



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



6th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects,
2nd International Conference on Physical Education, Coaching & Health Fitness
29-30 June 2007, Athens, Greece
Organized by the **Sports Research Unit** of ATINER

Conference Venue: Apollon Conference Center, 1 Ermoupoleos & Piliou Street, Kaminia, Piraeus
(Bus 049 from Omonoia Square brings you to Apollon Center in 30 minutes)

Thursday, June 29th, 2006

7:00 Bus Departure for the Museum of the Marathon Race, The Village of Marathon, Attica.

The Shuttle Bus will depart from Omonoia Square (outside the [Delphi Hotel](#), 27 Ag. Konstantinou Street), and at **7:15** from Park Hotel (10 Alexandras Street)

7:00 – 9:00 Registration will take place inside the Bus

09:00-09:05 Welcome and Opening Remarks

Dr. Gregory T. Papanikos, President, ATINER.

09:05-10:45 Session I

Chair: Dr. John Kelvyn Richards, Head, [Sports Research Unit](#), ATINER.

1. Bir, A.A., Professor, Bahcesehir University, Turkey & Suher, K., Assistant Professor, Bahcesehir University, Turkey. *A Research on the Opinion of the Leading Turkish Companies towards Sports Sponsorship.*
2. Dean, B., Associate Professor, Arkansas State University, USA & Stillwell, J., Professor, Arkansas State University, USA. *New Dimensions in Movement and Fitness through Integration.*
3. Constantinescu, M., University Tutor, Academy of Economic Studies, Romania, Serbanica, D., Senior Lecturer, Academy of Economic Studies, Romania & Olteanu, V., Professor, Academy of Economic Studies, Romania. *The Use of Professional Sport Identity as a Marketing Instrument.*
4. Turco, D.M., Professor, DeSales University, USA & Scott, A.S., Assistant Professor, DeSales University, USA. *Consumer Profiles of International Sport Tourists: Economic Impacts and Implications.*
5. Wickens, E., Reader, Buckinghamshire Chilterns University College, UK. *The Potential Impact of a Mega-Sports Event on the Travel Decision-Making Process and Destination Choice. The case of Portugal and Euro 2004.*

10:45-12:15 Session II

Chair: Wickens, E., Reader, Buckinghamshire Chilterns University College, UK.

1. Carmichael, F., Senior Lecturer, University of Salford, UK. *Does the Best Team Win? An Analysis of Team Performance at Euro 2004.*
2. Ekmekci, R., Lecturer, Pamukkale Universitesi, Turkey, Berber, S., Assistant Professor, Anadolu Universitesi, Turkey & Kutlu, O., Researcher, Anadolu University, Turkey. *Internet Usage on Sports Marketing: A Study on Turkey Super League Football Clubs' Web Sites in Terms of Marketing.*
3. Levante, M., Ph.D. Student, University of Teramo, Italy. *The Financial Crisis in Italian Football: Possible Alternatives to Insolvency Proceedings in an Economic Analysis of Bankruptcy Law.*
4. Gungen, H., Professor, Anadolu University, Turkey & Katirci, H., Lecturer, Anadolu University, Turkey. *An Exploratory Study of the Presentation of Sport Celebrities in Magazine Ads: A Content Analysis.*
5. Popma, W., Senior Lecturer, Brighton University, UK. *Sponsorship and Branding in Professional Football – the Case of Olympiakos F.C.*
6. Bates, A., President, Body Fulfillment, Inc. USA. *Investing in the Future: Practical Strategies to Promote Wellness in “at – risk” Populations.*

12:15-13:30 Session III

Chair: Levante, M., Ph.D. Student, University of Teramo, Italy.

1. Cakir, F., Assistant Professor, Anadolu University, Turkey, Yuncu, D., Master Student, Anadolu University, Turkey & Yuncu, R., Researcher, Anadolu University, Turkey. *Defining A Hallmark Event Visitors: A Case Study of F1 Grand Prix Istanbul 2005, Turkey.*
2. Er, I., Researcher, Anadolu University, Turkey, Argan, M., Assistant Professor, Anadolu University, Turkey, Kiliger, T., Researcher, Anadolu University, Turkey & Ozata, Z., Lecturer, Anadolu University, Turkey. *The Evaluation of Sponsorship Effectiveness: A Content Analysis Study on Televised Formula one Istanbul Grand Prix.*
3. Gosterisli, M.E., Lecturer, Anadolu University, Turkey. *Objectivity in Turkish Sports Journalism.*
4. Ozata, F.Z., Lecturer, Anadolu University, Turkey, Kilicer, T., Anadolu University, Turkey, Er, I., Researcher, Anadolu University, Turkey & Argan, M., Assistant Professor, Anadolu University, Turkey. *The Reflections of the New Sponsorship Regulations in Turkey: Significant Developments in Sports Sponsorship.*
5. Troelsen, T., Associate Professor, CBS/Copenhagen Business School, Denmark & Dejonghe, T., Professor, Lessius Business School, Denmark. *The Need of Competitive Balance in European Professional Soccer: A Lesson to be learned from the North American Leagues.*

13:30-15:30 Lunch

15:30 Bus Return to Central Athens

19:30-21:30 Greek Night Entertainment

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

Friday, June 30th, 2006

(Conference Venue: [Delphi Hotel](#), 27 Ag. Konstantinou Street)

08:30-10:00 Session IV

Chair: Sydnor, S., Professor, University of Illinois at Urbana, USA.

1. Floros, C., Lecturer, University of Portsmouth, UK. *The Athens Olympic Games and the Athens Stock Exchange.*
2. Junod, T., Ph.D. Student, IDHEAP, Switzerland. *Sports Events and Hosting Regions: Finding a Goof Fit.*
3. Traganou, G., Full-time faculty, Parsons New School for Design, USA. *National Narratives in the Olympic Ceremonies of Athens 2004.*
4. Waters, D.J., Associate Professor, University of Wisconsin, USA & Leong, M.L., Researcher, Singapore Sports Council, Singapore. *An Asian City-State Ascends the Olympic Podium? Singapore's Socio-Economic Impacts from Hosting the 117th IOC Session.*
5. Akdag, K., Teaching Assistant, University of Akdeniz, Turkey, Yilmaz, S., Teaching Assistant, University of Akdeniz, Turkey & Uğuelu, A., Teaching Assistant, University of Akdeniz, Turkey. *The Role and Impact of Sponsorship over Consumer Behaviour in the City of Antalya.*

10:00-11:30 Session V

Chair: Floros, C., Lecturer, University of Portsmouth, UK.

1. Hakan, K., Researcher, Anadolu University, Turkey & Oyman, M., Assistant Professor, Anadolu University, Turkey. *Measuring Service Quality and Customer Satisfaction in Fitness Centers in Turkey: An Exploratory Study.*
2. Hironaka-Juteau, J., Associate Professor, California State University, USA & Reid, K., Associate Professor, USA. *Cause - Related Cycling Events and Adult Lifestyle Outcomes: A Preliminary Investigation.*
3. Riddington, G., Reader, Glasgow Caledonian University, UK. *Measuring the Value of Policies to Protect Sport and Leisure Activities: The Gs Threat to Salmon Angling.*

11:30-13:00 Session VI

Chair: Dr. John Kelvyn Richards, Head, [Sports Research Unit](#), ATINER.

1. Sydnor, S., Professor, University of Illinois at Urbana, USA. *Controversial Themes in the Study of Feminity and Sport: The Contribution of John Paul It's Theology of the Body.*
2. Veli Onur C., Researcher, Anadolu University, Turkey & Bayrak, C., Associate Professor, Anadolu University, Turkey. *A Research about Transformational Leadership Features of Amateur Football Trainers and their Ages.*
3. Yenipinar, U., Assistant Professor, The Aegean University, Turkey & Balta, S., Assistant Professor, Yasar University, Turkey & Karagoz, D., Master Student, Anadolu University, Turkey. *The Impacts of 23rd Universiade Izmir on Social Life and Tourism.*
4. Myllykangas, S., Assistant Professor, Northwest Missouri State University, USA & Vetter, R., Assistant Professor, Northwest Missouri State University, USA. *Using Creative Movement to Facilitate Expression of Emotions of Grief in Caregivers.*
5. White, J., Professor, Anglia Ruskin University, UK. *Uefa Justice: a Criminologist's Role in the case against Glasgow Rangers. Sport and Drugs-the case of Kenteris, Thanou and a Greek Tragedy in the Making. A Tale of (at least) Two Cities: towards a Comparative Criminology of the Policing of Football Matches in Europe and Beyond.*

13:00-14:00 Lunch

14:00-15:30 Session VII

Chair: White, J., Professor, Anglia Ruskin University, UK.

1. Klentrou, P., Associate Professor, Brock University, Canada. *The Use of Exercise Training in the Management of Rheumatoid Arthritis: A Case Study.*
2. Cunniss, P., Director, Drexel University, USA. *Wellness and Health Resuscitation.*
3. Tsouloupas, C., Instructor, California State University, USA. *School – Based Healthy Activities Program for Exercise: Phase 2.*
4. Di Giovanni, G., Graduate Student, Brock University, Canada. *Health Behaviours and Bone Strength in Young Females.*
5. Vetter, R., Assistant Professor, Northwest Missouri State University, USA & Reusser, J., Associate Professor, Northwest Missouri State University, USA. *Effects of Six Warm-up Protocols on Sprint and Jump Performance.*

15:30-17:00 Session VIII

Chair: Klentrou, P., Associate Professor, Brock University, Canada.

1. Iliadi, V., Student, University of Luton, UK. *The Relaxatory Effect of Differing Met-Ri Intensities on Antagonistic Muscles.*
2. St.Pierre, C., Assistant Professor, Florida Atlantic University, USA & Broadfield, D., Assistant Professor, Florida Atlantic University, USA. *Getting to the Heart of the Matter: Transdisciplinary Approaches To Cardiovascular Health and Disease.*
3. Robinson, C., Associate Professor, Lewis-Clark State College, USA & Dolny, D., Professor (Division of HPERD), University of Idaho, USA. *Health and Fitness Variables as they Relate to Body Composition in Adolescent Boys.*
4. Robinson, M.L., Nursing Professor, Lewis-Clark State College, USA, Winters-Stone, K., Assistant Professor and Associate Scientist (School of Nursing), Oregon Health & Science University, USA, Gabel, K.A., Professor, University of Idaho, USA & Dolny, D., Professor, University of Idaho, USA. *Modifiable Lifestyle Factors Affecting Bone Health Using Calcaneus Ultrasound in Adolescent Girls.*

17:00–20:15 Free Time for Shopping around Syntagma Square or/and Visit the National Archaeological Museum of Athens

20:15-22:00 Dinner

Place: Rozalia Tavern, 58 Valtetsiou str., Exarcheia Square, Tel.: 210-330-2933

Saturday July 1st, 2006

One Day Cruise to the Aegean Islands (includes Lunch)

07:00 Bus Departure from Omonoia Square, La Mirage Hotel, 3 Marikas Kotopouli Street, Athens. (Confirm Time)

20:30 Return to the Conference Hotel.