



**19<sup>th</sup> Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects**  
**4<sup>th</sup> Annual International Symposium on Leisure & Recreation**

**13-16 May 2019, Athens, Greece**

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

**Organized by the Sport, Exercise & Kinesiology Unit of ATINER**

**Sponsored by the Athens Journal of Sports**

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

**Monday 13 May 2019**

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

**08:30-09:00 (Room B – 10<sup>th</sup> Floor): Welcome and Opening Address**

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

**09:00-10:30 Session I (Room A – 10<sup>th</sup> Floor): Sports Economics**

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

1. Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland. On the Number of Top Sport Teams in a Town.
2. Harry Davakos, Professor, The Citadel, USA, Stavros Triantafyllidis, Visiting Professor, The Citadel, USA, Kenneth Teed, Visiting Professor, The Citadel, USA & Nicholas Schlereth, Assistant Professor, Coastal Carolina University, USA. Economic and Other Impact of the 2018 Cooper River Bridge Run.
3. Beatrix Farago, Assistant Lecturer, Széchenyi István University, Hungary, Agnes Kovacs-Toth, Associate Professor, Széchenyi István University, Hungary, Csaba Konczos, Associate Professor, Széchenyi István University, Hungary, Zsafia Papai, Student, Széchenyi István University, Hungary & Zsolt Szakaly, Associate Professor, Széchenyi István University, Hungary. Regional Determination of Health Factors.

**10:30-12:00 Session II (Room A – 10<sup>th</sup> Floor): Sports Psychology and Education**

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

1. Michael Bar-Eli, Nat Holman Chair in Sports Research / Sport Management Program, Ben-Gurion University of the Negev / The Wingate Academic College, Israel. Boosting Human Performance in Organizations: What Can Be Learned from Sports Psychology?
2. Tim Robinson, Assistant Professor, Saint Joseph's College, USA. Learning Styles of Sport Management Majors.
3. Pamela Buhere, Lecturer, Masinde Muliro University of Science and Technology, Kenya. Policies and Management of PE in Schools in Kenya: A Review of Current Practices.

**12:00-13:30 Session III (Room B – 10<sup>th</sup> Floor): Stress, Communication Apprehension and Educational Issues**

**Chair:** Annette Madlock Gatison, Professor, Liberty University, USA.

1. Kathleen Crowley, Professor, The College of Saint Rose, USA. The Growing Need for Undergraduate Media Psychology Courses.
2. Nunna Venkata Prasad, Associate Professor, Abu Dhabi University, UAE, Maryam Amoke Folarin, Student, Abu Dhabi University, UAE & Muhammad Ali Shaukat Sham, Associate Professor, Abu Dhabi University, UAE. A Case Study of Communication Apprehension (CA) among Undergraduate Students of Abu Dhabi University. (Monday)
3. Lydia Fleming, Researcher, MacEwan University, Canada, Shannon Delaney, Researcher, MacEwan University, Canada, Megan Strachan, Researcher, MacEwan University, Canada & Jasmine Roy, Researcher, MacEwan University, Canada. How Communication Technologies Influence University Students' Stress Levels.

**13:30-14:30 Lunch**

**14:30-16:00 Session IV (Room B – 10<sup>th</sup> Floor): Sports, Leisure, Media and Communication**

**Chair:** Li Yang, Associate Professor, Western Michigan University, USA.

1. Lisa Stansbie, Dean of the School of Art, Architecture and Design, Leeds Beckett University, UK. Fields of Vision: Arts and Sport Communities and Methods of Practice.
2. Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic. Creating a Tool that Helps Adults to Consider their Free Time.
3. Bi Tizie Emmanuel Gala, Senior Lecturer, Université Félix Houphouët-Boigny, Côte d'Ivoire & Roland Bini Koffi, Researcher, Université Félix Houphouët-Boigny, Côte d'Ivoire. Social Significations and Promotion of Dan's Traditional Games in Côte d'Ivoire.
4. Lydia Anyonje, Lecturer, Masinde Muliro University of Science and Technology, Kenya. Mass Media and Disability Sports in Kenya: Upscaling Participation among Primary School Children.

**16:00-18:00 Session V (Room B – 10<sup>th</sup> Floor): ATINER's 2019 Series of Academic Dialogues: Globalization of Fake News**

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

1. John Pavlik, Professor, Rutgers University, USA. Qatar and Quality Online Content: A Research Perspective on Fake News.
2. Lisa Stansbie, Dean, Leeds Beckett University, U.K. Social Media Fake News and the U.K. Brexit Referendum.
3. Gerald Steiner, Dean of the Faculty of Business and Globalization, Professor of Organizational Communication and Innovation, Chair, Department for Knowledge and Communication Management, Danube University Krems, Austria. Fake News – A Society Greedy for Extremes: Have we Lost our Moral?
4. John Mark King, Professor, American University of Sharjah, UAE. "How a Guerrilla Marketing Tactic for the Louvre Abu Dhabi Became Fake News about Religion in the Middle East".
5. Laura Trujillo Liñán, Professor/Researcher, University of Panamericana, Mexico. Fake News, Our New Reality.
6. Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland. "1932 Olympics in Los Angeles and the Case of Paavo Nurmi".
7. Chris Underation, Associate Professor, Liberty University, USA. The Globalization of Fake News: Relax, All is Well.

**21:00-23:00 Greek Night and Dinner**

## Tuesday 14 May 2019

### 07:45-10:45 Session VI: An Educational Urban Walk in Modern and Ancient Athens

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)

### 11:00-13:00 Session VII (Room A – 10<sup>th</sup> Floor): Sports Management

**Chair:** Harry Davakos, Professor, The Citadel, USA.

1. Gustavo Paibe, Auxiliary Professor, Pedagogical University, Mozambique & Maria José Carvalho, Auxiliary Professor, University of Porto, Portugal. Sport Policies: Characterization of Sports Services and Human Resources in Municipalities of Mozambique.
2. Eko Noer Kristiyanto, Researcher, Ministry of Law and Human Right of Republic of Indonesia, Indonesia & Yusup Suparman, Government Official, Ministry of Youth and Sport of Republic of Indonesia, Indonesia. Role of the National Law in the Competition of Professional Football League in Indonesia: An Overview to Advancing Public Welfare.
3. Richard S. Bera, Chairman, Indonesia Professional Sports Agency, Indonesia & Eko Noer Kristiyanto, Head Division, Indonesia Professional Sports Agency, Indonesia. Urgency of the Establishment of Dispute Settlement Body between Football Clubs and Professional Football Players in order to Support National Economic Development.

### 13:00-14:30 Session VIII (Room B – 10<sup>th</sup> Floor): Historical Considerations and Social Issues

**Chair:** Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic.

1. Li Yang, Associate Professor, Western Michigan University, USA. Heritage Tourism Development in Small Historic Towns: A Case of Daxu Ancient Town, China.
2. Francisca Selidonha Pereira da Silva, Professor, University of Vila Velha, Espírito Santo, Brazil & Herica Lene, Professor, Federal University of Recôncavo da Bahia, Brazil. Indiciary Paradigm as Methodology for Researches in Brazilian History of Communication.
3. Liyin Zhang, Lecturer, Wuhan University, China. The Renaissance in Middle Ages Europe: A Spiritual Inspiration for Urban Cultural Communication and Reconstruction in Contemporary China.
4. Sena Aydin, Research Assistant / PhD Candidate, Istanbul Commerce University, Turkey & Zeliha Hepkon, Professor, Istanbul Commerce University, Turkey. Mediating History: Television Serials and New Memory.

### 14:30-15:30 Lunch

### 15:30-17:30 Session IX (Room B – 10<sup>th</sup> Floor): Social and Technological Issues in Sports and Media

**Chair:** Gustavo Paibe, Auxiliary Professor, Pedagogical University, Mozambique.

1. Zhibin Lei, Acting Director, ASTRI, Hong Kong. Next Generation Blockchain Communication Network (BCN).
2. Chao Chen (Caroline) Lin, Professor, Graduate Institute of Journalism, National Taiwan University, Taiwan & Ying Chia (Louise) Hsu, PhD Student, Institute of Applied Arts, National Chiao Tung University, Taiwan. Convergence of Virtual Reality and Real Virtuality: The New Ethical Thinking on Immersive Journalism.
3. Kristen Hark, Chair, Department of Strategic & Personal Communication; Associate Professor, Liberty University, USA, Garrett Hedrick, Graduate Student Assistant, Liberty University, USA & Caitlyn Richard, Graduate Student Assistant, Liberty University, USA. Storybranding: The Power of Digital Stories for Corporate and Community Brand Voice.
4. Katharine Nohr, Attorney, Nohr Sports Risk Management, LLC, USA. Hot Topics in Sport Risk Management: The Future of Sport in a World with Global Warming, Active Shooters, Cyber Attacks, Drone Risks and Robotics.
5. Loghman Keshavarz, Faculty Member, PNU University, Iran, Masoumeh Bahmanzadeh, MA Student, Kharazmi University, Iran & Mohammad Mahdi Keshavarz, Student, PNU University, Iran. Factor Analysis of Affecting the Readiness of Managers to Deal with Terrorist Group Attacks in Sporting Events on Middle East: Case Study in Iran.
6. Rong Han, PhD Candidate / Lecturer, Macquarie University / Northwestern Polytechnical University, Australia / China. Artificial Intelligence and Chinese Soft Power: Comparing Chinese & US Media Responses to China's AI Strategy.

**17:30-19:00 Session X (Room B – 10<sup>th</sup> Floor): Special Topics in Sports and Media**

**Chair:** George Pavlou, Scientific Collaborator, European University Cyprus, Cyprus.

1. Gerald Steiner, Dean of the School of Business and Globalization, Danube University Krems, Austria & Kay Muehlmann, Researcher, Danube University Krems, Austria. Transdisciplinarity as 21st Century Approach for Communication & Mass Media.
2. David Garfinkle, Contract Instructor, MacEwan University, Canada. Embodied Semiotics in Science Fiction Studies.
3. Georgios Andronikos, Teaching Associate, Edinburgh Napier University, UK, Tony Westbury, Associate Professor, Edinburgh Napier University, UK & Russell Martindale, Associate Professor, Edinburgh Napier University, UK. Unsuccessful Transitions: Understanding Dropout from the Athletes' Perspective. (SPOPOL)
4. Joana Peregrino, Master Student, Federal University of Rio de Janeiro, Brazil. Accessibility for the Hearing and Visually Impaired in Brazilian Audio-visual Content Production.
5. Peter Bukhala, Senior Lecturer, Masinde Muliro University of Science and Technology, Kenya & Isah K. Wabuyabo, Lecturer, Masinde Muliro University of Science and Technology, Kenya. Emergence and Development of Middle and Long Distance Running Athletics Culture in Kenya.
6. Ildiko Balatoni, Director, Clinical Center, University of Debrecen, Hungary, Henrietta Varga Szepe, University of Debrecen, Hungary & Laszlo Csernoch, University of Debrecen, Hungary. Free Time Activities of High School Students: Sports or Video Games?

**20:00- 21:30 Dinner**

**Wednesday 15 May 2019  
Mycenae and Island of Poros Visit  
Educational Island Tour**

**Thursday 16 May 2019  
Delphi Visit**

**Friday 17 May 2019  
Ancient Corinth and Cape Sounion**

All ATINER's conferences are organized by the [Academic Council](#). This conference has been organized with the assistance of the following academics, who contributed by chairing the conference sessions and/or by reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. Gregory T. Papanikos, President, ATINER.
3. Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
4. Maria Konstantaki, Head, Sport, Exercise, & Kinesiology Unit, ATINER & Senior Lecturer, Buckinghamshire New University, UK.
5. Chris Sakellariou, Head, Economics Unit, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
6. Yorgo Pasadeos, Director, Social Sciences Division, ATINER & Ex-Associate Dean, College of Communication & Information Sciences and Professor Emeritus, Department of Advertising and Public Relations, University of Alabama, USA.
7. Sharon Claire Bolton, Vice President of Research, ATINER & Professor, 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. Christos Anagnostopoulos, Co-editor, Athens Journal of Sports, Associate Professor, Molde University College, Norway & Associate Lecturer, University of Central Lancashire, Cyprus.
11. Seppo Suominen, Academic Member, ATINER & Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland.
12. George Pavlou, Academic Member, ATINER & Scientific Collaborator, European University Cyprus, Cyprus.
13. Li Yang, Associate Professor, Western Michigan University, USA.
14. Gustavo Paibe, Auxiliary Professor, Pedagogical University, Mozambique.
15. Nadim Nassif, Academic Member, ATINER & Assistant Professor, Department of Psychology, Education and Physical Education, Notre-Dame University, Lebanon.
16. Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic.
17. Chris Underation, Academic Member, ATINER & Associate Professor, Liberty University, USA.
18. Kristen Hark, Chair, Department of Strategic & Personal Communication; Associate Professor, Liberty University, USA.
19. Annette Madlock Gatison, Professor, Liberty University, USA.
20. António Vicente, Assistant Professor, Department of Sports Sciences, University of Beira Interior (UBI), Portugal.
21. Marco Di Domizio, Researcher, Faculty of Political Science, University of Teramo, Italy.