



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



**10th Annual International Conference on Sports:
Economic, Management, Marketing & Social Aspects**
7-10 May 2010, Athens, Greece

Organized by the Sports Research Unit of ATINER

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

Conference Venue: St George Lycabettus Boutique Hotel, 2 Kleomenous Street, Kolonaki, Athens

Friday, May 7th, 2010

08:00 - 08:30 Registration

08:30 - 09:00 Welcome and Opening Remarks

- Dr. Gregory T. Papanikos, Director, ATINER.
- Vagelis Kritikos, President, PASEM.

09:00 - 11:00 Session I: Management and Marketing Aspects

Chair: Papanikos, G.T., Director, ATINER.

1. Mallen, C., Professor, Brock University, Canada & Adams, L., Professor, Brock University, Canada. A Content Analysis of Environmental Sustainability Research in Sport Management Literature.
2. Shih, C.-P., Professor, National Taiwan Normal University, Taiwan. The Study of Consumer Behaviour Analysis of Issuing the Sports Lottery in Taiwan.
3. Maynard, J., Professor, University of Newcastle, Australia. The Aboriginal Soccer Tribe.
4. Newman, T., Associate Professor, York College of Pennsylvania, USA, Crandell, G., Student, York College of Pennsylvania, USA, Ludt, M., Student, York College of Pennsylvania, USA & Johnston, B., Student, York College of Pennsylvania, USA. The Viability of Variable Pricing of Television Advertising for PGA Tour Events.
5. Sotiriadou, P., Coordinator, Sport Management Program, Bond University, Australia, Quick, S., Professor, Bond University, Australia & Shilbury, D., Professor, Deakin University, Australia. A Case Study validating the Attraction and Retention of Sport Club Members.

11:00-12:30 Session II: Media and Advertising

Chair: Kefalaki, M., Instructor, ATEI Athens & Researcher, ATINER.

1. Kose, A., Associate Professor, Erciyes University, Turkey & Turegun, E., Ph.D. Student, Marmara University, Turkey. The Aims of Sponsor Companies in the Sports Industry and Benefits of Marketing through Sports.
2. Atalay, A., Assistant Professor, Marmara University, Turkey & Polat, C., Physiotherapist, Fatih Private Education Center of the Disabled, Turkey. Viewpoints and Expectations of Female Indoor Sports Participants on Turkish Sports Media.
3. Di Domizio, M., Teaching Fellow, University of Teramo, Italy. Competitive Balance and TV Audience: An Empirical Analysis from Italian Football League.

12:30-13:30 Lunch

13:30 - 15:30 Session III: The Organization of Sport, Officiating and Coaching

Chair: Shih, C.-P., Professor, National Taiwan Normal University, Taiwan.

1. Findlay, H.A., Associate Professor, Brock University, Canada & Maccuzzo, M.M., Law Candidate, University of Victoria, Canada. Degrees of Restraint: Patterns of decision-making by CAS arbitrators.
2. Ridinger, L., Associate Professor, Old Dominion University, USA. An Exploration of Antecedents and Outcomes of Involvement with Sports Officiating.
3. Varriale, L., Associate Professor, University of Naples Parthenope, Italy. Sport Events: An Organizational Analysis – The Case Sportdance 2009.
4. Gyomorei, T., Ph.D. Student, Szechenyi Istvan University, Hungary. Innovation and the Olympics, New Values and Functions in the Sport of a young Democracy as an Aspirant

15:30 - 17:00 Session IV: Education - Physical Education

Chair: Maynard, J., Professor, University of Newcastle, Australia.

1. Papadopoulou, F., Ph.D. Student, Loughborough University, UK. Disaffected Youth in Physical Education & Continuing Professional Development for PE Teachers.
2. Gezer, E., Assistant Professor, Mustafa Kemal University, Turkey. The Relationship between Stressful Life Events and Depression Level of the Academician.
3. Kirimoglu, H., Assistant Professor, Mustafa Kemal University, Turkey. The Examination of the Way the Physical Education and Sport Teachers Working in Primary and High Schools Cope with Stress.
4. Kan, Y.L., Student, National Taiwan Normal University, Taiwan. The Dilemma of Gender Study in Sports in Taiwan Liberate the Gender Restriction.

20:30 - 22:30 Greek Night and Dinner (Details during registration)

Saturday, May 8th, 2010

09:00 - 11:00 Session V: Social Aspects

Chair: Mallen, C., Professor, Brock University, Canada

1. Carandente, F., Professor, University Degli Studio of Milano, Italy. Children and Sport: Physical Activity and Diet are two of the Most Important Factors for the Wellbeing.
2. Workman, G., Associate Professor, Barry University, USA. Community – Sponsored Recreational Dance Programs for Older Adults – A Sustainable Solution.
3. Polat, Y., Associate Professor, Erciyes University, Turkey, Yildirim, E., Associate Professor, Erciyes University, Turkey & Dogan, S., Associate Professor, Erciyes University, Turkey. The Reflection of Physical and Recreational Activities of Elderly Women on the Level of Loneliness.
4. Calavalle, A. R., Researcher, University of Urbino, Italy. The Body Image and its Language Comparing Art and Society in the Early '90s: The Dada Revolution.
5. Anagnostopoulos, C., Ph.D. Student & Graduate Teaching Assistant, University of Salford, UK. From CSR to...CSR in Professional Football. Does "R" Stand Better for "Relationship"?

11:00 - 13:00 Session VI: Performance in Sports

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

1. Gambarelli, G., Professor, University of Bergamo, Italy, Bertini, C., Professor, University of Bergamo, Italy & Uristani, A., Professor, University of Bergamo, Italy. Anti –Collusion Averages for Juries' Evaluation Processes.
2. Brouwers, J., Ph.D. Student, Bond University, Australia, De Bosscher, V., Post Doc. Researcher, Vrije University Brussel, Belgium, Sotiriadou, P., Sport Management Program Coordinator, Bond University, Australia, Schailée, H., Ph.D. Student, Vrije University Brussel, Belgium & Truyens, J., Ph.D. Student, Vrije University Brussel, Belgium. The Relationship between International Performances at Young Ages and Later Success in Tennis: A Bottom up Approach.
3. De Bosscher, V., Vrije Universiteit Brussel, Belgium, & De Croock, S., Vrije Universiteit Brussel, Belgium. Measuring Competitiveness of Nations in Elite Sport Policies: Renewing the Debate on Comparing Nations.

13:00 - 14:00 Lunch

16:00 - 19:00 Urban Walk (Details during registration)

20:00 - 21:30 Dinner (Details during registration)

Sunday, May 9th, 2010

Cruise: Departure at 07:15 Return at 20:30 (Details during registration)

Monday, May 10th, 2010

Delphi Visit: Departure at 08:00 Return at 19:00 (Details during registration)