



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



**16<sup>th</sup> Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 9-12 May 2016, Athens, Greece**

Organized by the **Sports, Leisure & Recreation Research Unit** of ATINER and in collaboration with the  
**Pan-Hellenic Association of Sport Economists & Managers (PASEM)**

Sponsored by the **Athens Journal of Sports**

**Conference Venue:** Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece (close to Omonoia metro station)

**Monday 9 May 2016**

(all sessions include 20 minutes break at the end)

**08:00-08:30 Registration and Refreshments**

**08:30-09:00 Welcome & Opening Address (ROOM B)**

- Gregory T. Papanikos, President, ATINER & Vice President of Panhellenic Association of Sports Economists and Managers (PASEM).
- George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

**09:00-10:30 Session I (ROOM A): Leisure, Recreation and Sports**

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

1. Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland. [The Sports Geography in Finland.](#)
2. Harry Davakos, Professor and Chair, Department of Health, Exercise, and Sport Science, The Citadel, USA. [Economic and Other Financial Impacts of the Cooper River Bridge Run on the Lowcountry Region of South Carolina, and Specifically on the City of Charleston and Surrounding Towns.](#)
3. Barry Paraskeva Costas, Senior Lecturer, University of Hertfordshire, U.K. The Voices of Children Aged 10 and 11 Years Old: Their Views on Physical Education, the Olympic Games and the Implications for Policy, Practice and Research.
4. [Ian Culpan](#), Professor and Director of New Zealand Centre for Olympic Studies, University of Canterbury, New Zealand & [Caroline Meier](#), Olympic Studies Centre, German Sport University of Cologne, Germany. [Enhancing the Human Condition through Sport: The Political Economy and the Potential of Olympism Education.](#)

**10:30-12:00 Session II (ROOM A): Data Analytics and Methodologies in Sports**

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

1. [Panos Pardalos](#), Distinguished Professor, University of Florida, USA & [Konstantinos Gakis](#), Adjunct Assistant Professor, University of Florida, USA. [A Probabilistic Model for Multi-Contestant Races.](#)
2. [Theodore Trafalis](#), Head, Industrial Engineering Research Unit, ATINER, Professor of Industrial and Systems Engineering & Director, Optimization & Intelligent Systems Laboratory, The University of Oklahoma, USA. [Kernel Methods Applied to Sports Analytics.](#)
3. Nadim Nassif, Assistant Professor, Notre Dame University, Lebanon. [International Society of Sports Sciences in the Arab World Elite Sport Ranking: A New Evaluation Methodology for Countries Performances in International Sports Competitions.](#)
4. [Tobias Haupt](#), Director of “Social Media Marketing”, Institute for Football Management, Germany & [Florian Kainz](#), Professor, Institute for Football Management, Germany. [Social Media Marketing and Capitalization Opportunities in Professional Sports - An Empirical success factor analysis in the German Premier Football League.](#)

### **12:00-14:00 Session III (ROOM A): Participation in Sports and Leisure**

**Chair:** Harry Davakos, Professor and Chair, Department of Health, Exercise, and Sport Science, The Citadel, USA.

1. Patricia K. (Tish) Doyle-Baker, Associate Professor, University of Calgary, Canada, Louise Smith, Graduate Student, University of Calgary, Canada, Benjamin Smith, Undergraduate Student, University of Calgary, Canada, Michael Christie, Undergraduate Student, University of Calgary, Canada & Logan Jones, Youth Manager Active Living, University of Calgary, Canada. An Investigation of Kids' Steps in the summer at University Camps (KISS UC).
2. Hubert Roussel, Professor, Université de Moncton, Canada & Marc LeBlanc, Professor, Université de Moncton, Canada. [Regional Recreation Planning: The Example of Kent County, NB, Canada.](#)
3. Hal Walker, Chair, Sport Management, Elon University, USA & Steven Carney, Assistant Professor, Saint Leo University, USA. [An Assessment of NASSM Internship Practices.](#)
4. Maria Ratz, Research Assistant, University of Applied Science, Germany, Florian Pfeffel, Head of Studies, University of Applied Science, Germany, Christoph Kexel, Lecturer, University of Applied Science, Germany & Peter Kexel, Lecturer, University of Applied Science, Germany. [Second Screen: User Behaviour of Spectators while Watching Football.](#)

### **14:00-15:00 Lunch**

### **15:00-17:00 Session IV (ROOM A): Special Topics on Leisure, Recreation and Sports I**

**Chair:** Patricia K. (Tish) Doyle-Baker, Associate Professor, University of Calgary, Canada

1. Erin Buzuvis, Professor, Western New England University, USA. Hormone Check: Understanding the Exclusion of Female Athletes for Endogenous Testosterone as a Form of Gender Discrimination.
2. Andreas Hebbel-Seeger, Head of Media School, Macromedia, University of Applied Sciences, Germany, Thomas Horcky, Professor, Macromedia, University of Applied Sciences, Germany & Cora Theobalt, Macromedia, University of Applied Sciences, Germany. [Usage of Drones in Sports Communication – New Esthetics and Enlargement of Space.](#)
3. Laura Cousens, Associate Professor, Brock University, Canada, Martha Barnes, Associate Professor, Brock University, Canada & Joanne MacLean, Dean and Professor, University of the Fraser Valley, Canada. [Trust in a Community Sport Network: The Case of Swimming Providers.](#)

### **18:30-20:30 Session V (ROOM B): A Round Table Discussion on *Sports as a Cultural and Leisure-Recreational Activity***

**Chair:** Gregory T. Papanikos, President, ATINER.

1. Dr Seppo Suominen, Senior Lecturer, Haaga-Helia University, Finland.
2. Dr Annemarie Farrell, Associate Professor, Ithaca College, USA.
3. Dr Onur Burak Celik, Assistant Professor, Yasar University, Turkey.
4. Dr Andreas Hebbel-Seeger, Professor and Head, Media School, Macromedia University of Applied Sciences, Germany.
5. Dr Hal J. Walker, Chair, Sport & Event Management, Elon University, USA.
6. Dr Angela Busacca, Professor, "Mediterranea" University of Reggio Calabria, Italy.
7. Dr Laura Cousens, Associate Professor, Brock University, Canada.

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

## Tuesday 10 May 2016

### 08:00-10:00 Session VI (ROOM A): Essays on Team Sports and Leagues

**Chair:** Carl Bozman, Professor, Gonzaga University, USA.

1. [Ray Bachan](#), Senior Lecturer, University of Brighton, U.K. & Barry Reilly, Professor, University of Sussex, U.K. [League Quality and Attendance Evidence from a European Perspective](#).
2. Angela Busacca, Aggregate Professor, “Mediterranea” University of Reggio Calabria, Italy. [Collective Sale of Television Rights and Revenue-Sharing: Italian and Spanish Model](#).
3. [Annemarie Farrell](#), Associate Professor, Ithaca College, USA & [Heidi Grappendorf](#), Associate Professor, University of Cincinnati, USA. [Watching the 2015 USA Women’s National Team in World Cup Play: A Guy’s Perspective](#).

### 10:00-11:30 Session VII (ROOM A): Special Topics on Leisure, Recreation and Sports II

**Chair:** Annemarie Farrell, Associate Professor, Ithaca College, USA.

1. Onur Burak Celik, Assistant Professor, Yasar University, Turkey. [Chequered Flag or Red Flag: Survival Analysis of Formula One Teams](#).
2. [Carl Bozman](#), Professor, Gonzaga University, USA, Vivek H. Patil, Gonzaga University, USA, Lada V. Kurpis, Gonzaga University, USA & Kevin Lehman, Gonzaga University, USA. [Community Sport Social Benefits: A Basis for Continuous Improvement](#).
3. [Marc LeBlanc](#), Professor, Université de Moncton, Canada & Hubert Roussel, Professor, Université de Moncton, Canada. [A Comparison of Physical, Cultural and Passive Activity Participation Rates](#).
4. Giovanni di Cola, Special Adviser, International Labour Office (ILO), Switzerland. [Mega Sporting Events \(MSEs\) and the Decent Work Agenda: Implementing Labour Rights](#). (Paper)

11:30-14:30 Educational and Cultural Urban Walk Around Modern and Ancient Athens (Details during registration)

14:30-15:30 Lunch

### 15:30-17:30 Session VIII (ROOM A): Special Topics on Leisure, Recreation and Sports III

**Chair:** George Poulos, Vice President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

1. [Jemelleh Coes](#), Ph.D. Student, University of Georgia, USA & [Corey Johnson](#), Professor, University of Waterloo, Canada. [Storytelling for Social Justice: Black Activism as Serious Leisure](#).
2. Rehnuma Karim, Assistant Professor, State University of New York, USA. [Rescued Through Leisure: A Qualitative Inquiry on the Female Survivors of Acid Attack in Bangladesh](#).
3. Manuel Gonzalez-Gomez, Professor, University of Vigo, Spain. Visitors Stream from Russia to Spain.

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

**Wednesday 11 May 2016**  
**Cruise: (Details during registration)**

**Thursday 12 May 2016**  
**Delphi Visit: (Details during registration)**