



Athens Institute for Education and Research
A World Association of Academics & Researchers



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

Organized by the **Sports Research Unit** of ATINER

In collaboration with the **Pan-Hellenic Association of Sport Economists & Managers (PASEM)**



Conference Venue: **Titania Hotel**, 52 Panepistimiou Avenue, 106 78 Athens, Greece

Monday 19 May 2014

09:30-10:00 Registration

10:00-10:30 Welcome and Opening Remarks

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

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

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

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

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

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

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

13:30-14:30 Lunch

14:30-16:00 Session III (Room F): Sports Issues I**Chair:** Richard Bingley, Senior Lecturer, Bucks New University, UK.

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

21:00-23:00 Greek Night and Dinner (Details during registration)**Tuesday 20 May 2014****09:30 -11:00 Session IV (Room F): Sports Issues II****Chair:** Houari Saidia, Director, Institute of Technical Sessions and Physical and Sports Activities, University of Tissemsilt, Algeria.

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

11:00-12:30 Session V (Room F): Sports Issues III**Chair:** Gwendolyn M. Weatherford, Assistant Professor, Texas A&M University-Commerce, USA.

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

12:30-13:30 Lunch

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

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

1. Mehmet Sarioglan, Assistant Professor, Balikesir University, Turkey. Gastronomy Tourism.
2. Jiri Skoumal, Teacher, Palacky University, Czech Republic & Vladimir Hobza, Teacher, Palacky University, Czech Republic. Methods of Evaluating the Regional Development of Outdoor Activities.
3. Christos Anagnostopoulos, Head, Sports Research Unit, ATINER & Lecturer, Coventry University Business School, UK. 'Transcending' through Passion and Trust in Corporate Charitable Foundations: Insights from English Football.
4. Alessandra Mendes, Professor/PhD Student, University of Parana State, Brazil & Adriano Codato, Professor, Federal University of Parana, Brazil. Institutional System of the State and Public Policy: the Structure of Sports Management in Brazil.

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

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

Wednesday 21 July 2014

Cruise: (Details during registration)

Thursday 22 July 2014

Delphi Visit: (Details during registration)