



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



11th Annual International Conference on Sports:
Economic, Management, Marketing & Social Aspects, 11-14 July 2011, 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

Monday, 11 July 2011

09:00-09:30 Registration

09:30-10:00 Welcome and Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER.
- Mr. Christos Anagnostopoulos, Head, Sports Research Unit of ATINER & Lecturer, Coventry University, U.K.

10:00-11:30 Session I: Economic Aspects

Chair: Papanikos, G.T., President, ATINER & Visiting Professor, University of Strathclyde, U.K.

1. Davakos, H., Director, The Citadel, USA. Economic Impact of the Cooper River Bridge Run.
2. Kotab, J., Ph.D. Student and Lecturer, University of Economics, Prague, Czech Republic. Demand Analysis for Czech Football Matches.
3. Kokolakis, T., Research Fellow, Sheffield Hallam University, UK, Lera-Lopez, F., Sheffield Hallam University, UK & Panagouleas, T., Sheffield Hallam University, UK. Analysis of the Determinants of Sports Participation in Spain and England.
4. Novotny, J., Docent, University of Economics, Prague, Czech Republic & Sciklin, A., University of Economics, Prague, Czech Republic. Application of Financial Analysis for the Economics of Top Czech Professional Sports Clubs.

11:30-13:00 Session II: Organisation & Management

Chair: Davakos, H., Director, The Citadel, USA.

1. Robinson, L., Professor, The University of Stirling, UK. Towards “Excellent” Sport Organisations.
2. Keshavarz, L., Academic Faculty Member, Payame Noor University, Iran. Establishing Objectives and Strategy Map for the National Olympic Committee of IRAN through Balance Scorecard.
3. Gratton, C., Research Professor, Sheffield Hallam University, UK & Kokolakis, T., Research Fellow, Sheffield Hallam University, UK. A Satellite Account for Sport: The European Project.
4. Mangani, A., Associate Professor, University of Pisa, Italy. Regulations, Technology and Vertical Integration in Formula One.

13:00-14:00 Lunch

14:00-15:30 Session III: Social Aspects**Chair:** Mangani, A., Associate Professor, University of Pisa, Italy.

1. Doukas, S., Lecturer, University of the West Indies, St. Augustine, Trinidad and Tobago. Perceptions of Public Transportation Passengers in Athens of the Indirect Effects of the 2004 Olympic Games: A Path Analysis Approach.
2. Davies, S., Head, Cape Peninsula University of Technology, South Africa. Economic and Health Consequences when Sport Research is Premised on Inductive Approaches: The Case of the 'Free Ride Hypothesis' for Developing Countries and African Females.
3. Atalay, A., Lecturer, Ardahan University, Turkey & Boztepe, E., Lecturer, Turkey. A Different Approach to the Modern Sport Administration: Method of Innovation.
4. Lamont, M., Associate Lecturer, Southern Cross University, Australia & Kennelly, M., Griffith University, Australia. Self-Determined: A Qualitative Interpretation of Participation Motives Among Non-Elite Triathletes.

15:30 - 17:00 Session IV: Coaching Matters in Football (soccer)**Chair:** Doukas, S., Lecturer, University of the West Indies, St. Augustine, Trinidad and Tobago.

1. Kelly, S., Lecturer, Dublin Institute of Technology, Ireland. The Role of Coaching Qualifications in Professional Football in the UK and Ireland.
2. Giraldo, A., Assistant Professor, Pontificia University Javeriana, Colombia. Do Coach Dismissals Affect Team Performance? Evidence from Soccer Tournaments in Colombia.
3. Correa, J.S., Instructor, Pontificia University Javeriana, Colombia & Rosas, A., Associate Professor, Pontificia University Javeriana, Colombia. The Effects of Managerial Turnover: Evidence from Coach Dismissals in Argentine Soccer Teams.

21:00-23:00 Greek Night and Dinner (Details during registration)**Tuesday, 12 July 2011****09:00-11:00 Session V: Key Issues in Team Sports****Chair:** *Chakravorty, M., Associate Professor, Ramjas College, University of Delhi, India

1. Gokce, H., Instructor, Pamukkale University, Turkey & Gurel, P., Instructor, Pamukkale University, Turkey. Comparing Competitive Balance Levels in Turkish First Division Basketball and Football League.
2. Garcia-Cebrian, L.I., Associate Professor, University of Zaragoza, Spain & Espitia-Escuer, M., Professor, University of Zaragoza, Spain. Influence of Sport Competition System in Efficiency the Case of Football Teams.
3. Rahmati, M.M., Assistant Professor, The University of Guilan, Iran. Does Frustration Causes Aggression? Case Study: Soccer Fans in Iran.
4. Rieth, L., Assistant Professor, TU Darmstadt, Germany & Breitbarth, T., TB Advisory, Germany. Strategy, Stakeholder, Structure: Key Drivers for Successful CSR Integration in German Professional Football.
5. Rathee, N. K., Assistant Professor, Delaware State University, Dover, Delaware, USA. Assessing Self- Satisfaction Among Hockey Players Participating at Varied Performance Levels.

11:00-12:30 Session VI: Media & Technology in Sport

Chair: Wise, L., Senior Lecturer, Swinburne University, Australia.

1. Benes, J., Ph.D. Student, University of Economics, Prague, Czech Republic & Kotab, J., Ph.D. Student and Lecturer, University of Economics, Prague, Czech Republic. Social Networks as Marketing Tool in Czech Football League.
2. Checchinato, F., Assistant Professor, University Ca'Foscari, Italy, Disegna, M., Assistant Professor, University Ca'Foscari, Italy & Gazzola, P., Assistant Professor, University Ca'Foscari, Italy. YouTube as Communication Tools for Sport Companies: An Analysis of Success of Videos.
3. *Chakravortty, M., Associate Professor, Ramjas College, University of Delhi, India & Chakravortty, S.K., Associate Professor, St. Stephens College, University of Delhi, India. Role of Technology in Sports.
4. Macarescu, C., Ph.D. Student, Bucharest Economic Studies Academy, Romania. Ergonomic Checklist Basketball Arena

12:30 - 13:30 Lunch**13:30-14:15 Session VII: Contextualising Sport: Insights from the East**

Chair: Anagnostopoulos, C., Head, Sports Research Unit of ATINER & Lecturer, Coventry University, U.K.

1. Wise, L., Senior Lecturer, Swinburne University, Australia. Marketing Martial Arts as Competitive Sport versus Self-Defence, Street Fighting or Eastern Philosophy.
2. Chen, S., Teacher, Shanghai University of Sport, China. On China's Law of Anti-Doping.

16:30-19:30 Urban Walk (Details during registration)**20:00-21:00 Dinner (Details during registration)****Wednesday, 13 July 2011**

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

Thursday, 14 July 2011

Delphi Visit: Departure at 07:30 Return at 19:30 (Details during registration)