



6th International Conference of the International Association of Sports Economists (IASE)

in parallel with the

4th International Conference of the Panhellenic Association of Sports Economists and Managers (PASEM)

31st of May 2004 and 1-2 June 2004, Athens, Greece

Monday, May 31st, 2004

8:00-9:00 Registration

09:00-09:15 Welcome and Opening Remarks

- The President of IASE
- The President of PASEM

9:15-11:00 Session I

Chair: Papanikos, G.T., President, PASEM, Greece.

1. Bourg, J.F., Professor, University of Limoges, France & Gouguet, J.J., Professor, University of Limoges, France. *The Economic Analysis of the Olympic Games. Sport as a Global Public Good.*
2. Hiller, H.H., Professor, University of Calgary, Canada. *Long Term Outcomes: Assessing the Impact of the Olympics on Cities.*
3. Solberg, H.A., Associate Professor, Trondheim Business School, Norway presented Preuss, H., Professor, Germany. *The Calculation of the Regional Impact of Olympic Games.*
4. Poupaux, S., Ph.D. Student, University of Paris 1, France. *Economic Performances and Olympic Success: A Reappraisal.*
5. Erten, S., Researcher, Middle East Technical University, Turkey. *Capability of Hosting Mega-Sports Events: Case of Istanbul and its Bids for the Olympic Games.*

11:00 – 12:30 Session II

Chair: Andreff, W., Professor, University Paris I, France

1. Baade, R., Professor, Vail Professor of Economics, Lake Forest College, USA. *The Quest for the Cup: Assessing the Economic Impact of the World Cup.*
2. Case, R., Associate Professor, Old Dominion University, USA and Nhassengo, E., Professor, Old Dominion University, USA. *An Examination of the Potential Pitfalls Associated with Conducting Sport Economic Impact Studies.*
3. Solberg, H.A., Associate Professor, Trondheim Business School, Norway & Preuss, H., Professor, Johannes Gutenberg University Mainz, Germany. *Long-term Impacts of Major Sporting Events – Myths and Facts.*
4. Kokolakis, T., Researcher, Sheffield Hallam University, UK. *The Economic Impact of Sport in the UK In 2002. Economic Trends And Methodology.*

12:30 – 14:00 Session III

Chair: Baade, R., Professor, Professor, Lake Forest College, USA.

1. Kesenne, S., Professor, University of Antwerp, Belgium. *The Win Maximization Model Reconsidered.*
2. Krautmann, A., Professor, DePaul University, USA and Hadley, L., Professor, University of Dayton, USA. *Of Dynasties and Dogs: Competitive Balance in Major League Baseball.*
3. Kringstad, M., Assistant Professor, Trondheim Business School, Norway & Gerrard, B., Professor, Leeds University UK. *The Concepts of Competitive Balance and Uncertainty of Outcome.*
4. Quinn, K.G., Associate Professor, St. Norbert College, USA. *Sports Fandom as Rational Addiction.*

14:00-15:00: Lunch (inside the Conference Venue)

15:00-16:30 Session IV

Chair: Kesenne, S., Professor, University of Antwerp, Belgium.

1. Andreff, W., Professor, University Paris I, France. **International Trade in Sports Goods.**
2. Staudohar, P., Professor, California State University, Hayward, USA & Zepel, B. Professor, California State University, Hayward, USA. *Corruption in Big Time College Sports and its Impact on Higher Education.*
3. Raze, J - F. Docteur en Sciences Economiques, Université de Poitiers, France. *The Location of the “Stade De France”: Efficacy, Equity, or Democracy? An Original Application of Spatial Econometrics.*

16:30 – 18:00 Session V

Chair: Staudohar, P., Professor, California State University, Hayward, USA

1. Hovemann, G., Assistant Professor, German Sport University Cologne, Germany. **The European Market of Sport Management Education Programs. A General Survey and Content Analysis.**
2. Kaiser, S., Assistant Lecturer, German Sport University Cologne, Germany. *Competence Research in Sport Management – The German Case.*
3. Solvason, C., Ph.D. Student, University College Worcester, UK. *A Management Nightmare...Just What are the Aims of a UK Specialist Sports College and Which are Chosen to Take Priority?*
4. Maneval, M.W., Professor, University of Southern Mississippi, USA. *The United States Terrorism Alert System and its Implications for University Sport Management Personnel.*

18:00: Meeting of the IASE Executive Committee

20:30 Dinner (Hotel London, Glyfada)

Tuesday, June 1st, 2004

09:30-11:00 Session VI

Chair: Xyraphis, A., Member, PASEM, Greece.

1. Alay, S., Researcher, Middle East Technical University, Turkey, Koçak, S., Assistant Professor, Middle East Technical University, Turkey, Sözeri, B., Researcher, Middle East Technical University, Turkey & Karli, U., Researcher, Middle East Technical University, Turkey. *Motivational Factors Affecting Olympic Volunteerism Among Turkish University Students.*
2. Tzanoudaki, S., Researcher, Heriot Watt University, UK. *The Olympic City in its post-modern condition: the role of Olympic design since the Munich 1972 Olympic Games.*

11:00 – 12:30 Session VII

Chair: Hiller, H.H., Professor, University of Calgary, Canada.

1. Dilger, E., Ph.D. Student, Chemnitz University of Technology, Germany. *The Development of Health – and Fitness – Sport in Europe as an Enormous Economic Branch.*
2. Barlas, A., Researcher, University of Wolverhampton, U.K, McCarthy, P., Lecturer, University of Wolverhampton, U.K, and Kouthouris, C., Lecturer, University of Thessaly, Greece. *Measuring Service Quality Expectations and Perceptions: A Comparison Study between English and Greek Sport & Recreation Customers.*
3. Sözeri, B., Researcher, Middle East Technical University, Turkey presented for Karli, U., Researcher, Middle East Technical University, Turkey & Koçak, S., Assistant Professor, Middle East Technical University, Turkey. *Job Satisfaction Levels of the Personnel Among the Selected Private Health Care and Fitness Centers in Turkey.*
4. Viallon, R., Lecturer, Brunel University, UK & Camy, J., Professor, Universite Claude Bernard Lyon, France. *Professional Expertise within the UK Health and Fitness Industry, a Critical Analysis of the Development of Personal Training.*

12:30 – 14:00 Session VIII

Chair: Dejonghe, T., Professor, Lessius Hogeschool Antwerpen, Belgium.

1. Donuk, B., Researcher, Istanbul University, Turkey, Serarslan, M.Z., Professor, Marmara University, Turkey, Or, E., Researcher, Istanbul University, Turkey. *Employment Opportunities for Sports Managers in Turkey and the Profile of Sports Managers Required in Various Sectors.*
2. Tan, Yan, Lecturer, Soochow University, Taiwan & Liu, Ching-Chuan, Lecturer, Soochow University, Taiwan. *Ultra-Marathon Marketing in University, Taiwan.*
3. Fossey-Lewis, N., Manager, University of Bath, U.K. *Business and Sport in Partnership - 'Developing high performance individuals and teams in a World Class environment.*
4. Futre, D., Lecturer, University of Northumbria, UK. *Sports Promotion Practices and Motivation Theory.*
5. Croci, O., Associate Professor, Memorial University, Canada and Forster, J., Griffith University, Australia. *Webs of Authority: Hierarchies and Networks of Global Sport Organisations.*

14:00-15:00: Lunch (inside the Conference Venue)

15:00-16:30 Session IX

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

1. Schnytzer, A., Professor, Bar-Ilan University, Israel and Weinberg, G., Ph.D. Student, Bar-Ilan University, Israel. *Is the NBA betting market efficient?*
2. Dejonghe, T., Professor, Lessius Hogeschool Antwerpen, Belgium. **The Importance of the Market in Professional Sportleagues: The Belgian Case.**
3. Archontakis, F., Researcher, Universidad Politécnica de Valencia, Spain. *Winners and Losers in Soccer World Cup: A Study of Recent History and How to bet if you must.*

16:30 – 18:30 Session X

Chair: Croci, O., Associate Professor, Memorial University, Canada

1. Longley, N., Professor, University of Regina, Canada and Sankaran, S., Professor, University of Regina, Canada. *The Effect of a Game's Payoff Structure on the Strategic Behaviour of its Participants: Comparing the National Hockey League with European Football Leagues.*
2. Garcia, J., Professor, Universitat Pompeu Fabra, Spain & Rodríguez, P., Universidad de Oviedo, Spain. *The Illusion of Control, the Structure of Prizes and the Demand for Football Pools in Spain.*
3. Levante, M., Ph.D. Student, University of Teramo, Italy. *The Fixed Budgets of Italian Football: A Hypothesis of Administrative Doping?*
4. Hindley, D., Lecturer, The Nottingham Trent University, UK. *Stakeholders and Trusts: A Framework for Good Governance Within the Football Industry.*
5. Sözeri, B., Researcher, Middle East Technical University, Turkey & Koçak, S., Assistant Professor, Middle East Technical University, Turkey. *Turkish Super League Soccer Clubs' Usage of Internet as a Tool for Marketing Purposes.*

18:30 PASEM General Assembly

20:30 Dinner - Greek Night

(Tavern Stamatopoulos, 26 Lissiou Street, Plaka, Tel.: 210 3228722)

Wednesday, June 2nd, 2004

One-Day Cruise to the Aegean Islands (includes Lunch)

07:00 Bus Departure from the Conference Hotel to the Port

08:30 Boat Departure

19:30 Return to the Conference Hotel from the Port