

2015

Sports: Economic, Management, Marketing & Social Aspects

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

Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH



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

Edited by Gregory T. Papanikos

First Published in Athens, Greece by the Athens Institute for Education and Research.

ISBN: 978-618-5065-90-4

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Preface

This abstract book includes all the summaries of the papers presented at the 15th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 11-14 May 2015, Athens, Greece, organized by the Human Development Research Division of the Athens Institute for Education and Research. In total there were 27 papers, coming from 16 different countries (Algeria, Brazil, Finland, France, Germany, Hungary, Italy, Poland, Portugal, Russia, Singapore, South Korea, Switzerland, Taiwan, UK and USA). The conference was organized into eight sessions that included areas of Sports and other related fields. As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books and/or journals of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 150 international conferences and has published over 100 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

Gregory T. Papanikos
President

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

PROGRAM

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

Organization and Scientific Committee

1. Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
3. Dr. Christos Anagnostopoulos, Head, Sports Research Unit, ATINER, Associate Professor, Molde University College, Norway, & Associate Lecturer, University of Central Lancashire, Cyprus.
4. Mr. Vagelis Kritikos, President, PASEM.
5. Mr. Apostolos Kotsaspyrou, Researcher, Panhellenic Association of Sports Economists & Managers (PASEM)
6. Dr. Chris Sakellariou, Vice President of Financial Affairs, ATINER, Greece & Associate Professor, Nanyang Technological University, Singapore.
7. Dr. Alexander Makedon Head, Education Research Unit, ATINER & Professor of Philosophy of Education, Arellano University in Manila, Philippines.
8. Dr. Valia Kasimati, Head, Tourism Research Unit, ATINER & Researcher, Bank of Greece, Greece.
9. Dr. David Chaplin, Academic Member, ATINER & Professor of Economics, Northwest Nazarene University, USA.
10. Dr. Michael Chia, Academic Member, ATINER & Professor & Dean, National Institute of Education, Nanyang Technological University, Singapore.
11. Dr. Wojciech Jan Cynarski, Academic Member, ATINER & Professor, University of Rzeszów, Poland.
12. Dr. Alicia Tatum Bryan, Academic Member, ATINER & Wellness Coordinator & Associate Professor, Columbus State University, USA.
13. Dr. Margo Apostolos, Academic Member, ATINER & Associate Professor, USC Kaufman School of Dance, & Co-Director, Cedars-Sinai, USC Gloria Kaufman Dance Medicine Center, University of Southern California, USA.
14. Dr. Ruben Goebel, Acting Director, Sport Science Program, College of Arts and Science, Qatar University, Qatar.
15. Dr. Emre Bayamlıoğlu, Academic Member, ATINER & Assistant Professor, Law School, Koç University, Turkey.
16. Dr. Ruben Goebel, Academic Member, ATINER & Assistant Professor, Sport Science Program, College of Arts and Science, Qatar University, Qatar.
17. Dr. Laleeb Mosiseek, Academic Member, ATINER & Lecturer, Anbar University, Iraq.
18. Dr. Manoranjan Mallick, Academic Member, ATINER & Research Associate, Indian Institute of Technology Bombay (IIT Bombay), India.
19. Dr. Roberta Newman, Academic Member, ATINER & Master Teacher, Liberal Studies Program, New York University, USA.

20. Dr. Zeinab Mondalizade, Academic Member, ATINER & Teacher, University of Kashan, Iran.
21. Mr. Abdusselam Kose, Academic Member, ATINER & Associate Professor, Dept of Recreation, Park and Tourism, School of Public Health, Indiana University, Bloomington, USA.
22. Ms. Laura Donnellan, Academic Member, ATINER & Lecturer, University of Limerick, Ireland.
23. Ms. Maria Cimmino, Academic Member, ATINER & Researcher, Parthenope University, Italy.
24. Ms. Olga Gkounta, Researcher, ATINER.

Administration

Stavroula Kyritsi, Konstantinos Manolidis, Katerina Maraki & Kostas Spiropoulos

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. (Monday, 11th of May 2015)

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. (Sports and Leisure Industry)
4. Susan Barnett, PhD Student, Indiana University, USA. The Media-based Social Solitude of Leisure in the 21st Century. (Sports and Leisure Industry)

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. (Tuesday, 12th of May 2015)
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, Universita degli studi di Napoli "Parthenope", Italy, Alessandra Sorrentini, Associate Professor, Universita degli studi di Napoli "Parthenope", Italy, Davide Di Palma, Ph.D. Student, Universita degli studi di Napoli "Parthenope", Italy & Vincenzo Raiola, Ph.D. Student, Universita 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)

Susan Barnett

PhD Student, Indiana University, USA

The Media-based Social Solitude of Leisure in the 21st Century

The social spaces within leisure experiences, such as those at sporting events, music festivals, and even coffeehouses, can encourage socialization through a shared experience. However, as personal media technology, such as mobile media devices utilizing headphones or earbuds, continues to permeate social spaces, the experience becomes one of media-based social solitude. Media-based social solitude is defined as the act of being alone, together with others in social spaces, either virtually or physically, through the presence and usage of mobile media devices. By inserting a set of headphones or earbuds into the experience, the participant adds an element of exclusion or isolation from others, but may continue to have a shared experience with those in the same environment. Even without headphones, mobile media device can cause an individual to provide partial attention to the individuals in the shared experience. The debate over the negative or positive impacts of media-based social solitude have occurred in fields such as public health, sociology, human-computer interaction, media studies, and education. But within leisure studies, there are gaps in the discourse of media device use as leisure behavior, which need to be discussed in preparation of the continued inclusion of personal media technology use in everyday leisure experiences (Lepp, 2014).

In order to better understand the phenomenon, this paper describes an exploratory study of media-based social solitude experiences of college students in a public social space, a coffeehouse. The interpretive phenomenological study included observations of fifteen individuals who used mobile media devices with or without headphones, and interviews with ten of those individuals about their experiences participating in media-based social solitude. Through observation of task switching and types of tasks, the themes of behavior included privatization and media multi-tasking emerged. When asked about experiences in the interviews, the emergent themes included focus, acceptance, and surveillance.

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.

A Critical Evaluation of New Media Technologies in Selling Football Broadcasting Rights in the Kingdom of Saudi Arabia (KSA)

This paper will present the initial and preliminary findings of a doctoral study that aims to critically evaluate the implementation mechanisms of new technologies in the selling of football broadcasting rights in the Kingdom of Saudi Arabia (KSA). This is the first study in the Football Broadcasting Field in the KSA. This study will explore and identify different factors to enable Saudi football to develop new methods of selling football broadcasting rights via new technologies (e.g. mobile phones, tablets and Internet),

The study collected primary data through a mixed methods approach of semi-structured interviews and a survey of fans. Interviews have been conducted with officials from the Saudi Football Federation (SFF), the vice president of SFF, the manager of the marketing committee and the general secretary; officials from Saudi Premier League (SPL), the Deputy Executive manager and marketing manager; the Director of sponsorships and events in Saudi telecommunication company (STC) and the general manager of the Ministry of Media and Culture and representative from four football clubs from the Saudi Professional League. An online questionnaire was conducted with 1641 football fans in KS. This was promoted via social media (Twitter, Facebook, Instagram, WhatsApp).

This paper will provide an overview of the emerging findings of this study and the implications of the findings for football in Saudi Arabia to maximize revenue from the selling of the rights to new technology. Some of the key findings which will be discussed are issues around gender and specifically that by law women are barred from attending matches in the stadium so watch football on TV or through new technologies (e.g. smart phones and iPad). Fans highlighted the facilities in the stadium and the environment of the stadium as being a key factor in deterring them from attending matches so leading to an increase in the viewership for football via TV, mobile, laptop and iPad's.

Brett Boyle

Associate Professor, Saint Louis University, USA

Effects of the Armstrong Doping Scandal on Sponsor Brand Equity

In January of 2013, cyclist Lance Armstrong publically confessed that he had been taking performance enhancing drugs (PED's) during much of his storied career. This confession came after years of denials from Mr. Armstrong to charges he had been doping. This two-part study examines the effects of the doping scandal on the brand equity of the United States Postal Service (USPS), which had been the lead sponsor of Mr. Armstrong's U.S. Cycling team from 1996 to 2004. Results of Study 1 reveal that the scandal had negative effects on the brand, particularly among those individuals with shipping authority at their place of employment. A survey of over 2,000 Americans (conducted prior to Mr. Armstrong's public confession) found two-thirds believed Mr. Armstrong was guilty of taking performance enhancing drugs (PEDs). This belief was shown to have adverse effects on the USPS brand: Those who believed Mr. Armstrong to be guilty rated the USPS significantly lower across seven of eight descriptors than those who thought he was innocent. Further, a significantly higher percentage of those with shipping authority at their workplace said they would be less likely to purchase USPS services if the allegations of PED use were true, compared to those without shipping authority. Similarly, those who felt Mr. Armstrong was guilty of PED use were significantly more likely *not* to use USPS services, compared to those who felt he was innocent. Results of Study 1 were submitted to the United States Department of Justice (DOJ), and subsequently used as evidence in the DOJ's lawsuit against Mr. Armstrong on behalf of the USPS. Study 2 is a follow-up survey of over 300 avid and casual cycling fans in the U.S., focused on their perceptions of the sport, and how Lance Armstrong's legacy has affected the status of cycling.

David Chaplin

Professor, Northwest Nazarene University, USA

The Power of Self-Promotion: Twitter Followers and Guaranteed Purses in Professional Boxing, 2011-2013

The social media phenomenon has provided tremendous opportunities for self-promotion. From global pop star, Psy, reaching hundreds of millions of YouTube viewers with his smash hit, “Gangnam Style” to recent college graduates “getting themselves out there” in the job market via LinkedIn and Monster, the opportunities for greater self-actualization for the upwardly-mobile appear endless. Professional boxers have been savvy to ride the social media gravy train through a number of outlets. This study will focus on professional boxers’ use of one of these outlets, Twitter, and its correlation with their guaranteed purses for fights taking place over the period 2011-2013.

As only the third study to utilize a multivariate regression in modeling the determinants of real-world purse data for professional boxers (Balbien, J., Noll, R. & Quirk, J., 1981; Chaplin, 2012a), this study contributes to an underdeveloped segment (that of the economics of professional boxing) of the rapidly-expanding sports economics field and analyzes the link between social media popularity and sport-specific pay in a way heretofore unexplored.

Since professional boxers essentially work as independent contractors who must “hustle business” to flourish (Lane, 1995, p. 109), their overall marketability is generally the most significant determinant of their pay (Stewart, 2008; Klimes, 2009; Rotella, 2009; Chaplin 2012a). A study on the economics of boxing regulation in California during the 1970s (Balbien, J., Noll, R. & Quirk, J., 1981) found a statistically-significant (at the 5% level) relationship between the number of inches of advertising in local newspapers promoting boxing matches and both bout attendance and bout revenue, and an international study spanning 1908-2007 on the determinants of pay in world championship boxing by Chaplin (2012a) demonstrated the limitations of a regression model which excludes measures of marketing, *per se*. In the Chaplin (ibid) study, boxers’ winning percentage, knockout percentage, race, status as champion and possession of an Olympic Gold Medal were all regressed on their guaranteed purse. While knockout percentage, status as champion, and possession of an Olympic Gold Medal were all statistically significant at the 10% level or better, the adjusted R-Squared of only 0.34 suggests some measure of boxers’ marketability would have been beneficial to the overall explanatory power of the model.

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

Nowadays, sports marketing is an industry and IPRs have become major sources of revenue for it. Without IPRs, events/athletes/teams would have nothing to rely on in order to commercialize all their intangible assets, pivotal in sport related business strategies. Their peculiar nature entails a large set of juridical problems which demand from all the operators of the sports market a specific background. This cultural evolution is proved by legislative measures adopted by the hosting countries of the major sporting events, such as Athens 2004, characterized by many critical involvements.

Owners of IPRs in sports can earn from the commercialization of their works and need to know how to protect and manage their rights. An important type of IPRs applicable to sports products is the trademark, a sign used to distinguish the goods/services of businesses. It also helps the company to build a reputation in the market and to retain a loyal clientele.

The prominent display of trademarks increases sales by appealing to the emotions of fans, who are drawn to signs associated with a team/event. Thus sponsorship of a sport event, such as the Olympic Games, can link a company/product to the prestige of that event.

Sports organizations and other rights owners can license IPRs to companies in return for payment. A trademark license underpins all merchandising programmes. It defines the relationship between the owner of a trademark and the producer of the goods or services to which the mark is to be affixed.

A serious problem concerning IPRs in sports is ambush marketing, a business' attempt of a brand to attach itself to mega-sports events without paying sponsorship fees. Exploiting this marketing practice, business players try to benefit from the goodwill and public excitement around the event penetrating through the loopholes that the legal orders worldwide offer to them.

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

To discuss public and collective experiences that occurred during FIFA Soccer World Cup - hosted in Brazil in 2014 - we need to recall some events that occurred in 2013. Between June and July 2013, Brazil experienced many popular protests in the streets of cities. On June 20, more than one million protested in 120 different cities by the reduction in public transport fares, against police violence, against corruption and against the high costs of public funds with mega sports events like the FIFA Soccer World Cup and the Olympics Games. The country's streets were decorated with graffiti and posters that said: "There will be no Soccer World Cup"; "FIFA go home"; "We want FIFA standard for education and health care".

These are considered to be - by the present analysis - the first times that FIFA Soccer World Cup mobilized a huge number of people in a public way - even to protest against its realization. These popular protests still happened until the end of FIFA Soccer World Cup in July 2014. After the end of these popular protests, the plurality of ways to attend the mega event is an issue that needs to be analyzed.

In order to discuss public space occupations in São Paulo - one of the twelve host cities of the FIFA Soccer World Cup - different situations experienced during three days of games of National Soccer Brazilian team in the FIFA Soccer World Cup are described: first, June 12, the opening match of the FIFA Soccer World Cup played by Brazil and Croatia - this game was ethnographed inside and outside the Arena Corinthians. Second, the match between Brazil and Mexico on 17 June - ethnographed in FIFA Fan Fest located in Vale do Anhangabaú, downtown area. Finally, the match between Brazil and Chile, June 28 - ethnographed in Vila Madalena neighborhood. This is a neighborhood known by the great quantity of pubs, restaurants and significant night life.

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

This empirical research project adopts a sport industry case with a 10-week swimming program to examine a cross-industry cooperation model between swimming and long-term care service industries. An experimental research design with prior- and post- tests is used. The experimental group and the control group have 10 and 11 participants respectively. People in the experimental group took the 10-week swimming program. The measures include items measuring ability in doing activity of daily living and the functional physical fitness tests. This research project also conducted observations during the 10-week swimming program and interviews with sports service providers, long-term care managers, participants and swimming coaches to catch the key success factors influencing the cross-industry cooperation between sport and long-term care service industries. The results provide positive empirical evidence to support the hypothesis that swimming is helpful for the rehabilitation of the mild long-term care takers, and support the hypothesis that swimming is helpful for the prevention to become a long-term care patient. Meanwhile, the study provides a swimming course design of mild long-term care patients for managers' reference in the sport services industry. The safety is the major concern along with building the confidence and interest among the participants in the course design. The results also provide useful information for managers about key success factors influencing the cross-industry cooperation between sport and long-term care service industries. One key factor is to recruit a qualified senior coach with knowledge and experiences in teaching the elderly with disabilities. Other important factors are to get financial support, recruit volunteers to help take care the participants one-by-one during the course, and to get support from top managers. Suggestions are given for Sports Administration, Ministry of Education to promote health by the sport consumption. Programs are needed to train coaches in teaching the elderly and the disabled.

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Brazil or Germany - Who will Win the Trophy? Prediction of the FIFA World Cup 2014 Based on Team-Specific Regularized Poisson Regression

An approach for the analysis and prediction of soccer match results is proposed. It is based on a regularized Poisson regression model that includes various potentially influential covariates describing the national teams' success in previous FIFA World Cups. Additionally, similar to Bradley-Terry-Luce models, differences of team-specific effects of the competing teams are included. It is discussed that within the generalized linear model (GLM) framework the team-specific effects can either be incorporated in the form of fixed or random effects. In order to achieve variable selection and shrinkage, we use tailored Lasso approaches. Based on the three preceding FIFA World Cups, two competing models for the prediction of the FIFA World Cup 2014 are fitted and investigated.

Next, an "in-sample" performance measure is applied that is based on the log-likelihood corresponding to the three-way tendencies of the considered matches. With regard to the predictive performance of both models, the model with fixed team-specific effects is chosen as the final model. This model is then used for simulation of the FIFA World Cup 2014: each match (with the exact number of goals for both teams) of the FIFA World Cup 2014 is simulated 10000 times. According to this simulation, Germany and Brazil turn out to be the top favorites for winning the title, with a slight advantage for Germany. Besides, the most probable tournament outcome is provided.

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Copyright Eligibility of Sports “Moves”: A Far Stretch?

Can sport “moves” be protected, as such? The absence of any original or creative form of expression because of their rule bound nature, the uncertainty of the end result of a game or competition and the lack of a scripted plot are commonly cited reasons which have led courts and commentators to espouse the view that sports are not copyrightable, as such. The European Court of Justice (“ECJ”) in *Premier League v QC Leisure*¹ confirmed this view.

Most sports, irrespective of whether they are scripted or improvised, contain creative moves by players. A high jumper’s novel flight elements, a cricketer’s bowling style, a shuttler’s grip, may fulfil the criterion of originality of expression. However, at the same time these are also functional. Thus the argument for eligibility of individual components of sports is tenuous.

At the same time, sports such as synchronized diving, gymnastics, figure skating and other routine-based sports have been likened to choreography and drama, thus meriting greater consideration for copyrightability. Some commentators argue that simple routines should not be copyrightable. However, no threshold for determining simplicity/complexity has been suggested.

In questioning the copyrightability of sports, it is also relevant to understand the potential impact of such protection. Sports are about participants physically and psychologically competing against each other, in a milieu of fair competition. Success ought to be the result of superior training, better use of equipment, physical prowess and not preventing the opponent from applying an innovative technique because it’s copyright protected. Superiority over the opponent resulting from copyright protection will undermine fair play in sports.

¹ Joined Cases C- 403/08 and 429/08 Football Association Premier League Ltd and others v QC Leisure and others and Karen Murphy v Media Protection Services Ltd (2011) ECR-I-9083

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The Sport Tourism as a Form of Informal Learning

The sport and the sport events tourism connect closely together. Nowadays a great sport event is wondrous without sport tourism, we can say in general that the premier league sport (football, handball, basketball etc.) has a big number of fandoms. One part of fandoms is such a group, who travel to see the match of their sport team in another city or country. We call them passive sport tourists. They take part in sport events, but they don't play sport, they support their team with jitter.

The tourism and the passive sport tourism as well are good opportunity for informal learning. The informal learning is an important field of lifelong learning. Veszprém in Hungary is a university city and it has a notable handball club that in the last decade has become world-famous. We examine the fandoms of this handball club (MKB Veszprém) and we focused on people of passive sport tourism. Our questions were: Have they interesting for the match only or for example for additional cultural services? Do the sport clubs think about or does the city which organizes these sport events thinks about these possibilities? What kind of pedagogic approaches can be reached the examined group, how can be wake up in them the interest for other value? We made a survey (N=2694) in which participate the supporters of handball club (MKB Veszprém) and other passive sport tourists. We write down in chart who are those who take part in this activity, what motivates them, what kind of informal learning characterizes them, how they recognize this form of learning.

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The State Investments of Mega Stadium and Negative Effects of these Investments on Recreational Sports and Sports for all in Turkey

Stadiums (arenas) around the world are the biggest investments due to the size of the budget required to purchase the land, building and construction costs as well as necessary maintenance, repair, organization and operating. In this day and age, mega stadiums have become center of attraction sites with many additional units and services to host open and close ceremonies, concerts and trade fairs, theaters, conventions, hotel and restaurant units, exhibition halls, museums, cinemas, recreation and exercise centers other than sporting events which take place only few days a week.

When we analyze the stadium investments from the developing countries with emerging economies point of view, miscalculation of the stadium's location, audience capacity, environment plans, transport lines, and many other factors may turn into a dead investment. In addition, these huge investments are supported by the state and the government with public taxes could also cause an ethical debate. Beside the economic risks and unfair government supports, stadiums (arenas) may only serve for professional soccer leagues and teams, and encourage people to be a spectator in a passive way rather than active sports participants.

The purpose of the current research is to evaluate critical aspects of the mega-stadium and arena investments especially from the last 10 years on the one hand, sports policy, prognosis, and professional sports for a disproportionate subsidies and spending, on the other hand, recreational, school and amateur sports, in Turkey.

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School Sports in Algeria between the Legislative Texts and the Reality of Practice in the Secondary

Has paid great attention to the Algerian state since independence to rebuild the institutions and structures of the organization as it came out of the a devastating war, and manifested this interest by relying on policies and development plans included all fields, including economic, political, social, cultural, She wanted the state through this to rebuild what was wrecked by the colonizer demolished their children, particularly young people. We have demonstrated interest in young people through the issuance of interest laws by doing sports especially since the latter is working on creating and sent a group of young people capable of protecting the country and its development.

Among the laws that provided for the embodiment of sports law practice (76-81), dated October 23, 1976, who knew sports law reform select the general principles and methods of organizing national sports movement in its various forms, including school sports. In 1989, on February 14, issued the Algerian state law (89/03), which provided for the reorganization of the national system of physical education and sports, and this is the law is very sophisticated in terms of the objectives and principles laid. and in the February 25, 1995 the Act (95-09), which manifested itself in which the general principles of the policy of Algeria in physical education and sports, as well as the general themes of the competition and applied in the field.

On 14 August 2004, the Algeria Order No. (04-10) .of physical education and sports talent among students and people with special abilities, which gives the opportunity for the rehabilitation of talented and directing them towards the sport elitism in the future and thus strengthen national teams for various sports, has given Algeria particular attention in investment more in the fields of education and education through all legislative texts on sport and exercise.

Does not differ in the two attention has been given legislative authority in the field of sport and development, but if we reflect on these laws and our search for the share of school sports of these laws, we almost do not differentiate between elite sport and school sport.

We all know that school sports are a reservoir tributary to elite sport or high level in all disciplines. The practice sports in educational institutions remained trapped in mystery, particularly its legal and that it is not receiving the attention, especially the media, not hardly hear about but rarely, in the study by researcher Bogrba Mohammed theme was: The

reality of school sports in Algeria from the formative study compared with France, was able to researcher to realize the huge difference between Algeria and France with regard to the reality of school sports between the two countries due to the difference in the strategy taken in identifying programs and intensify, as well as programs of the proposed activities and the significant role played by the administration in facilitating the work of the teachers at the school sports.

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The First Vestiges of the Sportivization of the Equestrian Practices in Porto Alegre

This study aims to understand how equestrian practices have incorporated sportivization elements, in Porto Alegre, between the mid-nineteenth century and the early twentieth century. For that, equestrian practices were treated as cultural practices producing representations; thus, to accomplish this historical research, information collected from newspapers and magazines that circulated in Porto Alegre in the period were analyzed, such as the Sports Almanac of Rio Grande do Sul, Sportiva Magazine, Globo Magazine, Correio do Povo and Gazeta de Porto Alegre. Equestrian practices are cultural practices that are historically related with the the sociocultural setting configuration of Porto Alegre. The horse, for the identity of Rio Grande do Sul, is one of its symbols, since they have been always associated, throughout its history. The partnership between man and animal is also present in moments of relaxation and enjoyment. Sources revealed that within the predominantly rural context, in Porto Alegre, in the second half of the nineteenth century, the first equestrian practices with sportivization elements emerged. In this period, in the city, sports practices involving the horse were already occurring, for example, "straight line horse races", turf, and bullfighting. Among these, we highlight turf as an example of an equestrian practice that has developed features properties of a modern sport. Other equestrian practices, related to the equine breed Crioulo, sought to reproduce the field work of Rio Grande do Sul's pampas, which have occurred since the sixteenth century. Some of these practices are: the Golden Bridle, the shot of Lasso with Horse and the shot of Lasso with Crioulo Horse, which also sprouted sportivization elements.

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How Can European Football Clubs Enter the Indian Football Market? - An Explorative Study

In 2007, FIFA president Sepp Blatter surprised the world stating that India is a sleeping giant of the football industry. In 2012 he renewed his belief by saying: "To wake up a sleeping giant you need more than one alarm clock. We have put different alarm clocks here. And I have to say the giant is not any longer sleeping, it's already starting to wake up. (...) My tenure ends in 2015 but I won't leave FIFA until I see the sport established in the sub-continent of India." (Phartiyal, 2012) These statements show the importance of the Indian football market for FIFA and recent examples confirm the growing of the Indian football industry. In October 2014, the newly introduced Indian Super League (ISL) will start in India, driven by the support of Champion's League finalist Atletico de Madrid, sponsor money from big multinationals and contracted European star players such as David Trezeguet, Robert Pires and Alessandro Del Piero (Atlético de Madrid, 2014; The Hindu, 2014; The Times of India, 2014; NDTV Sports, 2014). Moreover, FIFA announced that India has won the rights to host the 2017 under-17 FIFA world cup (FIFA, 2013), which could be a game changer (Patil, 2013).

In India, football is one of the most popular sports for 18-24 year olds (SMG, 2012). Furthermore, a data study conducted by TAM Media Research between 2005 and 2009 found that India's football audience increased by 60% between 2005 and 2009. This trend was reinforced by a Nielsen survey in 2010 which found that 47% of India's 1.2 billion population would describe themselves as football fans. Being home of over 20 million football players (3rd most football players worldwide), India offers tremendous business opportunities for European football clubs (FIFA, 2014; CNN, 2011).

Yet, only few European clubs have entered the Indian market, while most of the European top clubs focus their internationalization activities on USA or China. Interestingly, European top-clubs travel all over the world, playing friendlies in the US, China, Vietnam, Hong Kong, Thailand, or Indonesia, while India is rarely the target destination for these promotion trips. Several clubs that entered the Indian market failed

in their attempts, among them FC Bayern Munich and Manchester United. These clubs enthusiastically started several initiatives in India. Bayern Munich, for example, played two friendly matches in India, namely Oliver Kahn's farewell match in Kolkata in 2008 with over 100,000 spectators, and a friendly match against the Indian national team in 2012. But after only a short period of time Bayern Munich totally withdrew from the Indian market. Many other European clubs consider India as a difficult market with a high risk of entry failure (Hood & Reddy, 2013; Prabhakaran, 2013). Most European top-clubs, like Real Madrid, Barcelona, etc., negotiated with big Indian companies to play matches here, but then decided in favor of other countries (Prabhakaran, 2013). When asked about the causes for the frequent market entry failures of European clubs in India, Richard Hood, youth coach of Bengaluru FC (current champion of the Indian I-league), mentions that outsiders just don't understand what the Indian mentality is (Hood & Reddy, 2013). India is a huge country with many ethnical groups, different cultures, and religions living together. Thus, India is often not seen as a country but rather as a continent (Prabhakaran, 2013). Because of these different cultures and demographics, multi-faceted India is not easy to understand for European businesses and European football clubs in particular. For example, in Goa, Kolkata, Kerala, Bangalore, parts of Delhi and the whole northeast of India, football is more popular than cricket. Although football is a highly globalized sport, local markets require local sensitivity. Giulianotti & Robertson (2004) name this "Glocalization of Football", meaning that many cultures have transformed the global game to local standards and that supporters have different reasons for their interest.

Although scholars analyzed the attractiveness of the Indian market from the perspective of many different business sectors, the perspective of football clubs, a 20 billion euro industry in Europe (Deloitte, 2014), has not yet attracted much attention. This exploratory research analyzes the current state of India's football market through a PEST-analysis. This strategic analysis tool categorizes characteristics of the Indian football market into a political, economic, social and technological dimension. The PEST-analysis shows that there are many different factors and forces that influence the Indian football industry. Moreover, the impact of the government and football organizations, the level of infrastructural development, the attitude of the fans and the technological opportunities are very different in India as compared to Europe. Awareness and understanding of these factors is essential for successful market entry. Based on the analysis, six key market entry success factors are derived, namely:

- Use a long term vision
- Deal with bureaucracy & key persons

- Help to develop the local football industry
- Understanding the Indian fan attitude
- Use a diversified product approach
- Establish partnerships

The third section discusses the suitability of different market entry strategies and timings for European football clubs. European football clubs have multiple alternatives to enter the Indian market. Six different forms of market entry, listed in order of increasing control will be discussed. These market entry forms originate from Root (1998) and are export, license, franchise, alliance, joint venture and wholly-owned subsidiary. In addition to the entry mode, the role of market entry timing is critical in emerging markets (Pan & Chi, 1999). Clubs may decide investing heavily now, as Atletico de Madrid did. Another option is starting with a careful exporting or licensing strategy. Or they could decide to focus on other emerging football markets and leave India for the future as Bayern Munich decided after failed attempts to enter the Indian market (Hood & Reddy, 2013).

For this research, 30 interviews were conducted during a research trip through India's football hubs (Delhi, Mumbai, Goa, Bangalore, Kolkata) between November 2013 and January 2014. We arranged for a balanced mixture of interview respondents, including coaches, officials, journalists, marketing and media managers, sponsors, CEOs and presidents, satellite as well as local fans. All experts currently hold key positions in the Indian football industry. We will analyze the interviews via qualitative content analysis. We derive implications for the management of European football clubs and for research on internationalization strategies in the football industry.

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Could Fewer Teams Make a League More Competitive? The Portuguese Football League Case

The competitive balance of professional sports leagues has been a topic of interest in the area of sports economics and several studies have been conducted with the intention of measure it. Our work pretends to contribute to this field of research.

Naturally fans expectations are that their club wins every game, but when a league becomes too unbalanced and its winner and all the other standings of interest (European competitions access and relegation) are early known, that league tends to loose fans attention (lower attendances, lower television rates, etc.). The uncertainty of the results and of the final standings is a key factor in the attractiveness of every league.

With the expectation to make the Portuguese Football League more attractive, in 2006/07 the championship sufferer a reduction in two contending clubs, from 18 to 16 teams. The main argument behind this measure was precisely the possibility that this reduction could increase the league competitive balance of, since each team would have more money, hire better players, and make the results more uncertain.

In our study we analyze the impact that this two team reduction had on the competitiveness of the Portuguese league. For this we analyze the standings of the League since 1991/92 and apply different methodologies to measure the competitive balance. We conclude that this measure does not improve the degree of competitiveness expected by the league executives.

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Equipping Professional Athletes with Risk Management Tools to Prevent Scandals, Accidents and Injuries

In the wake of scandals involving Ray Rice, Michael Phelps and Adrian Peterson, there is a need to provide professional athletes training that could serve to prevent career-ending behaviors. Pro athletes spend their lives training and sacrificing for their sport, with the goals of maximizing sponsorship dollars, landing coveted positions on teams, winning Olympic medals and championships, becoming role models and famous, and earning financial freedom. With the Internet, social media, cameras and videotapes everywhere, 24-hour news, global exposure, and the public's appetite for scandal, pro athletes face significant risk of having their careers end abruptly from negative publicity, injuries, or incarceration for a long list of possible missteps, such as: domestic violence, drug or alcohol use, criminal charges, social media mistakes, use of politically incorrect language, infidelity, doping, poor financial management, inappropriate sexual behavior, violent behavior, gambling, etc.

This paper addresses the development of a risk management model to assist professional athletes with managing their careers so as to maximize career longevity. The application of a multi-step process will be used: 1) Identify the athlete's potentially risky behaviors; 2) Evaluate the athlete's risk tolerance and risk attitudes; 3) Educate the athlete on risk management and legal issues; 4) Provide the athlete with tools for addressing risk; and 5) Monitor the athlete's progress. The following benefits will be met: 1) The athlete gains knowledge of the necessity for risk transfer and purchasing insurance; 2) The athlete's likelihood of making insurance claims will be decreased; 3) The athlete's risk of making career ending, altering or disruptive mistakes will be reduced, which will reduce risk of losing sponsors and/or team position; and 4) The athlete will be more equipped to make sound career, personal and financial decisions with increase of risk management knowledge.

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The First Global Personal Brand in Football: The Case Study of Ferenc Puskas

According to various surveys, „Puskás” is the most well-known Hungarian word. This „brand” is not just known around the world, but respected and loved. Puskás became a world star in a time when there was no Internet and television had just started gaining popularity.

But why did he become so great, not only as a player but as a personal brand too? The article looks for the marketing aspects of the story. It covers his celebrity endorsements/sponsors, and the products/brands which used or use his (brand) name. The possible future of the Puskás brand is also discussed.

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Liverpool FC's Use of Facebook to Manage its Brand Image

The worldwide penetration of social media provides an excellent opportunity for professional sport organizations to build and maintain a strong brand presence and communicate with their fans. Despite their increased significance, social media tools received relatively little academic attention to date, particularly in the sports setting. Thus, the purpose of this study was to analyze the use of Facebook by a professional football club as a brand image management tool.

The study used a mixed method approach and, based on well-established and widely used frameworks of sports brand equity, analyzed the content posted by the English Premier League club Liverpool FC in terms of brand attributes (product and non-product related attributes) as well as types of communication features (e.g. picture, videos, link, etc.). Data has been collected during two periods, on - and offseason, of the 2013-2014 football season. During a total of 30 days, 149 Facebook posts have been collected and subsequently reviewed. Statistical analysis of the data revealed significant differences in content posted by periods and brand attributes. In addition, with a view to enhance the results and to provide a deeper understanding of the clubs' social media strategy, two semi-structured interviews with key personnel of Liverpool FC's social media management staff have been conducted and analyzed.

The results from this study provide valuable insights on how a professional sport club uses Facebook to communicate its brand image and imply that social media can in time positively impact the revenue streams of professional sport clubs.

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New Insight in Home Advantage, Evidence from 2004 to 2014

This article gives a new insight in the recent literature on home advantage in football since in this paper advanced econometric models were adopted to analyze home advantage. The number of goals scored and the number of points gained were estimated through the fixed effects Poisson regression models for panel data and the fixed effects ordered probit models respectively. Based on estimations home advantage has declined in the UEFA Champions League, the Italian Serie A and the Russian Premier League Championships From 2004 to 2014. For the first time ever through the fixed effects Poisson regression models for panel data and the fixed effects ordered probit models the match-by-match variables in three Russian Premier League Championships, a total of 1428 matches and 27 different teams were considered. In the baseline fixed effects models the impact of red cards and penalties have a great impact on the number of goals scored and the number of points gained. Several measures of teams' power were adopted in analysis to apply the unique econometric machinery, but overall, the main models' outcomes are widely robust to adding the new controls variables. Interestingly, both more and less powerful teams suffer the same from awarding a red card. The different match variables were analysed: the stadium's characteristics and the familiarity with the grass type or the existence of a running track do not influence the number of goals scored and the number of points gained. The countries' characteristics partly influence the match outcomes, for example, the effect of ethnic variables is not significant in Russia though multiethnic population lives there. Teams from Moscow score more goals but have less home advantage. In spite of the country size, travel distances do not influence the teams' performance. The number of goals scored and game outcomes do not depend on the date matches. This fundamental research includes the unique proofs about referees' favoritism that it influences the match results significantly, not the number of goals scored.

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The Impact of Social Cohesion on Athletic Performance among Soccer Players

Sports is a social phenomenon, from where it is practiced in groups of varying size and objectives. A gymnast athlete does not practice sport in isolation from the others, he is in his capacity as a member of the group or a sports team or club. An athlete bears his name and belongs to him, as it affects and is affected by the members and linking social relationships may be strong and weak, this social interaction for members of the sports team is the basis for the survival of the team and the results achieved for the sport. Interested many researchers in the field of sports psychology study psychological groups sports or sports teams after that attention was focused primarily on the study of the personal and the individual athlete and his motives and emotions and personality traits and methods of guidance and guidance and prepared psychological, and may have contributed to the results of recent studies in the fields of social psychology to reach many of the knowledge, information and scientific findings and models and important theories associated with the groups in terms of the relationship of psychological adjustment degree of cohesion and interaction of its members and meet them and their investigation of the results, that the interest of the group as a psycho-social, noon, thanks to these studies modern in the field of sports psychology, said that the study group sports aims to lay the foundations and scientific knowledge T built upon team sports and it lasts for a long time to achieve good results, because the understanding of the foundations and rules of social cohesion of the team make us look the best way and the best to work out in and team sports as well as the human capacity to twins and the balance between himself and his environment whether material or social, that is, its ability to keep up with the conditions and requirements, standards and laws in a manner not inconsistent with the satisfaction of himself and the satisfaction of the community. Moreover clear relationship obvious between social cohesion and psychological adjustment and its impact on the performance of the football players, and compatibility as a state of equilibrium, stability and integration of psychological and social better be up to the player who is the process of consensus, which is the case of a relative and are not final because both the player and the environment in flux and on this basis lies the importance of this study, which we will address through which the relationship between psychological adjustment

and social cohesion and its impact on performance in the field of team sports.

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**Plantation or Platform?
The Black Male Student-Athlete's Plight in Higher Education**

Due to commercialization, scandals, and media attention on the financing of college sports, many academics, politicians, and social justice leaders have increasingly scrutinized the economic and ethical state of big-time sports: Division I of the National Intercollegiate Athletic Association (NCAA). The financial foundation that sustains the NCAA is the male student-athlete in football and men's basketball (NCAA, 2013a). Of note the majority of these young men in big-time sports are Black males at predominately white institutions of higher education (NCAA, 2013b). This opportunity to attend college can be viewed as a modern day plantation that exploits their athleticism or a unique platform to propel them to future success. The Black student-athlete is recruited to play his sport, attend classes and maintain eligibility, and limit his contact primarily with those directly related to his sport and the athletic department. Regardless of the perspective considered, it can be argued that the disturbing increase in NCAA violations and criminal arrests of Black male student-athletes is an indicator of a lack of attention to their plight. That is, a collective absolute failure by intercollegiate athletic administrators exist to adequately serve the needs of Black male student-athletes on college campuses, and it is time to critically assess and identify options for the long-term viability of the NCAA.

Conversely, some would reason that the Black male student-athlete has a wonderful opportunity to play big-time athletics and receive a valuable college education. Attending a university, learning from high-achieving peers and professors, interacting with classmates, and engaging in social activities is truly a platform for success. This platform is available to all students interested in academic success, so the athlete does not need special services. The athlete has been "delivered" from his unfortunate circumstances and dropped into an oasis of truth, honor, and tradition. The Black male student-athlete should view the opportunity to enroll in college as a privilege. The numerous services and resources presented to all students, although athletic participation may require additional planning and communication, are more than adequate to address specific challenges. The athlete-only dining hall, tutoring sessions, extensive travel, extra athletic equipment and apparel, workout facilities, and a seemingly army of managers and assistant coaches can certainly address any particular deficiencies or special needs.

Regardless of the current and often times complex construct, this multi-billion dollar college sport industry requires a new leadership framework at predominately White member institutions that will fully support the positive development of the Black male student-athlete. How can organizational leadership instill and maintain fairness for each Black male student-athlete if the system collectively fails to acknowledge his holistic background and adaptation to an often-isolating environment? It is essential that intercollegiate athletic administrators begin to judiciously evaluate the existing programs, controls, and resources available to this critical population. The urgency of the review of these factors and the subsequent on-campus examinations cannot be understated. Black male student-athlete participation is necessary for the success of big-time sports in the NCAA Division I. It is now an ethical and economic necessity that the leadership of intercollegiate sports address his long-term success.

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Influence of Service Quality in Leisure & Sports Internet Shopping Mall on Shopping Satisfaction, Re-Purchase Intention and Recommendation Intention

The purpose of this study is to analyze shopping satisfaction factors that consumers perceive during their purchasing product on internet shopping Mall. The survey was made to consumers on the internet who had more than one purchase experience within the recent 1 year at the top ten shopping malls providing ranks of top visiting consumers at the raking information site among Korean all-around shopping malls with relatively similar scale and wet site management method. The period of the survey was from October 1 to 10th, 2014 and 450 copies of the questionnaire were returned. 219 copies in total except for the insincerely written questionnaire were finally analyzed. In this study, measuring items consist of Likert 7 points scale and SPSS 19.0 was used for positive analysis and it performed reliability analysis and search factor analysis. Ascertainment factor analysis and path analysis were performed by using AMOS 18.0.

The major findings of this study are summarized as follows. First, service quality affected positively shopping satisfaction, repurchase and recommendation intention at the $\alpha=0.05$ level. Second, shopping satisfaction affected positively repurchase intentioned and repurchase intention at the $\alpha=0.01$ level. Third, consumers' purchase process on Internet shopping Mall is examined by finding the relation among their service quality, satisfaction, repurchase intention, recommendation intention. The study results show that consumers' higher appraisal degree.

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The Intergenerational Transfer Effects on Sport Activity

The intergenerational transfer effects from parents to their children are strong. If father or mother have been or are active sport exercisers, the probability that children are also active sport exercisers is rather large. We are testing the intergenerational transfer hypothesis using a Finnish data set collected in 2007. The survey allows not only studying intergenerational transfer effect in sport but also in movies at a cinema and classical music concerts participation. Consumers' preferences are modelled using a CES utility function. If sport (movies, classical music) are normal goods, higher incomes result in higher demand but lost income due to time spent in these leisure activities should decrease the demand. It turns out that lost income (Linder's disease) is important. Older persons who are already pensioners do not suffer from Linder's disease are more active sport, movies and classical music consumers than younger (e.g. 55 – 64 years old). In Finland women are more active in any leisure activity.

The intergenerational transfer hypothesis is verified. In general if parents have been active sport exercisers their children are also active sport exercisers. Father's influence is significant even when the person is older than 55. Mother's influence in that case is not significant. However, mother's influence is important and significant in the cases of movies at a cinema and classical music even when the person is older than 55.

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The Impact of Sports on the Italian Economy: The Influence of Multi-Purpose Sports Facilities

The aim of this paper is to determine the impact of the sport industry on the Italian economy and more specifically the detection of the specific benefits regarding the investments in multipurpose sports facilities.

Regarding the determination of the impact that sports generates on the Italian economy, we elaborated, through a joint analysis, data regarding both the Added Value created by the sport industry and economic multipliers that allowed us to determine the interrelation between sports industry and the remaining industrial sectors; items included in the "Study on the Contribution of Sport to economic Growth and Employment in the EU" (SportsEconAustria, 2012). Furthermore, with regard to the detection of the specific benefits of investing in multipurpose sports facilities, the method followed has been the analysis of case studies of facilities currently present in Italy with more interest in the case of the Juventus Stadium inaugurated in 2011.

It has been observed that sport industry is able to positively influence, not only the recreational and leisure sector but also other key sectors of the Italian economy such as hospitality services and catering, transport, Construction, manufacturing, media and press. In addition, the construction of multi-purpose sports facilities, introducing new businesses within the establishment and in the surrounding areas, such as museums, stores, bars, restaurants and other, create direct commercial benefits as well as indirect like the creation of new job opportunities, the reevaluation of the urban and commercial area where the establishment is located, the opportunity to attract more and new forms of tourism, and create further positive economic impulse.

In conclusion, sport positively influences the Italian economy, and investing in the construction of a multipurpose sport facility represents a solid prospect of sustainable economic development.

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The Framing of Obesity in France: When Sport Could Pacify Sciences War?

The fight against obesity is a public health issue in France since 2001 with the establishment of the National Nutrition and Health Program. As in all activities of expertise, the collective definition of the problem is a major issue. Current works in science studies have shown how this activity, prior to the implementation of public policy, was the target of many social actors as scientists, politicians and laymen as well. She then makes the subject of much debates whose pronouncements reveal different “world views” involved in the framing of obesity as a health problem. Other studies also show that all collective mobilizations cannot necessarily become visible and perform at a more political level to ensure that their knowledge equip public policy.

By taking support on a corpus consisted by newspaper articles, “gray literature”, interviews and ethnographic notes taken at various scientific events, our communication is helping to light this process of “politicization” of the knowledge, the passage of the science to the action, the theory to the practice. In particular, we identify co-construction effects between various scientific disciplines but also between the “confined” scientific area and the public space. They embody two main forms of knowledge translation in public action mechanisms. The first one, carrying a “scientistic and managerial” vision, juxtaposes the biomedical sciences and the management and communication sciences. The second one, partisan of a more “critical” point of view, combines knowledge from psychiatry, psychology and sociology. These dynamics give us then information about the evolution of the tensions which originally structure the mobilization space of the obesity management according to a nutritional perspective.

In this context, we analyze more precisely how the different experts use about sport as a good way to reduce obesity. We argue that physical activity seems to appear like a consensual topic. However, this theme also carries major controversies among scientists and professionals of the fight against obesity. We show that physical activity and sport have different definitions based on diverse knowledge and values. The experts also consider in different way sport practice in concrete program of public health.

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Why North American Major League Clubs are Profitable and European Professional Football Clubs are not – An Institutional Economic Analysis

The most successful team sports leagues - the North American Major Leagues (NFL, MLB, NBA, NHL) and the top leagues of European club football - face the same specific challenges of league organization (i.e. protection of clubs' league-specific investments, moral hazard among clubs, clubs' systematic overinvestment).

The paper shows that the leagues' institutional infrastructures can be explained as the result of a general attempt to solve these challenges and increase efficiency in producing an attractive championship race. The developed institutions in North American pro team sports and in European club football share some communalities, yet there are also differences. On both sides of the Atlantic some form of cooperative league associations where regulations get established by the member clubs' majority voting as well as some form of specialized monitoring institutionalized. Both institutions contribute to the protection of the clubs' league-specific investments and the reduction of moral hazard behavior among clubs.

The fundamental difference between the Major Leagues and European club football lies in how they try to control the problem of clubs' overinvestment in playing strength. All Major Leagues institutionalized player market regulations (e.g. salary caps, entry draft) and extensive revenue sharing arrangements and thereby manage to turn popularity into profitability. In contrast, the lionshare of professional European football clubs accumulates significant debt, despite a comparable level of popularity.

The paper outlines how the current format of multi-level competition, legally and structurally unenforceable player market regulations as well as the „soft budget constraints“ of many clubs contribute to chronic overinvestment behavior. In this context, the paper also discusses the effect of the UEFA Financial Fair Play regulations.

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Estimation of the Willingness-To-Pay for Preserving the Football Arena in Gdansk

The European Football Championship (Euro 2012) organized in Poland became the pretext for a number of infrastructural changes at a total cost of 22.5 billion EUR₂₀₁₂. Such high expenditure makes the Polish event the most expensive among events of this magnitude. The fact that these changes were 100% financed by public funds raises the question whether these funds were used in a substantiated way. Therefore, the aim of this study is to estimate the willingness-to-pay (WTP) among the community of the Pomeranian region, in connection with the construction of the stadium in Gdansk. A survey conducted among 299 respondents was the source of information. The survey was conducted by a specialized center for social research using the direct interview method, in December 2011 and January 2012, i.e. half a year before the beginning of Euro 2012. In addition to basic information, respondents were asked about their interest in football in general and about watching football matches on TV or participating in football matches in stadiums in particular. Each of the respondents was read an event scenario, which was worded as follows: "Euro 2012, an event staged in Poland, has proved to be too expensive to be able to be financed from public funds only. The lack of necessary funds to complete the ongoing infrastructural projects, including the construction of the Gdansk stadium, could lead to the withdrawal of this event from Poland and its transferal to Germany in whole or in part, which is prepared for this eventuality, with the infrastructure from the World Championships in 2006, which fully meets the needs of UEFA. Other three host cities in Poland managed to gain the appropriate amount of money to prevent Euro 2012. The only solution for preserving Euro 2012 in Gdansk is to obtain funding from citizens. To pay the extra cost of the construction of the football stadium in Gdansk, the local government could impose a one-off property tax surcharge". The results of the study show that the average value of WTP for the whole sample was 6.71 EUR₂₀₁₂, while the aggregate value for the whole region was 15.4 million EUR₂₀₁₂. The regression analysis showed that the level of WTP is determined in particular by income levels. The results thus confirm the existence of intangible benefits associated with the constructed facilities. However, it should be noted that the importance of these benefits is insignificant and does not compensate for the massive expenditure from public sources.