



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



18th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects
14-17 May 2018, Athens, Greece

Organized by the Sports, Leisure & Recreation Unit

Sponsored by the Athens Journal of Sports

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

Monday 14 May 2018

08:00-09:00 Registration and Refreshments

09:00-09:30 (Room B-10th Floor): Welcome and Opening Address

Gregory T. Papanikos, President, ATINER.

Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.

09:30-11:30 Session I (Room C-10th Floor): Marketing & Management

Chair: Gregory T. Papanikos, President, ATINER.

1. Carl Bozman, Professor, Gonzaga University, USA, Daniel Friesner, Professor, North Dakota State University, USA & Faith Valente, Instructor, North Idaho College, USA. Sport Brand Architecture: Branding Effects Associated with the Creation of a Corporate Holding Company.
2. Hallgeir Gammelsaeter, Professor, Molde University College - Specialized University in Logistics, Norway. Structure and Strategy in Sport.
3. Christos Anagnostopoulos, Associate Professor, Molde University College, Norway and Assistant Professor, University of Central Lancashire, Cyprus, Petros Parganas, Researcher, University of Ioannina, Greece & Daniel Maderer, Researcher, Friedrich-Alexander University of Erlangen-Nürnberg, Germany. Brand Image Communication through Social Media: The Case of European Professional Football Clubs.
4. Foula Kopanidis, Senior Lecturer, RMIT University, Australia. Drivers of Membership in the Martial Arts *Dōjōs*.
5. Kanoknan Suchao-in, PhD Student, Chulalongkorn University, Thailand, Sarist Gulthawatvichai, Lecturer, Chulalongkorn University, Thailand & Chatchai Chatpunyakul, Assistant Professor, Chulalongkorn University, Thailand. The Mediating Role of Sports Team Reputation on the Relationship between Team Brand Association, Spectator Satisfaction and Spectator Loyalty in Thai Professional Soccer League.

11:30-13:00 Session II (Room C-10th Floor): Sports, Policy and Thought

Chair: Christos Anagnostopoulos, Associate Professor, Molde University College, Norway & Associate Lecturer, University of Central Lancashire, Cyprus.

1. Robert A. Baade, Ernest A Johnston Professor of Economics, Lake Forest College, USA. The Political Economy of Sports Mega-Events.
2. Yanna Wang, Postgraduate, Harbin Engineering University, China & Dong Li, Postgraduate, Harbin Engineering University, China. Innovation of Financing Mode of Chinese Sports Venues Based on Asset Securitization.

13:00-14:30 Session III (Room C-10th Floor): Elite Sport Performance

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

1. Stefan Kesenne, Emeritus Professor, University of Antwerp & KU Leuven, Belgium. Does European Football Need a Transfer Market?
2. Norihide Ishido, Professor, Chukyo University, Japan. Sustainability of Elite Sports: A Case Study of the Japanese Professional Baseball League (NPB).
3. Michal Lehnert, Associate Professor, Palacký University in Olomouc, Czech Republic, Jiri Herbert Prochazka, PhD Student, Palacký University in Olomouc, Czech Republic, Amr Zaatar, Assistance Professor, Palacký University in Olomouc, Czech Republic, Mark De Ste Croix, Professor, University of Gloucestershire, UK & Francsico Ayala, Assistant Professor, Miguel Hernández University of Elche, Spain. Knowledge and Understanding of Grass Root Coaches Regarding Injury Risk and Prevention in Youth Soccer.
4. Malgorzata Tomecka, Lecturer, Academy of Sport Education in Warsaw & Teacher, Secondary Technical School in Katowice, Poland. "Kalos Kagathos" in Poland.

14:30-15:30 Lunch

15:30-17:00 Session IV (Room C): Leisure & Recreation

Chair: Nektaria Kontaxaki, Executive Officer, Ministry of Culture and Sport, Greece.

1. Linda Rohr, Associate Dean, School of Human Kinetics and Recreation, Memorial University of Newfoundland, Canada, Amita Goyal, Student, Memorial University of Newfoundland, Canada & Angela Loucks-Atkinson, Associate Professor, Memorial University of Newfoundland, Canada. Assessing Leisure Time Physical Activity among People with Spinal Cord Injury (SCI): Methodological Issues and their Implications.
2. Peter Smolianov, Professor, Salem State University, USA, Steven Dion, Associate Professor and Department Chair, Salem State University, USA & Chris Schoen, Associate Professor, Salem State University, USA. Comparing the Practices of US Golf against a Global Model for Integrated Development of Mass and High Performance Sport: Best Practices and Opportunities for Advancement.
3. Jakobo Jacob Moroe, Lecturer, Cape Peninsula University of Technology (CPUT), South Africa. An Analysis of the Implementation of SRSA'S Club Development Programmes: Case Studies of Selected Community Football Clubs in Kwazulu-Natal and the Western Cape, South Africa.
4. Tunde Mate, PhD Student, Széchenyi István University, Hungary. Social Impacts of International Sport Events – Based on Experiences from EYOF 2017 Győr.

17:00-19:00 Session V (Room B-10th Floor): A Symposium Discussion on Social Media: Fake News, Fake Democracy, Hate Speech and Data Privacy

Chair: John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.

1. Ivor Gaber, Professor, University of Sussex, UK. "The Fake News About Fake News"
2. Rodney Tiffen, Emeritus Professor, University of Sydney, Australia. "Can the Media and Political Centres Hold?"
3. Inci Cinarli, Professor, Galatasaray University, Turkey. "Homo Credens (the believer) and the Weapons of Manipulation: A Perfect Match of the Post-Truth Era"
4. Roslina Abdul Latif, Associate Professor, Taylor's University, Malaysia. "Fake News: A Malaysian Scenario"
5. Toufik Majdi, Professor, University Hassan 1st of Settat, Morocco. "Social Media: Main Online Activity of Moroccans"

21:00-23:00 Greek Night and Dinner

Tuesday 15 May 2018

07:45-11:00 Session VI: An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory A. 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).

11:15-13:00 Session VII (Room C-10th Floor): Social Issues & Politics

Chair: Andreas Hebbel-Seeger, Professor & Head, Media School, Macromedia University of Applied Sciences, Germany.

1. David Chaplin, Professor, Northwest Nazarene University, USA & John Harris, Associate Dean, Glasgow Caledonian University, Scotland, UK. He does Not Fit the Mould! The Politics of Race, Nation and Difference in Professional Boxing.
2. Synthia Sydnor, Associate Professor, University of Illinois at Urbana-Champaign, USA. Treatise on Sport: A Proem.
3. Axel Maugendre, PhD Student, Université de Strasbourg, France. An Ethnography of the Lebanese Football Clubs.
4. Katharine Nohr, Attorney, Nohr Sports Risk Management, LLC, USA. The Challenge for Tokyo: Risk Management for the 2020 Olympic Games in the Wake of Increased Terrorism and Threats from North Korea.
5. Jamie Cheever, Graduate Student, University of Minnesota, USA & Marla Eisenberg, Professor, University of Minnesota, USA. The Relationship between Adolescent Sport Participation and Sexual Aggression - Examining Perpetration and Victimization between Male and Females.

13:00-14:00 Lunch

14:00-15:30 Session VIII (Room C-10th Floor): Video Technology within Sports

Chair: Marco Di Domizio, Researcher, University of Teramo, Italy.

1. Andreas Hebbel-Seeger, Professor & Head, Media School, Macromedia University of Applied Sciences, Germany. The Usage of 360-Degree Content within Social Media Communication in Soccer Sports.
2. Roselis Natalina Mazzuchetti, Professor, Universidade Estadual do Paraná (UNESPAR), Brazil, Vinicios Mazzuchetti, Postgraduate Student, Universidade Tecnológica Federal do Paraná (UTFPR), Brazil & Sebastião Cavalcanti Neto, Professor, Universidade Estadual do Paraná (UNESPAR), Brazil. A Socio-Rhetorical Analysis of Sports-Tagged Content Produced by YouTubers.
3. Christopher Branch, Consultant / Online Tutor, Ghostthinker GmbH, Germany. Digital Transformation through Social Video Learning? Teaching Innovation for Coaches' Education within the German Football Association.

15:30-17:00 Session IX (Room C-10th Floor): Team Sport and Policy

Chair: Foula Kopanidis, Senior Lecturer, RMIT University, Australia.

1. Seamus Kelly, Lecturer, University College Dublin, Ireland. The Role of Systematic Combining in Exploring the Attainment of Expertise at a Professional Rugby Union Club.
2. Marco Di Domizio, Researcher, University of Teramo, Italy, Raul Caruso, Associate Professor, Catholic University of the Sacred Heart, Italy & Carlo Bellavite Pellegrini, Professor, Catholic University of the Sacred Heart, Italy. Does Diversity in the Payroll Affect Soccer Teams' Performance? Evidence from the Italian Serie A.
3. Adriano Gomez-Bantel, Communications Manager, Daimler AG, Germany. The Social Mission of Football Clubs and its Benefits.

17:00-18:30 Session X (Room B-10th Floor): Special Topics*

Chair: John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.

1. Shixin Zhang, Associate Professor, University of Nottingham Ningbo China, China. Mediatization of Conflict - A Case Study of Sino-Indian Border Crisis in 2017.
2. Desiree Hill, Assistant Professor, University of Central Oklahoma, USA. Timeline of Trauma: A Case Study of Newsroom Management and Support During and After the Oklahoma City Bombing.
3. Hatem Alsriddi, Assistant Professor, University of Bahrain, Bahrain. The Use of the Internet and Journalism Practice in Bahrain.
4. Muria Endah Sokowati, Lecturer, Universitas Muhammadiyah Yogyakarta, Indonesia. Ambivalence Discourse of Sex in Boys Magazine (The Critical Discourse Analysis of Male Sexuality in Sexual Articles of *Hai* Magazine).
5. Adam Pitluk, PhD Student, University of Oklahoma, USA. A Glance Backwards Is Growth: By Recognizing where Metropolitan Daily Newspapers Came from over the Last 30 Years, a Strategic Business Model can be Created for the Future.

**This session is jointly offered with the Mass Media & Communications Unit*

20:00- 21:30 Dinner

**Wednesday 16 May 2018
Mycenae and Island of Poros Visit
Educational Island Tour**

**Thursday 17 May 2018
Delphi Visit**

**Friday 18 May 2018
Ancient Corinth and Cape Sounion**

All ATINER's conferences are small events which serve the mission of the association (<https://www.atiner.gr/mission>) under the guidance of its Academic Committee (<https://www.atiner.gr/academic-committee>) which sets the policies (<http://www.atiner.gr/acceptance>). In addition, each conference has its own academic committee. Members of the committee include all those who have evaluated the abstract-paper submissions and have chaired the sessions of the conference. The members of the academic committee of the 18th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 14-17 May 2018, Athens, Greece were the following:

1. Gregory T. Papanikos, President, ATINER.
2. Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
3. Maria Konstantaki, Head, Sport, Exercise, & Kinesiology Unit, ATINER & Senior Lecturer, Buckinghamshire New University, UK.
4. Christos Anagnostopoulos, Academic Member, ATINER & Associate Professor, Molde University College, Norway & Associate Lecturer, University of Central Lancashire, Cyprus.
5. Chris Sakellariou, Head, Economics Unit, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
6. Yorgo Pasadeos, Director, Social Sciences Division, ATINER & Professor Emeritus, University of Alabama USA.
7. Sharon Claire Bolton, Head, Management Unit, ATINER & Dean, The Management School, University of Stirling, Scotland.
8. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow.
9. Valia Kasimati, Head, Tourism, Leisure & Recreation Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
10. Andreas Hebbel-Seeger, Academic Member, ATINER & Professor & Head, Media School, Macromedia University of Applied Sciences, Germany.
11. Nadim Nassif, Academic Member, ATINER & Assistant Professor, Department of Psychology, Education and Physical Education, Notre-Dame University, Lebanon.
12. David Chaplin, Academic Member, ATINER & Professor, Northwest Nazarene University, USA.
13. Roselis Natalina Mazzuchetti, Academic Member, ATINER & Professor, University of the State of Parana, Brazil.
14. Foula Kopanidis, Senior Lecturer, RMIT University, Australia.
15. John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.
16. Marco Di Domizio, Researcher, University of Teramo, Italy.
17. Nektaria Kontaxaki, Executive Officer, Ministry of Culture and Sport, Greece.

The Organizing Committee of the conference was:

1. Fani Balaska, Research Assistant, ATINER.
2. Olga Gkounta, Researcher, ATINER.
3. Hannah Howard, Research Assistant, ATINER.
4. Konstantinos Manolidis, Administrator, ATINER.
5. Kostas Spyropoulos, Administrator, ATINER.