Monday, May 30th, 2005

8:30-9:00 Registration
09:00-09:15 Welcome and Opening Remarks
Dr. Gregory T. Papanikos, President, ATINER.

9:15-11:00 Session I
Chair: Papanikos, G.T., Director, ATINER.
1. Short, J., Professor, University of Maryland, USA. Global City Status and the Olympic Games.

11:00 – 13:00 Session II
Chair: Short, J., Professor, University of Maryland, USA.
3. Levante, M., Ph. D. Student, University of Teramo, Italy. Creative Accounting in Italian Football Companies: Ethical Issues and the Impact of International Accounting Standards on Listed Clubs.
4. Weiermair, K., Professor, University of Innsbruck, Austria & Mueller, S., Researcher, University of Innsbruck, Austria. Sport and Sport Events as a Driving Focus for Economic and Tourism Development.

13:00-14:00 Lunch
14:00 – 16:00 Session III
Chair: De Mel, S., Senior Lecturer, University of Greenwich, U.K.
1. Suher, K.H., Assistant Professor, Anadolu University, Turkey & Argan, M., Assistant Professor, Anadolu University, Turkey & Ozer. A., Research Assistant, Ankara University, Turkey. Factors Effecting Participation Decision of the Soccer Spectators to the Matches in Stadiums: A Research on Fenerbahçe’s Fans in Turkey.
2. Fostervold, K.A., Ph.D. Student, Molde University College, Norway, Gammelsæter, H., Associate Professor, Molde University College, Norway & Jacobsen, S.E., Senior Researcher, Institute for Research in Economics and Business Administration, Norway. Local Commitment in Professional Football.
3. Benz-Funk, M.-A., Research Assistant, University of Zurich, Switzerland & Franck, E., Professor, University of Zurich, Switzerland. For Club and Country – Do Soccer Clubs have to be Compensated for Releasing their Players to the National Teams.
4. Lera-Lopez, F., Assistant Professor, Public University of Navarra, Spain & Manuel Rapún-Gárate, M., Professor, Public University of Navarra, Spain. The Determinants of Consumer Expenditure on Sports: A Tobit Model.

16:00 – 18:00 Session IV
Chair: Guala, C., Professor, University of Turin, Italy.
2. Sezgin, E., Assistant Professor, Anadolu University, Turkey. Is ‘Football Tourism’ Beneficial Alternative for Resort Establishments’ Low Season Applications?
3. Reppold-Filho, A.R., Senior Lecturer, Federal University of Rio Grande do Sul, Brazil & Toldo dos Santos, H., Assistant Lecturer, Federal University of Rio Grande do Sul, Brazil. Participative Budget and Urban Policies for Sport and Leisure in Porto Alegre, Brazil.
4. Abdourazakou, Y., Lecturer, CETAPS University of Rouen, France. Sports Broadcasting as Global Cultural Goods or the European Listed Events’ Regulation.

20:30-22:30 Greek Night Entertainment with Dinner
(Place: Tavern Stamatopoulos, 26 Lissiou Street, Plaka, Tel.: 210 3228722)

Tuesday, May 31st, 2005

09:30-11:30 Session V
Chair: Gammelsæter, H., Associate Professor, Molde University College, Norway.
1. Argan, M., Assistant Professor, Anadolu University, Turkey & Suher, K.H., Assistant Professor, Anadolu University, Turkey. Perceptions and Attitudes towards Ambush Marketing: A Case Study of Turkish National Football Team.
2. Lu, Z., Assistant Professor, Fudan University, China, Kahle, L.R., Warsaw Professor of Sports Marketing University of Oregon, USA, Lee, S-Y, Professor, Dongguk University, South Korea & Lee, S-M., Ph.D. Student, University of Oregon, USA. College Soccer Fan Attendance Motivations: A Functional Approach to Evidence from South Korea and China.
3. Kircova, I., Lecturer, Yildiz Technical University, Turkey. Impulse Buying Behavior of Sport Team-Licensed Merchandise.
11:30 – 13:30 Session V
Chair: Kokolakakis, T., Research Fellow, Sports Industries Research Centre, U.K.
1. Terekli, M.S., Assistant Professor, University of Anatolia, Turkey. Sponsorship in Sport Organizations: Analyze of Sponsors of Turkish Football Team in 2002 World Cup.
2. Kaiser, S., Lecturer, German Sport University Cologne, Germany, Keiner, R., Lecturer, German Sport University Cologne, Germany, & Engel, F., Lecturer, German Sport University Cologne, Germany. Culture and Tacit Knowledge in Sport Organizations.

13:30-14:30: Lunch

14:30 – 16:30 Session VI
Chair: Kaiser, S., Lecturer, German Sport University Cologne, Germany.
1. Davila, S., MS Student, Pontifical Catholic University, Ecuador. When Sport Becomes Economics in the Third World: Economics of Sport in Ecuador from the Public Sector Point of View.

16:30 PASEM General Assembly

20:30-22:30 Dinner
(Place: Rozalia Tavern, 58 Valtetsiou str., Exarcheia Square, Tel.: 210-330-2933)

Wednesday, June 1st, 2005
One-Day Cruise (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