



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



**7<sup>th</sup> Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects,**  
**3<sup>rd</sup> International Conference on Physical Education, Coaching & Health Fitness**  
**28-29 June 2007, Athens, Greece**

Organized by the Sports Research Unit of ATINER

In collaboration with the Pan-Hellenic Association of Sport Economists & Managers (PASEM)

**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 28<sup>th</sup>, 2007**

**08:30 Bus Departure from the Conference Hotel** (Acropol, at Omonoia Square and Pireos Street).

**09:00-09:30 Registration**

**09:30 – 10:00 Welcome and Opening Remarks**

Dr. Gregory T. Papanikos, President, ATINER.

**10:00-12:00 Session I**

**Chair:** Papanikos, G.T., President PASEM & ATINER

1. Walters, G., Researcher, University of London, UK. Stakeholder Relationships in the Football Industry: The Case of Charlton Athletic Football Club.
2. Kokolakakis, T., Researcher, Sheffield Hallam University, UK & Panagouleas, T., Researcher, Sheffield Hallam University, UK. Econometric Determination of Sport Participation in England. Policy Conclusions and Investment Policy on Sport.
3. Panagouleas, T., Researcher, Sheffield Hallam University, UK & Kokolakakis, T., Researcher, Sheffield Hallam University, UK. An Estimation of the Size of the Sport-Related Industry: A Pilot Study for the U.K. Economy
4. Hums, M., Professor, University of Louisville, USA. The Business of Paralympic Games: Economics and Ethics.
5. Mallen, C., Assistant Professor, Brock University, Canada, Hyatt, C., Assistant Professor, Brock University, Canada, & Adams, L., Associate Professor, Brock University, Canada. A Case Study: Examining the Alignment of the IOC Athlete Code of Conduct for Environmentalism in University Varsity Athletics.

## **12:00-14:00 Session II**

**Chair:** Kokolakis, T., Researcher, Sheffield Hallam University, UK

1. Constantinescu, M., University Tutor, Academy of Economic Studies Bucharest, Romania, Serbanica, D., Lecturer, Academy of Economic Studies Bucharest, Romania & Olteanu, V., Professor, Academy of Economic Studies Bucharest, Romania. Sport as a Motivation Instrument for the Company's Employees.
2. Mohd Ali, H., Lecturer, The University Brunei Darussalam, Brunei. Sport Hosting Over Sport Prowess for National Pride: The Malaysian Case.
3. Reimann, B., Instructor-Faculty, Gustavus Adolphus College, USA & Banks, Associate Professor, Gustavus Adolphus College, USA. Infusing Social Justice Issues within a Physical Education Curriculum.
4. Tuominen, P., Professor, University of Tampere, Finland & Arokallio, M., Researcher, University of Tampere, Finland. Success Factors in Sports-Sponsorship Relationships at Olympic Level.
5. Sarma, I., Head, Jurmala City Museum, Latvia. The History of the Swimming and Swimming Tradition in the Riga Bay of the Baltic Sea.

## **14:00-15:00 Lunch**

## **15:00-16:30 Session III**

**Chair:** Kalinski, M., Professor, Kent State University, USA.

1. Clark, K., Lecturer, North Carolina State University, USA & Clark, C., PhD Student, North Carolina State University, USA. Effect of a 15-Week Pilates Course on Fitness Components in University Students.
2. Gillette, P., Professor, Bellarmine University, USA, Rowan, N., Assistant Professor, University of Louisville, USA & Faul, A., Associate Professor, University of Louisville, USA. Collaborative Wellness Intervention for Older Adults Living in the Community.
3. Kitsos, J., Assistant Professor, Hofstra University, USA & Sell, K., Assistant Professor, Hofstra University, USA. Intercollegiate Athletics: Important Regulations for Strength and Conditioning Coaches.
4. Sell, K., Assistant Professor, Hofstra University, USA & Kitsos, J., Assistant Professor, Hofstra University, USA. Correlates on Physical Activity Participation in College Students'.

## **16:30-17:30 Session IV**

**Chair:** Tuominen, P., Professor, University of Tampere, Finland

1. Kalinski, M., Professor, Kent State University, USA. Mechanisms of Muscle Injuries.
2. Wasley, D., Lecturer, University of Wales Institute: Cardiff, UK. Barriers to Physical Activity in Black and Ethnic Minority Children.
3. Eglinton, K., Director, Auckland Regional Sport, New Zealand. Regional Sport Development – Experiences from N.Z's Largest and Most Diverse Region.
4. Fulop, A., Part Owner, Institute of Exercise Education, USA & DiFlorio, J., Part Owner, Institute of Exercise Education, USA. Use of the Standard Functional Assessment to Increase Performance and Prevent Injuries in High Level Athletes.

## **20:30 - 22:30 Greek Night and Dinner**

## **Friday, June 29<sup>th</sup>, 2007**

### **10:00-12:00 Session V**

**Chair:** Josh Trout, S., Assistant Professor, California State University, USA

1. Bogle, P., Assistant Professor, The Citadel, USA. Hemodynamic Determinants of Post Exercise Hypotension: An Ambulatory Study.
2. Cousins, S., Graduate Teaching Assistant, University of East London, UK. Changes in Force at the Front and Rear Blocks during the Sprint Start.
3. Mintah, J., Associate Professor, Azusa Pacific University, USA. Reliability and Validity of the Mintah Physical Education Authentic Assessment Inventory (MPEAAI).
4. Murray J., Assistant Professor, Peru State College, USA. Waltzing Through The Pythagorean Theorem: An Interdisciplinary Approach to Teaching the Geometry of Movement

### **12:00-14:00 Session VI**

**Chair:** Murray J., Assistant Professor, Peru State College, USA

1. Brandon, L.J., Associate Professor, Georgia State University, USA. Impact of BMI on the Obesity Epidemic and Health.
2. Josh Trout, S., Assistant Professor, California State University, USA. Teaching Overweight Students in Physical Education.
3. Liu, Y.L., Assistant Professor, Havover College, USA & Altermatt, B., Assistant Professor, Hanover College, USA. Internet Addiction and Chinese Adolescent Health.

**14:00-15:00 Lunch**

**18:30 - 20:00 Dinner**

## **Saturday, June 30<sup>th</sup>, 2007**

**Cruise:** Departure at 7:15 a.m. Return at 8:30 p.m.

## **Sunday, July 1<sup>st</sup>, 2007**

**Tour:** Departure at 8:30 a.m. Return at 3:30 p.m.