



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



[3rd International Conference: the Economics, the Management, and the Marketing of Sports, 24-25 February 2003, Athens, Greece](#)

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

Co-organizer: Panteio University of Social and Political Sciences, Athens, Greece

Sponsored by:

§ General Secretariat of Olympic Games (Ministry of Culture).

§ Eidiki Ekdotiki, S.A.

§ Athens Institute for Education and Research (ATINER).

§ *Oikonomia & Athlitismos.*

Conference Venue: Panteio University of Social & Political Sciences (136 Sygrou Avenue), Athens

Place: Amphitheater “Sakis Karagiorgas”

Monday, February 24, 2003

08:30 – 09:45 Registration

09:45 – 10:00 Welcome and Opening Remarks

- **Dr. Gregory T. Papanikos**, President, PASEM.
- **Professor Ioannis Vavouras**, Rector, Panteio University of Social & Political Sciences.

10:00 – 10:30 Keynote Speaker

Professor Stauros Theofanides, Panteio University of Social & Political Sciences. *Olympic Games: The Ideology of Creative Contest-Greece the Richest Country in Culture.*

10:30 – 12:00 Session I: The Economics of Professional Sports

Chair: Dr. Gregory T. Papanikos

1. C. Sinclair (University of Utah, U.S.A) & P. Philips (University of Utah, U.S.A). *Building for the Rich – Broadcasting to the Poor: How the NBA Responded to a Changing U.S. Economy.*
2. B. Frick (University Of Witten/Herdecke, Germany). *The Detrimental Performance Effects of Up-Front Payments: Empirical Evidence from the North American “National Football League”.*
3. M. Hann (University of Groningen, The Netherlands), R. H. Koning (University of Groningen, The Netherlands) - A.van Witterloostuijn (Durham BusinessSchool, University of Durham, U.K.). *Market Forces in European Soccer.*
4. G. Sierksma (University of Groningen, The Netherlands). *Computer Support for Team Formation.*

12:00 – 12:30 Coffee Break

12:30 – 14:30 Session II: The Economics of European Football (Soccer)

Chair: Professor Vasilios Patsouratis

1. M. Kozma (Buespa, Hungary) & T. Nagy (Buespa, Hungary). *Paradigms in Hungarian Football*.
2. T. Heubek (University of Hamburg, Germany) & J. Scheuer (University of Hamburg, Germany). *Incentive Contracts in Team Sports – Theory and Practice*.
3. J. Ashworth (University of Durham, UK) & B. Heyndels (University of Durham, UK). *The Impact of the Relative Age Effect on Wages in German Professional Soccer: An Exploratory Analysis*.
4. E. Or (Istanbul University, Turkey) & B. Donuk (Istanbul University, Turkey). *The Comparison of “Turkish National Team” and “GALATASARAY SK.” in the Field of International Competition and Subjective Evaluation of Turkish Football Fans*.

14:30 - 16:00 Lunch

16:00 – 17:30 Session III: The Economics and the Management of Olympic Games

Chair: Aris Katerinopoulos (ATINER, Greece)

1. D. V. Nikolaidis, (City Liberal Studies, Affiliated Institution of the University of Sheffield in Thessaloniki), S.S. Antoniadou (University of Sheffield in Thessaloniki) & L. Valvi (Marketing Manager, Peristeri Basketball Team, Greece). *The Influence of the Olympic games of 2004 in Greek Corporate Attitudes Towards Sports Sponsorship*.
2. K. N. Kovalyscik (Seton Hall University, U.S.A.). *An Analysis of the Projected Financial & Economic Impacts of the 2012 Summer Olympic Games on the City of New York and the Greatest New York Metropolitan Region*.
3. G. Kuper (University of Groningen, The Netherlands) & E. Sterken (University of Groningen, The Netherlands). *Olympic Participation and Performance since 1896*.
4. A. Secot (Faculty of Sport Studies, Brno, Czech Republic). *Commercial Nature of Contemporary Sport*.

17:30-17:45 Coffee Break

17:45-19:30 Session IV: Sports Issues I

Chair: Professor Stauros Theofanides, Panteio University of Social & Political Sciences.

1. R. Koning (University of Groningen, The Netherlands). *An Econometric Evaluation of the Firing of a Coach on Team Performance*.
2. K. Stahuro (Arkansas State University, U.S.A.) & J. Stillwel (Arkansas State University, U.S.A.). *The Emergency of the Female Athlete in Western Culture*.
3. D. J. Waters (National Institute of Education, Republic of Singapore). *Singapore’s Organizational Strategies in the Development and Management of a Sport Culture*.
4. G. Kokkini (MSc Sport Management, University of Northumbria, U.K.). *An Investigation into the Effectiveness of using Sport Personalities as Local Heroes to Endorse Sport Products*.
5. E. Margariti (MSc Sport Management, University of Northumbria, U.K.). *Digital and web Broadcasting: The Impact on Attendance of English vs. Greek Premier League Football Games*.

20:30 Dinner (by Invitation only)

Tuesday, February 25, 2003

10:00 – 12:30 Session V: Round Table I

Greek Sports: The Challenge of Professional Football and the Olympic Games

Chair: Professor Ioannis Vavouras, Rector, Panteio University

1. Gregory T. Papanikos, President, PASEM
2. Christos Smirlis, Member of Parliament.
3. Evangelos Meimarakis, Member of Greek Parliament.
4. Athanasios Kanelopoulos, President EPAA.
5. Aristidis Gikas, Director, PAE Olympiakos.
6. Marios Vasilopoulos, President PEFA & Vice President PAO.

12:30 – 13:00 Break

13:00 – 15:00 Session VII: Sports Issues II

Chair: Professor Angelos Tsaklaganos

1. A. Katerinopoulos (ATINER, Greece). *Applying a Strategy Approach for the Development of Sports Tourism in Greece.*
2. E. Mitsios (Tax Accountant, Greece). *Taxing the Professional Players.*
3. Z. Boutsoli (London School of Economics, UK). *Health and Olympic games.*

15:00 – 15:15 Closing Remarks

15:15 General Assembly (Members Only)