



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



1st International Conference: The Economic Impact of Sports, 19-20 February 2001, Athens, Greece

Organised by the Panhellenic Association of Sports Economists & Managers (P.A.S.E.M.)

Co-organizer: Athens University for Business & Economics

Sponsored by:

§ General Secretariat of Sports (Ministry of Culture).

§ Agrotiki Asfalistiki.

§ Kampili Advertising..

Conference Venue: Athens University for Business & Economics, 76 Patision Street, Athens.

Place: Amphitheater “Antoniadi”

Monday, February 19, 2001

09:00 – 10:00 Registration

10:00 – 10:15 Welcome and Opening Remarks

- **Andreas Kintis**, Rector, Athens University for Business & Economics (AUBE).
- **Gregory T. Papanikos**, President, PASEM.

10:15 – 12:15 Session I: Round Table: The Organization and the Economic Impact of The Olympic Games of Athens 2004

Chair: Andreas Kintis, Rector, Athens University for Business & Economics

1. Professor George Alogoskoufis, MP (New Democratic Party)
2. George Sakellion, Secretary General of Youth
3. Nikos Exarchos, Secretary General of Sports
4. Kostas Kartalis, Secretary General of Olympic Games
5. Gregory T. Papanikos, President, PASEM

12:15 – 12:30 Coffee Break

12:30 – 14:30 Session II: The Experience of Olympic Games

Chair: Andrew Yiannakis (University of Connecticut, USA)

1. Robert Baade (Lake Forest College, USA) Assessing the Economic Impact of the Summer Olympic Games: The Experience of Los Angeles and Atlanta
2. Shayne Quick (University of Technology, Sydney, Australia) & Maria Tzelepi (Athens, Greece) The Effectiveness of the “Event Leadership” Training Course in the Sydney Organizing Committee for the Olympic Games – Evaluation.
3. Holger Preuss (University of Mainz, Germany) Rarely Considered Economic Aspects of Cities Hosting the Olympic Games

14:30 - 15:30 Break

15:30 – 17:30 Session III: The Economics of Football

Chair: Vassilios Patsouratis, Associate Professor, Athens University of Business and Economics, Greece

1. Stefan Szymanski (Imperial College Management School, UK) Competitive Balance and Income Redistribution in Team Sports
2. Wladimir Andreff (University of Paris I, France) The Evolving Structure of Finance in the European Professional Sports
3. Robert Simmons (University of Salford, UK) What Determines Attendance Demand for Football?

17:30 – 20:00 General Assembly - Election of the First Board of Directors of PASEM (Members only)

21:30 Dinner (by Invitation Only)

Tuesday, February 20, 2001

09:00 – 10:30 Session IV: Methodological and Educational Issues in Sports Research

Chair: Michalis Atsalakis, TEI of Crete, Greece

1. Andrew Yiannakis Murdy (University of Connecticut, USA), Yiannis Douvis Murdy (University of Connecticut, USA) & James Murdy (University of Connecticut, USA) The Perceived Impacts of Sport.
2. Marcus Kurscheidt (University of Paderborn, Germany) Evaluating, Bidding for, and Managing Sports Mega Events: Theoretical and Methodological Issues of an Integrated Approach to the Economic Analysis of Sporting Events.
3. Athanasios Kriemadis (University of Thessalia, Greece) and Emery Paul (University of Northumbria at Newcastle, U.K.) Strategic Planning in University Athletic Departments in the United Kingdom.

10:30 – 12:00 Session V: Management and Marketing

Chair: Dimitris Terzakis, TEI of Crete, Greece.

1. Robert Lentell (University of North London, England) Front-Office and Back Room: Quality Management and Sport Services
2. Ingo Kipker, Ingo (Dipl. – Kaufm., Düsseldorf, Germany) Five Years after the Bosman-Ruling – Empirical Evidence & Solutions for European Soccer Leagues and Implications for Corporate Human Resources Strategies.
3. Dimitrios Nikolaidis (ARIS Football Club, Greece) Promotional Licensing & Trademark Law.

12:00 – 12:30 Coffee Break

12:30 – 13:30 Session V: Tourism and Sports

Chair: Dimitrios Nikolaidis (ARIS Football Club, Greece)

1. Laurence Chalip (Griffith University, Australia) Leveraging the Sydney Olympics to Optimize Tourism Benefits.
2. Michael Weed (University of North London, England) Developing a Sports Tourism Product
3. Michalis Atsalakis & Dimitris Terzakis (TEI of Crete, Greece) Sports Tourism: Descriptive Models

13:30 – 14:30 Session VI: Round Table on Postgraduate Studies in Sports Economics and Management

Chair: Gregory T. Papanikos, President, PASEM.

14:30 – 15:00 Closing Remarks