

# Thursday, 2<sup>nd</sup> October

## Programme Sessions

08.00 - 09.00							
Registration							
09.00 - 10.00							
KEYNOTE SPEAKER: ROSA LÓPEZ D'AMICO (VENEZUELA) "KNITTING THE WEB WORLDWIDE FOR SPORT MANAGEMENT" AUDITORIUM B / BUILDING B							
10.00 - 10.30							
Networking Coffee Break							
10.30 - 11.30							
KEYNOTE SPEAKER: HOLGER PREUSS (GERMANY) "GLOBAL SPECTATORSHIP AT FIFA FOOTBALL WORLD CUPS?!" AUDITORIUM B / BUILDING B							
Room	Room 201	Room 202	Room 205	Room 206	Room 207	Room 208 <small>Presentations in Spanish and English</small>	Room 103
Chair	John Grady	Herbert Woratschek	Steve Swanson	Berit Skirstad	Nico Scholenkorf	Óscar García	
11.30 12.00	Bridging the Gap between Academia and the Sport Industry: A Case Study of the University of South Florida <b>Michelle Harrolle, Kristine Carcione, William Sutton, Michael Mondello</b> USA	The role of emotions on consumers' satisfaction within the fitness context <b>Vera Pedragosa, Rui Biscaia, Abel Correia, Carlos Barros</b> Portugal	A critique of the mutual ownership governance model within sport in the UK and Ireland <b>David Hassan</b> UK	Coming into focus: Forming a clearer picture of the sport vocation <b>Michael Odio, Tzushuo Ryan Wang,</b> USA	Understanding International Relations and Collaborations in the South Africa, New Zealand and Australia Rugby (SANZAR) <b>José Alpuim, Ana Beatriz Travassos</b> Brazil	Los programas de actividad física y salud en las empresas europeas como modelo de negocio: una revisión de la literatura <b>Víctor Jiménez Díaz - Benito Jesús Martínez del Castillo María Isabel Barriopedro Moro</b> Spain	
12.00 12.30	Effects of hosting an international sport event on tourism destination: A test from China <b>Chao Qi</b> China	Students' Perceptions of Forced Crowdsourcing as Social Change <b>Mark Vermillion, Jordan Bass,</b> USA	An investigation into reproduction and transformation in the field of disability sport <b>Paul Kitchin</b> UK	Symposium A Global Code of Ethics for Sport Management Executives: a constitutional chart of sport management for new demands and higher expectations in international practice <b>Paul Jonson</b> Australia <b>Dimitrios Panagiotopoulos</b> Greece	Symposium International Sport Management: Adapting Educational Best Practices in Higher Education <b>Karen Danylchuk</b> Canada <b>Brenda Pitts</b> USA <b>James Thoma</b> USA	Experiencia estratégica del área de deporte del instituto de Deporte y Recreación de Medellín <b>Jorge Mario Escobar Barrera</b> Colombia	
12.30 13.00	Enhancing the customer experience for spectators with disabilities: The case of Manchester United FC's ability suite <b>John Grady, USA</b> <b>Juan L. Paramio-Salcines, Roberto Ruiz-Barquín, Ricardo de la Vega</b> Spain <b>Phil Downs, UK</b>	Motivation to participate in Rugby at a South African Tertiary Institution <b>Janita van Wyk, Neels Van Heerden</b> South Africa	Title IX and sexual assault: The strengths and weaknesses of the sexual violence policy <b>Barbara Osborne</b> USA			Analisis de motivos de bajas de clientes en centros de fitness en España <b>José Luis Felipe Víctor Villacañas Jorge López-Fernández Leonor Gallardo</b> Spain	
13.00 - 14.00							
Networking Lunch							
14.00 15.00	Symposium Internationalized Sport Management Education: Bridging the Gaps <b>Karen Danylchuk</b> Canada <b>Paul Jonson</b> Australia <b>Robert Baker, Andy Gillentine, Brenda Pitts, James Zhang</b> USA	Symposium Get ready for the liberalization of the market of players' agents in football <b>Ed Duits</b> Netherlands	Symposium What would a worldwide ranking system for Sport Management look like? <b>Aubrey Kent</b> USA	Symposium An Investigation into the Factors Influencing Performance of the Kenya Hockey National Team Players <b>Peter Wanderi, Nixon Nyabgaga, Jane Kamau, Andanje Mwisukha, Simon Munayi</b> Kenya	Symposium Leveraging cultural diversity to drive team performance <b>Susan Salzbrenner</b> France	Symposium Alternativas de jurídicas para la constitucion de empresas deportivas en Colombia <b>Ángela Gómez Hincapie Roberto Millan Gaviria</b> Colombia	
Room	Room 201	Room 202	Room 205	Room 206	Room 207	Room 208 <small>Presentations in Spanish and English</small>	Room 103
Chair	John Nauright	Aubrey Kent	Mark Lyberger	Janita van Wyk	PG Fahlström	Óscar García	Berit Skirstad
15.00 15.30	Shifts in migration and the future demand for sport enterprises <b>Eric Schwarz</b> USA	Framing paralympic sport to build audience interest: The effects of priming on visual attention, attitudes, and interest <b>Chris Green Natalie Smith Yilun Zhou</b> USA	Global Sports Political Power Index - who is the most influential sports nation in the world? <b>Poul Broberg</b> Denmark	Golf tourism: responding to the new consumer <b>Simon Hudson</b> USA	The Elite Performance Index: a tool for measuring success in Portugal <b>Loïc Pedras, Salomé Marivoet</b> Portugal	Diferencias percibidas en los sacrificios no monetarios según el perfil del cliente en centros de fitness Low Cost <b>Jerónimo García Ainara Bernal, Pablo Gálvez</b> Spain	Introducing Imre Lakatos' Research Programs for Research Synthesis in Sport Management <b>Jana Nova</b> Czech Republic
15.30 16.00	Conceptualising 'Safe Space' in sport-for-development <b>Nico Scholenkorf</b> Australia <b>Ramon Spaaij</b> Netherlands	Using of the European Customer Satisfaction Index in the area of sport <b>Tomas Ruda Sima Jan</b> Czech Republic	Gender Composition of National Olympic Committees <b>Warren Whisenant, Windy Dees, Tywan Martin</b> USA	Sport and human resources in a global market: The importance of adaptability and systems thinking <b>Bonnie Tiell, Kelley Walton</b> USA	The impact of changes in financing sports on the management and activities of sport clubs and sport associations <b>Rostislav Matoušek</b> Slovakia	Derecho a la práctica deportiva en Mozambique: una mirada hacia la realidad <b>Gustavo Paibe Maria José Carvalho</b> Portugal	The Development of Poage Park in La Crosse, Wisconsin (USA): Honoring an Olympic Hero and Revitalizing a Neighborhood <b>David Waters</b> USA
16.00 - 16.30							
Networking Coffee Break							
16.30 17.00	North American professional sport and competition time <b>Ryan Murray,</b> University of Ottawa Canada <b>Norman O'Reilly,</b> Ohio University USA	Sport for Diplomacy and Community Building <b>Robert Baker Craig Esherrick Pamela Baker</b> USA	An Exponential Decay Model: Does outcome of a football match influence the number of viewers watching advertisement on online broadcasting television? <b>Phung Minh Tuan</b> Taiwan	Symposium Exploring female sport management faculty experiences across the globe: Discussion and dialogue <b>Annemarie Farrell</b> USA <b>Ruth Crabtree</b> UK <b>Rosa Lopez de D'Amico</b> Venezuela	The social impact of the South African World Cup 2010: Using importance as a measure to understand ethnic and national identity <b>Bob Heere, Matthew Walker, Heather Gibson, Brijesh Thapa, Sue Geldenhuys, Willie Coetzee</b> South Africa	Las mujeres adultas como mercado potencial de usuarias y clientas de servicios deportivos: Diferencias de género en la demanda latente de ejercicio físico y deporte de la población adulta española <b>José Emilio Jiménez-Beatty, Antonio Rivero María Isabel Barriopedro María Martín, Cristina López de Subijana</b> Spain	Sport Management Research in Hungary / Sport Management Research in Hungary A Content Analysis of the Past 25 Years <b>Attila Kajos Gergely Marton Robert Paic</b> Hungary
17.00 17.30	Sport fanship, social media and marketing strategies <b>Sara Ferrari,</b> South Africa	Factors influencing decision making for participation in the Olympic partners sponsorship: A case study of Samsung <b>David Stotlar</b> USA <b>Kee Jae Kang</b> Korea	Good governance by better decisions <b>Tamás Sterbenz, Erika Gulyás</b> Hungary	<b>Karen Danylchuk</b> Canada <b>Clare Hanlon</b> Australia <b>Janita van Wyk</b> South Africa	Underrepresentation of women in sport leadership: A Multicultural Approach <b>Luisa Velez, Cindy Lee</b> USA <b>Jerónimo García Fernández</b> Spain	Gender inequalities in the Steering Committees of the Spanish Sports Federations <b>Pablo Vega</b> Spain	Image Impact of Mega-sporting Events Perceived by International Students and Behaviour Intentions <b>Dongfeng Liu</b> China

Programme Sessions

08.00 - 09.00 Registration							
09.00 - 09.45 KEYNOTE SPEAKER: <b>EMILIO BUTRAGUEÑO (SPAIN)</b> "A GLOBAL AND INTEGRATED MANAGEMENT APPROACH IN SPORT: REAL MADRID CF 21st CENTURY" AUDITORIUM B / BUILDING B							
09.45 - 10.00 PRESENTATION <b>ENRIQUE DE HOYOS (TD SISTEMAS)</b> AUDITORIUM B / BUILDING B							
10.00 - 10.30 Networking Coffee Break							
Room	Room 201	Room 202	Room 203	Room 205 <small>Presentations in Spanish and English</small>	Room 206	Room 207	Room 208
Chair	Etsuko Ogasawara	Nico Schulkorf		Jesús Matéiz del Castillo	Noah Hsiu	Mark Lyberger	Steve Swanson
10.30 11.00	The Rise and Fall of the 1996 Atlanta Olympic Stadium: A Case Study <b>Brian Mihalik</b> USA	Managing interorganisational links in sporting goods industries - the case of sailing clusters <b>Anna Gerke,</b> <b>Michel Desbordes</b> France <b>Dickson Geoff</b> New Zealand		Retos de la gerencia deportiva mundial <b>Jorge Mario Escobar Barrera</b> Colombia	Sport Management Education in Hungary <b>Attila Kajos</b> <b>Gergely Marton</b> <b>Robert Paic</b> Hungary	Gender differences of the Spanish adult population in barriers to active living / The effects of the economic situation in the sporting habits of Spanish adult population: gender differences <b>Cristina López de Subijana</b> <b>Antonio Rivero, José Emilio Jiménez Beatty, María Martín Miguel Sánchez- Moñita</b> <b>Lucía Moreno, Jesús Martínez del Castillo</b> Spain	Affect in the workplace: The impact of passion and pride in professional sports <b>Steve Swanson</b> UK <b>Aubrey Kent</b> USA
11.00 11.30	Sport Personnel Training Program Development in Thailand <b>Nilmanee Sriboon</b> Thailand	The Preparation For The Development of Innovations in Sport Organizations: Lithuanian Case Study <b>Inga Staskeviciute-Butiene</b> <b>Irena Valantine</b> Lithuania <b>Ferran Calabuig</b> Spain		Los antecedentes de la fidelidad en clientes de centros de fitness españoles <b>Jerónimo García</b> Spain <b>Sevastia Avourdiadou</b> Greece	How Norway became a good alpine nation <b>Berit Skirstad</b> <b>Jan Wojtaszek</b> Norway	Second Screen Consumption Behavior: An Asynchronous and Synchronous Analysis of Quadrant Clusters <b>Mark Lyberger</b> <b>Larry McCarthy</b> USA	Lessons in international relations and global sports governance: Modernization of the World Olympians Association <b>Bonnie Tiell</b> <b>Kelley Walton</b> USA
11.30 13.00 Poster Sessions Chairs: Brenda Pitts, James Zhang							
13.00 - 14.00 Networking Lunch							
14.00 15.00 Annual General Meeting							
15.00 - 15.30 Networking Coffee Break							
Room	Room 201	Room 202	Room 203	Room 205 <small>Presentations in Spanish and English</small>	Room 206	Room 207	Room 208
Chair	Rosa López D'Amico	Gerco Van Daltsen	Janita van Wyk	Ferran Calabuig Moreno	Christoph Hechelmann	Dongfeng Liu	Antje Diertens
15.30 16.00	Towards a truly globalized sports participation in Africa through special emphasize on international partnerships and technology; Courtesy of the African Sport Management Association (ASMA) <b>Peter Wanderi,</b> <b>Thairu Kihumbu,</b> <b>Gikaria Nderitu</b> Kenya	Careers pathways in Swedish elite sports <b>PG Fahlstöm,</b> <b>Göran Patriksson,</b> <b>Owe Stråhlman</b> Sweden	Levering the benefits of sports sponsorship: Global brands' local engagement <b>Adam Jones</b> <b>John Nauright</b> <b>Mel Dunn</b> <b>Mel Green</b> UK	Estructuras y Políticas de la Formación Deportiva en Colombia <b>Jose Alejandro Aguirre Villa</b> Colombia	Fans Responses Analising at the Ice Hockey World Championship Minsk 2014 <b>Victor Timchenko</b> <b>Ksenia Kaisheva</b> <b>Vladimir Timchenko</b> Russian Federation	Sports, Violence and the Law - The Irish Experience <b>Daniel Watters</b> UK	SESI - Sports and Leisure Solutions <b>Luis Cabral</b> Brazil
16.00 16.30	A Case study of a Co-op Project between Sport Management Institution and practitioner in Asia - Mercuries Taiwan Masters Invitational Golf Tournament in 2011, 2012, 2013, and 2014 <b>Noah Hsiu</b> Taiwan	Assessing the Social Impacts of Professional Sports <b>Hirota Matsuoka,</b> <b>Yukako Wada</b> <b>Takahiro Inoue</b> Japan	The Americanization of European Facilities - Revenue, Revenue <b>Mark Nagel</b> <b>Norman O'Reilly</b> USA	La imagen de deportistas profesionales asociada a la marca país: impacto económico estimado de acciones vinculadas <b>Elena España Estévez</b> Spain	What Constitutes Academic Fraud in American Intercollegiate Athletics? The Legal and Governance Complications via Shifting Standards <b>B. David Ridpath,</b> <b>Gerald Gurney</b> USA	Why Do Women Choose to Work in the Professional Baseball? <b>Maki Itoh,</b> <b>Etsuko Ogasawara</b> Japan <b>Mary Hums</b> USA	Sponsorship and ambush marketing recognition during the 2012 UEFA European Championship <b>Jolanta Zysko,</b> <b>Monika Piatkowska,</b> <b>Sylvia Gocłowska</b> Poland
16.30 17.00	Olympic legacy and Sports event management: the case of the Foro Italic <b>Diego Nepi Molineris</b> Italy	Sport for All & Elite Sport relations in triathlon - Post-Soviet & European cases <b>Andrey Adelfinsky</b> Russian Federation	Only for the guys: Women's perceptions of why fantasy sport is male dominated <b>Heidi Grappendorf</b> <b>Brody Ruihley</b> USA	Percepción del impacto y apoyo de los residentes a tres eventos deportivos de pequeña y mediana escala <b>Ferran Calabuig Moreno</b> <b>David Parra Camacho</b> <b>Juan Núñez-Pomar</b> <b>Josep Crespo Hervás</b> Spain	Competitiveness of the Hungarian elite sport <b>Erika Gulyás</b> <b>Tamás Sterbenz</b> Hungary	Privatization Process in Serbian Football Industry: A Step Forward or Vice-Versa <b>Lidija Petrovic,</b> <b>Nicolas Scelles</b> UK <b>Michel Desbordes,</b> <b>Christopher Hautbois</b> France <b>Dijana Petrovic Djordjevic</b> Serbia	Network governance in local sport policy: policy that works? <b>Mark Van den Heuvel,</b> <b>Marije van 't Verlaat</b> Netherlands
17.00 17.30	Risk Management and Liability in Competitive Extreme Mountain Sports <b>Jon Heshka</b> Canada	Reconceptualising Corporate Social Responsibility for Non-Profit Sport Organisations: Investigating The Social Obligations of a Local Sports Club <b>Jonathan Robertson</b> <b>Hans Westerbeek</b> <b>Rochelle Eime</b> Australia	Prioritization factors of organizational effectiveness in Iraqi basketball federation <b>Ako Ibrahim Faqe</b> Iraq	Organizaciones saludables y resilientes: Relación entre los trabajadores positivos y la actividad física <b>Ramón Gómez Chacón</b> <b>Jerónimo García Fernández</b> <b>Verónica Morales Sánchez</b> Spain	Stand Up, Sit Less, Move More: towards a workplace that promotes physical activity <b>Danny van Bruggen</b> Netherlands	Transferable loyalty? Foreign fans and star player relationship <b>Ali Hasaan</b> Estonia	

<p>Assessing the Impact of Service Quality on Customer Satisfaction: A Case of Golf Industry in South Korea</p> <p><b>Boyun Woo, Hyejin Bang</b> USA</p>	<p>The Influences of Volunteer Motivations on Satisfaction at a Sporting Event: The Differences between Intention and No-Intention to Continue Volunteering Groups</p> <p><b>Hyejin Bang, Boyun Woo,</b> USA</p>	<p>Residents' Perceived Impacts of the 12th Chinese National Games on Sport Participation</p> <p><b>Yizhou Qian, Qingzao Liu</b> China <b>James Zhang</b> USA</p>	<p>Sports Gambling as Consumption: Evidence from a Time-Series Analysis of Demand for Sports Lottery Tickets</p> <p><b>Lunhua Mao, James Zhang, Daniel Connaughton,</b> USA</p>	<p>Effects of Socio-demographics on Sports Lottery Demand</p> <p><b>Lunhua Mao, James Zhang, Daniel Connaughton</b> USA</p>
<p>Automated external defibrillator Implementation in health/fitness facilities: An empirical examination of the Medical Technology Acceptance Model</p> <p><b>Chanmin Park, Jaewon Chang, Yong Jae Ko, Youngjin Hur, Woo-Young Lee,</b> USA</p>	<p>The effective factors in the establishment of small and medium-sized sport enterprise: Review of research</p> <p><b>Seyed Morteza Azimzadeh,</b> Iran <b>Brenda Pitts,</b> USA</p>	<p>Relationships between Interpersonal Communication and Athletic Satisfaction of University Students in Hong Kong</p> <p><b>Seungmo Kim</b> Hong Kong <b>Damon P. Andrew, Marshall J. Magnusen</b> USA</p>	<p>Enhancing Corporate Business Relationship through Hosting a Running Race Event: The Case of J.P. Morgan Corporate Challenge in Shanghai</p> <p><b>Jinyu Shi, Liu Wei, Bing Liu</b> China <b>James Zhang</b> USA</p>	<p>Assessment of "Ankle sprain among teenager footballers in Negombo, Sri Lanka 2012"</p> <p><b>Poruthotage Perera</b> Sri Lanka</p>
<p>Combined treatments of water in swimming pools to improve the health and satisfaction of users</p> <p><b>Álvaro Fernández-Luna, José Luis Felipe, Jorge García-Unanue, Pablo Burillo, Leonor Gallardo,</b> Spain</p>	<p>The Effect of Game-watching Frequency in the Modified Spectator Loyalty and Identification Model: A Case Study on the V Premier League Supporters Club in Japan</p> <p><b>Junko Deguchi</b> <b>Tokaigakuen University</b> <b>Hideo Kikuchi</b> Japan</p>	<p>Design and exploitation of artificial turf football fields</p> <p><b>José Luis Felipe, Pablo Burillo, Jorge García-Unanue, Javier Sánchez-Sánchez, Esther Ubago-Guisado,</b> Spain</p>	<p>Successfully profiling cultural studies and social responsibility in sport management education</p> <p><b>Åsa Bäckström, John Hellström</b> Sweden</p>	<p>Examining Key Strategies for Repositioning the Chinese Table Tennis Super League: Development of a Theoretical Framework</p> <p><b>Yi Zhang, Lin Zhang</b> China <b>Branda Pitts, James Zhang</b> USA</p>
<p>Análisis del perfil del gestor deportivo bajo la teoría sistémica en el área metropolitana de Nuevo León, México</p> <p><b>Isela Ramos, Rosa Medina</b> Mexico</p>	<p>Community-Based Management in Professional Baseball Teams in Japan</p> <p><b>Yukako Wada, Hirotaka Matsuoka,</b> Japan</p>	<p>Assessing the rationality dimensions of sport rules</p> <p><b>Shuying Liu</b> China <b>James Zhang,</b> USA</p>	<p>Impruvement of Fitness Clubs Operation: Service Quality and Financial Results</p> <p><b>Elena Kuzmicheva, Mihail Zolotov, Sergei Krivosheev</b> Russian Federation</p>	<p>Relationships between Quality of Work Life of Sport Referees and Turnover Intentions</p> <p><b>Seungmo Kim</b> Hong Kong <b>Wai Chi Yip</b> Korea <b>Soonhwan Lee</b> USA</p>
<p>Effects of Servicescape on Customer Satisfaction and Behavioral Intentions in Fitness Centers</p> <p><b>J.C. Kim</b> <b>Fairleigh Dickinson University</b> <b>Kyoung Tae Kim</b> USA</p>	<p>The roles of interaction quality, facility quality, and team performance on fans' loyalty</p> <p><b>Cindy Lee</b> <b>Luisa Velez-Colon</b> <b>West Vrginia University</b> <b>Youngjin Hur</b> USA</p>	<p>Spectators of National Women's Soccer League (NWSL): What attracts them to spectate women's soccer</p> <p><b>Cindy Lee, Frances Silva, Dallas Branch</b> USA</p>	<p>How Different Types of Sports Media Compete for Audiences: The Case of Watching the Mediated Olympic Games</p> <p><b>Kihan Kim, Choong Hoon Lim, Yea Young Noh, Yoonji Ryu, Yunjae Cheong</b> Korea</p>	<p>Relationship Between CSR, Destination Image and Sponsorship of a Sporting Event</p> <p><b>Ferran Calabuig Moreno, Francisco Montoro Rios</b> Spain <b>Manuel Alonso Dos Santos</b> Chile <b>Irena Valantine</b> Lithuania</p>
<p>Sports and Wounded Warriors: Indicators of Military Veteran Status in USA College Sport</p> <p><b>Jackie Smith, Brenda Pitts</b> USA</p>	<p>Compare a Model of University Identification, Sport Consumption and Donation between United States and Taiwan</p> <p><b>Li-Shiue Gau</b> Taiwan <b>Jong-Chae Kim</b> USA</p>	<p>Profile of Presidents of Brazilian Sport Federations</p> <p><b>Daiane Miranda Freitas, Israel Teoldo Costa, Thaís Camargos Zanatta</b> Brasil <b>Maria José Carvalho, António Manuel Fonseca</b> Portugal</p>	<p>The Preparation For The Development of Innovations in Sport Organizations: Lithuanian Case Study</p> <p><b>Ferran Calabuig Moreno</b> Spain <b>Inga Staskeviciute-Butiene</b> Lithuania</p>	<p>大型体育赛事效果评价模型的研究</p> <p><b>Oscar Chenyu Shi</b> China</p>
<p>"El programa Brasil Voluntario en la copa confederaciones 2013: Registro, Selección e Reclutamiento en Pernambuco</p> <p><b>Luciano Leonidio Silva Wuleandro</b> Brasil</p>	<p>On Factors Affecting Customer Satisfaction with Reliance on Quality Management System (ISO9001-2008) in Sports Medicine Federation of the Islamic Republic of Iran</p> <p><b>Abdolreza Nabatchian, Seyyed Jafar Moosavi, Ali Mohammad Safania</b> Iran</p>			