



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



**8<sup>th</sup> Annual International Conference on Sports:**  
**Economic, Management, Marketing & Social Aspects, 29-30 May 2008, Athens, Greece**

**Organized by the Sports Research Unit of ATINER**

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

**Conference Venue: Kaningos 21 Hotel, 12 Chalkokondili Street (Close to OMONOIA metro station)**

**Thursday, May 29<sup>th</sup>, 2008**

**08:00-08:15 Registration**

**08:15 – 8:30 Welcome and Opening Remarks**

- Dr. Gregory T. Papanikos, President, ATINER.

**08:30-10:00 Session I**

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

1. Anagnostopoulos, C., Lecturer, University College Birmingham, U.K. Website marketing opportunities in professional football: the case of the Greek Super League.
2. Hamil, S., Lecturer, University of London, U.K. & Walters, G., Lecturer, University of London, U.K. The Corporate Governance of South African Football: A Case-Study of the Emergence of a Modern Football Industry in a Developing Economy.
3. Orejan, J., Assistant Professor, Winston Salem State University, USA. A Descriptive History of Football and Tactics Used in Football Association (soccer) from 1863 to the Present.
4. VanBlarcom, B., Professor, Acadia University, Canada. Assessing Incremental Economic Impacts of an Indoor Soccer Facility on a Local Economy.

**10:00-11:30 Session II**

**Chair:** Roufagalas, J., Professor, Troy University, USA & Academic Member, ATINER.

1. Kefalaki, M., Researcher, Athens Institute for Education and Research, Greece. Mega Sports Events and Public Relations.
2. Sohodol Bir, C., Lecturer, Bahcesehir University, Turkey, Atif Bir, A., Professor, Bahcesehir University, Turkey & Akgoz Eker, B., Researcher, Bahcesehir University, Turkey. Sport Sponsorship as Distinctive Competence of Marketing Communication Strategies: The Case of Turkcell.
3. Tzanoudaki, S., PhD Student, Edinburgh College of Art, UK. The Olympic City and its Post-Utopian Function. (Thursday, May 29<sup>th</sup>, 2008)

### **11:30-13:00 Session III**

**Chair:** Kefalaki, M., Researcher, Athens Institute for Education and Research, Greece.

1. Lee, Y.R., Student, Cheju National University, South Korea. A Study on the Participation Motive and Degree of Satisfaction of Sports Event Participants.
2. Lim, H.J., Student, Cheju National University, South Korea & Hong, S.H., Assistant Professor, Cheju National University, South Korea. A Study on Satisfaction among Event Participants with a Cross-Cultural View: Focusing on Individualism-Collectivism and Power Distance.

**13:00-14:30 Lunch**

## **Friday, May 30<sup>th</sup>, 2008**

### **08:30-10:00 Session IV**

**Chair:** Pappas, N., Professor, Sam Houston State University, USA.

1. Panagouleas, T., Researcher, Sheffield Hallam University, U.K. & Kokolakakis, T., Researcher, Sheffield Hallam University, U.K. An Investigation into Sport Participation by the Use of Econometric Modelling and Descriptive Methods.
2. Potwarka, L., Ph.D. Student, University of Waterloo, Canada & McCarville, R., Professor, University of Waterloo, Canada. An Examination of the Olympics' Impacts on the Physical Activity Levels of Host Nations: Evidence, Future Research, and Implications for Health Professionals.
3. Kamal, A.A., Lecturer, University of Malaysia, Malaysia. The Effect of Shoulder Flexibility Towards The Performance Among Golfers.
4. Hall, C., Assistant Professor, Grambling State University, USA & Tucker, D., Chair, Norfolk State University, USA. Developing Leadership in Sport Management.

### **10:00-11:30 Session V**

**Chair:** Anagnostopoulos, C., Lecturer, University College Birmingham, U.K.

1. Kontaxaki, N., Academic Member, ATINER & Executive Officer, General Secretariat of Sport, Hellenic Ministry of Culture, Greece.. Service Quality in Sport Sector.
2. Ghiami Rad, A., Academic Staff Member, Azad University, Iran & Moharramzadeh, M., Academic Staff Member, Urmia University, Iran. The Comparative Study of Sport Marketing Opportunity Building Methods of Iran & Turkey.
3. Masterman, G., Fellow/Head of Sport Sciences, Northumbria University, U.K. Sports sponsorship: The importance of Fit and Function.
4. Mohan, L., North Carolina State University, USA & Gustke, L., Associate Professor, North Carolina State University, USA. The Influence of Destination Image on Attendance at Hockey Road Games.

### **11:30-13:00 Session VI**

**Chair:** Kontaxaki, N., Academic Member, ATINER & Executive Officer, General Secretariat of Sport, Hellenic Ministry of Culture, Greece.

1. Akan, L.S., Researcher, Ankara University, Turkey. The Effect of an 8-Week Step-Aerobic Program on the Body Composition of Sedentary Women.
2. Pappas, N., Professor, Sam Houston State University, USA. Eastern and Western Antecedents for the Modern Olympic Games.

**13:00-14:30 Lunch**