



	Hörsaal 2 (Level 0)	Hörsaal 3 (Level 0)
	Seats 40	Seats 40
09:00 - 12:30	Board Meeting	Editorial Meeting
12:30 - 14:00	Lunch Break	
	Hörsaal 10 (Level 1)	
	Seats 200	
	Chair: Berit Skirstad	
14:00 - 16:00	Alliance Day * Asian Association of Sport Management (AASM) presented by President Munehiko Harada * North American Society for Sport Management (NASSM) presented by President Ming Li & former president Aubrey Kent * Sport Management Association of Australia and New Zealand (SMAANZ) presented by President Lesley Ferkins/Tracy Taylor * European Association for Sport Management (EASM) presented by President Berit Skirstad	
	Hörsaal 2 (Level 1)	
	Seats 40	
	Chair: Chris Horbel	
16:00 - 17:30	Research-Workshop "The Application of a Modern Method in Sport Management: A Practical Introduction to Structural Equation Modeling"	
17:30 - 18:30	Leisure Time	
	Alte Aula	
18:30 - 20:15	EASM 2008 Opening Ceremony <ul style="list-style-type: none">• Greeting Bernhard Eitel <i>(Rector Uni Heidelberg)</i>• Greeting Berit Skirstad <i>(President of EASM)</i>• Greeting Herbert Woratschek <i>(Head of local organisation committee)</i>• Keynote Horst Klosterkemper <i>(former president ATP Europe)</i>	
from 20:15	Get together / Welcome Cocktail	

PROGRAMME THURSDAY SEPTEMBER 11th MORNING



09:00 - 09:45	Room	Seats	Keynote	Topic which will be presented				Chair
	Neue Aula (Level 2)	586	Andrea Groeppel-Klein (GER)	What Sports Management Can Learn From Consumer Behaviour Research				Chris Horbel (GER)
	Hörsaal 14 (Level 2)	Hörsaal 13 (Level 1)	Hörsaal 10 (Level 1)	Hörsaal 8 (Level 1)	Hörsaal 9 (Level 1)	Hörsaal 7 (Level 1)	Hörsaal 15 (Level 1)	Hörsaal 1 (Level 1)
	Seats 230	Seats 450	Seats 200	Seats 156	Seats 154	Seats 154	Seats 180	Seats 154
	Julia Hillebrandt	Vilma Cingine	Verle de Bosscher	Matthew Brown	Jolanta Zysko	Kari Puronaho	Hallgar Gammelsaeter	Mel Welch
	Bright Side: Social Responsibility	Short Presentation	Scaling & Evaluation	Participation in Sport & Health	Elite Sport Development	Football	Education & Sportmanagement	Mixed Issues
10:00 - 10:30	Aubrey Kent (USA) Matthew Walker (USA) Corporate Social Responsibility (CSR) in Sport	(1) Ilayda Demir (TRK) (2) Gustavo Silva (PRT) Carlos Colaço (PRT) José Pinto (PRT)	Patrick Bouchet (FRA) Guillaume Bodet (UK) Iouri Bernache- Assollant (FRA) Construction and validation of the Sport Spectacle Experience Search (SSES) scale	Joseph Riordan (UK) Paul Downward (UK) Does Sport Improve Self-perception of health?	Leigh Robinson (UK) Nikolai Bohlke (UK) Benchmarking of Elite Sport Systems	Holger Preuss (GER) Herbert Woratschek (GER) Christian Durchholz (GER) Image-Analysis and Sponsoring-Fit on Woman Soccer in Germany - Empirical Findings of a Representative Survey among Six German World Cup Cities in 2011	Christian Rouillard (CAN) Milena M. Parent (CAN) Benoit Saguin (CAN) Rod Windover (CAN) Creating a body of knowledge in Olympic Games research through a government-academia partnership	Dikaia Chatziefstathiou (UK) Ian Henry (UK) A Foucauldian Perspective for Understanding the Discursive Constructions of Olympism
10:30 - 11:00	Dwight Zakus (AUS) James Skinner (AUS) Can the heart of sport deliver social policy?	(3) Geoff Dickson (NZL) Larry McCarthy (USA) (4) Evrensel Heper (TRK) Serdar Terekli (TRK) Fethi Heper (TRK)	Sebastian Uhrich (GER) Martin Benkenstein (GER) The construct of Sports Stadium Atmosphere - Development and validation of a MIMIC measurement model	Mike Weed (UK) Esther Coren (UK) Jo Fiore (UK) Using the Olympic Games to Leverage Sport and Physical Activity Participation and Health-Related Behaviours - A Worldwide Systematic Review of the Evidence Base	Veerle De Bosscher (BEL) Paul De Knop (BEL) Maarten Van Bottenburg (NED) Simon Shibli (USA) Is there room for diversity in elite sport development of nations?	Herbert Woratschek (GER) Chris Horbel (GER) Bastian Popp (GER) Once the club, always the club! - Football fans as brand communities?	Dawn Aquilina (UK) Negotiating a 'Dual Career' Path: Elite Sport and University Education in Three European Contexts	Hippolyt Kempf (CH) Christian Belz (CH) Performance Quantification beyond Market and Medals - Criteria for the evaluation of the national significance of a sport
11:00 - 11:30	Fritz Polite (USA) Bob Rider (USA) Scott Modell (USA) Chanel Lattimer (USA) A Study of Attitudes Regarding Social Responsibility and Social Accountability amongst NCAA College/ University Athletes and Administrators	(5) Sten Söderman (SWE) Hallgeir Gammelsaeter (NOR)	Silke Michalski (GER) Bernd Helmig (GER) Fan Identification: Towards a Common Understanding of the Conceptualization and Measurement of the Construct	Celina Gonçalves (PRT) Abel Correia (PRT) Retention and Drop out in Gyms and Health Clubs	Gilles Pache (FRA) Marie-Helene Paturel (FRA) Does the transformation of professional soccer clubs into brands lead to increasing nomadism among players? Reflections from the case of French soccer	Herbert Woratschek (GER) Chris Horbel (GER) Bastian Popp (GER) Once the club, always the club!	Kari Steen-Johnsen (NOR) Institutional pluralism and democratic voluntary organizations: organized anarchies or distinctive organizational selves?	Virgilio Franceschi Neto (PRT) Sergio Molletta (BRA) Football and Politics: Brazilian and Argentine Military Governments and their Respective Victory in the 1970 and 1978 FIFA World Cup Finals
11:30 - 12:00	Coffee Break							

PROGRAMME THURSDAY SEPTEMBER 11th MORNING (Cont.)



	Hörsaal 14 (Level 2)	Hörsaal 13 (Level 1)	Hörsaal 10 (Level 1)	Hörsaal 8 (Level 1)	Hörsaal 9 (Level 1)	Hörsaal 7 (Level 1)	Hörsaal 15 (Level 3)	Hörsaal 1 (Level 1)
	Seats 230	Seats 450	Seats 200	Seats 156	Seats 154	Seats 154	Seats 180	Seats 154
	Bernd Helmig	Sten Södermann	Silke Michalski	Sebastian Uhrich	Gérard Barreau	Karen Danylchuk	Ann Bourke	Ian Henry
	Bright Side: Social Responsibility	Short Presentation	Scaling & Evaluation	Sport Development	Gender Aspects	Football	Education & Sportmanagement	Management in Practice
12:00 - 12:30	Munehiko Harada (JAP) Mina Tezuka (JAP) Socialization into football fans: Role of children as a socialization agent	(1) Elaine Wolstencroft (UK) (2) Yang Hsu (TWN)	Pedro Garcia-del-Barrio (ESP) Francesc Pujol (ESP) Economic Valuation of Football Players through a Media Value Model	Peter Smolianov (USA) Dwight Zakus (AUS) High performance as a leading force of sport development: Analyzing practices of the former USSR and Russia	Helen Brown (AUS) Emma Sherry (AUS) Understanding barriers to participation for females in club sport	Carlo Amenta (ITA) Paolo Di Betta (ITA) The Quest for the Twelfth Man: Evidence from Italian Professional Soccer	Bartłomiej Chelmecki (POL) Jolanta Zysko (POL) Education and competences of sport managers in Poland	Cind Du Bois (BEL) Bruno Heyndels (BEL) Tournament Entry of Professional Top Tennis Players
12:30 - 13:00	Helmut Dietl (CH) Egon Franck (CH) Julia Hillebrandt (CH) Corporate Social Responsibility in Professional Team Sports: National Football League (NFL) versus UEFA Champions League	(3) Anna-Katriina Salmikangas (FIN) (4) Caroline Van Lindert (NED) Remko Van den Dool (NED) Marcia De Jong (NED)	Jasper Truyens (BEL) Veerle De Bosscher (BEL) Paul De Knop (BEL) Are Performances at young age a good predictor of later success? The Development of a Youth Elite Sport Index	Danya Hodgetts (AUS) Kerry Mummery (AUS) Mitchell Duncan (AUS) An analysis of the impact on sport development resulting from the conduct of a major event	Anna Kourtesopoulou (GR) Thanos Kriemadis (GR) Alkistis Papaioannou (GR) Christos Terzoudis (GR) Future Involvement in Coaching, Refereeing and Sport Administration of Greek Female Athletes	David Richardson (UK) Simon Smith (UK) Martin Littlewood (UK) The socio economic backgrounds of top level young footballers	Skaiste Laskiene (LT) Vilma Cingiene (LT) Peculiarities of Social Interaction of Sports Managers as Strategic Leaders at their Work: Lithuanian case	Brian Delaney (UK) The Assessment and Measurement of Physical Literacy in Northern Ireland
13:00 - 13:30	Yair Scher (CH) Leonardo Rossi (CH) Francesco Bof (ITA) Fabrizio Montanari (ITA) Corporate Social Responsibility: Analysis of Supporters Trust Model and its Applicability into the Italian Context		Chanel Lattimer (USA) Fritz Polite (USA) The Dark Side of Title IX: Participation Disparity of African-American Female Athletes	Vassil Girginov (UK) Marijke Taks (CAN) Bob Boucher (CAN) Scott Martyn (CAN) Marge Holman (CAN) Jess Dixon (CAN) Building relations with sport participants through the Internet: The case of Canadian National Sport Organisations	Glenna G. Bower (USA) Mary A. Hums (USA) Mentoring Women within International Sport	John Wolohan (USA) The English Premier League under an American Sports League Model	Oskar Solenes (NOR) Hallgeir Gammelsæter (NOR) Kjell Marius Herskedal (NOR) Professionalization of sports and athlete post-career preparation	
13:30 - 14:30	Lunch Break							

PROGRAMME THURSDAY SEPTEMBER 11th AFTERNOON



14:30 - 15:15	Room	Seats	Keynote	Topic which will be presented				Chair	
	Neue Aula (Level 2)	586	Stephen L. Vargo (USA)	Beyond the Game: A Service-Dominant Logic View of Value Creation				Helge Löbler (GER)	
	Hörsaal 14 (Level 2)	Hörsaal 13 (Level 1)	Hörsaal 10 (Level 1)	Hörsaal 8 (Level 1)	Hörsaal 9 (Level 1)	Hörsaal 7 (Level 1)	Hörsaal 15 (Level 2)	Hörsaal 1 (Level 1)	
	Seats 230	Seats 450	Seats 200	Seats 156	Seats 154	Seats 154	Seats 180	Seats 154	
	Per-Göran Fahlström	Jörg Königstorfer	Markus Kurscheidt	Marjike Taks	Christian Durchholz	Munehiko Harada	Chris Horbel	Harold Riemer	
	Bright Side: Community	Short Presentation	Tourism	Participation in Sport	Sports Venues	Marketing: Brands	Education & Sportmanagement	Management in Practice	
15:30 - 16:00	Girish Ramchandani (UK) Darryl Wilson (UK) Neighbour Effect in the Commonwealth Games	(1) Simon Shibli (UK) (2) Thierry Zintz (BEL) Mathieu Winand (BEL)	Douglas Michele Turco (USA) Marlene Cox (GUY) Shamir Andrew Ally (USA) 2007 Cricket World Cup Sport Tourists: The Caribbean Experience	Chris Gratton (UK) Themis Kokolakis (UK) Thanos Panagouleas (UK) An econometric model of the determination of sports participation in England	Trudo Dejonghe (BEL) The market potential of a club as an indicator for the size of a new relocated football arena: The case KAA Gent in Belgium	Karen Danylchuk (CAN) John Gallo (CAN) Brand associations with a new sport franchise: Spectator perceptions of Toronto FC	Ann Bourke (IRE) The intricacies of managing and organising University Sport	Martin Littlewood (UK) David Richardson (UK) Managing and Supporting the Transition of Elite Level Youth Players in English Professional Football	
16:00 - 16:30	Emma Sherry (AUS) Community development through sport - the Street Socceros	(3) Jo Van Hoecke (BEL) Hugo Schoukens (BEL) Matthias Lochmann (GER) Peter Laudenklos (GER) (4) Frank Pons (CAN) Andre Richelieu (CAN)	Hagen Wäsche (GER) Alexander Woll (GER) Regional Sports Tourism Networks	Pedro Rodrigues (PT) José Campos (PT) José Ángel Miguel Dávila (ESP) Sport participation analysis - An empirical study on an academic community	Scott Wysong (USA) Gerhard Trosien (GER) Don Hancock (USA) Cheer from the home team "To go green" an exploratory examination of fans and facility executives attitudes toward environmentally friendly sports and entertainment venues	Herbert Woratschek (GER) Tim Ströbel (GER) Reinhard Kunz (GER) Co-branding in the Spotlight of Sport and Media - A Case Study Analysis of Schalke 04 TV	Katie Misener (CAN) Alison Doherty (CAN) Shannon Hamm (CAN) Learning from the Experiences of Older Adult Volunteers in Sport: Implications for Volunteer Management and Retention	Volker Bernardi (GER) The 38th Chess Olympiad Dresden 2008 - Marketing Opportunities	
16:30 - 17:00	Daniel Parnell (UK) David Richardson (UK) Gareth Stratton (UK) Barry Drust (UK) Football in the Community: Effective Community Engagement	(5) Yoshiyuki Mano (JPN) Hiroto Shoji (JPN) Simon Shibli (UK) Peter Taylor (UK)	Georgia Yfantidou (GR) George Costa (GR) Maria Michalopoulos (GR) Tourist Roles Preference in Greece	Milena Parent (CAN) Corinne Nehmé (CAN) Benoit Séguin (CAN) Norm O'Reilly (CAN) Examining What Drives Urban Canadian Youth to Actively Participate in Sport			Brenda Pitts (USA) Karen Danylchuk (CAN) Jerome Quarterman (USA) Beth Cianfrone (USA) Examining the Body of Scholarship in Sport Management: A Content Analysis of the European Sport Management Quarterly	Stefanie Wagner (GER) Ellen Krämer (GER) Communication by Horsensense	
17:00 - 17:30	Coffee Break								

PROGRAMME THURSDAY SEPTEMBER 11th AFTERNOON (Cont.)



	Hörsaal 14 (Level 2)	Hörsaal 13 (Level 1)	Hörsaal 10 (Level 1)	Hörsaal 8 (Level 1)	Hörsaal 9 (Level 1)	Hörsaal 7 (Level 1)	Hörsaal 15 (Level 2)	Hörsaal 1 (Level 1)
	Seats 230	Seats 450	Seats 200	Seats 156	Seats 154	Seats 154	Seats 180	Seats 154
		Benoit Seguin		Andre Richelieu	Hippolyt Kempf	Guido Schafmeister	Sven Pastowski	Tim Ströbel
	Workshop: "Sport & Faith Communities"	Short Presentation	Workshop: "Tourism"	Team Sport Demand	Spectators & Satisfaction	Marketing: Brands	Education & Curricula	Mixed Issues
17:30 - 18:00	Mike Collins (UK)	(1) Sandro Arcioni (CH) Patricia Vandewalle (FRA) (2) Mohammad Ehsani (IRAN) Hashem Koozehchian (IRAN) Esmael Zanganeh (IRAN)	Mike Weed (UK)	Vassilik Avgerinou (GR) Stefanos Giakoumatos (GR) Konstantinos Moudakis (GR) Pantelis Konstantinakos (GR) The Demand for Greek Professional Football	Ferran Calabuig Moreno (ESP) Mikel Urdangarin Liebaert (ESP) Javier Mundina Gómez (ESP) Effect of service quality and perceived value on satisfaction: An exploratory study of basketball spectators	Luisa Velez (USA) Kevin Heisey (USA) Ted Fay (USA) Uk Joo Sang (USA) One World, One Dream, Different Brand Perception: The Olympic and Paralympic Games	Laura Cousens (CAN) Joanne MacLean (CAN) Martha Barnes (CAN) The Affect of Institutional Constraints on Local Basketball Providers	Wim Lagae (BEL) Tim Benijts (BEL) Bart Vanreusel (BEL) Benedict Vanclooster (BEL) Spectator sports as a representation of conflict. The case of stakeholders' conflicts in professional cycling
18:00 - 18:30		(3) Ignacio Urrutia (ESP) Angel Barajas (ESP) Fernando Martín (ESP) (4) George Costa (GRE) Alexis Polemitis (GRE) Georgia Yfantidou (GRE)		Markus Kurscheidt (GER) The Market of Professional Club Handball: A Strategic Analysis for the German Leagues	Jose Atilano Pena López (ESP) Jose Manuel Sánchez Santos (ESP) Sympathy with Sport Organizations and Willingness to Pay	Kirstin Hallmann (GER) Christoph Breuer (GER) Image Fit between Sport Event and Destination: The Case of Two Marathon and Cycling Events	Workshop on EASM Alumni Association	Helge Löbler (GER) Time to make friends - promise and reality in 2006
18:30 - 19:00		(5) Mohammad Esmaeili (IRAN)	Jörg Königstorfer (GER) Andrea Groeppel-Klein (GER) Thilo Kunkel (GER) Attractiveness of national and international football leagues - A perspective from fans of "underdogs" and "star clubs"	Erwin Karreman (CAN) Harold Riemer (CAN) Group level effects for satisfaction within the athletic context and the implications for management				

PROGRAMME FRIDAY SEPTEMBER 12th MORNING



Time	Room	Seats	Keynote	Topic	Chair
09:00 - 09:45	Neue Aula (Level 2)	586	Heinz Palme (AUT/Chiefcoordinator EM 2008)	Political, economical and psychological aspects of cross-border mega events	Matthias Zimmermann (GER)
09:45 - 10:00	Coffee Break				Coffee Break
	Hörsaal 14 (Level 2)	Hörsaal 13 (Level 1)	Neue Aula	Hörsaal 10 (Level 1)	
	Seats 230	Seats 450	Seats 586	Seats 200	
	Stefan Roth	Manuel Becher		Gerhard Trosien	
	Dark Side: Ambush Marketing	Management at its Heart		BASF Workshop	
10:00 - 11:30			General Assembly	BASF Workshop of the Metropolitan Region Stuttgart Frankfurt-RheinMain Bremen + Hamburg Rhein-Neckar Nürnberg Rhein-Ruhr London	
11:30 - 12:00					
12:00 - 12:30	Nicholas Burton (UK) Simon Chadwick (UK) Sponsorship ambushing: Addressing the challenges facing sport managers	Jorge Soares (PRT) The accumulation of positions and group interests in the decision making of nonprofit sport organisations		(1) Markus Schütz (Knorz.Schütz.Lawyers) Agency- and management indentures at professional soccer – demand and reality? (2) Olav Wagner (Kanzlei Nörr Stiefenhofer Lutz) Cooperation models of the construction of sport facilities (3) Sebastian Cording (CMS Hasche Sigle) The amendment of the EU – TV guidelines and their effects to the sport reporting”	(1) Bernd Baubenmerkl (Eurosport) Sport TV is here to stay. How the TV sports landscape changes and what are the learning's for a brand like Eurosport? (2) Carsten Schröer (Sport&Mark) Sport-media utilisation in change? A intercultural arrangement! (3) Jordi Queralt (Radiate Experience GmbH) Experiencing events in public: The success of public viewing
12:30 - 13:00	Dana Ellis (CAN) Benoit Seguin (CAN) Teresa Scassa (CAN) Milena Parent (CAN) Who's Ambushing Whom? An Examination of Anti-Ambush Marketing Legislation in Canada: The Case of the 2010 Olympic and Paralympic Winter Games	Leonor Gallardo-Guerrero (ESP) Marta García-Tascón (ESP) Pablo Burillo-Naranjo (ESP) Juan José Salinero-Martín (ESP) Differences of Needs and Problematics between Managers in Public and Private Sports Organisations in Spain		(1) Detlef Dumon (ICSSPE) Ethical and cultural issues in sport: Visions and reality (2) Christian Toetzke (Upsolut Sport AG) Quo Vadis cycling? (3) Hanns-Michael Hölz (Deutsche Bank AG / NADA) Ethic and culture at the example of the NADA	(1) Stefan Leitz (AI Quadra Sports Management) Sports Management potentials in the UAE AQSM developments (2) Wolfgang Baumann (TAFISA) Sport for all - the second wave of globalization in sport (3) Thomas Junod (UEFA) Can Sports Organizations and Universities Play Together in a Winning Team? The Perspective of UEFA
13:00 - 13:45	Lunch Break				

* 20 min presentation & 10 min questions for each presentation.
After the presentation there will be a 30 min discussion with all speakers of the session.

► Beratung & Begleitung
 ► Kommunikation & Gestaltung
 ► Veranstaltungen & Vermarktung

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WE DESIGN EMOTIONS

PROGRAMME FRIDAY SEPTEMBER 12th AFTERNOON



13:45 - 14:45	Room	Seats	Keynote	Topic	Chair	European Square of Sport (if it is raining: Neue Aula)	
	Neue Aula (Level 2)	586	Winfried Naß (GER/DFB)	Women Football World Cup 2011 – on the way to a Summer Fairy Tale?!	Herbert Woratschek (GER)		
14:45 - 15:30	Coffee Break				14:45 - 15:00	Coffee Break	
	Hörsaal 14 (Level 2)	Hörsaal 13 (Level 1)	Hörsaal 1 (Level 1)	Hörsaal 8 (Level 1)	Hörsaal 6 (Level 1)	Hörsaal 7 (Level 1)	
	Seats 230	Seats 450	Seats 154	Seats 156	Seats 144	Seats 154	
	Andrea Petroczi	Tracy Taylor	Ian Henry	Torsten Schlesinger	Guido Schafmeister	Manuel Becher	
	Bright Side: Faith & Trust	Management at its Heart	Discrimination & Protection	Sport & Recreation	Economical & Law Side of sport* (engl.)	Media & Public Side of sport* (engl.)	
15:30 - 16:00	James Santomier (USA) Patricia Hogen (USA) Toward the Bright Side: A Multidisciplinary Approach	Andreas Kotsovos (GR) Athanasios Kriemadis (GR) Ourania Vronidou (GR) Elena Theakou (GR) Assessing Balanced Scorecard in Greek sport federations	Gill Joyce (UK) Development of a Case Management Tool for Child Protection Referrals within Sports Organisations	Tim Pawlowski (GER) Christoph Breuer (GER) The demand for sports and recreational services in Germany	15:00 - 17:00	(1) Flavio Bertoli (Siemens AG / S20) Hospitality and Compliance – the Need for a Political Solution (2) Achim Mühlhausen (Radiate Experience GmbH) Head of Concept Development and Member of the Management Board (3) Hans Willy Brockes (ESB) The Evolution of Sports-Marketing: Facts, Trends und Visions	(1) Simon Trägner (akzio!) Biathlon-World Cup: b2c or b2b platform? (2) Markus Lichti (IFM) Hendrik Fischer (Radiate Experience GmbH) Affinity Tracer Golf 07 (3) Dr. Patrick Roy (actori GmbH) Corporate Social Responsibility at profi clubs – temporary fashion or necessity?
16:00 - 16:30	Mike Collins (UK) Andy Pitchford (UK) Sport & Faith: A new initiative in asecular society	Patricio Sanchez (ESP) Angel Barajas (ESP) A Balance Scorecard adaptation for public investments in sport: A proposal from regional experiences in Spain	Brian Crow (USA) Robin Ammon, Jr. (USA) Eric MacIntosh (USA) Athletic Hazing: Issues and Prevention Strategies for Sport Managers	Paul Downward (UK) Are Sport and Leisure Complements or Substitutes? A Time Allocation Analysis and Review of UK Policy.			
16:30 - 17:00	Geoff Walters (UK) Managing Relationships between Football Clubs and Community Stakeholders: Critical Factors underpinning the Community Trust Model	Patrizia Zagnoli (ITA) Elena Radicchi (ITA) The football fan card: A new management tool for sport venues	Olan Scott (AUS) Dwight Zakus (AUS) Brad Hill (AUS) National Sport Discourses and the 2007 NBA Finals: An analysis of the portrayals of American and International basketball players by US broadcast media	Chinhsung Kao (TW) The visions, opportunities and strategies for recreational sport development in Taiwan			
17:00 - 17:30	Coffee Break						

Opening: 15:00

Interview with Steffi Jones (DFB) (german)

Public Discussion: 15:15 - 16:00 (german)

Moderation: Michael Antwerpes

Manfred Lautenschläger
Petra Dallmann
Marc Girardelli
Lars Riedel
Carlo Thränhardt

“Topsports - Star - Model - Social Responsibility”

PROGRAMME FRIDAY SEPTEMBER 12th AFTERNOON (Cont.)



	Hörsaal 14 (Level 2)	Hörsaal 13 (Level 1)	Hörsaal 1 (Level 1)	Hörsaal 10 (Level 1)		Hörsaal 6 (Level 1)	Hörsaal 7 (Level 1)	Hörsaal 8 (Level 1)	Hörsaal 9 (Level 1)
	Seats 230	Seats 450	Seats 154	Seats 156		Seats 144	Seats 154	Seats 156	Seats 154
	Mike Collins	Ann Bourke	Mikel Urdangarin	Tim Pawlowski		Stefan Hocke	Stefan Roth	Christoph Macht	Sven Pastowski
	Dark Side	Management at its Heart	Bright Side: Identity	Sportmarketing		Economical & Law Side of sport* (germ.)	Media & Public Side of sport* (germ.)	Ethical & Cultural Side of sport (engl.)	Political & Institutional Side of sport (engl.)
17:30 - 18:00	Andrea Petroczi (UK) Declan Naughton (UK) Susan Backhouse (UK) Tamás Nepusz (HUN) "Is Everyone Else Doing It?": Investigating the Estimated Prevalence of Doping Use	Alkistis Papaioannou (GR) Athanasios Kriemadis (GR) Stella Leivadi (GR) Anna Kourtesopoulou (GR) Human Resource Empowerment in Greek Sport Federations	Ki Tak Kim (KOR) Gee Bong Lee (KOR) Shin Woong Bang (KOR) Joon Ho Kang (KOR) The moderating effect of physical self-esteem on the relationship between emotion and satisfaction in the participant sport industry	Leah Donlan (UK) Sponsorship Effectiveness for New and Established Brands - the Role of Consumer Knowledge	17:15 - 19:15	(1) Karsten Fiebiger (Fiebiger GmbH) Market Changes Stadium - International Projects and Visions (2) Ulrik Ruhnau (Sportfive) Stadium development - how to optimize marketing potentials (3) Uwe Welzel (HOCHTIEF Facility Management) Sport places - the interaction of planning, building and completion in practise	(1) Marco Klewenhagen (Sponsors) Sport sponsorship: attractive advertisement for professionals and amateurs (2) Katrin Mruk (Telekom AG) From sports sponsorship to sports marketing (3) Peter Henke (ATP Europe) Reaching out for Lifestyle - the ATP beyond the sport aspect. New activities on the basis of examples	(1) Lars Lamadè (SAP AG) Sponsoring at the SAP AG: local, regional, national, international - from motivation to implementation (2) Eicko Schulz-Hanßen (Golf Club St. Leon-Rot) Self-concept, strategy and top class sport with cultural meaning in a upcoming region (3) Andrea Peschke (VfL Bochum) Dr. Michael Welling (Sportfive) The mission statement of VfL Bochum 1848	(1) Ramon Boixadera Vinòs (Provincial Council of Barcelona) The local sport system: Future expectations (2) Martin Schnitzer (UEFA Host City Innsbruck) Sustainable benefits for the Host City Innsbruck in occasion of the UEFA EURO 2008™ (3) Shu Qu (Shanghai University of Sport) New challenges of China's sports development
18:00 - 18:30	Francesc Pujol (ESP) Sponsorship and Sport Scandals: A Theoretical Model and An Empirical Measurement of Doping Impact in Tour de France 2007	Graham Cuskelly (AUS) Chris Smith (AUS) John Rynne (AUS) Predicting the retention of sports officials: The influence of stress, commitment and perceived organisational support	Tracy Taylor (AUS) Dan Lock (AUS) Simon Darcy (AUS) Identity development: The case of a new football team	Jeroen Scheerder (BEL) Steven Vos (BEL) Marijke Taks (BEL) Expenditure on sports apparel: An analysis of adults' consumption					
18:30 - 19:00	John Grady (USA) Matthew Brown (USA) Damon Andrew (USA) Haylee Uecker Mercado (USA) Analysis of Factors Influencing Sport Venue Managers' Decision Making in Emergency Situations Involving Spectators with Disabilities	Javid Didari (IRAN) Shayesteh Hghighi (IRAN) Zahra Abdolvahabi (IRAN) Hanieh Rahmati (IRAN) The Relationship between Leadership Style and Productivity in Public Sport Organizations	Jan Drengrer (GER) Tina Kiessling (GER) Manuela Sachse (GER) The Impact of Sport Consumption Motives on Individuals' Expected Hedonic Experience of Sport Events	Torsten Schlesinger (GER) Philipp Hörl (GER) The influence of identification with sports teams on consumers' attitudes toward the sponsor or purchase intentions					
18:30 - 19:00	Leisure time for participants								
19:00 - 19:30	Leisure time for participants								
from 19:30	MLP Sportbusinessparty								

* 20 min presentation & 10 min questions for each presentation. After the presentation there will be a 30 min discussion with all speakers of the session.

PROGRAMME SATURDAY SEPTEMBER 13th MORNING



09:00 - 09:45	Room	Seats	Keynote	Topic				Chair
	Neue Aula (Level 2)	586	Evert Gummesson (SWE)	Marketing Is Managing Relationships, Networks and Interaction				Marijke Taks (CAN)
	Hörsaal 14 (Level 2)	Hörsaal 13 (Level 1)	Hörsaal 10 (Level 1)	Hörsaal 8 (Level 1)	Hörsaal 9 (Level 1)	Hörsaal 7 (Level 1)	Hörsaal 15 (Level 1)	Hörsaal 1 (Level 1)
	Seats 230	Seats 450	Seats 200	Seats 156	Seats 154	Seats 154	Seats 180	Seats 154
	Tim Ströbel	Pamela Wicker	George Costa	Kirstin Hallmann	Mike Weed	Nick Burton	Troels Troelson	Berit Skirstad
	Dark Side: Crises	Management at its Heart	Policy	Team Sport & Success	CRM	Sportmarketing	Event Impact	
10:00 - 10:30	Joachim Prinz (GER) Oliver Gärtler (GER) Bernd Frick (GER) Christian Deutscher (GER) Sabotage in Tournaments with Heterogenous Contestants: A Field Study	Hakan Katirci (TUR) Feth Heper (TUR) Communication Management in Sport Clubs: A Research of Communication Activities of Sport Clubs in Turkish Professional Football Leagues	Una Hong (KOR) The relationship between Government, Business and Armed Forces in South Korea's elite sport policy	Erik E. Lehmann (GER) Johannes Holmüller (CH) The success of National Football Teams: Superstars or Team Effects?	Kiki Kaplanidou (USA) Heather Gibson (USA) Differences between first time and repeat spectators of a youth soccer event: Intentions and image approaches	Harald Dolles (GER) Sten Soderman (SWE) International sponsorship and sponsorship awareness: Evaluating Chinese advertisements prior to the 2008 Beijing Olympic Games	Eric Barget (FRA) Jean-Jacques Gougute (FRA) The cost-benefit analysis of the rugby world cup 2008: Main results	Best Student Paper Award
10:30 - 11:00	Seamus Kelly (IRE) Hostility, Distrust and Interference in Professional Football: The Relationship between Football Managers and Boardrooms	Lesley Ferkins (NZL) On the bright side: Using interpretive action research to build relationships in sport management	Sandro Arcioni (CH) Patricia Vandewalle (FRA) Classification of the Governance Theories Regarding the World Of Sport: A New Approach Using Pérez's Analysis Framework	Christian Deutscher (GER) Bernd Frick (GER) Joachim Prinz (GER) Performance Under Pressure: Estimating the Returns to Mental Strength in Professional Basketball	Rei Saito (JPN) Munehiko Harada (JPN) Morikazu Hirose (JPN) Experiential Value for Professional Football Spectators in Japan: Focusing on Cluster Analysis by Aesthetics, Playfulness, Service Excellence, and Customer ROI	Tzu-Yin Kuo (SGP) Jackie Yu-Lin Shao (TWN) The effects of corporate sports sponsorship an internal workforce	Holger Preuss (GER) Norber Schütte (GER) Football-tourists and their contribution to the economic impact - evidence from EURO 2008 in Austria/ Switzerland	
11:00 - 11:30		Elena Theakou (GR) Athanasios Kriemadis (GR) Stella Leivadi (GR) A management-oriented approach to understanding customer value: The case of a private fitness club in Greece	Jens Sejer Andersen (DNK) Play the game: Creating coalitions for good governance sport	Denis Musso (FRA) How to train elite-sport coaches?	Mazia Yassim (UK) Personal Construct Theory and Spectator Emotions: Using the Repertory Grid to Understand the Emotional Experience of Cricket Spectators in England	Ming Li (USA) Andy Kreutzer (USA) Mike Rielly (USA) Issues in Sport Sponsorship Categorization and Exclusivity	Anne-Line Balduck (BEL) Marc Maes (BEL) The impact of the 2007 arrival of a stage of the Tour de France on the city of Ghent: Comparisons of residents pre- and post-event	
11:30 - 12:00	Coffee Break							

PROGRAMME SATURDAY SEPTEMBER 13th AFTERNOON



	Hörsaal 14 (Level 2)	Hörsaal 13 (Level 1)	Hörsaal 10 (Level 1)	Hörsaal 8 (Level 1)	Hörsaal 9 (Level 1)	Hörsaal 7 (Level 1)	Hörsaal 15 (Level 1)	Hörsaal 1 (Level 1)
	Seats 230	Seats 450	Seats 200	Seats 156	Seats 154	Seats 154	Seats 180	Seats 154
	Joachim Prinz	Lesley Ferkins	Christian Deutscher	Harry Arne Solberg	Gerco van Dalftsen	Kjetil Haugen	Heinz Dieter Horch	Aubrey Kent
	Dark Side: Crises	Management at its Heart	Policy	Finance	CRM	Sportmarketing	Event Management	Short Presentation
12:00 - 12:30	Thomas Cieslak (USA) Establishing a protection plan for Australian football stadiums based on the International Association of Assembly Managers' recommendations: A Delphi study	Christoph Breuer (GER) Pamela Wicker (GER) Dying breed or viable sport organizations? A longitudinal analysis of German sport clubs	Matthew Nicholson (AUS) Russel Hoye (AUS) National Physical Activity Policies: A (New) Role for Sport?	José Manuel Sánchez (ESP) Jesús Angel Dopico (ESP) Pablo Castellanos (ESP) Big market advantage and competitive imbalance: Evidence from Spanish football league	Guillaume Bodet (UK) An empirical investigation of loyalty's antecedents in fitness service: Can managers really make customers loyal?	Simon Chadwick (UK) Nick Burton (UK) Topstar - Identifying the Nature and Characteristics of Football Player Brands	Sangwoo In (KOR) Sport Information Technology as Sport Event Legacy: Cases in Korea	(1) Christan Durchholz (GER) Tim Stöbel (GER) Herbert Woratschek (GER) Guido Schafmeister (GER) (2) Vilma Cingiene (LT) Mindaugas Gobikas (LT)
12:30 - 13:00	Shannon Hamm (CAN) Alison Doherty (CAN) Board Conflict in Voluntary Sport Organizations	Anton Akimov (RUS) Vladimir Aleshin (RUS) Mikhail Zolotov (RUS) Elena Kuzmicheva (RUS) Sport services management during transitional period to market economy	Josef Fahlén (SWE) Cecilia Stenling (SWE) Organizing the self-organized: A government policy for incorporating spontaneous sport in sport clubs	Paolo Di Betta (ITA) Carlo Amenta (ITA) Competitive balance in Italian soccer: 1929 - 2007	Ian Webster (UK) Neville Clements (UK) Fan Loyalty in football - Assessing the life-time value of a football fan	Daniel Sá (PRT) Nicholas Theodorakis (GR) Sponsorship in Portuguese Professional Football: Influence in Fan Behaviour	Troels Troelsen (DNK) Holger Preuss (GER) An Analysis of the Processes before Applying for Hosting a Mega Sports Event and the Importance of winning the Public Opinion and convincing the Politicians	(3) Kai Gemeinder (GER) (4) Norm O'Reilly (CAN) Geoff Dickson (NZL)
13:00 - 13:30		Sean Hamil (UK) Geoff Walters (UK) The Model of Governance at FC Barcelona in 2007: Successfully Balancing Member Democracy, Commercial Strategy, Corporate Social Responsibility and Sporting Performance?	Eivind Skille (NOR) The conventions of Norwegian sport clubs enabling and constraining the implementation of state sport policy	Angel Barajas (ESP) How to financial health of Spanish football clubs?	Andrea Groeppel-Klein (GER) Joerg Koenigstorfer (GER) Marco Schmitt (GER) You'll never walk alone - How loyal are football fans to their clubs when they are struggling against relegation?			(5) Anna Fyrberg (SWE)
13:30 - 14:30	Lunch Break							

PROGRAMME SATURDAY SEPTEMBER 13th AFTERNOON (Cont.)



14:30 - 15:15	Room	Seats	Keynote	Topic				Chair
	Neue Aula (Level 2)	586	Don Getz (CAN)	Serious Sport Event Tourists				Holger Preuss (GER)
	Hörsaal 14 (Level 2)	Hörsaal 13 (Level 1)	Hörsaal 10 (Level 1)	Hörsaal 8 (Level 1)	Hörsaal 9 (Level 1)	Hörsaal 7 (Level 1)	Hörsaal 15 (Level 1)	Hörsaal 1 (Level 1)
	Seats 230	Seats 450	Seats 200	Seats 156	Seats 154	Seats 154	Seats 180	Seats 154
	Denis Musso	Sean Hamil		Thomas Cieslak	Munehiko Harada	James Santomier		
	Dark Side: Crises	Short Presentation		Football	Mixed Issues	Sportmarketing		
15:30 - 16:00	Ezzatollah Shahmansoori (IRN) Amir Ahmad Mozafari (IRN) The Causes of Sport Crises and the Ways of Prevention of Them and Presenting a Crisis Management Strategic Model	(1) Oyewole Akande (ESP) Francesc Pujol (ESP) (2) Kevin Heisey (USA) Ted Fay (USA) Luisa Velez (USA)		Pierre Marques (FRA) Wael Louhichi (FRA) Benkraiem Ramzi (FRA) The stock market valuation of football game results	Andy Adcroft (UK) Jon Teckman (UK) Theories, Concepts and the Rugby World Cup: Using management to understand sport	Steven Vos (BEL) Jeroen Scheerder (BEL) Filip Boen (BEL) Jos Feys (BEL) A typology of runners: Implications for marketing strategies	New Researcher Award Jury	
16:00 - 16:30	Tzuyi Kao (TWN) Hung Yan Chen (TWN) A Comparative Study on the Major Project of Physical Fitness Promotion in United States, Germany and Taiwan	(3) Ping-Chao Lee (TWN) Chia-Hui Lin (TWN) (4) Christèle Boulaire (CAN) André Richelieu (CAN)	Kjetil K. Haugen (NOR) Harry Arne Solberg (NOR) The soccer globalization game	Daniel Funk (AUS) Anthony Beaton (AUS) A Staging Mechanism to Strengthen the Research-Practice Relationship	Ahmed Alafandi (EGY) Benoit Séguin (CAN) Sport marketing in Egypt: Prospective challenges			
16:30 - 17:00		(5) Takashi Matsuhashi (JPN) Motohiro Iwatsuki (JPN) Masatoshi Tamamura (JPN) Ikuyo Kaneko (JPN) (6) Huiyu Liu (CHN)		Harry Arne Solberg (NOR) Fredrik Lysberg Bremseth (NOR) Simen Andre Tonning (NOR) How sport sells itself	Christos Terzoudis (GR) Athanasios Kriemadis (GR) Ourania Vrondou (GR) Andreas Kotsovos (GR) Strategic Marketing Planning in Greek professional sports			
17:00 - 19:00	Leisure time for participants							
19:30 - 00:00	CLOSING BANQUET @ Marstall							