Sport

Chair: *Juan Mendoza, Professor, Universidad del Pacifico, Peru.

1. *Zelia Ramozzi-Chiarottino, Professor, University of São Paulo-USP, Brazil, Gladis Franck da Cunha, Professor, University of Caxias do Sul and Researcher, Group of Philosophy of Science and Psychology, University of São Paulo-USP, Brazil, Alexandre Augusto Ferraz, PhD Student, UNICAMP, Brazil & *Jose-Jozefran Freire, Professor, University of São Paulo-USP, Brazil. Jean Piaget's Unrecognized Epigenetic Ontogenesis of the Logical-Mathematical Thought.
2. Georgia Poulidou, Psychiatrist, Department of Mental Health and Psychiatry, University Hospitals of Geneva, Switzerland, Daniele Zullino, University Hospitals of Geneva, Switzerland & Sophia Achab, University Hospitals of Geneva, Switzerland. Could Leisure Activities Transform to Mental Disorder?
3. Georgios Kavetsos, Assistant Professor, Queen Mary University of London and Centre for Economic Performance LSE, UK, Paul Dolan, London School of Economics and Centre for Economic Performance LSE, UK, Christian Krekel, Centre for Economic Performance LSE, Dimitris Mavridis, OECD, France, Robert Metcalfek, University of Chicago, USA, Claudia Senik, Paris School of Economics, France, Stefan Szymanski, University of Michigan, USA & Nicolas R. Ziebarth, Cornell University, USA. The Host with the Most? The Effects of the Olympic Games on Happiness.

21:00- 22:30 Dinner (Details during registration)

Wednesday 10 May 2017
Cruise: (Details during registration)

or

Mycenae and Epidaurus Visit: (Details during registration)

Thursday 11 May 2017
Delphi Visit: (Details during registration)

Peter Bukhala

Senior Lecturer, Masinde Muliro University of Science and Technology,
Kenya

The Status of Sports for Persons with Disabilities in Developing Countries: The Case of Kenya

The twenty-first century has been a period when the needs of Persons with Disabilities (PwDs) have gained prominence nationally and internationally. The enactment of laws and policies has addressed a number of issues pertaining to disabilities. In Kenya these include the passage of laws and subsequent policies to govern the way issues about disability ought to be handled. The impact of these policies on the sporting performance of PwDs in Kenya have not however been evaluated. The study objectives were to a) Identify the legal and structural framework that provide support services to people with disability in Kenya b) Document the funding opportunities available for persons with disabilities in sports c) Evaluate sports programmes for PwDs and d) Identify transition pathways from grassroots to elite sport.

Methodology: The current situation of sports opportunities for persons with disabilities in Kenya was documented, identification of the involved stakeholders, and the proposition of practical and applicable activities to increase sport opportunities for persons with disabilities noted. Respondents from various regions of Kenya participating in Parasports as athletes and officials were interviewed using a semi-structured questionnaire to provide an in-depth assessment of the sports opportunities and support systems which included facilities available for PwDs in their regions. The data was analysed and reported as frequencies, means and graphs. A comparison of rural and urban centres was computed and analyzed using both parametric and non-parametric tests to compare responses from athletes and sports leaders from different sports organisations.

Results: There are still many challenges to adoption and implementation of the policies in place for the realization of full involvement of PwDs in Kenya. These include, attitudes, financial constraints, trained personnel and government goodwill.

Sherlan Cabralis

Lecturer, University of the West Indies at St. Augustine, Trinidad & Tobago

Cornell Foo

Assistant Professor, Auburn University at Montgomery, USA
&

George Schaefer

Associate Professor/Department Head, Auburn University at Montgomery, USA

Where Are They Now? - A Review of the Trinidad & Tobago Olympic Committee Sports Administrator Courses

Over the past six (6) years, the Trinidad and Tobago Olympic Committee (TTOC) has been facilitating continuing education courses for local Sports Administrators to ensure they are meeting the needs of the Trinidad and Tobago sports fraternity. Through the TTOC's Development Certificate Program, thirteen (13) sports specific topics are offered over a four-week period. To date, over 350 sports administrators including, but not limited to, coaches, teachers, clubs administrators, community and national sports organization administrators have completed in the program.

These programs like the one for the TTOC are very important. They allow for 'fine tuning' of curricula to meet the demands of the various labor markets (Taks & Salien 2007). However, these programs need to be evaluated to assess its effectiveness (Williams & Scherzer, 2003) within their specific fields. Likewise, it is important for TTOC to review the effectiveness of their Sports Administrators courses to ensure the organizational objectives are being met.

The purpose of this study is to provide insight into the status of the individuals who completed the TTOC Sports Administrator Certificate Program from the years 2010 to 2015. The investigation includes their educational backgrounds, past and current positions held since completing the program, as well as future aspirations in sport.

Data will be collected using an online questionnaire that captures demographic information, educational background, career experiences, specifications about current job and future employment aspirations. This instrument was utilized in a report by Taks and Salien (2007) that looked at sport and employment in Canada and the effectiveness of sport specific curricula. Collected data will be analyzed using SPSS software where descriptive statistics consisted of means and standard deviations. Results will help determine whether or not the courses offered via TTOC are relevant.

Steven Carney

Assistant Professor, Saint Leo University, USA

&

Hal Walker

Professor, Elon University, USA

The Impact of an Aging Population on Recreational Sport and Spectatorship

America is getting older. The first of the Baby Boom Generation (those born from 1946 to 1964) - 76 million strong - reached the age of retirement in 2011 (Colby & Ortman, 2014). This mass of people, combined with longer lives and lower birth rates, is changing the demographics of the United States and impacting our society. Between now and 2029, the population over age 65 will increase from 13% of the population to 20%, growing at a rate 7 times faster than the rest of the population. This will not be a temporary shift. Long range estimates are for the percentage of the total population over the age of 65 to remain above 20% for the next 50 years (Voorhis, 2016). We are already hearing of dire forecasts for the long-term sustainability of Social Security and Medicare and the impact on economic growth and businesses from the retirement of skilled workers (Reznik, Schoffner and Weaver, 2005). Beyond the workplace and healthcare, this shift will require sport organizations - both recreational and professional - to adjust in order to meet the needs and desires of this formidable market (Baker, Fraser-Thomas, Dionigi & Horton, 2009; Gillies, 2015).

Barry Paraskeva Costas

Senior Lecturer, University of Hertfordshire, UK

**West Ham United Football Club and the London Olympic
Stadium - A Marriage of Convenience?**

Jean-Simon Demers

Graduate Student, University of Ottawa, Canada

&

Genevieve Bonin

Associate Professor, University of Ottawa, Canada

Sports Communication: Media Discourse on Death in Motorsports

Sport performances have a mythical value to those who witness them. The stories that unfold before our very eyes, as well as those we are told, are inherently immersive and essential to the creation of an athlete's legend. The importance of the press is significant in providing the vehicle allowing us exposure to those mythical moments. Through media, a reader can live or a spectator can relive a sporting event and, therefore, feel like being a part of the moment. However, sports include a risk factor that cannot be ignored. Sports can be dangerous and sometimes deadly. Some fatalities are witnessed by hundreds of millions of spectators at once. Even though these situations reach such massive audiences and have an important potential impact on social perceptions, there remains a knowledge gap on the discourse related to death in sports. Surprisingly this is also true in motorsports where fatalities occur frequently. Focusing on the aspect of motorsports fatalities in a contemporary occidental context, this research aims to understand how symbolic discourses of the press are constructing the legends of deceased racecar drivers in the press. Focusing on the theoretical and methodological frameworks, a discourse analysis of selected regional, national and international newspapers having covered instances of death in motorsports over the last 10 years is presented. The aim is to determine whether or not media have the required critical stance to supplement the social discourse permeating in other spheres of society (namely dangerous driving) or if it limits itself to presenting facts in a conformist and univocal manner attenuating the negative aspects of deceased personalities.

Giovanni Di Cola

Special Adviser, International Labour Office (ILO), Switzerland

Developing New Skills and Competences in Sporting Events

Sporting Events (SEs) have become increasingly important as they are major business events, reaching out to global audiences and involving sectors of the economy such as tourism, hospitality, services and transports.

SEs constitute opportunities to: a) develop employability skills which are readily available and portable to fit labour market demands in particular in services and tourism; b) implement standards for sustainable development.

There is growing interest in identifying skills from sporting events and in local value chains, but little evidence, except for studies, training activities and surveys conducted by the International Labour Office (ILO).

The European Commission and recently the Slovak Presidency of the EU, have looked into the matter first by organizing a Conference, held in Bratislava in July 2016, and then by commissioning two reports on: a) qualifications in sport and b) employability of young people through sport (ready by end of 2016).

The ILO together with sport and academic partners has worked on a set of employability skills, which were: a) identified from a survey of 260 sport projects; b) compared with internationally recognized employability frameworks (i.e. Commonwealth Framework for Employability); c) tested in training activities carried out in countries across regions; d) validated in Switzerland against local sport tourism/manufacturing production case.

The conclusion was that sport was effectively instrumental as a “skills multiplier” because the values of sport are universal and they aim at work life balance; they point holistically at decent work and they fit employability and leadership skills frameworks better than existing ones.

According to the World Economic Forum (WEF), sixty per cent of companies are unable to find the rights skills on the global labour market. For this reason, training initiatives are being put in place to effectively fill the skills gap in the global labour market.

Such training, offered to students from all background, managers, coaches and athletes as well as sport ambassadors, are based on the: a) identification of leadership skills able to develop national policies from

global agendas recommendations; b) recognition of skills in sport value chains for sport/ tourism and other services; c) development of training aimed at projecting skills requirements, among others, in tourism and sport.

So far, the opportunity for developing skills for employability in sport is largely under-utilized. ILO research on youth skills through sport pointed at the: a) importance of soft and employability skills in MSEs and b) quality of such skills for labour market entrance.

Blerina Gjerazi

Head of Reporting and Statistics Department, General Directorate of
Prisons, Ministry of Justice, Albania

&

Rejnaldo Gjerazi

Head of Trainers, Sport Club Tirana, Albania

Sport as a Mean of Communication for Prisoners

Sport plays a significant role to the social and cultural life of a country. Various empirical studies have provided important results on how sport have influenced to the recognition, personality and wellbeing of particular individuals or groups. Moreover, it is not underestimated the role of sport in delivering messages and communicating with various audiences. In closed institutions such as prison systems, sport has been considered as a useful mean of communication and expression. Despite a "Morse code" used and adapted among prison population a second comprehensive tool of communication remains sport.

Using communication and sport theories intertwined with empirical evidences, this study will address the following questions:

1. Why do the prisoners get involved in sport activities?
2. What do they communicate?
3. How sport have influenced in building communication networks and developing their personality.

Based on qualitative and quantitative data gathered in the 23 penitentiary institutions in Albania, this study suggest that sport has become a prior mean of communication for leadership and power between individuals and groups of prisoners. The traits of prisoners revealed during the involvement in sport activities can help the institution to gather additional information about prisoners' personality and behavior.

Andreas Hebbel-Seeger

Professor and Head of Media School at Campus Hamburg, Macromedia
University, Germany

**360 Degrees Video and VR for Training and Marketing
within Sports**

While the use of VR environments in the context of motor learning and training has been systematically worked on since the second half of the 1990s, especially in the area of "Serious Games" (e.g. Prensky, 2001, Wiemeyer, 2002, Hebbel-Seeger, 2013), new options emerge with 360-degree video technology and VR eyewear. For the use of these technologies sports offers not only a wide range of potential use scenarios. The close connection of 360-degree video and VR glasses to the latest consumer technology in the field of mobile devices is forcing a rapid spread and thus also increasing the importance within sports. In addition to the novelty the "immersion" aspect is currently the main argument for the use of 360-degree video and VR glasses as a projection medium (see Hebbel-Seeger, i.p.). In various studies we investigated if and how the use of 360-degree video in combination with VR-glasses has an impact on emotional, affective and physiological aspects. In this contribution I'll briefly present the technology, share general usage experiences and finally discuss selected findings.

Penny Hite

Assistant Professor, State University of New York, USA

Obese Students Perceive Physical Education Class to be a Hostile Environment

American youth have been found to be more obese (OB) today than at any other time in our history, in fact, three in ten school-aged children in the United States (US) are OB representing a three-fold increase since 1980 (Hoeger & Hoeger, 2011). According to Dietz (2004), eighty percent of these youth will become OB adults. Should this trend continue, by 2030 nearly one in two school-aged children in the US will be OB (Levi, Segal, St. Laurent, Lang, & Rayburn, 2012). The literature indicates much attention has been given to causal interventions including over-consumption, poor nutrition and sedentary living- all with only marginal success. Physical Education (PE) represents another potential intervention space to the current obesity epidemic, but PE has been identified in the literature as a hostile environment for OB students (O'Connor & Graber, 2014; Bauer, Yang & Austin, 2004; Fox & Edmunds, 2000; Faith, Leone, Ayers, Heo & Pietrobelli, 2002). This hostility, in the form of bullying and physical discomfort, may prevent PE classes from being used as a space to intervene in the obesity epidemic.

This study examined the perspective of OB adolescent students concerning PE. Using a qualitative approach, 34 OB and non-obese (NOB) middle-school students were interviewed about their lived experiences in PE. The participants' responses indicate we should have concern about the well-being of the OB student in PE class. This concern is for their mental as well as physical wellness as they describe being targets of bullying, suffering physical pain, being humiliated and isolated. The data is particularly strong concerning how the classroom management and curricular decisions of the PE teacher have affected the OB adolescent student. In closing, the role PE can play to better educate the OB student as well as potential implications for how we prepare future PE professionals to teach OB students is discussed.

Georgios Kavetsos

Assistant Professor, Queen Mary University of London and Centre for
Economic Performance LSE, UK

Paul Dolan

London School of Economics and Centre for Economic Performance
LSE, UK

Christian Krekel

Centre for Economic Performance LSE, UK

Dimitris Mavridis

OECD, France

Robert Metcalfe

University of Chicago, USA

Claudia Senik

Paris School of Economics, France

Stefan Szymanski

University of Michigan, USA

&

Nicolas R. Ziebarth

Cornell University, USA

The Host with the Most?

The Effects of the Olympic Games on Happiness

We show that hosting the Olympic Games in 2012 had a positive impact on the life satisfaction and happiness of Londoners during the Games, compared to residents of Paris and Berlin. Notwithstanding issues of causal inference, the magnitude of the effects is equivalent to moving from the bottom to the fourth income decile. But they do not last very long: the effects are gone within a year. These conclusions are based on a novel panel survey of 26,000 individuals who were interviewed during the summers of 2011, 2012, and 2013, i.e. before, during, and after the event. The results are robust to selection into the survey and to the number of medals won.

Peter Kexel

Lecturer, Accadis University of Applied Sciences, Germany

Florian Pfeffel

President, Accadis University of Applied Sciences, Germany

&

Kyung-Yiub Lee

Team Director U21, German Football Association, Germany

Do Youth Tournaments, such as *UEFA under 19 European Football Championship* in Germany 2016, Influence Public's Perception of the German Football Association (DFB)?

The impact of national junior football teams, their matches and events are generally under-researched. Therefore, this study analysed whether youth tournaments such as *UEFA Under 19 European Football Championship* in Germany 2016 could influence the public perception of the German Football Association (DFB). Furthermore, in the case of an image transfer it was analysed what factors can be found in order to explain those effects. The assumption was that determinants such as age (as teenagers are the main spectator group) and location (as the youth tournament was held in smaller cities) are the main drivers for image transfers and that therefore, youth events could be used to address specific target groups.

The study is based on a quantitative approach using a survey at three different points in time before, during and after the tournament. The analysis showed a positive event impact of almost 6 percent, which is comparable to the image effects of the regular *UEFA Football Championship* in France 2016. Most important for the image effect is the campaigning of the DFB (which was not one of the initial assumptions) and the question whether spectators had direct contact to the DFB or the event. Spectators at the stadium had a very positive perception of the DFB which differs strongly from those people who did not watch a match at the stadium, especially regarding the ethic-emotional image dimensions. The willingness to watch a youth national game at a stadium is increased in the specific local area by about 40 per cent. In conclusion, the findings of the study could provide junior departments within sport associations with valuable arguments in order to organize youth events in their country as positive image effects are highly appreciated from a sport marketing perspective.

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&

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App Data and Safety in Skiing

In Austria, skiing and snowboarding are among the most common winter activities. About 30.000 skiers and snowboarders are treated in Austrian hospitals each year (tourists are not included). The majority of injuries reported are identified as “falls” while less than 8% are collisions (e.g. with other skiers). Thus KFV initiated a pilot project to investigate the combination of infrastructure and the general behavior of skiers in a selected skiing area and a quantitative approach was chosen to identify areas with elevated risk for accidents (AWERA) in a skiing area using app-data.

Skiing-apps are mainly used to collect data consisting of two components: GPS positions and time markers. Data collected by a single skier (or snowboarder) represent their track within a skiing area. This data allows the calculation of distance and height covered during the recorded time, as well as speed and sometimes even acceleration trajectories of individuals, which usually are displayed for the users of those apps.

In order to identify AWERAs, approximately 7.100 tracks – collected during one season in a single skiing area – were analysed. In order to identify AWERAs, stopping areas (people stop for a few minutes), observed variation of speed (maximum and minimum speed) and density of tracks (number of tracks passing within a narrow range of the stopping point) were combined in order to identify AWERAs.

As accident sites are not yet registered (via GPS etc.) in Austria, experts who were familiar with the test region (one former professional skier, two skiing trainers – one of them also a member of the local alpine rescue organisation) evaluated those calculated stopping areas and AWERAs.

Based on expert opinion, the results of the previous data analysis was evaluated. Stopping areas were far more numerous and produced more false-positive (calculation displayed a spot, though it was not identified as risky by experts) risky spots. AWERAs were less numerous and displayed a higher accuracy according to expert opinion

but produced false-negative (spots identified by experts were not displayed by results of the calculation) results.

This quantitative approach to analysis of app data has the potential to support skiing areas in identifying areas with elevated risk for accidents based on skier behavior. After the implementation of modifications within the existing infrastructure or other safety measures the same analysis could identify resulting effects e.g. reduction in size, level of risk or shift of AWERAs in consecutive seasons and thus support the evaluation of safety measures.

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&

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A Strategic Communication Model for Sustainable Initiatives in Higher Education Institutions

The authors of this paper and associated presentation report a planning framework for 'strategic communication' designed specifically to meet the informational and persuasive purposes of post-secondary institutions in their creation, promotion, and implementation of 'sustainability' platforms. Drawing on secondary and primary research across universities in three countries, each representing distinct regional and national orientations – Canada, the Netherlands, and Ecuador – the proposed communication model is designed to be flexible enough for universal application, while the paper also offers strategic recommendations culturally tailored to post-secondary institutions in each of its four studied milieus.

This paper's proposed communication model is informed by the critical synthesis of secondary research into three main areas of literature: (1) strategic communication theory and best practice; (2) the organizational dissemination of sustainability initiatives, particularly within post-secondary institutions; and (3) cross-national comparative policy analysis.

Such secondary literature informs, and is in turn contributed to, by the primary research undertaken by this paper's authors, which consists of three portions: (1) discourse analysis of relevant institutional documents and promotional materials; (2) interviews about current practices in sustainability-related communication, conducted with post-secondary sustainability officers or other involved administrators; and, (3) focus groups with primary stakeholders – students, faculty, and administrators – examining participant awareness and assessment of their institution's sustainability communications.

Based on such study, the authors advance a five-component strategic model for sustainability communication in post-secondary institutions that scales downward from the most abstract considerations to concrete tactics: (1) alignment with the institution's official 'identity statements' (i.e., mission and vision); (2) alignment with the institution's overall strategic plans; (3) communication-situation analysis; (4) audience/stakeholder analysis; and (5) media/channel choice and key messaging.

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When Would Peru Go to the World Cup?

This paper studies the statistical determinants of attendance to the Soccer World Cup. The paper uses data from 9 South American countries since 1950 during the qualifying matches to the World Cup. The paper considers variables such as population density, income per person, previous performance, FIFA rankings, as well as time elapsed since last participation in a world cup. We also analyze the impact of larger national budgets on the outcome of the qualifying process. Further, we compute the average time that it would take each country to qualify to the world cup. We find that income per person, population density and previous performance explain an important fraction of the variance of the chance to attend the Soccer World Cup. We also relate our findings to the existing literature on sports economics.

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Actual Work Experience in Advertising Education: An Improvement on 'Student-run' Ad Agency Model

This paper discusses a unique ad agency model with a major difference from the student-run agency model: A 'real-time, on-campus agency', run by three veteran ad professionals and staffed by senior advertising students, serving clients.

The model, which is currently running in its 12th term, has so far been tested in two major universities in Turkey. It was created as a full-credit course in Istanbul Bilgi University (from 2008 till 2010) by Haluk Mesci, a lecturer and a veteran of the Turkish ad industry, to provide on-the-job training for senior advertising and visual communication design students, consequently breaking the vicious circle 'No experience? No work. And vice versa.'

In 2012 the model was applied at Izmir University of Economics, with the addition of a graphic design academician, replicating all aspects of procedures at an agency, from initial client briefing to the full creative presentation to the Client, with the exception of 'limitations of a media budget'. The 'Clients', as per model, are volunteers from various industries, with fictitious but realistic products, services or ideas.

The key educational objectives in the simulation is to take the students through all the stages of getting a job and working in an ad agency, from the initial application and job interview to working in Client groups under the supervision of agency department heads. The career track of advertising graduates significantly confirm that this simulation provides them a competitive edge in recruitment: A year of agency experience, an illustrative portfolio of work, in addition to the conventional text-book knowledge of advertising theory.

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A Study on Pricing of the Footballers' Transfers in the Top 4 European Leagues in the 2015/2016 Season

Nowadays, football is the most popular sport worldwide. According to FIFA (2016), there are 211 (two hundred and eleven) countries affiliated to FIFA; however, it does not necessarily mean that all of these countries are officially recognised by United Nation (UN). FIFA has six continental confederations conducting each region. Within many national and continental competitions, football has become a busy and wealthy industry, generating employment in diverse sectors, either directly, through players, several departments in a football club (e.g. medical, technical) and broadcasting professionals, or indirectly, as in tourism and food sectors.

As a result, football clubs have become even more professional. Since the mid- 1990s, the transfer market has become much more globalised because of "Bosman Law". That globalisation was followed by the colossal technological improvement, making high technology increasingly incorporated in high-performance sports. For now, many football clubs are trying to take advantages of it by using the asymmetry of information for seeking the best results in the transfer market. After all, why should a football club pay a huge amount for a player if there are several other cheaper ones elsewhere and with similar performance?

Based on the model proposed by He [2013?] and using data from players' analysis website such as Transfermarkt, this study aimed to analyse the determinants of players' transfers during the 2015/2016 season of four European leagues namely the German (Bundesliga), the Spanish (La Liga), the English (Premier League) and the Italian (Serie A); chosen due to their historical and economic predominance in continental competitions. Specifically, it was intended to observe how characteristics such as position, age, performance, preferred foot, and continent of nationality might determine a player's value of transfer.

It is worth mentioning that the database was refined. Loaned out players were excluded because the amount paid for a loan costs relatively less than a definite transfer. In the case of players, who were transferred more than once during the 2015/2016 season, only the last

value was considered, as many of these transactions were loaned out players with option or obligation of purchase one season before and then sold right away; therefore, the 2nd value seems the most appropriate. It was decided not to include players who were transferred from the youth system straight to the senior club of the buyer, because these transactions involve mostly amateur players and data is not easily available. In addition, players, whose data from the 2014/2015 season was not found, were also disregarded. Thus, there were 418 players who had their transfers successfully made in the 4 (four) leagues previously mentioned.

In order to achieve the proposed objective, an estimation using robust regression was used to correct the influence of outliers in the sample. This method is the most suitable when there are outliers and these are kept in the analysis. Robust regression models aim to adjust estimations performed by the ordinary least squares method, considering particularities of the sample. Therefore, the empirical model of this study was estimated by three methods of robust regression: a) robust standard errors regression; b) robust regression by weighted least squares; and c) quantile regression.

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Automated Video Analysis in Professional Football- Tactical Categorization of Game Episodes in the Bundesliga

The importance of match analysis in professional football increased immensely over the past years on the field as well as in research. However, while practitioners as coaches, analysts, and scouts mainly use qualitative analyses based on subjective categorized impressions, researchers focus on quantitative analyses, which reduce the complex game football onto a descriptive and unproblematic approach leading only in enhancing theoretical knowledge. Because of this gap, neither coaches nor match analysts can transfer results of studies into every day work and nor researcher can objectify practical knowledge.

Therefore, we created an automatic system with the model of football education as a foundation using algorithms based on positional and event data to detect and categorize attacking as well as pressing episodes. In order to validate the automated system, satisfying to very high interrater-reliability (Fleiss' Kappa $\kappa = .67-.95$) could be achieved between the software output and three experts.

Analyzing the first half of the Bundesliga season 2016/17, 9107 attacking episodes and 13742 pressing episodes were reported and categorized into attacking style (i.e., possession play, counterattacking play, and direct play) and pressing zones (i.e., defensive zone, deep midfield zone, midfield zone, high midfield zone and attacking zone), respectively. Furthermore, the incidental outcomes for attacking episodes (i.e., goal, goal-scoring opportunity, and none) as well as for pressing and defending episodes (i.e., pressing line outplayed, change of possession before and after pressing line, opponent reaches goal-critical area, and new build-up) were reported. While counterattacking

play evolved as the attacking style creating significantly most goal-scoring opportunities ($M=22.62\pm 0.42\%$ of overall attacking episodes, $p<.001$), pressing on attacking zone level permitted significantly least percentage of pressing line outplayed ($M=91.73\pm 0.28\%$) and least entries of the opponent team into the goal-critical area compared to the other zones ($M=8.63\pm 0.28\%$, $p<.001$). Furthermore, mean pressing level influenced attacking styles of the opponent team (possession play $r=-.57$, $R^2=.32$; counterattacking play $r=.49$, $R^2=.24$; direct play $r=.22$, $R^2=.05$, $p<.001$).

We successfully implemented qualitative, practical relevant, and football educational definitions of attacking and pressing episodes into an automated system which is able to detect and categorize these episodes and therefore minimized the gap between qualitative and quantitative analysis. Hence, football matches can be analyzed through the system within a short period, which results in economization of the post-match analyzing process. Additionally, the results of the analysis of the first half of the Bundesliga season 2016/17 revealed insights into tactical behavior on team level for research as well as for practical implications.

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Barriers to Leisure Travel for Travelers with Disabilities: Hospitality Industry Perspectives

A frequently overlooked portion of the leisure travel market is travel by people with disabilities. While regulations implemented worldwide over the past three decades have improved physical access and moved us toward a more inclusive society, organizational culture, including attitudes and training of hospitality industry employees continue to be identified as barriers. The purpose of this study was to investigate the perspective of industry employees who work in direct service positions related to their experiences serving travelers with disabilities. Using a mixed methods approach, participants were asked to describe challenges encountered serving travelers with disabilities, training received, and attitudes toward this market sector. Four salient themes emerged: 1) lack of adequate training; 2) limited interaction; 3) lack of resources; and 4) fear. Results suggest that additional training for direct service employees may be one avenue to affect change. Specific focus on the areas of communication, access, inclusive approaches, assistive technology, and policy/regulation is recommended.

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Simulation of a Probabilistic Model for Multi-Contestant Races

Predictions of sports games have been recognized as an important area of study for its economic significance. Most models for such games cover two-player games and the resulting championships or study individual players or teams and their resulting comparative position.

In this paper, we elaborate on a model for such multi-contestant races based on order statistics of the negative exponential distribution for race times. The games involve only a fixed number of athletes out of a broader pool of several athletes. Several large samples of games of ten athletes that play four at a time is generated and Maximum Likelihood Estimators are calculated for the relative dominance parameters of the athletes. The estimated parameters are then used to test the predictive validity of the model. The results are discussed.

Subsequently the model is modified for Erland-2 distributed race times. New samples are generated and the predictive validity of the new model is being discussed.

The paper concludes with a discussion of future research directions for improving the predictive validity and establishing confidence levels.

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Are Study Plans in Physical Activity and Sport Sciences Degree Gendered?

Spheres traditionally dominated by men still exist in modern society. This heteronormativity affects, mainly, to university academic level, but also to sport field. Starting from this situation, this paper has the purpose of inquiring into possible relationships between the currently offered and imparted subjects in Physical Activity and Sport Sciences Degree at Spanish Universities and the gender of professorate that are teaching these disciplines. Basic, compulsory and optional subjects offered in each faculty have been considered in this study.

The initial hypothesis is that several academic disciplines are strongly linked to one gender or another. In the same way, it is thought that feminine representation in higher education in the sport field is lower, in terms of quantity, than the masculine. The methodology is quantitative through exhaustive search in web pages of different universities which offer this degree. The study analysed a total of fifty-three universities of which twenty-two are public and nineteen are private. A descriptive study has been elaborated, subsequently, throughout curricula revision and also a basic statistical analysis with SPSS program.

This research intends to contribute to increase the working woman's visibility as well as to reflect on the present stereotype in higher academic level in sport sciences and its teaching contents.

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Could Leisure Activities Transform to Mental Disorder?

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Jean Piaget's Unrecognized Epigenetic Ontogenesis of the Logical-Mathematical Thought

The objective of this work is to argue that the theory of biologist Jean Piaget, Genetic Epistemology, concerns to the Epigenetic Ontogenesis of logical mathematical thought and its application in the achieving of scientific knowledge. This work regards the evolution of human logical-mathematical thought in the individual from birth to the time when its possibility is fully attained by virtue of epigenetic exchanges between the organism and the environment; which are capable of altering gene expression. These exchanges are similar to a *dialogue*, in the platonic sense, a dialectical movement that makes the reasoning faculties develop "from the sensitive multiplicity to the intelligible unity", "Idea" or concept. According to Piaget, this movement is expressed by the endogenous construction of a chain of organic structures that ultimately make actions, language and thought possible; in other words, the very outward behavior of social life. In this sequence of affiliations, each step is indebted of the former, which is its condition of existence, as an "a priori", an "evolutionary Kantianism", as stated by Piaget himself. Here we aim to identify the biological knowledge as such, suitable to be falsified (in the Popperian sense) through scientific testing, but not through ideologies or philosophies. The main research of our Laboratory of Genetic Epistemology has been performed on the construction of spatio-temporal and causal notions and its role in epigenetic recovery of low-income children with severe learning problems at school but without any apparent medical condition. These children had not constructed the sequence of organic endogenous structures, responsible for logical-mathematical thought and articulated speech. *This work has been carried out through games and other recreational activities created specifically for this purpose.* Finally, after two or three years of daily work, we succeeded in demonstrate the acquisition of the ability to think and speak coherently.

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Between Ranges, Interaction and the Commercialization of the Fan Communication – Sponsor Integration in Digital Media Activities as a new Instrument of Sports Marketing

«Digitalization» has become a common term in almost every business context, including the sport business context. The number of interfaces to digitization processes is growing steadily, especially in professional sports.

The sports organizations, which include digitalization strategies in their marketing concepts, have to deal with different increasing process costs (especially personnel costs). In this context, the question of refinancing sources for this investment is also a source of interest, coupled with the question, if it is possible to capitalize the high ranges and interaction processes of the fans on the digital channels.

One way of refinancing the effort could be seen the integration of sponsors into social media communication.

In the context of the empirical study presented here, it is examined whether the two marketing instruments sponsorship and social media can be combined in a way that the sponsor benefits from the range of the social media channels of the clubs and their fan interaction.

Out of this research question a sample of about 45,000 posts from the clubs of the 1st and 2nd Bundesliga was analyzed specifically for the aspect of sponsor integration. The analysis criteria include both quantitative indicators, for example the frequency of sponsor integration, number of integrated sponsors, uses of hashtags, links, visibility of the sponsor brand, as well as qualitative criteria, for example such as the value for fans and sponsors. Another aspect of the analysis is how the fans react on the sponsors integration on the commercialization of the social media channels and if there are ways of sponsors integration which cause better fan reactions than others. For that reason the comments of all analyzed posts were examined for negative reactions, such as shitstorms against the sponsor.

In connection with the relevant qualitative and quantitative social media data (for example, interaction rates, user comments), the collected data were evaluated scientifically.

The results of this evaluation, from which a success factor model for sponsor integration in the digital media is developed, will be presented at the Panel on Digitalization in Sports at the 17th Annual International

Conference on Sports: Economic, Management, Marketing & Social Aspects within the framework of the Panel on Digitalization in Sports.

The results show, on the one hand, the extent to which digital media are used for sponsor integration. It shows which content the posts with sponsor integration have and how they are formally designed. For the success of these measures, the interaction rate of the posts is used as a dependent variable. The interaction rate was chosen as success rate because it is crucial for the reach of a post and also expresses the contact quality of the fans with the postal content. Since both contact quantity and contact quality are among the central targets of all sponsoring activities, the interaction rate or interaction form expresses the success of a sponsor integration via a digital channel.

Derived from this measure, it is shown which factors influence the success of sponsor integration via digital media positively. By including the current sporting situation, statements can also be made.

In addition, statements can be made as to when, in what frequency, in which form and in which sporting situation, the integration of sponsors into the digital media can be recommended.

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Looking Back with Pride: Teaching Management Lessons through Revivalist Media Texts

Even as India moves towards digitisation and e-commerce, it is riding high on the crest of a religious and nationalistic resurgence. The mass media are feeding an increasing demand for the reaffirmation of a glorious past, and are endeavouring to establish that Indian learning pre-dates developments in western science and management thought. Research on the topic (Nanda, 2009) posits that the brisk pace of technological advancement and its attendant anxieties have given impetus to this search for cultural moorings. Embedded in this context, this paper demonstrates how in a premier institute of business education in India, mass mediated representations of religious and mythological narratives find uncritical acceptance by faculty, staff and students. Through in-depth interviews with research participants from across the spectrum of the academic community, this exploratory study illustrates how there is a growing appetite for sanitised versions of cultural texts amongst instructors and students alike.

The site of a management institute is used as a microcosm for a larger social landscape. An attempt is made to indicate how business studies in India are drawing upon popular media versions of epics and airbrushed accounts of historical events to reinforce rootedness in the past. Anthropomorphic deities are brought into the domain of management to teach organisational behaviour; simplistic interpretations of multi-layered legends are used to validate marketing strategies; and television shows on the scientific underpinnings of scriptures form the basis of management principles. The overall framework of the research interviews seeks to understand the dichotomy that allows participants trained in engineering and business studies to comfortably embrace beliefs that belie a rational mindset. The patterns in the participants' responses reveal that instead of promoting a scientific temperament, education enables them to use specious arguments that justify the revivalism in media messages. In the process, national and religious identities are conflated.

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Black Male Student Athletes and Graduation Rates

Annually, of the National Collegiate Athletic Association (NCAA) Athletes that are eligible to play professionally Basketball and Football, the National Basketball Association (NBA) & the National Football League (NFL) draft **fewer than 2%** of these students. This translates into 98% of these student-athletes needing to pursue other professional options. (Harper, et. al., 2012) With this statistic in mind, how does the sub-segment of the Black Male Student-Athletes (BMSAs) who are at NCAA Division I schools successfully navigate academically their collegiate experience and ultimately graduate? This Research Proposal will be utilized to examine this topic and begin exploring the shared experiences of the BMSAs that will be a part of the 98% that are not drafted professionally, but do graduate from College with a Bachelor's Degree within six (6) years.

The Rationale behind this study is to work to develop this research in pursuit of new knowledge on this subject. Once this knowledge is acquired, it will be used to intellectually contribute to the conversation surrounding the Academic Achievement and ultimately Graduation Rate of Black Male Student Athletes (BMSAs). When talking about BMSAs, the issues at stake are great: BMSAs are essentially admitted to various athletic programs as it is beneficial to the institution, financial and otherwise; the effects of the continuance of institutional racism; the on-going deprivation of an honest and fair education for every student; and most importantly, the overall societal loss as we all miss out on the contributions that these students are capable of to enhance and improve our world.

The PURPOSE of this research is explore the lived experiences of Black Male Student Athletes (BMSA), specifically BMSAs who have been selected to play on sport teams at NCAA Division I schools. During this process, adding to the scholarly aptitude on this segment of BMSAs will occur. Additionally, intellectual contributions will be a part of the conversation surrounding how these Athletes successfully learn in school and ultimately graduate with a Bachelor's degree – whether they continue to the professional sports level or not.

For the purposes of this Research, I will employ a Qualitative Research approach. When exploring the topic of BMSAs in Academic Settings, it is important to remember the questions this Research Proposal will seek to answer: 1. What lived experiences do BMSAs who

completed their playing eligibility and Bachelor's degree have in common? 2. How do BMSAs at NCAA Division I schools successfully navigate academically their collegiate experience and ultimately graduate within 6 years?

For the purposes of this study, I will utilize two (2) different Qualitative Research Paradigms: SOCIAL CONSTRUCTIVISM & CRITICAL RACE THEORY. To determine participant suitability for this study four (4) different types of BMSAs will be eligible to be considered for data collection: 1. BMSAs recruited or on-track to be recruited to NCAA Division I Universities on Scholarship, 2. BMSAs who have exhausted playing eligibility but HAVE NOT graduated, 3. BMSAs who have exhausted playing eligibility and HAVE graduated with a Bachelor's Degree, 4. BMSAs who are currently attending a NCAA Division I University and playing through eligibility but have not exhausted all of their playing eligibility.

To conclude, collegiate BMSAs and academic achievement is a hot-topic subject that is open to much debate. This proposal is to compile research of NCAA Division I BMSAs who have completed a Bachelor's degree within six (6) years. This additional research will add to the national conversation of BMSA success. Understanding these lived experiences will add to the intellectual conversation during an important time in history. The Narrative Qualitative Research approach, focusing on data collection utilizing Social Constructivism and the Critical Race Theory paradigms will ensure strong results. Uncovering the lived experiences the successful BMSAs share could ultimately explain how the BMSAs sub-segment who will be a part of the 98% of collegiate student athletes who don't continue on with their Athletic careers can possibly begin new Professional careers successfully.