



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



2nd International Conference: The Economic Impact of Sports, 25-26 February 2002, 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 Olympic Games (Ministry of Culture).

§ General Secretariat of Sports (Ministry of Culture).

§ Athens Institute for Education and Research (ATINER).

§ Oikonomia & Athlitisimos.

§ Express – Daily Financial Newspaper.

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

Place: Amphitheater “Antoniadi”

Monday, February 25, 2002

08:30 – 09:30 Registration

09:30 – 10:00 Welcome and Opening Remarks

10:00 – 11:30 Session I: Round Table: Finance of the Olympic Games

Chair: Dimitris Christou, Editor, Express - Daily Financial Newspaper, Kalofolia Group.

1. Christos Smyrlis-Liakatas, Member of Greek Parliament for Aetoloakarnania, Secretary of PASOK Sector for Culture & Sports, President of the Canoe-Kayak Federation, Dean of the Panathenaic Stadium, E.O.E. Member.
2. Fani Palli-Petralia, Member of Greek Parliament for the B' District of Athens, Head of the N.D. Sector for the Olympic Games, Member par Excellence of E.O.E., Member of the National Committee for the 2004 Olympic Games, Former Undersecretary of Sports.
3. Kostantinos Kartalis, Secretary General of the Olympic Games
4. Ioannis Michos, Member of the GSEE Secretariat Responsible for the Olympic Games
5. Antonis Tortopidis, Research & Analysis Coordinator, Association of Greek Industries.
6. Ioannis Palios, Vice-President, Greek Union of Participants in the Olympic Games.

11:30 – 12:00 Coffee Break

12:00 – 13:30 Session II: Tourism & the Olympic Games

Chair: Angelos Tsaklaganos, Professor, Aristotle University of Thessaloniki.

1. Marios Vasilopoulos, President PEFA & Vice President PAO. *Sports & Tourism: Financial Dimensions*.
2. Loukas Douvas, Director, Athens Hotels Union. *Hospitality & Hotel Infrastructure in view of the 2004 Olympic Games*.
3. Dimitris Laloumis, Applications Professor, Department of Tourist Enterprises, Athens TEI. *Entertaining Dimensions of Sports Tourism*.

13:30 - 14:30 Break

14:30 – 16:00 Session III: Organizational & Financial Issues of Football

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

1. Bill Gerrard, University of Leeds, UK. *The Financial Value of Football Clubs*.
2. Stefan Szymanski, Imperial College Management School, UK. *The Invariance Principle, Prizes and Competitive Balance*.
3. Lisa O’Keeffe. Daniel Webster College, USA. *The Americanization of England’s Professional Team Sports – A Case Study of Rugby League*.
4. Athanasios Balios, Former General Manager, General Secretariat of Sports. *Sports Institutions*.

16:00 – 16:15 Break

16:15 – 17:45 Session IV: Sports Issues

Chair: Athanasios Balios, Former General Manager, General Secretariat of Sports

1. Stavros Theofanides, Professor, Athens Panteion University. *An Optimal Leadership Requires Athletic and Musical Culture*.
2. Themis Kokolakis, Leisure Industries Research Center, UK. *Recent Economic Trends – The Economic Impact of Foot and Mouth on the UK Sports*.
3. Dimitris Nikolaidis, City College, Sports Marketing, Marketing Manager at Alpha TV. *Television and Media in Sports*.
4. Angelos Tsaklaganos, Professor, Aristotle University of Thessaloniki. *The Particularities of Sports Marketing*.
5. Stefania-Marina Yannakaki, University of Strathclyde, UK. *Athletic Activities in Greek Public and Private Primary Schools*.

17:45-19:15. General Assembly of PASEM (Members only)

21:30 Dinner (by Invitation only)

Tuesday, February 26, 2002

09:30 – 11:00 Session V: The Economics of Football

Chair: Gregory T. Papanikos, President, PASEM.

1. George Lianis, Member of Greek Parliament for Florina, Member of PASOK.
2. Evangelos Meimarakis, Member of Greek Parliament for the B' District of Athens, Secretary of the Central N.D. Committee, Former Undersecretary of Sports.
3. Nikolaos Eksarchos, General Secretary of Sports.
4. Antonis Antoniadis, President, Panhellenic Association of Paid Footballers (PSAP).
5. Dimitrios Koukis, Treasurer, Greek Football Association (EPO).

11:00 – 11:30 Coffee Break

11:30 – 13:00 Session VI: Football Labor Market

Chair: Andreas Yannakis, University of Connecticut, USA.

1. Stefan Kesenne, University of Antwerp, Belgium. *Regulating the Players: Labour Market in Professional Team Sports.*
2. Harry Arne Solberg, Trondheim Business School, Norway. *Are Multinational Super-leagues the Natural Equilibrium for the European Soccer Market?*
3. Ilias Mitsios, Economist – Business Consultant. *Taxation of Athletes.*

13:00 – 14:30 Session VII: Football Demand

Chair: Dimitris Nikolaidis, City College, Sports Marketing, Marketing Manager at Alpha TV.

1. Jerume Garcia, University of Pompeu Fabra, Spain & Placido Rodriguez, University of Oviedo, Spain. *An Empirical Analysis of Live Attendance in Spanish Football.*
2. Andreas Yannakis, University of Connecticut, USA. *Forecasting the Result of Soccer Games: Some Applied Considerations.*
3. Morten Kringstad, Trondheim Business School, Norway. *Competitive Balance and Attendance in Norwegian Soccer.*

14:30 – 15:00 Closing Remarks