



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



[5th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 30-31 May 2005, Athens, Greece](#)

Organized by the [Sports Research Unit](#) of ATINER

Conference Venue: Athens Cultural Centre, 50 Akademias Street

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.*
2. Guala, C., Professor, University of Turin, Italy. *How to Monitor Olympics. Longitudinal Surveys on Winter Olympics in Turin 2006.*
3. Henry, A., Ph.D. Student, Laboratoire THEMA, France & Gillon, P., Researcher, Laboratoire THEMA, France. *The Impact of the 2004 Summer Olympic Games on the Athenian Town and Country Planning.*
4. Lambiri, D., Ph.D. Student, The University of Reading, U.K. *The Olympic Village Of Barcelona: Urban Residential Development and Socio-Economic Impact.*

11:00 – 13:00 Session II

Chair: Short, J., Professor, University of Maryland, USA.

1. De Mel, S., Senior Lecturer, University of Greenwich, U.K. *Resource-Based View: The Success Factors of English Premiership Football Clubs.*
2. Halicioglu, F., Senior Lecturer, The University of Greenwich, U.K. *Forecasting the Professional Team Sporting Events: Evidences from Euro 2000 and 2004 Football Tournaments.*
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.

1. Gerber-Nel, C., Lecturer, University of South Africa, South Africa. *Sports Marketing in South Africa: The Management of the South African Super 12 Rugby Brands.*
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.*
4. Fostervold, K.A., Ph.D. Student, Molde University College, Norway. *The Supply Chain of Football Players in Norwegian Football.*

11:30 – 13:30 Session VI

Chair: Kokolakis, 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.*
3. Aagaard, P., Ph.D. Fellow, Copenhagen Business School, Denmark. *Professionalism and the Motivation of Volunteers in Danish Sports-NGOs.*
4. Zarpellon Mazo, J., Senior Lecturer, Federal University of Rio Grande do Sul, Brazil & Reppold Filho, A.R., Senior Lecturer, Federal University of Rio Grande do Sul, Brazil. *Sport and Cultural Identity: The Rise and Expansion of German-Brazilian Sport Associations in Porto Alegre, Brazil (1867–1945).*

13:30-14:30: Lunch

14:30 – 16:30 Session VII

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.*
2. Kokolakis, T., Research Fellow, Sports Industries Research Centre, U.K. *The Importance of Sport Gambling in the UK Leisure Spending and the Revolutionisation in the UK Gaming Sector.*

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