



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

18th Annual International Conference on
**Sports: Economic, Management,
Marketing & Social Aspects**
14-17 May 2018, Athens, Greece

Edited by
Gregory T. Papanikos

2018

Abstracts
18th Annual International
Conference on
Sports: Economic, Management,
Marketing & Social Aspects
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8 Valaoritou Street
Kolonaki, 10671 Athens, Greece
www.atiner.gr

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TABLE OF CONTENTS

(In Alphabetical Order by Author's Family name)

Preface		7
Organizing Committee		8
Conference Program		9
1.	The Use of the Internet and Journalism Practice in Bahrain <i>Hatem Alsridi</i>	14
2.	Brand Image Communication through Social Media: The Case of European Professional Football Clubs <i>Christos Anagnostopoulos, Petros Parganas & Daniel Maderer</i>	15
3.	The Political Economy of Sports Mega-Events <i>Robert A. Baade</i>	16
4.	Sport Brand Architecture: Branding Effects Associated with the Creation of a Corporate Holding Company <i>Carl Bozman, Daniel Friesner & Faith Valente</i>	17
5.	Digital Transformation through Social Video Learning? Teaching Innovation for Coaches' Education within the German Football Association <i>Christopher Branch & Frank Vohle</i>	19
6.	He does not fit the mould! The Politics of Race, Nation and Difference in Professional Boxing <i>David Chaplin & John Harris</i>	20
7.	The Relationship between Adolescent Sport Participation and Sexual Aggression - Examining Perpetration and Victimization between Male and Females <i>Jamie Cheever & Marla Eisenberg</i>	21
8.	Does Diversity in the Payroll Affect Soccer Teams' Performance? <i>Marco Di Domizio, Raul Caruso & Carlo Bellavite Pellegrini</i>	22
9.	Structure and Strategy in Sport <i>Hallgeir Gammelsaeter</i>	23
10.	The Social Mission of Football Clubs and its Benefits <i>Adriano Gomez-Bantel</i>	24
11.	The Usage of 360-Degree Content within Social Media Communication in Soccer Sports <i>Andreas Hebbel-Seegeer</i>	25
12.	Timeline of Trauma: A Case Study of Newsroom Management and Support During and After the Oklahoma City Bombing <i>Desiree Hill</i>	26
13.	Sustainability of Elite Sports: A Case Study of the Japanese Professional Baseball League (NPB) <i>Norihide Ishido</i>	28
14.	The Role of Systematic Combining in Exploring the Attainment of Expertise at a Professional Rugby Union Club <i>Seamus Kelly</i>	29
15.	Does European Football Need a Transfer Market? <i>Stefan Kesenne</i>	30
16.	Drivers of Membership in the Martial Arts <i>Dōjōs</i> <i>Foula Kopanidis</i>	31

17.	Knowledge and Understanding of Grass Root Coaches Regarding Injury Risk and Prevention in Youth Soccer <i>Michal Lehnert, Jiri Herbert Prochazka, Amr Zaatar, Mark De Ste Croix & Francisco Ayala</i>	33
18.	Social Impacts of International Sport Events - EYOF 2017 Győr <i>Tunde Mate</i>	34
19.	An Ethnography of the Lebanese Football Clubs <i>Axel Maugendre</i>	35
20.	A Socio-Rhetorical Analysis of Sports-Tagged Content Produced by YouTubers <i>Roselis Natalina Mazzuchetti, Vinicios Mazzuchetti & Sebastião Cavalcanti Neto</i>	36
21.	An Analysis of the Implementation of SRSA'S Club Development Programmes: Case Studies of Selected Community Football Clubs in Kwazulu-Natal and the Western Cape, South Africa <i>Jakobo Jacob Moroe</i>	37
22.	The Challenge for Tokyo: Risk Management for the 2020 Olympic Games in the Wake of Increased Terrorism and Threats from North Korea <i>Katharine Nohr</i>	38
23.	A Glance Backwards is Growth: By Recognizing where Metropolitan Daily Newspapers Came from over the Last 30 Years, a Strategic Business Model can be Created for the Future <i>Adam Pitluk</i>	39
24.	Assessing Leisure Time Physical Activity among People with Spinal Cord Injury (SCI): Methodological Issues and their Implications <i>Linda Rohr, Amita Goyal & Angela Loucks-Atkinson</i>	40
25.	Comparing the Practices of US Golf against a Global Model for Integrated Development of Mass and High Performance Sport: Best Practices and Opportunities for Advancement <i>Peter Smolianov, Steven Dion & Chris Schoen</i>	42
26.	Ambivalence Discourse of Sex in Boys Magazine (The Critical Discourse Analysis of Male Sexuality in Sexual Articles of Hai Magazine) <i>Muria Endah Sokowati</i>	43
27.	The Mediating Role of Sports Team Reputation on the Relationship between Team Brand Association, Spectator Satisfaction and Spectator Loyalty in Thai Professional Soccer League <i>Kanoknan Suchao-in, Sarist Gulthawatvichai & Chatchai Chatpunyakul</i>	44
28.	Treatise on Sport: A Proem <i>Synthia Sydnor</i>	45
29.	"Kalos Kagathos" in Poland <i>Malgorzata Tomecka</i>	46
30.	Innovation of Financing Mode of Chinese Sports Venues Based on Asset Securitization <i>Yanna Wang & Dong Li</i>	47
31.	Mediatization of Conflict - A Case Study of Sino-Indian Border Crisis in 2017 <i>Shixin Zhang</i>	48

Preface

This book includes the abstracts of all the papers presented at the 18th *Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects (14-17 May 2018)*, organized by the Athens Institute for Education and Research (ATINER).

In total 30 papers were submitted by over 40 presenters, coming from 23 different countries (Australia, Belgium, Brazil, Canada, China, Cyprus, Czech Republic, France, Germany, Greece, Hungary, Indonesia, Ireland, Italy, Japan, Malaysia, Morocco, Poland, South Africa, Thailand, Turkey, UK and USA). The conference was organized into 10 sessions that included a variety of topic areas such as team sports, sport policy, leisure and more. A full conference program can be found before the relevant abstracts. 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 association. 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 37 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. Specific individuals are listed on the following page.

Gregory T. Papanikos
President

18th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects Organizing and Academic Committee

ATINER's conferences are small events which serve the mission of the association under the guidance of its Academic Committee which sets the policies. In addition, each conference has its own academic committee. Members of the committee include all those who have evaluated the abstract-paper submissions and have chaired the sessions of the conference. The members of the **academic committee** were the following:

1. Gregory T. Papanikos, President, ATINER.
2. Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
3. Maria Konstantaki, Head, Sport, Exercise, & Kinesiology Unit, ATINER & Senior Lecturer, Buckinghamshire New University, UK.
4. Christos Anagnostopoulos, Academic Member, ATINER & Associate Professor, Molde University College, Norway & Associate Lecturer, University of Central Lancashire, Cyprus.
5. Chris Sakellariou, Head, Economics Unit, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
6. Yorgo Pasadeos, Director, Social Sciences Division, ATINER & Professor Emeritus, University of Alabama USA.
7. Valia Kasimati, Head, Tourism, Leisure & Recreation Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
8. Andreas Hebbel-Seeger, Academic Member, ATINER & Professor & Head, Media School, Macromedia University of Applied Sciences, Germany.
9. Nadim Nassif, Academic Member, ATINER & Assistant Professor, Department of Psychology, Education and Physical Education, Notre-Dame University, Lebanon.
10. David Chaplin, Academic Member, ATINER & Professor, Northwest Nazarene University, USA.
11. Roselis Natalina Mazzuchetti, Academic Member, ATINER & Professor, University of the State of Parana, Brazil.
12. Foula Kopanidis, Senior Lecturer, RMIT University, Australia.
13. John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.
14. Marco Di Domizio, Researcher, University of Teramo, Italy.
15. Nektaria Kontaxaki, Executive Officer, Ministry of Culture and Sport, Greece.

The **organizing committee** of the conference included the following:

1. Fani Balaska, Research Assistant, ATINER.
2. Olga Gkounta, Researcher, ATINER.
3. Hannah Howard, Research Assistant, ATINER.
4. Konstantinos Manolidis, Administrator, ATINER.
5. Kostas Spyropoulos, Administrator, ATINER.

FINAL CONFERENCE PROGRAM
**18th Annual International Conference on Sports: Economic, Management,
Marketing & Social Aspects,**
14-17 May 2018, Athens, Greece

PROGRAM

Conference Venue: Titania Hotel, 52 Panepistimiou Street, 10678 Athens, Greece

Monday 14 May 2018

08:00-09:00 Registration and Refreshments

09:00-09:30 (Room B-10th Floor): Welcome and Opening Address

Gregory T. Papanikos, President, ATINER.

**Nicholas Pappas, Vice President of Academic Membership, ATINER &
Professor of History, Sam Houston University, USA.**

09:30-11:30 Session I (Room C-10th Floor): Marketing & Management

Chair: Gregory T. Papanikos, President, ATINER.

1. Carl Bozman, Professor, Gonzaga University, USA, Daniel Friesner, Professor, North Dakota State University, USA & Faith Valente, Instructor, North Idaho College, USA. Sport Brand Architecture: Branding Effects Associated with the Creation of a Corporate Holding Company.
2. Hallgeir Gammelsaeter, Professor, Molde University College - Specialized University in Logistics, Norway.
3. *Christos Anagnostopoulos, Associate Professor, Molde University College, Norway and Assistant Professor, University of Central Lancashire, Cyprus, Petros Parganas, Researcher, University of Ioannina, Greece & Daniel Maderer, Researcher, Friedrich-Alexander University of Erlangen-Nürnberg, Germany. Brand Image Communication through Social Media: The Case of European Professional Football Clubs.
4. *Foula Kopanidis, Senior Lecturer, RMIT University, Australia. Drivers of Membership in the Martial Arts *Dōjōs*.
5. Kanoknan Suchao-in, PhD Student, Chulalongkorn University, Thailand, Sarist Gulthawatvichai, Lecturer, Chulalongkorn University, Thailand & Chatchai Chatpunyakul, Assistant Professor, Chulalongkorn University, Thailand. The Mediating Role of Sports Team Reputation on the Relationship between Team Brand Association, Spectator Satisfaction and Spectator Loyalty in Thai Professional Soccer League.

11:30-13:00 Session II (Room C-10th Floor): Sports, Policy and Thought

Chair: Christos Anagnostopoulos, Associate Professor, Molde University College, Norway & Associate Lecturer, University of Central Lancashire, Cyprus.

1. Robert A. Baade, Ernest A Johnston Professor of Economics, Lake Forest College, USA. The Political Economy of Sports Mega-Events.
2. *Yanna Wang, Postgraduate, Harbin Engineering University, China & Dong Li, Postgraduate, Harbin Engineering University, China. Innovation of Financing Mode of Chinese Sports Venues Based on Asset Securitization.

13:00-14:30 Session III (Room C-10th Floor): Elite Sport Performance

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

1. Stefan Kesenne, Emeritus Professor, University of Antwerp & KU Leuven, Belgium. Does European Football Need a Transfer Market?
2. Norihide Ishido, Professor, Chukyo University, Japan. Sustainability of Elite Sports: A Case Study of the Japanese Professional Baseball League (NPB).
3. Michal Lehnert, Associate Professor, Palacký University in Olomouc, Czech Republic, Jiri Herbert Prochazka, PhD Student, Palacký University in Olomouc, Czech Republic, Amr Zaatar, Assistance Professor, Palacký University in Olomouc, Czech Republic, Mark De Ste Croix, Professor, University of Gloucestershire, UK & Franciso Ayala, Assistant Professor, Miguel Hernández University of Elche, Spain. Knowledge and Understanding of Grass Root Coaches Regarding Injury Risk and Prevention in Youth Soccer.
4. Malgorzata Tomecka, Lecturer, Academy of Sport Education in Warsaw & Teacher, Secondary Technical School in Katowice, Poland. “Kalos Kagathos” in Poland.

14:30-15:30 Lunch

15:30-17:00 Session IV (Room C): Leisure & Recreation

Chair: Nektaria Kontaxaki, Executive Officer, Ministry of Culture and Sport, Greece.

1. Linda Rohr, Associate Dean, School of Human Kinetics and Recreation, Memorial University of Newfoundland, Canada, Amita Goyal, Student, Memorial University of Newfoundland, Canada & Angela Loucks-Atkinson, Associate Professor, Memorial University of Newfoundland, Canada. Assessing Leisure Time Physical Activity among People with Spinal Cord Injury (SCI): Methodological Issues and their Implications.
2. Peter Smolianov, Professor, Salem State University, USA, Steven Dion, Associate Professor and Department Chair, Salem State University, USA & Chris Schoen, Associate Professor, Salem State University, USA. Comparing the Practices of US Golf against a Global Model for Integrated Development of Mass and High Performance Sport: Best Practices and Opportunities for Advancement.
3. Jakobo Jacob Moroe, Lecturer, Cape Peninsula University of Technology (CPUT), South Africa. An Analysis of the Implementation of SRSA’S Club Development Programmes: Case Studies of Selected Community Football Clubs in Kwazulu-Natal and the Western Cape, South Africa.
4. Tunde Mate, PhD Student, Széchenyi István University, Hungary. Social Impacts of International Sport Events – Based on Experiences from EYOF 2017 Győr.

17:00-19:00 Session V (Room B-10th Floor): A Symposium Discussion on Social Media: Fake News, Fake Democracy, Hate Speech and Data Privacy

Chair: John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.

1. Ivor Gaber, Professor, University of Sussex, UK. "The Fake News About Fake News"
2. Rodney Tiffen, Emeritus Professor, University of Sydney, Australia. "Can the Media and Political Centres Hold?"
3. Inci Cinarli, Professor, Galatasaray University, Turkey. "Homo Credens (the believer) and the Weapons of Manipulation: A Perfect Match of the Post-Truth Era"
4. Roslina Abdul Latif, Associate Professor, Taylor's University, Malaysia. "Fake News: A Malaysian Scenario"
5. Toufik Majdi, Professor, University Hassan 1st of Settat, Morocco. "Social Media: Main Online Activity of Moroccans"

21:00-23:00 Greek Night and Dinner

Tuesday 15 May 2018

07:45-11:00 Session VI: An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory A. 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)
(Note: The simple registration fee of the conference does not cover the cost of this session. More details during registration).

11:15-13:00 Session VII (Room C-10th Floor): Social Issues & Politics

Chair: *Andreas Hebbel-Seeger, Professor & Head, Media School, Macromedia University of Applied Sciences, Germany.

1. David Chaplin, Professor, Northwest Nazarene University, USA & John Harris, Associate Dean, Glasgow Caledonian University, Scotland, UK. He does Not Fit the Mould! The Politics of Race, Nation and Difference in Professional Boxing.
2. Synthia Sydnor, Associate Professor, University of Illinois at Urbana-Champaign, USA. Treatise on Sport: A Proem.
3. Axel Maugendre, PhD Student, Université de Strasbourg, France. An Ethnography of the Lebanese Football Clubs.
4. Katharine Nohr, Attorney, Nohr Sports Risk Management, LLC, USA. The Challenge for Tokyo: Risk Management for the 2020 Olympic Games in the Wake of Increased Terrorism and Threats from North Korea.
5. Jamie Cheever, Graduate Student, University of Minnesota, USA & Marla Eisenberg, Professor, University of Minnesota, USA. The Relationship between Adolescent Sport Participation and Sexual Aggression - Examining Perpetration and Victimization between Male and Females.

13:00-14:00 Lunch

14:00-15:30 Session VIII (Room C-10th Floor): Video Technology within Sports

Chair: *Marco Di Domizio, Researcher, University of Teramo, Italy.

1. *Andreas Hebbel-Seeger, Professor & Head, Media School, Macromedia University of Applied Sciences, Germany. The Usage of 360-Degree Content within Social Media Communication in Soccer Sports.
2. Roselis Natalina Mazzuchetti, Professor, Universidade Estadual do Paraná (UNESPAR), Brazil, Vinicios Mazzuchetti, Postgraduate Student, Universidade Tecnológica Federal do Paraná (UTFPR), Brazil & Sebastião Cavalcanti Neto, Professor, Universidade Estadual do Paraná (UNESPAR), Brazil. A Socio-Rhetorical Analysis of Sports-Tagged Content Produced by YouTubers.
3. Christopher Branch, Consultant / Online Tutor, Ghostthinker GmbH, Germany. Digital Transformation through Social Video Learning? Teaching Innovation for Coaches' Education within the German Football Association.

15:30-17:00 Session IX (Room C-10th Floor): Team Sport and Policy

Chair: Foula Kopanidis, Senior Lecturer, RMIT University, Australia.

1. Seamus Kelly, Lecturer, University College Dublin, Ireland. The Role of Systematic Combining in Exploring the Attainment of Expertise at a Professional Rugby Union Club.
2. *Marco Di Domizio, Researcher, University of Teramo, Italy, Raul Caruso, Associate Professor, Catholic University of the Sacred Heart, Italy & Carlo Bellavite Pellegrini, Professor, Catholic University of the Sacred Heart, Italy. Does Diversity in the Payroll Affect Soccer Teams' Performance? Evidence from the Italian Serie A.
3. Adriano Gomez-Bantel, Communications Manager, Daimler AG, Germany. The Social Mission of Football Clubs and its Benefits.

17:00-18:30 Session X (Room B-10th Floor): Special Topics*

Chair: John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.

1. Shixin Zhang, Associate Professor, University of Nottingham Ningbo China, China. Mediatization of Conflict - A Case Study of Sino-Indian Border Crisis in 2017.
2. Desiree Hill, Assistant Professor, University of Central Oklahoma, USA. Timeline of Trauma: A Case Study of Newsroom Management and Support During and After the Oklahoma City Bombing.
3. *Hatem Alsriddi, Assistant Professor, University of Bahrain, Bahrain. The Use of the Internet and Journalism Practice in Bahrain.
4. Muria Endah Sokowati, Lecturer, Universitas Muhammadiyah Yogyakarta, Indonesia. Ambivalence Discourse of Sex in Boys Magazine (The Critical Discourse Analysis of Male Sexuality in Sexual Articles of *Hai* Magazine).
5. Adam Pitluk, PhD Student, University of Oklahoma, USA. A Glance Backwards Is Growth: By Recognizing where Metropolitan Daily Newspapers Came from over the Last 30 Years, a Strategic Business Model can be Created for the Future.

**This session is jointly offered with the Mass Media & Communications Unit*

20:00- 21:30 Dinner

Wednesday 16 May 2018
Mycenae and Island of Poros Visit
Educational Island Tour

Thursday 17 May 2018
Delphi Visit

Friday 18 May 2018
Ancient Corinth and Cape Sounion

Hatem Alsridi

Assistant Professor, University of Bahrain, Bahrain

The Use of the Internet and Journalism Practice in Bahrain

The rise of the Internet as a technological innovation has played a key role in the field of journalism. There is no doubt that the daily practice of journalists has changed because of the new possibilities provided by the Internet and its innovations. Furthermore, the use of the Internet as a newsgathering and processing instrument has influenced the practice of journalism.

This paper proposes to present the most important results of an empirical study about the use of the Internet in newsgathering, processing and production by Bahraini journalists. The study examines changes that have occurred in the profession since the Internet has been integrated in newsrooms. The main purpose is to understand how these professional perceive the influence of the Internet on journalism practices, roles and ethics.

Furthermore, the study looks at the implication of new technology on the practice of journalism especially the use of Internet and social media to produce, disseminate and receive information.

Christos Anagnostopoulos

Associate Professor, Molde University College, Norway and Assistant
Professor, University of Central Lancashire, Cyprus

Petros Parganas

Researcher, University of Ioannina, Greece

&

Daniel Maderer

Researcher, Friedrich-Alexander University of Erlangen-Nürnberg, Germany

**Brand Image Communication through Social Media:
The Case of European Professional Football Clubs**

Social media marketing has emerged as an important tool for sport marketers to communicate their brand image and engage with their fans. This study analyzed 1,115 Facebook posts and 16,308 tweets from ten of the most valuable European professional football clubs in order to identify the range of brand associations that were communicated, as well as the level of online fan engagement. Statistical analysis captured correlations between and among selected brand attributes, time periods of posts and levels of fan engagement. On both social network sites (SNS), football clubs posted more frequently during the season and posted more sports product-related than non-product related content. Product-related content generated higher levels of online fan engagement. The study extends the literature at the intersection of sports team brand management and social media marketing, and offers insights and suggestions to professional football clubs in order to enhance fan identification, engagement, and ultimately financial and reputational gains.

Robert A. Baade

Ernest A Johnston Professor of Economics, Lake Forest College, USA

The Political Economy of Sports Mega-Events

Why have countries and cities until very recently competed so vigorously to host the Olympic Games and the World Cup? "Follow the money" provides a seemingly straightforward blueprint for accounting for the motivation. Knowing the path does not ensure insights regarding the benefits and costs and the distribution of them as a consequence of hosting. Even when scholarly analyses have revealed those who benefit and those who pay; those studies often have been routinely dismissed or ignored. Such is the influence of the beneficiaries of public largesse in financing sports mega-events. Why? Several factors conspire to undermine analyses that dispute the economic and social benefits of hosting sports mega events. These factors include: the global cultural significance of anything relating to sports; the multi-tiered structure of the bidding processes for hallmark sports events; and the political economy relating to state support of these spectacles. This article attempts to provide insight into the second and third factors. The motivation for doing so is to encourage more careful appraisals on the part of those who control the public purse strings to ensure that funds are deployed for sports mega events in a way that does indeed maximize social well-being rather than enhancing the financial privilege of a few from hosting.

Carl Bozman

Professor, Gonzaga University, USA

Daniel Friesner

Professor, North Dakota State University, USA

&

Faith Valente

Instructor, North Idaho College, USA

Sport Brand Architecture: Branding Effects Associated with the Creation of a Corporate Holding Company

Why should a sport organization create a corporate holding company? Most sport organizations are not large enough to base such a change on a management scalability argument. For example, in an open letter to investors, Google co-founder Larry Page (2015) argues the creation of Alphabet was necessary in order to more efficiently manage discrepant ventures and ensure innovation. A reduction in brand related perceived risk is, however, a reason why any multi-faceted sport organization might rationalize the creation of a corporate parent regardless of its size. Ritzon (2015) notes that scandal as just one potential brand liability that can contaminate brand equity across product categories but which can be limited in scope given a holding company structure.

Reducing risk perception has been extensively researched in a branding context but has yielded mixed results. Brand extensions within a product category and umbrella branding across product categories have been shown to reduce risk perceptions when the parent brand is strong and the quality of an extension is consistent with consumer expectations (Montgomery & Wernerfelt, 1992; Erdem & Chang 2012). Brand extensions and umbrella branding do not appear to be an effective risk reduction strategy when the parent brand is perceived to be of variable quality or there is a poor fit between branded product applications (Moorthy 2012; Amrouche, Rhouma, & Zaccour 2014).

The creation of a corporate holding company produces a new brand regardless of whether or not an effort is made to develop the brand. This is true even if the corporate brand elements are only initially visible to investors and/or senior management. Berkshire Hathaway provides an interesting example of just such a corporate holding company that has become a well-known brand. Yet there is an absence of research exploring the plausible effects of creating a new corporate brand, which in one way or another, will subsume already existing brands. This conclusion is problematic because many of the plausible brand related consequences associated with the creation of a new corporate brand name may not be positive.

This paper explores conditions where a sport organization may best apply a new corporate name to one or more product categories and when corporate branding should instead be deemphasized across product categories. For

example, Disney theme parks and Disney films reflect corporate branding across product categories (a branded house) while Kevlar, Tyvek, and Corian are just a few of the distinct products offered by DuPont (a house of brands). To do so, we examine the strategic choice of one large non-profit sport organization to create a corporate brand across the three brand extension criteria proposed by Keller (2013): the principle of growth, the principle of survival, and the principle of synergy.

Christopher Branch

Consultant/Online Tutor, Ghostthinker GmbH, Germany

&

Frank Vohle

CEO, Ghostthinker GmbH, Germany

Digital Transformation through Social Video Learning? Teaching Innovation for Coaches' Education within the German Football Association

In 2016, the German Football Association (DFB) started a pilot scheme using video- and web based teaching models within their coaches' education (Vohle, 2016). In the center of this new approach, there are training videos, shot by the course-participants in their own home teams, which serve as a self-reflection tool (assessment for learning) as well as an assessment tool (assessment of learning) (Manitoba Education 2006). Along with the videos there are specific observation tasks and pin-pointed video-comments created by the participants as well feedback on these video-comments by other participants (peer-feedback) and instructors. These procedures are embedded in a Blended Learning Format (online and in-person lessons). We call this new learning and teaching method "Social Video Learning" (Vohle & Reinmann, 2014).

For more than ten years we have been developing, testing and variegating this media didactical core concept. In 2017 it was adapted to the special challenges the DFB is facing within its coaches education program on a grassroots level. The modified approach was realized within four national football associations and with 100 participants (Möbius & Huber, 2017, is currently printed).

The results of the internal evaluation, composed of online questionnaires for participants and telephone interviews with the instructors, show: all parties involved show a high appreciation towards the usability of the online-learning environment (edubreak[®]SPORTCAMPUS) and the time flexibility in regards to the Blended Learning format. Additionally, they grant the Social Video Learning method to be of high value regarding the facilitation of reflection- as well as decision-making and responsibility markers.

In 2018 the concept shall be redesigned within the parameters of Design-Based Research (Reinmann, 2017). It is planned to expand this redesign to each one of the 21 national football associations with about 500 Participants. With Social Video Learning, we want to develop the quality of education for the participants further as well as the quality of the cooperative support amongst the instructors and use this to establish a cross-country community.

This input shows that Social Video Learning, as a reflective and collaborative (self) observation-method for coaches and instructors, offers new chances to spur the "digital transformation" under a *didactical perspective* within sports organizations. With this didactical perspective, unattended questions may be included such as normative questions and questions about a learning organization.

David Chaplin

Professor, Northwest Nazarene University, USA

&

John Harris

Associate Dean, Glasgow Caledonian University, Scotland, UK

He does not fit the mould! The Politics of Race, Nation and Difference in Professional Boxing

In professional boxing, simplistic binaries (revolving around race, class or nation) are often employed to perpetuate notions of difference and serve as an acceptable form of discrimination in a contemporary sports world that threatens to accentuate divides in contested, racial, class and national terrains. In the analysis herein, the focal point is a 2008 light-heavyweight (79.5 kilograms) professional boxing match between the Welshman, Joe Calzaghe, and Bernard Hopkins from the USA (the fight took place in Las Vegas, Nevada, USA). In the lead-up to the contest, Hopkins, an African-American, had taunted the Caucasian, Calzaghe, with the refrain that he would "...never lose to a white boy." Hopkins' bold, racist proclamation, therefore, sets the stage for a deconstruction of the promotion of the fight from both the perspective of Hopkins and the media as seeking to exploit a sense of "other" and "outsider" regarding Joe Calzaghe.

Jamie Cheever
Graduate Student, University of Minnesota, USA
&
Marla Eisenberg
Professor, University of Minnesota, USA

The Relationship between Adolescent Sport Participation and Sexual Aggression - Examining Perpetration and Victimization between Male and Females

The goal of this study is to examine how team athletic involvement is related to sexual aggression victimization and perpetration among male and female high school students.

A secondary analysis was conducted with 2016 Minnesota Student Survey data gathered from 122,501 Minnesota 8th, 9th, and 11th-grade students. Sports participation was classified into three groups: 0 days of sports a week, 1-4 days of sports a week, and 5+ days of sports a week. Sexual aggression perpetration was characterized by committing sexual harassment and/or sexual coercion of a partner. Sexual aggression victimization was categorized by experiencing sexual harassment and/or being sexually coerced by a partner. Logistic regressions were stratified by sex and adjusted for multiple confounders (e.g., alcohol attitudes, positive development characteristics, and childhood sexual abuse).

Data analysis using odds ratios indicates sports participation is not a protective factor for sexual aggression perpetration or victimization. Sports is a significant risk factor for moderately involved females for being a victim (OR=1.12, 95% CI 1.05-1.20) and a perpetrator of sexual harassment (OR=1.13, 95% CI 1.02-1.26) and a perpetrator of sexual coercion (OR=1.52, 95% CI 1.04-2.21), compared to students not involved in team sports. Males are more likely to be a victim of sexual harassment if highly involved in sports (OR=1.11, 95% CI 1.03-1.20) and to perpetrate sexual harassment if they have any involvement in athletics (OR=1.18, 95% CI 1.09-1.29 1-4 days; OR=1.28, 95% CI 1.19-1.38 5+ days), compared to non-sport peers. Highly involved males are significantly more likely to coerce a partner into sex (OR=1.14, 95% CI 1.01-1.67 5+days) and be coerced by a partner into sex (OR=1.22, 95% CI 1.05-1.42) than non-sport peers.

Results suggest athletic programs could be an important site implement comprehensive sexual violence prevention programs targeted at individual actions as well as harmful cultural norms and systematic inequities. Although female athlete perpetrated sexual aggression is low compared to male athletes, we need further research to explore the association between sexual aggression and moderately involved females.

Marco Di Domizio

Researcher, University of Teramo, Italy

Raul Caruso

Associate Professor, Catholic University of the Sacred Heart, Italy

&

Carlo Bellavite Pellegrini

Professor, Catholic University of the Sacred Heart, Italy

Does Diversity in the Payroll Affect Soccer Teams' Performance? Evidence from the Italian Series A

This paper investigates the impact of diversity in wage levels of players on seasonal performances of teams in the top Italian soccer league, namely the Serie A. We explore the payroll of 32 professional football teams in the Italian Serie A to compute three measures of diversity and concentration in wage levels, namely the Gini, the Shannon and the Simpson indexes from season 2007/08 to 2015/16. We use the percentage of points achieved by teams as dependent variable, and then we employ panel data techniques estimating random and fixed effect models. We find that only the Simpson index is significantly associated with sport performance. In particular, it appears that sport performance improves as diversity in payroll decreases.

Hallgeir Gammelsaeter

Professor, Molde University College - Specialized University in Logistics,
Norway

Structure and Strategy in Sport

The paper will be conceptual. It will discuss how the set-up of sport organizations influences how sport is defined and practiced. In orthodox management theory, structure should follow strategy. It is seen as the implementation of decision, or setting up an implementation system that realizes strategic decisions taken. But structure can also be seen as the structuration of power and interests. This means that recruitment into board and management positions may be critical for the strategic direction of the organization. The paper discusses the changes in sport organizations over the last decades and asks what interests it premises.

Adriano Gomez-Bantel
Communications Manager, Daimler AG, Germany

The Social Mission of Football Clubs and its Benefits

No matter whether rich or poor, young or old - football is firmly anchored in society. However, the interest in certain football clubs is not due to the fact that they are competitors in sports. Their role as economic units also plays no role in the social anchoring.

The anchoring in the society is due to the fact that football clubs are carriers of identities to which the fans feel a strong relationship. Accordingly, football clubs have a potential for communitization - thus they also have a social aspect. These identities may, for example, be associated with a geographical region or a social milieu.

This means, in addition to the missions of sporting success and economic success, a football club has a third mission: to cultivate its organically grown identity in order to preserve or further develop the social component. For this purpose, corresponding communication goals must be defined and target oriented public relations must be conducted by a team of professionals. The advantages that result for a football club are:

- Fulfilling of a social mission to give the football club a deeper meaning
- Faithful supporters who are passionate without being dependent on sporting success
- Excellent communication basis to address the supporters of the club
- Very good marketing potential (which helps to have economic success)

Examples for identities of football clubs are 'Schalke 04' (Germany) for assignment to a milieu (working class milieu) and 'FC Barcelona' for assignment to a region (Catalunya). And there is also an example from Greek football, which is probative.

Andreas Hebbel-Seeger

Professor & Head, Media School, Macromedia University of Applied
Sciences, Germany

The Usage of 360-Degree Content within Social Media Communication in Soccer Sports

360 degree photo and video represents a substantial innovation in visual communication in sports (Hebbel-Seeger, 2017). Within the digital transformation the technological development in the field of audiovisual media first of all to improve the image quality and usability as well as the expansion of possible application areas, conditioned by compact and waterproof devices (like "action cams") (Petrović et al., 2015). In addition, decreasing acquisition costs lead to a wider use. The depiction of a complex happening in all directions as a 360 degree photo or video, however, offers completely new communicative possibilities with a high immersive potential (Ting, 2015).

We investigated whether and how 360 degree photo and video is currently used in social media communication in soccer. For this purpose, we analyzed the social media activities of three top clubs each in the English "Premiere League", the German "Erste Bundesliga" and the Spanish "Primera División" over the period of the last 3 weeks of the season 2016/2017 by means of a content analysis. As a reference, we have also looked on the US "Major League Soccer". In a next step, we have conducted interviews with communication experts in the field of sports regarding the potential and future prospects of 360 photo and video in sports communication. It shows that the communicative potential is seen and high expectations are placed on the technology. At the same time, however, it is above all a lack of human resources and a lack of experience in the conception and use of 360-degree photo and video content that currently stand in the way of a common use.

Within this contribution the technology will be outlined, actual current uses in the context of social media communication in soccer highlighted and expectations and future mission ideas outlined.

Desiree Hill

Assistant Professor, University of Central Oklahoma, USA

Timeline of Trauma: A Case Study of Newsroom Management and Support During and After the Oklahoma City Bombing

Multiple studies over the past three decades have recognized the emotional consequences of trauma exposure for journalists. The work of journalism requires that reporters, photographers, and other media professionals respond to tragedies and disasters, such as terror attacks, mass shootings, tornadoes, and other emotionally scarring events. For some, the most difficult stories are never-ending, because journalists are required to continue telling the stories of victims, anniversaries, and trials. The range of studies has found that up to 29% of journalists will experience post-traumatic stress disorder (PTSD) during their careers, and that large numbers, up to 98%, have witnessed traumatic events as part of their work. The numbers demonstrate that the work of journalism in many cases *is* the trauma, but research also indicates that news organizations are often deficient in providing adequate workplace support for employees who may suffer emotionally as a result of the work.

This study uses a grounded theory approach to explore how the 1995 Oklahoma City bombing and other traumatic events that followed changed the way trauma is managed in Oklahoma City newsrooms. The research purpose was to extend the theoretical knowledge of journalism, trauma, and management by analyzing two sets of data. This is the first study to analyze interviews with journalists who covered the bombing from the Oklahoma City National Memorial's archives, which became Data Set One. Data Set Two, is comprised of interviews with top organizational leaders in Oklahoma City who worked during the time of the bombing.

Analysis of the texts and interviews reveal that managers themselves also experience emotional trauma in their work. Some became victims of secondary traumatic stress (STS) when journalists they assigned to stories were exposed to primary trauma. The study also found that the bombing event lead organizational managers to increase support measures for staff who dealt with the traumatic events that occurred in the years after 1995. These specifically related to counseling, leadership, and social support. Training, however, was one area that did not show significant organizational growth along a timeline from the bombing to the present.

The study extends the understanding of journalism, trauma, and management with the finding that the newsroom leaders in the Oklahoma City market improved trauma response when exposed to multiple large-scale disasters over time, in part, because they, themselves, experience trauma and support alongside the journalists they manage. The findings of this study may be a blueprint for other news organizations, so they can benefit from the

organizational learning experienced by the Oklahoma City news organizations' timeline of trauma.

Norihide Ishido

Professor, Chukyo University, Japan

Sustainability of Elite Sports: A Case Study of the Japanese Professional Baseball League (NPB)

Baseball is a very popular in Japanese society. The Japanese professional baseball league, NPB, has twelve teams; each owned by an industrial corporation. 25 million people attends stadium and 65 million people views baseball games on the TV per year.

This research sketches the outline of the structure, management and marketing of NPB, included in stadium managements. Outside NPB, there is the Japan Professional Baseball Players Association (JPBPA), which Japanese baseball players organized as a players' union in response to strong team ownership. This research touches on the role and limitation of the players' union.

Recently, NPB becomes attractive because of the information technology innovation, for example, a new watching style using smartphone. In despite of a favorable economic conditions, NPB has some serious problems ahead of it. First, MLB, Major League Baseball, has a superior power. The fact that many Japanese star players want to play in the MLB implies the hollowing out of NPB. Second is a break between NPB and domestic amateur leagues. Consequently amateur leagues are set up chaotically and NPB does not occupy entirely the top position among them. Finally, NPB faces a declining baseball population. This research will discuss the Sustainability of Elite Sports through the sustainable challenges of NPB to these issues.

Seamus Kelly

Lecturer, University College Dublin, Ireland

The Role of Systematic Combining in Exploring the Attainment of Expertise at a Professional Rugby Union Club

Introduction: The aim of this paper is to explore how an existing theoretical framework (i.e. Gagne, 2004) can guide case study research. This exploratory research utilises a case study approach (Dubois & Gadde, 2002) adopting semi-structured tape recorded interviews with key stakeholders at a professional rugby union club.

Methodology: Dubois & Gadde, (2002: 123) viewed systematic combining as a 'proper case study approach'. This approach is a 'nonlinear, path-dependent process' (Dubois & Gaffe, 2002: 556) the ultimate aim of which is to match theory and reality. Systematic combining views the case study as a research strategy rather than a specific method that facilitates researchers in empirically exploring contemporary phenomena in their natural context. Consequently, the researcher is able to expand their understanding of both theory and empirical observation (Dubois & Gadde, 2014). Preliminary inductive content analysis of the raw data into themes preceded, and subsequently facilitated, deductive categorisation of these themes within a Gagnesian framework to explore the data.

Findings: Theoretical frameworks may limit the inductive approach when exploring a phenomenon while deductive approaches may be driven too much by theoretical frameworks (Dubois & Gadde, 2002). Therefore, Gagne's theoretical framework directed the search for empirical data as well as through analysis and interpretation thus providing input, as well as output (Dubois & Gadde, 2002). Significantly, this continuous process between theoretical framework and empirical world resulted in the identification of unanticipated yet related issues (Dubois & Gadde, 2002).

Conclusion: Systematic combining processes (Dubois & Gadde, 2002) provide researchers with a set of general guidelines in the inductive and deductive analysis of data. This exploratory research offers new insights into how systematic combining can enhance our understanding of the empirical world by combining alternative sources of evidence while shifting between analysis and interpretation. Because of the limitations of single case research adopting an interpretive approach the use of existing, innovative and recent methods to enhance relevance and credibility are encouraged.

Stefan Kesenne

Emeritus Professor, University of Antwerp & KU Leuven, Belgium

Does European Football Need a Transfer Market?

After the abolition of the existing transfer system by the famous Bosman verdict of the ECJ in 1995, football players are free to move to another team at the end of their contract.

However, since 1995, the number of transfers, as well as the transfer fees and the total money of money spent on transfers for in-contract players, has gone up dramatically, with the recent transfer of Neymar from Barcelona to PSG for the wild and insane amount of 222 million euros as the peak for the time being.

The mere existence of the transfer market has created all kind of abuses and improper situation as TPO (third party ownership), corruption and tax evasion and -fraud.

In this paper, we try to show, based on basic economic theory, that the transfer market is damaging for football. We concentrate in particular on its harmful effects on competitive balance, average player salary level as well as player salary distribution.

We also present an alternative for the transfer system in order to guarantee a reasonable compensation of youth training.

Our conclusion is that a transfer market, which is in fact a modern slavery market, is not only unethical and unnecessary and should be abolished completely, for both out-of-contract and in-contract players, as demanded also by FIFPro in its case against FIFA.

Foula Kopanidis

Senior Lecturer, RMIT University, Australi

Drivers of Membership in the Martial Arts *Dōjōs*

As obesity levels rise among aging populations worldwide the need for the myriad of benefits in sports participation has increased concurrently. This reflects global trends with obesity having doubled since the 1980's and 39% of adults over eighteen currently overweight worldwide (WHO, 2016). Given the aging demographic globally and the growing associated need to keep active to avoid lifestyle diseases, this area of research can serve to contribute to the development of social sports and health policies. In recognizing the inherent benefit of community participation for health and social well-being, there has been a gradual shift in Australian government funding and policy from the elite sport to a community level sport participation (Rowe, Shilbury, Ferkins & Hinckson, 2013). Engaging in physical activity is a proactive measure towards addressing health lifestyle choices, behaviors and meeting a broad number of economic, health, educational and community benefits (ASC, 2017). Individuals decide to participate in a sports activity driven by specific benefits he or she desires to attain (McDonald, Milne, & Hong, 2002).

Research addressing an understanding of what prompts participation, retention, and commitment towards membership associations is critical information for positioning and targeting marketing communication efforts. This is particularly so in a club context whereby long-term viability of a club is dependent on its ability to recruit new members (Plewa, Lu, & Veale, 2011). However, limited theoretical and empirical advances in understanding member satisfaction and subsequent retention (Michalski & Helmig, 2008) in membership context has prompted investigation in membership association (Drew & Kriz, 2006; Plewa, Lu, & Veale, 2011; Chuang & Tai, 2016). Furthermore, choice of sport has been studied mainly in terms of kinesthetic, sports injuries and spectatorship (Nelson, 2013) with relatively little examination of the drivers behind participation and membership. While other significant psychological constructs applied to investigate participation and retention in club membership in martial arts have included personal benefits (PB), (Lakes & Hoyt, 2004) perceptions of risk taking, (POR), (Lim, Martin, & Kwak, 2010); personal values (PV), (MacLean & Hamm, 2008), enjoyment of specific benefits (EOSB), (Jones et al., 2006), this paper investigates the combined influence of psychological and demographic constructs driving Karate membership.

The empirical research in this paper examines the influence of demographics and psychological constructs upon membership in martial arts, specifically in Karate *dōjōs*. A self-administered survey for this study was distributed to seven dojos in Melbourne, Australia. Results suggested martial arts participants ($N=197$) are motivated by enjoyment of activities (e.g. technique development), personal benefits (eg. developing one's potential) and fulfilling personal

values (e.g. excitement). In addition, the findings from this study indicate individuals that retain Karate membership share and differentiate by demographic characteristics and are driven by a desire to attain mutual membership goal. The underlying psychological determinants in driving group membership are of relevance to marketers in their understanding of positioning clubs in terms of attracting and retaining strong customer/provider interactions. Given this, both marketing theoretical and pragmatic implications are discussed.

Michal Lehnert

Associate Professor, Palacký University in Olomouc, Czech Republic

Jiri Herbert Prochazka

PhD Student, Palacký University in Olomouc, Czech Republic

Amr Zaatar

Assistance Professor, Palacký University in Olomouc, Czech Republic

Mark De Ste Croix

Professor, University of Gloucestershire, UK

&

Francisco Ayala

Assistant Professor, Miguel Hernández University of Elche, Spain

**Knowledge and Understanding of Grass Root Coaches
Regarding Injury Risk and Prevention in Youth Soccer**

The aim of this study was to acquire information regarding grass-root soccer coaches knowledge and understanding of the training process, injuries and injury prevention programmes (IPPS) in youth soccer. A previously validated questionnaire exploring knowledge and understanding of injury prevention in grass root coaches (O'Brien et al. 2015) was adapted based on the RE-AIM framework. The questionnaire was administered at the beginning of a one day workshop on injury prevention which was delivered to Czech grass-root coaches (N = 98) within Erasmus+ project "Injury in Sport with Kids: youth injury prevention programme for grass-root coaches". The group was further divided into four subgroups according to the age categories of players coached: SG1: U7-U9 (N=27), SG2: U10-U12 (N=16), SG3: U13-U16 (n=14), and SG4: U17+ (N=41).

For the purpose of this study, responses to seven questions (four 5-point Likert scales and three multiple-choice questions) focused on knowledge and understanding of the training process, aspects of injury risk and IPPS were analysed. 50% of all coaches agreed that young soccer players are at high risk of suffering a lower limb injury. The strongest agreement with this opinion (79%) was from coaches of the SG3. 61% of coaches agreed that lower limb injuries can have a negative impact on team performance. 75% of the coaches believe that is possible to prevent some lower limb soccer injuries. Surprisingly, only 28% coaches responded positively to whether they had heard of any injury prevention programmes. Moreover, in the SG1, only 19% responded positively. Although 86% of coaches believed that IPPS might be useful for their players, only 31% currently use IPPS in their sessions. A majority of the interviewed coaches perceived the risk of injuries and its seriousness and believed in their positive effect. However, the knowledge of IPPS and their application are low.

Tunde Mate

PhD Candidate, Széchenyi István University, Hungary

Social Impacts of International Sport Events - Based on Experiences from EYOF 2017 Győr

Social impacts of international sport events can be defined as the way the sport events changes the collective and individual values, pattern of behaviour, structure of the community, the way and quality of life (Task 2013).

The presentation looks into the opportunities and ways to involve the citizens of the organizing city and making them committed towards the international sport events. Additionally it seeks answers to the question, how sport facilities related to EYOF could increase the sport economic activity of the City of Győr and whether it is able to become a determining factor of health economy?

Since the late 1990's in addition to the previous Olympic-centric approach, a stronger display of health prevention and health promotion function of sport in Hungary appeared (Gyömörei 2012). Between 1998 and 2002 and especially since 2010, the Hungarian Government handles sport as a priority strategic sector, and gives governmental funding to the related investments (construction of sport facilities and urban rehabilitation) of international to sport events.

In case of domestic sport events, complex long-term and strategic thinking is crucial (András, Kozma 2014). During the planning phase of EYOF one of the main goals evolved was the widespread inclusion of the citizens of Győr in order to form an involvement and commitment towards EYOF and also to create strong links between urban development goals and the event.

In case of the infrastructural investments and facilities they were not just built for the EYOF but for post utilization. The objective of post utilization is to increase the medium and long term participation of the citizens of Győr, and thus serve health prevention. The infrastructure is dedicated to public sport and to fulfil the needs of facilities for health prevention and health promotion issues.

The quantitative study, consisted two surveys with the participation of 1337 residents of Győr. The results of the research taken before and after the event, showed the change in the citizen's perception towards EYOF in accordance of their experiences during the event.

The qualitative research included interviews with professionals and field-research. In the study we identified the implemented actions of the organizing city in order to involve the urban population as much as possible.

In case of infrastructural investment we investigate how public usage appears in utilization of sport facilities in the 1st year and if there was any improvement in the sport activity of citizens?

Axel Maugendre

PhD Student, Université de Strasbourg, France

An Ethnography of the Lebanese Football Clubs

In a country with a particular political system, based on confessionalism, moments of national unity are rare. In Lebanon there are eighteen constitutionally recognized religious communities which aspire to political rights. In politics but also in sports these communities confront each other at times as allies as well as opponents.

In sports, Lebanese football clubs for example, including their stadiums and administrative offices are divided geographically which allows an ethnological urban study on each club's area, neighbourhood and inhabitants. A specific environment for players and fans of opposing teams and different community backgrounds to meet during games.

To introduce the interest of this research, it is necessary to consider the multiplicity of Lebanese mental borders. In a country of reduced size to the numerous communities, every public or private space is possibly recognized as a territory by political or religious organization. Football is not excluded from this strict territorial division. And it is through the descriptive and interpretative perspective of ethnography that this division can be questioned.

While football is bringing together thousands of supporters in stadiums all over the world, when fans emerge out of a denominational system, a rather cohabitational behaviour is being created. Between the lack of exchange and conflicted confrontation, these cohabitations transmit a reference to Lebanese society. Without assuming that these cohabitational encounters represent a full scaled reflection of this society's structure, Football remains nevertheless an interesting magnifying glass for the understanding of a country with complex social practices.

Roselis Natalina Mazzuchetti

Professor, Universidade Estadual do Paraná (UNESPAR), Brazil

Vinicios Mazzuchetti

Postgraduate Student, Universidade Tecnológica Federal do Paraná (UTFPR),
Brazil

&

Sebastião Cavalcanti Neto

Professor, Universidade Estadual do Paraná (UNESPAR), Brazil

A Socio-Rhetorical Analysis of Sports-Tagged Content Produced by YouTubers

This research proposes a socio-rhetorical analysis of videos posted on YouTube under the tag “Sports”, specifically the regular content created by users who monetize their videos as a profession – the so-called YouTubers. The most rated content were selected to be analyzed, in order to identify the standards of rhetorical composition within this topic of broadcast communication. The theoretical basis contemplates the concept of technology – based on the works by Viera Pinto (2005) and Poe (2011) – and participatory culture – mainly guided by ideas from Levy (1999, 2001) and Shirky (2008, 2011). The analytical device is derived from work by Swales (1990, 1998, 2004), Askehave & Swales (2001), and Miller (1998, 2012). A hybrid methodology was created, resulting from the sociological and linguistic concepts applied to the organizational reality of virtual massive communication. The analysis decomposes the video in rhetorical movements and describes the linguistic components of each movement. We follow the hypothesis that the main purpose of such communicational practices is self-promotion of the individual who produces the YouTube channel, or the promotion of the brand of which constitutes the channel produced by multiple users. Furthermore, the self-promotion and widening of audience is pursued with financial purpose.

Jakobo Jacob Moroe

Lecturer, Cape Peninsula University of Technology (CPUT), South Africa

**An Analysis of the Implementation of SRSA'S Club
Development Programmes: Case Studies of Selected
Community Football Clubs in Kwazulu-Natal and the Western
Cape, South Africa**

Internationally sports clubs play an influential role in merging the residents and in increasing social cohesion in communities at large. Sport clubs are seen as centres of sport development in countries such as Canada, United Kingdom (UK), Australia and New Zealand (Hoye, Smith, Westerbeek, Stewart & Nicholson, 2006:39). For a community sport club to be effectively functional, generic elements such as planning, strategies, decision-making, structures, human resources and other relevant components must feature (Koster, 2016). In 2006, the National Department of Sport and Recreation South Africa (SRSA) introduced a new programme called *Club Development Programme* (CDP) for communities. The CDP is rolled out in all nine provinces across South Africa. The study aims to assess the theoretical approaches and practices of the CDP as well as to examine the impact, outcomes and the key success factors of the CDP's implementation with specific reference to the selected provinces and the metropolitan areas in South Africa. A focus will be placed on its effectiveness towards the development of community football clubs in South Africa. Seventy six participants have been targeted for scheduled and In-depth interviews. Purposive, random and convenience sampling methods have been used for collecting qualitative data. Version 8 of Atlas.ti will be used to help analyse the results to produce qualitative data. The study is anticipated to provide SRSA with relevant feedback to better understand the factors that contribute to an effective implementation of programmes in order for the CDP goals to be achieved. Many Club Development Programmes internationally and locally experience challenges with regards to effective implementation. This study aims to take international examples into consideration in light with how CDP could improve by identifying relevant theoretical principles and approaches that are effective towards the development of community football clubs in South Africa.

Katharine Nohr

Attorney, Nohr Sports Risk Management, LLC, USA

**The Challenge for Tokyo:
Risk Management for the 2020 Olympic Games in the Wake of
Increased Terrorism and Threats from North Korea**

Threats of international and domestic terrorism and potential attack from North Korea are ever-present globally, increasing the risk of sporting events. On October 1, 2017, more than 50 people were killed in Las Vegas, USA when a lone gunman from a hotel room high above a concert venue used automatic weapons to fire hundreds of rounds of ammunition on people below. Kim Jong-Un has threatened to “destroy” Japan and has backed that threat up with recent missile launches in waters surrounding the country. In the wake of these threats and many terrorist attacks around the world, what can Tokyo do to plan for a safe Olympic Games in 2020? Tokyo will be in the world spotlight with billions of people witnessing an Olympic Games in what the International Olympic Committee foresaw as one of the safest venues in recent history. However, this may have changed. How will Tokyo assess and control risks when the cost of doing so is astronomic? This presentation will address the modern history of terrorism and other risks Olympic Games have faced and how this and recent threats impact the Tokyo Games.

Adam Pitluk

PhD Student, University of Oklahoma, USA

**A Glance Backwards is Growth: By Recognizing where
Metropolitan Daily Newspapers Came from over the Last 30
Years, a Strategic Business Model can be Created for the Future**

Empirically, the newspaper business is on a steep decline, mostly because newspaper managers did not see the coming of the digital era, and the ones that did see it coming did not aptly prepare. Tellingly, the landscape of the newspaper industry is this: newsroom managers did not – for more than three decades – have a strategic plan for the future, and the current collective decline of newspaper readership and advertising revenues reflects the damage. The purpose of this paper is to illustrate that although digital journalism is growing and the traditional newspaper business is experiencing a decline in resources, print newspapers can be saved. Together, while these ideas don't point so much to a failed industry as much as a failed business model for print newspapers, when the economic problem is conceptualized within the concepts of the newsroom's archaic hierarchical structure, management knowledge gaps, and a diminished advertising structure, then a new, innovate business model begins to take shape. This new business model will turn the traditional hierarchical corporate model employed by newsrooms since the 1800s on its ear, and it just might save the newspaper industry. Only those newspapers that embrace this seismic shift will survive.

Linda Rohr

Associate Dean, School of Human Kinetics and Recreation, Memorial
University of Newfoundland, Canada

Amita Goyal

Student, Memorial University of Newfoundland, Canada

&

Angela Loucks-Atkinson

Associate Professor, Memorial University of Newfoundland, Canada

Assessing Leisure Time Physical Activity among People with Spinal Cord Injury (SCI): Methodological Issues and their Implications

The annual global incidence of spinal cord injury (SCI) varies from 8 to 246 cases per million inhabitants (Furlan, Sakakibara, Miller, & Krassioukov, 2013). In recent decades the life expectancy of people with SCI has improved (McColl, Walker, Stirling, Wilkins, & Corey, 1997); consequently, there is an increase in the number of community-dwelling people with SCI. Globally, in 2011 there were 236 - 1298 cases per million inhabitants in the community were living with SCI (Furlan et al., 2013). People with SCI are one of the most inactive segments of society (Dearwater, LaPorte, Cauley, & Brenes, 1985). With increased life expectancies, people with SCI are vulnerable to poor physical and psychosocial health due to the disability associated with SCI; physical inactivity further contributes to poor health (Williams & Murray, 2015; Wells, 1985). Research on leisure time physical activity (LTPA) promotion to improve overall well-being of people with SCI is therefore mandated. A cross-sectional survey based study was conducted to examine the association and mediators (self-esteem, coping self-efficacy, social support and perceived barriers to LTPA) of leisure LTPA and mental health (depression and anxiety) among people with SCI in Canada (n = 37).

This study highlighted several methodological issues related to LTPA measurement and exploration of this field including: 1) LTPA is still an unexplored area of research in SCI; the focus has been on structured physical activity or rehabilitation which is not necessarily relevant to people with SCI who are community-dwelling; 2) there are a lack of tools specific to the SCI population for the measurement of LTPA; 3) specific operational definitions of physical activity are very broad and inconsistent; and 4) there is lack of LTPA guidelines for people with SCI. Together these issues contribute to inaccurate estimates of LTPA levels in this population in general, irrelevant research finding comparisons, lack of distinction between different types of physical activities and thus, lack of understanding of their distinct effects on health and quality of life outcomes. The most important implication of these methodological limitations is that the benefits of LTPA are not well understood and are not encouraged as a health promoting intervention. It is

recommended that SCI specific self-reported tools to measure LTPA are developed. Establishing metabolic equivalents (MET) guidelines for different activities for people with the SCI will be important; the availability of specific MET guidelines for SCI would allow for existing measurement tools based on MET (e.g., Physical Activity Scale for People with Disability; PASIPD) to be more relevant to the SCI population.

Peter Smolianov

Professor, Salem State University, USA

Steven Dion

Associate Professor & Department Chair, Salem State University, USA

&

Chris Schoen

Associate Professor, Salem State University, USA

Comparing the Practices of US Golf against a Global Model for Integrated Development of Mass and High Performance Sport: Best Practices and Opportunities for Advancement

This study examines the current state of golf in the USA against an ideal-type model for developing high performance sport integrated with mass participation. A questionnaire was developed for the following elements of the model: talent development; advanced athlete support; training centers; competitions; intellectual services; partnerships with supporting agencies; and, balanced and integrated funding and structures of mass and elite sport. Survey questions were validated by 12 international experts including executives from sport governing bodies, golf coaches, academicians, and administrators. To determine the areas for improvement, 102 coaches completed the questionnaire. Possible advancements were further identified through semi-structured discussions with 15 golf administrators. The study identified exemplary practices which can be spread across the country to provide more facilities and coaching affordable for all and help reverse negative 30-year trends in performances of US golfers and in mass golf participation, therefore positively influencing health of the nation.

Muria Endah Sokowati

Lecturer, Universitas Muhammadiyah Yogyakarta, Indonesia

**Ambivalence Discourse of Sex in Boys Magazine
(The Critical Discourse Analysis of Male Sexuality in Sexual
Articles of Hai Magazine)**

Sexuality, a dynamic entity, is defined by a period of history, space and time. As a discourse, the definition of sex is determined by power relations and knowledge. This research reveals how sexuality is understood and constructed in Indonesia through two different political regimes: the New Order and post New Order. Both regimes controlled by different groups with different social, political, and cultural contexts has built different discourses of sex. *Hai's* magazine existing for more than three decades becomes the relevant object of research to understand how sexuality is the arena of the practice of power and knowledge. As a magazine for boys, sexuality in this study focuses on male teen sexuality. The articles of sexuality published in 1995-2004 is selected as a collection of texts analyzed using the Critical Discourse Analysis method described by Norman Fairclough. The periods of publication is choosen since during 1995-2004 was the period of transition of the two regimes. Through textual analysis, discursive practice and social practice, this study explains that there is an ambivalence of discourse on sexuality in *Hai* magazine. This means that the discourse of male teen sexuality produced by *Hai* magazine is a compromise over the discourses of conservatism and sexual liberalism which are dominant during the transition period.

Kanoknan Suchao-in

PhD Student, Chulalongkorn University, Thailand

Sarist Gulthawatvichai

Lecturer, Chulalongkorn University, Thailand

&

Chatchai Chatpunyakul

Assistant Professor, Chulalongkorn University, Thailand

The Mediating Role of Sports Team Reputation on the Relationship between Team Brand Association, Spectator Satisfaction and Spectator Loyalty in Thai Professional Soccer League

Previous research in relation with team brand association tends to focus on the specific team attributes in spectator's mind linked to the team brand's image without putting sports team reputation into consideration. This may not provide a complete picture. Sports team reputation is a collective perception of individuals who keep experience in mind with the sports team or other form of communication over time. Importantly, sports team reputation has been shown to have a strong influence on spectator's experience, attitude, and behavior. The present study aims to examine the mediating role of sports team reputation on the relationship between team brand association and spectator satisfaction, and between team brand association and spectator loyalty. Survey questionnaires were contributed to respondents who physically attended at home games in Thai Professional Soccer League 2017 (N = 1,600). The test of mediating effect by using structural equation model (SEM) revealed that sports team reputation partially mediated the relationship between team brand association and spectator satisfaction, and fully mediated the relationship between team brand association and spectator loyalty. The findings suggest that sports team reputation can be improved by focusing on team brand association. Spectator satisfaction and spectator loyalty can be enhanced by increasing reputation. Results indicate that reputation is the outcome of a communication process by which individuals develop emotional perception reaction responded to action associated with a sport team. The present findings on sports team reputation appear to advantage for managers to perform reputation management in order to maintain their existing spectator base and possibly to cultivate new spectators.

Synthia Sydnor

Associate Professor, University of Illinois at Urbana-Champaign, USA

Treatise on Sport: A Proem

A beginning/proem that amends scholarly and popular ideas about the nature of sport is forwarded. Some of the thought of David Sansone (*Greek Athletics and the Genesis of Sport*, 1988) and Adam B. Seligman, Robert P. Weller, Michael J. Puett, & Bennett Simon (*Ritual and Its Consequences: An Essay on the Limits of Sincerity*, 2008) in novel combination are foundational to my thesis.

My treatise on sport critiques the dominance of the triumphal and utopian, for example, in scholarship and initiatives associated with “sports-for-peace-and-development”. Sport *is* important to humans, but not for the specific reasons that dominate taken-for-granted popular and scholarly understandings of such. Understanding the essential/universal/ritual nature of “sport” perhaps helps direct funds/resources to tenable goals, and frees humans from current constraints of a barely acknowledged understanding of the nature of sport.

Malgorzata Tomecka

Lecturer, Academy of Sport Education in Warsaw & Teacher, Secondary
Technical School in Katowice, Poland

“Kalos Kagathos” in Poland

Kalos Kagathos, the medal established in Poland, is related to the Olympic rule of unity of the attributes of human body and spirit according to which the model of a universal man comprises a harmonic composition of beauty, health, fitness (gr. kalós) and moral an intellectual virtue (kathós). The laureates of the medal are chosen by the chapter house, the chairman of whom, is the Chancellor of the Jagiellonian University in Cracow. The initiative of awarding the medal is patronized by the Polish Olympic Committee, Polish Olympic Academy and “ Sport review” magazine.

The medal carries the ethical and educational signal for the contemporary and future generations. It indicates the ability to unite people of different character features in education, which, as a consequence, aims at making the world of sport come closer to sciences, arts and professional perfection. It also points out that, the outstanding sportsmen can achieve equally great successes in life after they have completed their sport careers. The honored are the Polish sportsmen, who in their disciplines that they specialized in, reached at least the level of mastery in the national scale and later they achieved an outstanding position and recognition in the activity beyond sport.

This year, also, the chapter house of the “Kalos Kagatos” medal gathered on the 6th of July in the old Collegium Maius of the Jagiellonian University. In the free vote there were chosen 7 people out of 13 candidates. Among them there were :

1. Czesław Lang - road and track cyclist, the Olympic runner-up and twice medal winner at the world championships . After finishing his sport career, he became sport activist and the organizer of the Tour de Pologne UCI World Tour, Tour de Pologne for amateurs and the events of MTB.

2. Antoni Piechniczek - a football player, football coach, the coach of the Polish football representation, a Senator for the Polish Parliament of the VII cadence. As a football player he won Polish Football Cup with the team “Ruch Chorzów”. His biggest success as a coach was the third place in the World Football Cup in 1982 as well as participation in The Olympic Games with the representation of Tunisia (Seul 1988)

“Kalos Kagathos” in Poland are the representatives of the world of science, culture, art, business and politics. So far, this prestigious distinction has been awarded to 71 outstanding personalities of magnificent careers in sport, profession and life. The aim of the present work is to give more information on the issues mentioned above.

Yanna Wang

Postgraduate, Harbin Engineering University, China

&

Dong Li

Postgraduate, Harbin Engineering University, China

Innovation of Financing Mode of Chinese Sports Venues Based on Asset Securitization

Asset securitization, as a financial innovation tool, can transform the lack of liquidity into liquid assets, effectively revitalize the stock of assets, in the course of more than 40 years of development, for many enterprises Financing provides a new way. Through the literature and materials, it is found that the construction and operation of Chinese sports venues have a single source of funds, mainly relying on government funds and fund raising their own funds, which has brought heavy burden to the government and cannot meet the financial needs of the stadium, thus affecting the construction of sports venues and Operation. It is now through the method of securitization of sports venues to finance, to realize the goal of reducing the financing cost, revitalizing the stock assets, speeding up the construction of the stadiums, providing financial guarantee for the operation of the stadiums, and innovating the financing mode of the stadiums.

Shixin Zhang

Associate Professor, University of Nottingham Ningbo China, China

Mediatization of Conflict - A Case Study of Sino-Indian Border Crisis in 2017

Today the media have become integral to the planning and conduct of war (Horten, 2011). This on-going project will apply the concept of mediatization and conduct a comparative analysis of news reporting in mainstream media during the Sino-Indian border crisis in 2017. Mediatization as a new and much-debated concept emerged over the past decade and it characterizes changes in media-saturated societies (Horten, 2011; Lundby, 2014). In terms of media and conflict, Hoskin & O'Loughlin (2015) claims that the world is currently in the third phase of mediatization - Arrested War, which means the professional media have arrested the social media dynamics and effectively harnessed them for their own ends (ibid). In this study, we will use the recent Sino-India border crisis to re-examine the paradigm of Arrested War from a comparative East-West perspective. Theoretically this project will contribute to developing the concept of mediatization by providing up-to-date empirical evidence from conflict reporting and global perspective. Methodologically, this project will employ a new method The Dynamic Discourse Approach (DDA) in the analysis of news reportage.

This project aims to address mediatization of conflict by analyzing news coverage of the Sino-India border crisis in 2017 in selected mainstream media in four countries, China, India, US and UK and to discuss how the professional media and other actors have used social media for their own ends. By focusing on two directly involved countries in the east (China and India) as well as two Western countries (US and UK), the study examines media coverage in the context of history, media system, journalism culture, foreign policy and geopolitical factors. In addition, Chinese journalists and China-based foreign correspondents' perceptions towards practices and changes in conflict reporting as well as their use of social media will be revealed and discussed. The main questions to be addressed include:

- RQ1: How was the 2017 Sino-India border crisis covered in mainstream media in the four countries?
- RQ2: What are the factors that cause the similarities and differences in the news coverage?
- RQ3: How do the professional journalists view the changes in conflict reporting and their use of social media?

This project will employ a qualitative research approach drawing on the Dynamic Discourse Approach and in-depth interviews. News reports and opinion pieces from six newspapers - *China Daily* and *Global Times* (English &

Chinese) from China, *The Times of India* and *The Hindu* from India (English), *The Guardian* from the UK and *The New York Times* from the US - will be collected via LexisNexis system for the time period from 19 June to 31 August. The Dynamic Discourse Approach (DDA) will then be used to analyze the collected articles. In addition, semi-structured interviews will be conducted with about 15 Chinese journalist and 15 foreign correspondents in Beijing. The purpose is to find out the professional journalists' views and perceptions towards the practices and changes in conflict reporting, their use of social media, as well as the media's roles and impact in the conflict.

Since this project is still on-going, introduction of this project and literature review on mediatization of conflict will be presented at the Conference.