



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



**9<sup>th</sup> Annual International Conference on Sports:**  
**Economic, Management, Marketing & Social Aspects, 8-9 May 2009, Athens, Greece**

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

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

**Conference Venue: Hellenic American Union (8<sup>th</sup> Floor), 22 Massalias & Didotou Street, Kolonaki, Athens**

**Friday, 8<sup>th</sup>, 2009**

**08:30-09:00 Registration**

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

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

**09:30-11:30 Session I: Olympic Games – Mega Events**

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

1. Mellor, G.T., Principal Lecturer, University of Bedfordshire, U.K. Working towards the Legacy: A Community First Approach for London 2012.
2. Lai, K., Ph.D. Student, The University of Hong Kong, China & Li, Y., Assistant Professor, The University of Hong Kong, China. Destinations Transformed by Mega-events: Examining the 2008 Beijing Olympics.
3. Little, C., Senior Lecturer, London Metropolitan University, U.K. Mega-Events as a Sports Development Strategy in Singapore: Major Events, Economic Development and Social Cohesion.
4. Tzanoudaki, S. Ph.D. Candidate, Edinburgh College of Art, UK. The Olympic City as a Postmodern Space Experience.
5. Radu, A., Researcher, Northumbria University, U.K., Masterman, G., Head, Northumbria University, U.K. & Graney, N., Researcher, Northumbria University, U.K. Is There Sponsorship Fit? An Investigation of 2008 Shanghai Tennis Masters Cup.

**11:30-13:00 Session II: Education, Training and Motivation in Sports**

**Chair:** Anagnostopoulos, C., Ph.D. Student & Graduate Teaching Assistant, University of Salford, U.K.

1. Strode, J., Assistant Professor, Ashland University, USA & Sullivan, G., Assistant Professor, University of Otterbein, USA. Using the Continuum of Self-Determination to Better Instruct Adult Students in Sport Management.
2. Alnaddaf, A., Associate Professor, Mu' tah University, Jordan. An Analytical Study of the Learning Processes of Physical Education Students at Jordan Universities.
3. Ajourlou, M., Researcher, Sport Organization, Iran. The Role of Educations Presented to the Public Sport Coaches for Optimization of Urban Sport Management.
4. Ahmed Abdel-Wahab El Sebaee, M., Lecturer, Assuit University, Egypt & Mohammad Ahmed Geeda, H., Lecturer, Assuit University, Egypt. The Effect of Using Portfolio as a Way of Evaluation on the Performance Level of the Handball Beginners and its Relationship with Achievement Motivation.
5. Alhayek, S., Associate Professor, The University of Jordan, Jordan. Integrating Computer Life Skills through Teaching Physical Education Methods Class.

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

**20:30-22:00 Greek Night Entertainment**

**Saturday, May 9<sup>th</sup>, 2009**

**09:30-11:30 Session III: Professional Teams**

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

1. Abdel-Hamed Kotb, A., Lecturer, Assuit University, Egypt. Designing Cognitive Tests for Referees According to the Innovations of Handball International Rule.
2. Anagnostopoulos, C., Ph.D. Student & Graduate Teaching Assistant, University of Salford, U.K. Stakeholder Identification and Saliency: An Examination of Who and What Counts for the Greek Football Clubs.
3. Kolyperas, D., Ph.D. Student, University of Stirling, U.K. Assessing the Impact of Corporate Social Responsibility (CSR) on Football Consumers: The Moderating Role of Team Identification on Attitudes towards CSR.
4. Kefalaki, M., Instructor, Department of Tourism of the Technological Institute of Piraeus & Department of Commerce and Advertising of the Technological Institute of Lamia & Researcher, ATINER. Communication Attitudes and Soccer Teams.
5. Aktepe, C., Assistant Professor, Gazi University, Turkey. Scope of Marketing Activities of Professional Football Clubs within the Framework of the Development of Industrial Football.

**11:30-13:00 Session IV: Elite Athletes**

**Chair:** Kefalaki, M., Instructor, Department of Tourism of the Technological Institute of Piraeus & Department of Commerce and Advertising of the Technological Institute of Lamia & Researcher, ATINER.

1. Quick, S., Professor, Bond University, Australia & Sotiriadou, P., Assistant Professor, Bond University, Australia. Talent Identification & Retention: Some Australian Evidence.
2. Mansi, K., Assistant Professor, Al-Bayat University, Jordan. Evaluation the Lipid Profile among Jordanian Top Athletes According to Gender.
3. Bani Ata, A., Associate Professor, University of Jordan, Jordan, Mansi, K., Assistant Professor, al-Bayat University, Jordan, Aburjai, T., Professor, University of Jordan, Jordan & Adeebm S., Professor, University of Jordan, Jordan. The Effect of Vitamin B 12 Deficiency on Balance among Competitive Jordanian Top Athletes.
4. Kose, A., Lecturer, Kilis 7 Aralık University, Turkey & Eroglu, E., Researcher, Marmara University, Turkey. A Study of Inner and Outer Factors in Renewing Membership at Private Sports Centers in Istanbul.

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

**20:00-21:00 Dinner**

## **Sunday, May 10<sup>th</sup>, 2009**

### **Athens tour**

Visit among other sites: Hadrian's Arch, Temple of Olympian Zeus, Panathenaic Stadium where the first Olympic Games of the modern era were held in 1896 and on Acropolis: the Propylaea, the Temple of Athena Nike, the Erechtheion and finally "the harmony between material and spirit", the monument that "puts order in the mind", the Parthenon.

Departure at 8:30 a.m. Return at 12:30 p.m.

## **Monday, May 11<sup>th</sup>, 2009**

### **Cruise to Aegean islands.**

Departure at 7:00 a.m. Return at 8:30 p.m. Visit the islands of Aigina, Hydra, Poros.