



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



[12th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 9-12 July 2012, Athens, Greece](#)

Organized by the [Sports Research Unit](#) of ATINER

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

Conference Venue: [Metropolitan Hotel of Athens](#), 385 Syngrou Ave., 175 64, Athens, Greece

Monday 9 July 2012

08:30-09:00 Registration

09:00-09:30 Welcome and Opening Remarks

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

09:30-11:00 Session I: Marketing and Management of Sports I

Chair: Papanikos, G.T., President, ATINER and Vice President of PASEM

1. Schneider, R., Professor, State University of New York, USA. A Goal Achievement Approach to Sport Leadership.
2. Matheson, V., Associate Professor, College of the Holy Cross, USA & Szymanski, S., Professor, University of Michigan, USA. If you host it, will they come? Mega-Events and Tourism in South Africa.
3. Solberg, H.A., Professor, Trondheim Business School at Sør-Trøndelag University College, Norway & Ulvnes, A.M., Associate Professor, Trondheim Business School at Sør-Trøndelag University College, Norway. Major sports events – Why do Local Residents Want them?

11:00-12:30 Session II: Football (Soccer) I

Chair: Petratos, P., Vice-President of ICT, ATINER & Associate Professor, California State University, Stanislaus, USA.

1. Pieper, J., Ph.D. Student, University of Zurich, Switzerland, Verbeek, E., Professor, University of Zurich, Switzerland & Franck, E., Professor, University of Zurich, Switzerland. Informational Asymmetry among Buyers as a Rationale for Vertical Integration: The FIFA's Make-Or-Sell Decision about the World Cup TV Rights.
2. Mendoza, J., M., Professor, University of Pacifico, Peru, Parra, S., Professor, University of Pacifico, Peru, Rosas, A., Professor, University of Pacifico, Peru & Tellez, S., Professor, University of Pacifico, Peru. Referee Bias in Professional Soccer: Evidence from Colombia.
3. Rossi, G., Researcher, Birkbeck University of London, UK. Contract Duration and Player Performance in Italian Serie A.
4. Varol, I., Researcher, Erciyes University, Turkey. Investigating Competitive Intelligence Systems of Professional Football Clubs in Turkey.

12:30-13:30 Lunch

13:30 -15:00 Session III: Social Aspects of Sports I**Chair:** Kefalaki, M., Director of Communication, ATINER.

1. Petratos, P., Associate Professor, California State University, Stanislaus, USA. Athletics and Information Technology Emerging Trends.
2. Nasiri, M., Assistant Professor, Payame Noor University, Iran. The Civil Responsibility of Swimming Instructors in Legal System of Iran.
3. Ziya, B., Assistant Professor, Erciyes University, Turkey & Pular, A., Assistant Professor, Gazi University, Turkey. The Effect of Cooperative Learning and Traditional Exercise Method Used in Physical Education and Sports Upon Social Skills of the Students.

21:00-23:00 Greek Night and Dinner (Details during registration)**Tuesday 10 July 2012****08:30-09:30 Session IV: Football (Soccer) II****Chair:** Pappas, N., Vice-President of Academics, ATINER & Professor, Sam Houston University, USA.

1. Cincimino, S., Assistant Professor, University of Palermo, Italy & Salvatore, T., Professor, University of Palermo, Italy. Combating Illegal Phenomena in Professional Football in Italy: The Strengths and Weaknesses of the Actual Model of Governance.
2. Di Domizio, M., Teaching Fellow, University of Teramo, Italy. Soccer Violence and Attendance in Italy: Some Empirical Evidence on the Fidelity Fan Card Strategy.

09:30-10:30 Session V: Marketing and Management of Sports II**Chair:** Cincimino, S., Assistant Professor, University of Palermo, Italy

1. Keshavarz, L., Assistant Professor, Payame Noor University, Iran & Bararzadeh, H., M.A., Payame Noor University, Iran. Studying Relationship between Self-Efficacy and Some Personal Characteristics of Managers of Iranian Sport Boards.
2. Fisne, M., Ph.D. Student, Cumhuriyet University, Turkey & Gul, M., Ph.D. Student, Cumhuriyet University, Turkey. The Importance of Cultural Differences in Global Sports Marketing: Examples from Local Cultures and Global Sports Industry.
3. Satilmis, N., Lecturer, Nevsehir University, Turkey. Evaluation of Self-Sufficiency, Commitment, Organizational Silence and Emotional Intelligence Among the National Female Taekwondo Players Aged 16-18 in Turkey.

10:30-11:30 Session VI: Social Aspects of Sports II**Chair:** Anagnostopoulos, C., Head, Sports Research Unit, ATINER & Lecturer, Coventry University, U.K.

1. Kose, A., Associate Professor, Erciyes University, Turkey. Recreation & Leisure Trends in Relation to Major Changes in Turkish Society and Participation of Outdoor Activities in Turkey.
2. Stoop, J., Lecturer, Cape Peninsula University of Technology, South Africa. The Challenges of Golf Development to Young Black South Africans and at Tertiary Institutions in South Africa.

11:30-13:30 Session VII: Round Table on *The European Football (Soccer)*.

Chair: Dr. Gregory T. Papanikos, President, Athens Institute for Education and Research (ATINER)

Speakers:

1. Mr. Christos Anagnostopoulos, Head, Sports Research Unit, ATINER & Lecturer, Coventry University, U.K. *Football Clubs and Social Responsibility*.
2. Dr. Salvatore Cincimino, Assistant Professor, University of Palermo, Italy. *An Overview of the Impact of UEFA Financial Fair Play on Italian Soccer Clubs*.
3. Dr. Giambattista Rossi, Research Fellow, Birkbeck University of London, U.K. *Football Agents in the Biggest Five European Football Markets*.
4. Mr. Iskender Varol, Researcher, Erciyes University, Turkey. *Competitiveness of Turkish Football within European Football and Recommendations for Professional Clubs*.
5. Dr. Harry Arne Solberg, Professor, Trondheim Business School, Sør-Trøndelag University College, Norway. *The Demand for Football – Will TV Take Over?*

13:30-14:30 Lunch

17:00-20:00 Urban Walk (Details during registration)

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

Wednesday 11 July 2012

Cruise: (Details during registration)

Thursday 12 July 2012

Delphi Visit: (Details during registration)