



Panhellenic Association of Sports Economists & Managers
(PASEM)



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

15th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects
11-14 May 2015, Athens, Greece

Organized by the Pan-Hellenic Association of Sport Economists & Managers (PASEM)
In collaboration with the Sports Research Unit of ATINER

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

Monday 11 May 2015

08:30-09:15 Registration and Refreshments

09:15-09:30 (ROOM C) Welcome & Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
- Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

09:30-11:30 Session I (ROOM C): Football (Soccer) I

Chair: Gregory T. Papanikos, President, ATINER & Apostolos Kotsaspyrou, Researcher, Panhellenic Association of Sports Economists & Managers (PASEM)

1. Krystian Zawadzki, Assistant Professor, Gdansk University of Technology, Poland. Estimation of the Willingness – To – Pay for Preserving the Football Arena in Gdansk.
2. Daniel Magueta, Assistant Professor, University of Aveiro, Portugal, Sergio Goncalo, Ph.D. Student, University of Coimbra, Portugal & Carmen Guimaraes, University of Aveiro, Portugal & Pedro Pego, University of Aveiro, Portugal. Could Fewer Teams Make a League More Competitive? The Portuguese Football League Case.
3. Daniel Maderer, Teaching and Research Associate, Friedrich-Alexander-University Erlangen-Nurnberg, Germany & Dirk Holtbrugge, Head, Department of International Management, Friedrich-Alexander-University Erlangen-Nurnberg, Germany. How Can European Football Clubs Enter the Indian Football Market? – An Explorative Study.

11:30-13:30 Session II (ROOM C): Football (Soccer) II

Chair: Brett Boyle, Associate Professor, Saint Louis University, USA.

1. Anna Wallebohr, Ph.D. Student, Lucerne University of Applied Sciences and Arts, Switzerland & Jan Pieper, Lecturer, Lucerne University of Applied Sciences and Arts, Switzerland. Why North American Major League Clubs are Profitable and European Professional Football Clubs are not –An Institutional Economic Analysis.
2. Andreas Groll, PostDoc, LMU Munchen, Germany & Gunther Schauburger, Ph.D. Student, LMU Munchen, Germany. Brazil or Germany - Who will win the Trophy? Prediction of the FIFA World Cup 2014 Based On Team-Specific Regularized Poisson Regression.
3. Elizaveta Pronkina, MSc Student, New Economic School, Russia. New Insight in Home Advantage, Evidence from 2004 to 2014.

13:30-14:30 Lunch

14:30-16:00 Session III (ROOM C): Special Issues on Sports I

Chair: Krystian Zawadzki, Assistant Professor, Gdansk University of Technology, Poland.

1. Deborah Stroman, Adjunct Associate Professor and Director of Sport Entrepreneurship, University of North Carolina at Chapel Hill, USA. Plantation or Platform? The Black Male Student-Athlete's Plight in Higher Education.
2. Brett Boyle, Associate Professor, Saint Louis University, USA. Effects of the Armstrong Doping Scandal on Sponsor Brand Equity.

16:00-17:30 Session IV (ROOM C): Copyright Eligibility of Sporting Events and Performances

Chair: Daniel Magueta, Assistant Professor, University of Aveiro, Portugal

1. Ankur Gupta, Lecturer, Temasek Polytechnic, Singapore. Copyright Eligibility of Sports "Moves": A Far Stretch?
2. Lucio Colantuoni, Professor, University of Milan, Italy, Alessandro Artico Biassoni, Doctor in Jurisprudence, University of Milan, Italy & Giovanni Besana, Doctor in Jurisprudence, University of Milan, Italy. IP Rights in Sports, Ambush Marketing and Mega Sport Events: Legal Issues.

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

Tuesday 12 May 2015

08:00-10:00 Session V (ROOM C): Special Issues on Sports II

Chair: Arpad Papp-Vary, Dean, Faculty of Tourism and Business, BKF University of Applied Sciences, Hungary.

1. Philippe Terral, Assistant Professor, University of Toulouse, France & Fabien Merlaud, Ph.D., University of Toulouse, France. The Framing of Obesity in France: When Sport Could Pacify Sciences War?
2. Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland. The Intergenerational Transfer Effects on Sport Activity.
3. Ester Liberato Pereira, Ph.D. Student, Federal University of Rio Grande do Sul, Brazil, Carolina Fernandes da Silva, Ph.D. Student, Federal University of Rio Grande do Sul, Brazil & Janice Zarpellon Mazo, Associate Professor, Federal University of Rio Grande do Sul, Brazil.. The First Vestiges of the Sportivization of the Equestrian Practices in Porto Alegre.
4. Abdusselam Kose, Visiting Scholar, Indiana University, USA. The State Investments of Mega Stadium and Negative Effects of These Investments on Recreational Sports and Sports for All in Turkey.

10:00-11:30 Session VI (ROOM C): Sports-Services-Leisure-Tourism

Chair: Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland.

1. Li-Shiue Gau, Professor, Asia University, Taiwan, Hung-Yi Chu, Ph.D. Candidate, Feng Chia University, Taiwan, Yu-Chia Chang, Associate Professor, Asia University, Taiwan & Ee-Ting Lo, Ph.D. Student, Asia University, Taiwan. Examine a Cross-Industry Cooperation Model between Swimming and Long-Term Care Services Industry.
2. Attila Horvath, Senior Lecturer, Institute for Educational Research and Development, Hungary & Katalin Starhon, Lecturer, Pannonia University, Hungary. The Sport Tourism as a Form of Informal Learning.
3. Katharine Nohr, Attorney, Nohr Sports Risk Management, LLC, USA. Equipping Professional Athletes with Risk Management Tools to Prevent Scandals, Accidents and Injuries.
4. Susan Barnett, PhD Student, Indiana University, USA. The Media-based Social Solitude of Leisure in the 21st Century.

11:30-13:30 Session VII (ROOM C): Media-Brands-Marketing

Chair: Katharine Nohr, Attorney, Nohr Sports Risk Management, LLC, USA.

1. Arpad Papp-Vary, Dean, Faculty of Tourism and Business, BKF University of Applied Sciences, Hungary. The First Global Personal Brand in Football: The Case Study of Ferenc Puskas.
2. Petros Parganas, Ph.D. Candidate, Heriot-Watt University, U.K. Liverpool FC's use of Facebook to Manage its Brand Image.
3. Mohammed Binjwaied, Ph.D. Student, Leeds Beckett University, U.K., Ian Richards, Senior Lecturer, Leeds Beckett University, U.K. & Lisa O'Keeffe, Leeds Beckett University, U.K. The factors influencing fans attendance at Football matches in the Kingdom of Saudi Arabia.
4. David Chaplin, Professor, Northwest Nazarene University, USA. The Power of Self-Promotion: Twitter Followers and Guaranteed Purses in Professional Boxing, 2011-2013.
5. Min-Sin Sul, Professor, Hankyong National University, Korea, Jeong-Won Lim, Graduate Student, Hankyong National University, Korea & Hyun-Ju Choi, Sangmyung University, Korea. Influence of Service Quality in Leisure & Sports Internet Shopping Mall on Shopping Satisfaction, Re-Purchase Intention and Recommendation Intention.

13:30-14:30 Lunch

14:30-16:00 Session VIII (ROOM C): Football (Soccer) II

Chair: Christos Anagnostopoulos, Head, Sports Research Unit, ATINER, Associate Professor, Molde University College, Norway, & Associate Lecturer, University of Central Lancashire, Cyprus.

1. Mariane Da Silva Pisani, Ph.D. Student, University of Sao Paulo, Brazil & Gabriel Bocchi, Student, University of Sao Paulo, Brazil. Sociability among Soccer Fans in the FIFA Soccer World Cup 2014: Roaming around Sao Paulo. (World Football (Soccer) Cup)
2. Maria Tabouras, Ph.D. Student, Università degli studi di Napoli "Parthenope", Italy, Alessandra Sorrentini, Associate Professor, Università degli studi di Napoli "Parthenope", Italy, Davide Di Palma, Ph.D. Student, Università degli studi di Napoli "Parthenope", Italy & Vincenzo Raiola, Ph.D. Student, Università degli studi di Napoli "Parthenope", Italy. The Impact of Sports on the Italian Economy: The Influence of Multi-Purpose Sports Facilities.
3. Houari Saidia, Director of Technical Sessions - Physical and Sports Activities, University of Tissemsilt, Algeria. The Impact of Social Cohesion on Athletic Performance among Soccer Players.
4. Abdelkader Lakhdari, Professor, Director, University of Tissemsilt, Algeria. School Sports in Algeria between the Legislative Texts and the Reality of Practice in the Secondary.

16:30-19:30 Urban Walk (Details during registration)

20:30- 22:00 Dinner (Details during registration)

Wednesday 13 May 2015
Cruise: (Details during registration)

Thursday 14 May 2015
Delphi Visit: (Details during registration)