Thursday, June 29th, 2006

7:00 Bus Departure for the Museum of the Marathon Race, The Village of Marathon, Attica.
The Shuttle Bus will depart from Omonoia Square (outside the Delphi Hotel, 27 Ag. Konstantinou Street), and at 7:15 from Park Hotel (10 Alexandras Street)

7:00 – 9:00 Registration will take place inside the Bus
09:00-09:05 Welcome and Opening Remarks
Dr. Gregory T. Papanikos, President, ATINER.

09:05-10:45 Session I
Chair: Dr. John Kelvyn Richards, Head, Sports Research Unit, ATINER.
1. Bir, A.A., Professor, Bahcesehir University, Turkey & Suher, K., Assistant Professor, Bahcesehir University, Turkey. A Research on the Opinion of the Leading Turkish Companies towards Sports Sponsorship.
2. Dean, B., Associate Professor, Arkansas State University, USA & Stillwell, J., Professor, Arkansas State University, USA. New Dimensions in Movement and Fitness through Integration.
4. Turco, D.M., Professor, DeSales University, USA & Scott, A.S., Assistant Professor, DeSales University, USA. Consumer Profiles of International Sport Tourists: Economic Impacts and Implications.
10:45-12:15 Session II

Chair: Wickens, E., Reader, Buckinghamshire Chilterns University College, UK.
1. Carmichael, F., Senior Lecturer, University of Salford, UK. *Does the Best Team Win? An Analysis of Team Performance at Euro 2004.*
2. Ekmecki, R., Lecturer, Pamukkale Universitesi, Turkey, Berber, S., Assistant Professor, Anadolu Universitesi, Turkey & Kutlu, O., Researcher, Anadolu University, Turkey. *Internet Usage on Sports Marketing: A Study on Turkey Super League Football Clubs’ Web Sites in Terms of Marketing.*
3. Levante, M., Ph.D. Student, University of Teramo, Italy. *The Financial Crisis in Italian Football: Possible Alternatives to Insolvency Proceedings in an Economic Analysis of Bankruptcy Law.*
4. Gurgen, H., Professor, Anadolu University, Turkey & Katirci, H., Lecturer, Anadolu University, Turkey. *An Exploratory Study of the Presentation of Sport Celebrities in Magazine Ads: A Content Analysis.*
5. Popma, W., Senior Lecturer, Brighton University, UK. *Sponsorship and Branding in Professional Football – the Case of Olympiakos F.C.*

12:15-13:30 Session III

Chair: Levante, M., Ph.D. Student, University of Teramo, Italy.
1. Cakir, F., Assistant Professor, Anadolu University, Turkey, Yuncu, D., Master Student, Anadolu University, Turkey & Yuncu, R., Researcher, Anadolu University, Turkey. *Defining A Hallmark Event Visitors: A Case Study of F1 Grand Prix Istanbul 2005, Turkey.*
2. Er, I., Researcher, Anadolu University, Turkey, Argan, M., Assistant Professor, Anadolu University, Turkey, Kiliger, T., Researcher, Anadolu University, Turkey & Ozata, Z., Lecturer, Anadolu University, Turkey. *The Evaluation of Sponsorship Effectiveness: A Content Analysis Study on Televised Formula one Istanbul Grand Prix.*
3. Gosterisli, M.E., Lecturer, Anadolu University, Turkey. *Objectivity in Turkish Sports Journalism.*
4. Ozata, F.Z., Lecturer, Anadolu University, Turkey, Kilicer, T., Anadolu University, Turkey, Er, I., Researcher, Anadolu University, Turkey & Argan, M., Assistant Professor, Anadolu University, Turkey. *The Reflections of the New Sponsorship Regulations in Turkey: Significant Developments in Sports Sponsorship.*
5. Troelsen, T., Associate Professor, CBS/Copenhagen Business School, Denmark & Dejonghe, T., Professor, Lessius Business School, Denmark. *The Need of Competitive Balance in European Professional Soccer: A Lesson to be learned from the North American Leagues.*

13:30-15:30 Lunch

15:30 Bus Return to Central Athens

19:30-21:30 Greek Night Entertainment

Place: Stamatopoulos Tavern, 26 Lissiou Street, Plaka, Tel.: 210 3228722
Friday, June 30th, 2006

(Conference Venue: Delphi Hotel, 27 Ag. Konstantinou Street)

08:30-10:00 Session IV
Chair: Sydnor, S., Professor, University of Illinois at Urbana, USA.
1. Floros, C., Lecturer, University of Portsmouth, UK. *The Athens Olympic Games and the Athens Stock Exchange.*
4. Waters, D.J., Associate Professor, University of Wisconsin, USA & Leong, M.L., Researcher, Singapore Sports Council, Singapore. *An Asian City-State Ascends the Olympic Podium? Singapore’s Socio-Economic Impacts from Hosting the 117th IOC Session.*
5. Akdag, K., Teaching Assistant, University of Akdeniz, Turkey, Yilmaz, S., Teaching Assistant, University of Akdeniz, Turkey & Uğuelu, A., Teaching Assistant, University of Akdeniz, Turkey. *The Role and Impact of Sponsorship over Consumer Behaviour in the City of Antalya.*

10:00-11:30 Session V
Chair: Floros, C., Lecturer, University of Portsmouth, UK.
1. Hakan, K., Researcher, Anadolu University, Turkey & Oyman, M., Assistant Professor, Anadolu University, Turkey. *Measuring Service Quality and Customer Satisfaction in Fitness Centers in Turkey: An Exploratory Study.*
2. Hironaka-Juteau, J., Associate Professor, California State University, USA & Reid, K., Associate Professor, USA. *Cause - Related Cycling Events and Adult Lifestyle Outcomes: A Preliminary Investigation.*
3. Riddington, G., Reader, Glasgow Caledonian University, UK. *Measuring the Value of Policies to Protect Sport and Leisure Activities: The Gs Threat to Salmon Angling.*

11:30-13:00 Session VI
Chair: Dr. John Kelvyn Richards, Head, Sports Research Unit, ATINER.
1. Sydnor, S., Professor, University of Illinois at Urbana, USA. *Controversial Themes in the Study of Feminity and Sport: The Contribution of John Paul It’s Theology of the Body.*
2. Veli Onur C., Researcher, Anadolu University, Turkey & Bayrak, C., Associate Professor, Anadolu University, Turkey. *A Research about Transformational Leadership Features of Amateur Football Trainers and their Ages.*
3. Yenipinar, U., Assistant Professor, The Aegean University, Turkey & Balta, S., Assistant Professor, Yasar University, Turkey & Karagoz, D., Master Student, Anadolu University, Turkey. *The Impacts of 23rd Universiade Izmir on Social Life and Tourism.*
4. Myllykangas, S., Assistant Professor, Northwest Missouri State University, USA & Vetter, R., Assistant Professor, Northwest Missouri State University, USA. *Using Creative Movement to Facilitate Expression of Emotions of Grief in Caregivers.*
5. White, J., Professor, Anglia Ruskin University, UK. *Uefa Justice: a Criminologist’s Role in the case against Glasgow Rangers. Sport and Drugs-the case of Kenteris, Thanou and a Greek Tragedy in the Making. A Tale of (at least) Two Cities: towards a Comparative Criminology of the Policing of Football Matches in Europe and Beyond.*

13:00-14:00 Lunch
14:00-15:30 Session VII
Chair: White, J., Professor, Anglia Ruskin University, UK.
1. Klentrou, P., Associate Professor, Brock University, Canada. The Use of Exercise Training in the Management of Rheumatoid Arthritis: A Case Study.
2. Cunnius, P., Director, Drexel University, USA. Wellness and Health Resuscitation.
3. Tsouloupas, C., Instructor, California State University, USA. School – Based Healthy Activities Program for Exercise: Phase 2.
4. Di Giovanni, G., Graduate Student, Brock University, Canada. Health Behaviours and Bone Strength in Young Females.
5. Vetter, R., Assistant Professor, Northwest Missouri State University, USA & Reusser, J., Associate Professor, Northwest Missouri State University, USA. Effects of Six Warm-up Protocols on Sprint and Jump Performance.

15:30-17:00 Session VIII
Chair: Klentrou, P., Associate Professor, Brock University, Canada.
1. Iliadi, V., Student, University of Luton, UK. The Relaxatory Effect of Differing Mei-Ri Intensities on Antagonistic Muscles.
2. St.Pierre, C., Assistant Professor, Florida Atlantic University, USA & Broadfield, D., Assistant Professor, Florida Atlantic University, USA. Getting to the Heart of the Matter: Transdisciplinary Approaches To Cardiovascular Health and Disease.
3. Robinson, C., Associate Professor, Lewis-Clark State College, USA & Dolny, D., Professor (Division of HPERD), University of Idaho, USA. Health and Fitness Variables as they Relate to Body Composition in Adolescent Boys.
4. Robinson, M.L., Nursing Professor, Lewis-Clark State College, USA, Winters-Stone, K., Assistant Professor and Associate Scientist (School of Nursing), Oregon Health & Science University, USA, Gabel, K.A., Professor, University of Idaho, USA & Dolny, D., Professor, University of Idaho, USA. Modifiable Lifestyle Factors Affecting Bone Health Using Calcaneus Ultrasound in Adolescent Girls.

17:00–20:15 Free Time for Shopping around Syntagma Square or/and Visit the National Archaeological Museum of Athens

20:15-22:00 Dinner
Place: Rozalia Tavern, 58 Valtetsiou str., Exarcheia Square, Tel.: 210-330-2933

Saturday July 1st, 2006
One Day Cruise to the Aegean Islands (includes Lunch)
07:00 Bus Departure from Omonoia Square, La Mirage Hotel, 3 Marikas Kotopouli Street, Athens. (Confirm Time)
20:30 Return to the Conference Hotel.