



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



17th Annual International Conference on Sports:
Economic, Management, Marketing & Social Aspects, 8-11 May 2017, Athens, Greece
Organized by the Sports, Leisure & Recreation Research Unit
Sponsored by the Athens Journal of Sports

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

Monday 8 May 2017

08:00-09:00 Registration and Refreshments

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

Gregory T. Papanikos, President, ATINER.

09:30-11:30 Session I (Room A-Mezzanine Floor): Sports, Communication & Marketing

Chair: Vasillis Skianis, Research Fellow, ATINER.

1. Andreas Hebbel-Seeger, Professor and Head of Media School at Campus Hamburg, Macromedia University, Germany. 360 Degrees Video and VR for Training and Marketing within Sports.
2. Panos Pardalos, Distinguished Professor, University of Florida, USA, Konstantinos Gakis, Adjunct Assistant Professor, University of Florida, USA, Chang-Hwan Choi, Research Professor, Korea National Sport University, South Korea & Jae-Hyeon Park, Associate Professor, Korea National Sport University, South Korea. Simulation of a Probabilistic Model for Multi-Contestant Races.
3. Peter Kexel, Lecturer, Accadis University of Applied Sciences, Germany, Florian Pfeffel, President, accadis University of Applied Sciences, Germany & Kyung-Yiub Lee, Team Director U21, German Football Association, Germany. Does Youth Tournaments such as *UEFA under 19 European Football Championship* in Germany 2016 Influence Public's Perception of the German Football Association (DFB).
4. Antonio Moreno Pessoa, Economist, Universidade Federal de Alagoas (UFAL), Brazil & Keuler Hissa Teixeira, Universidade Federal de Alagoas (UFAL). A Study on Pricing of the Footballers' Transfers in the Top 4 European Leagues in the 2015/2016 Season.

11:30-13:30 Session II (Room A-Mezzanine Floor): A Panel on Elite Sport Policy

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

1. Peter Bukhala, Senior Lecturer, Masinde Muliro University of Science and Technology, Kenya. The Status of Sports for Persons with Disabilities in Developing Countries: The Case of Kenya.
2. Giovanni Di Cola, Special Adviser, International Labour Office (ILO), Switzerland. Developing New Skills and Competences in Sporting Events.

13:30-14:30 Lunch

14:30-16:30 Session III (Room A-Mezzanine Floor): Diversity Issues in Sport and Leisure

Chair: Hal Walker, Professor, Elon University, USA.

1. Nancy Nisbett, Professor, California State University, Fresno, USA. Barriers to Leisure Travel for Travelers with Disabilities: Hospitality Industry Perspectives.
2. Juan Mendoza, Professor, Universidad del Pacifico, Peru. When would Peru go to the World Cup?
3. Maria Perrino Pena, Lecturer, Universidad Pontificia de Salamanca, Spain & Alba Gonzalez-Palomares, Lecturer, Universidad Pontificia de Salamanca, Spain. Are Study Plans in Physical Activity and Sport Sciences Degree Gendered?
4. Barry Paraskeva Costas, Senior Lecturer, University of Hertfordshire, UK. West Ham United Football Club and the London Olympic Stadium - A Marriage of Convenience?
5. Jean-Simon Demers, Graduate Student, University of Ottawa, Canada & Genevieve Bonin, Associate Professor, University of Ottawa, Canada. Sports Communication: Media Discourse on Death in Motorsports.

16:30-18:30 Session IV (Room B-Mezzanine Floor): Sports, Education & Literacy

Chair: Elizabeth Stoycheff, Assistant Professor, Wayne State University, USA.

1. Blerina Gjerazi, Head of Reporting and Statistics Department, General Directorate of Prisons, Ministry of Justice, Albania & Rejnaldo Gjerazi, Head of Trainers, Sport Club Tirana, Albania. Sport as a Mean of Communication for Prisoners.
2. Madhusri Shrivastava, Associate Professor, Indian Institute of Management Indore, India. Looking Back with Pride: Teaching Management Lessons through Revivalist Media Texts.
3. Sema Misci Kip, Associate Professor, Izmir University of Economics, Turkey & Haluk Mesci, Lecturer, Izmir University of Economics, Turkey. Actual Work Experience in Advertising Education: An Improvement on 'Student-run' Ad Agency Model.
4. Iain Macpherson, Assistant Professor, MacEwan University, Canada & Lucille Mazo, Chair, Department of Communication Studies, MacEwan University, Canada. A Strategic Communication Model for Sustainable Initiatives in Higher Education Institutions.

This session is jointly offered by the Mass Media & Communication Research Unit

18:30-20:00 Session V (Room A-Mezzanine Floor): Roundtable Discussion on Fake News and Fake Facts: Euro-Exits, USA-Exits and the Brexit

Chair: Gregory T. Papanikos, President, ATINER.

1. Edge Marc, Associate Professor, University of Malta, Malta. *"Fake News is Nothing New and Nothing That Can't Be Fixed"*
2. Lee Artz, Professor of Media Studies, Director of Graduate Studies for the Department of Communication and Creative Arts and Co-Director of the Center of Global Studies, Purdue University Northwest, USA. *"Fake News, Real Problems: Spin and Propaganda from Clinton to Trump"*
3. Neill Fitzpatrick, Assistant Professor, MacEwan University, Canada. *Under Siege: Journalism's Struggle to Survive in the Post-Truth Era.*
4. Madhusri Shrivastava, Associate Professor, Indian Institute of Management Indore, India. *Blurry Lines and Sharp Divides: India's Encounter with Fake Facts.*
5. Anda Rozukalne, Associate Professor and Head of Communication Studies Department, Riga Stradins University, Latvia. *Latvian model of disinformation: Russian speaking media, invented failure stories and the hyperactive Internet trolls.*

For details on the discussion please, [click here](#).

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

Tuesday 9 May 2017

07:30-10:30 Session VI (Room A-Mezzanine Floor): An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory 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).

11:30-13:30 Session VII (Room A-Mezzanine Floor): A Panel on Digitization in Sport

Chair: Christian Werner, Professor and CEO, Private University Seeburg Castle, Seekirchen, Austria & Dr. Tobias Haupt, Director, Institute for Football Management, Germany.

1. Katharina Caroline Schoettl, Scientific Assistant, Hochschule für Gesundheit & Sport, Technik & Kunst, Germany. Between Ranges, Interaction and the Commercialization of the Fan Communication – Sponsor Integration in Digital Media Activities as a new Instrument of Sports Marketing.
2. Kathrin M. Neuhofer, Research Fellow, International Football Institute, Germany, Markus Brunnschneider, Research Fellow, International Football Institute, Germany, Florian Kainz, Director, International Football Institute, Germany, Hendrik Weber, Head of Technology and Innovation, Deutsche Fussball-Liga (DFL), Germany & Alexander Schmalhofer, International Football Institute, Germany. Automated Video Analysis in Professional Football-Tactical Categorization of Game Episodes in the Bundesliga.
3. Alexandra Kuehnelt-Leddihn, Project Manager / Sport Safety, KFV (Austrian Road Safety Board), Austria & Bernhard Huber, Director of Client Services, Intermaps Software GmbH, Austria. App Data and Safety in Skiing.

13:30-14:30 Lunch

14:30-16:00 Session VIII (Room A-Mezzanine Floor): Special Issues on Sports and Leisure

Chair: Georgios Kavetsos, Assistant Professor, Queen Mary University of London and Centre for Economic Performance LSE, UK.

1. Penny Hite, Assistant Professor, State University of New York, USA. Obese Students Perceive Physical Education Class to be a Hostile Environment.
2. Sherlan Cabralis, Lecturer, University of the West Indies at St. Augustine, Trinidad & Tobago, Cornell Foo, Assistant Professor, Auburn University at Montgomery, USA & George Schaefer, Associate Professor / Department Head, Auburn University at Montgomery, USA. Where are they now? - A review of the Trinidad & Tobago Olympic Committee Sports Administrator Courses.
3. Angela Smith-Maggott, PhD Student, Cleveland State University, USA. Black Male Student Athletes and Graduation Rates.
4. Steven Carney, Assistant Professor, Saint Leo University, USA & Hal Walker, Professor, Elon University, USA. The Impact of an Aging Population on Recreational Sport and Spectatorship.

16:00-17:30 Session IX (Room A-Mezzanine Floor): Mental and Emotional States in and Through Sport

Chair: Juan Mendoza, Professor, Universidad del Pacifico, Peru.

1. Zelia Ramozzi-Chiarottino, Professor, University of São Paulo-USP, Brazil, Gladis Franck da Cunha, Professor, University of Caxias do Sul and Researcher, Group of Philosophy of Science and Psychology, University of São Paulo-USP, Brazil, Alexandre Augusto Ferraz, PhD Student, UNICAMP, Brazil & Jose-Jozefran Freire, Professor, University of São Paulo-USP, Brazil. Jean Piaget's Unrecognized Epigenetic Ontogenesis of the Logical-Mathematical Thought.
2. Georgina Poulidou, Psychiatrist, Department of Mental Health and Psychiatry, University Hospitals of Geneva, Switzerland, Daniele Zullino, University Hospitals of Geneva, Switzerland & Sophia Achab, University Hospitals of Geneva, Switzerland. Could Leisure Activities Transform to Mental Disorder?
3. Georgios Kavetsos, Assistant Professor, Queen Mary University of London and Centre for Economic Performance LSE, UK, Paul Dolan, London School of Economics and Centre for Economic Performance LSE, UK, Christian Kregel, Centre for Economic Performance LSE, Dimitris Mavridis, OECD, France, Robert Metcalfe, University of Chicago, USA, Claudia Senik, Paris School of Economics, France, Stefan Szymanski, University of Michigan, USA & Nicolas R. Ziebarth, Cornell University, USA. The Host with the Most? The Effects of the Olympic Games on Happiness.

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

Wednesday 10 May 2017
Cruise: (Details during registration)
or
Mycenae and Epidaurus Visit: (Details during registration)

Thursday 11 May 2017
Delphi Visit: (Details during registration)