

Thursday 8 Sept. / Morning Programme

Room	Galería (38)	Calatrava (150)	La Mancha (70)	Escudo (60)	Hidalgo (250)	Comendador (100)	Doblón (190)	El Patio (250)	Falla (36)	Auditorium (530)
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08.00 - 09.00 Registration

09.00 - 09.45 KEYNOTE SPEAKER: EMILIO BUTRAGUEÑO (SPAIN), GENERAL MANAGER REAL MADRID INTERNATIONAL SCHOOL “THE OTHER WAY TO SUCCEED IN THE WORLD OF SPORTS” AUDITORIUM (530)

Theme	Workshop Sport Policy	Workshop The Contribution of Science to Practice in Football	Workshop University Teaching in Sport Management	Theme Lifestyle & Recreation	Theme Governance in Sport	Theme Sport Fans	Theme Sport Events	Theme Sport Marketing	Open Session	Forum Football
Chair Person	Barrie Houlihan Veerle De Bosscher	Kari Puronaho Herbert Woratschek Berend Rubingh							Marijke Taks	
10.00 10.30	Sport Policy Introduction	The Contribution of Science to Practice in Football Introduction	Investigation of disciplines that inform and facilitate sport management: a pilot study Dimitris Gargalianos (GRE)	The Development and Evaluation of an After-School Programme on Self-Perception in Overweight Children: A Pilot Study Gitte Kloek (NED)	Analysing gender dynamics in sport governance: A new regimes-based approach Johanna Adriaanse (AUS)	Spectator Perceptions of Physical Facility and Team Quality: A Study of an Iranian Super League Basketball Match Mitra Ayazi (IRAN)	Sustainability of mega sports events – Subsequent use of event infrastructure as a key factor Christian Moesch (SWI)	Expenditures on Sports Apparel: A Comparison Between Mountainbikers, Bicycle Racers And Recreational Bikers Erik Thibaut (BEL)	Identity and interaction conflict: a positively deviant case study Shannon Kerwin (CAN)	
10.30 11.00	Managing Sport as A Wicked Problem Steffie Lucidarme (BEL)	UEFA's Personal Development Programmes Tomas Junod (SWI)	Learning Practical Business Concepts through European Sport: An American Travel Course in Europe Joseph Long (USA)	The Impact of The Active EatWell Initiative in Northern Ireland: The Findings Richard McCormick (UK)	The World Health Organization's Recommendations for the Promotion of Physical Activity: Analysis of the Guidelines Implementation at Local Level through the Case Study of Piedmont Enrico Michelini (ITA)	The Impact of Different Sport Activities on The Brand Equity of Football Clubs Vitor Pataco (POR)	Developing A Sport Event Impact Tool For Political Decision-Making Process Martin Schnitzer (AU)	The Relationship Between Marketing Planning And Business Performance in Professional Sports Christos Terzoudis (GRE)	Co-creation of value by other customers – Evidence in sports Christian Durchholz (GER)	THE FORUM FOOTBALL: THE IMPACT OF THE WORLD CUP
11.00 11.30	The process of agenda setting of sport events hosting policies: the cases of Lausanne (Switzerland) and Quebec City (Canada) Olivier Mutter (SWI)	Co-Creation, Identification and Service-Profit Chain Chris Horbel (GER)	Experiential Learning in the Sport Industry: Moving Students to the Next Professional Level Travis Teague (USA)	Measuring Levels of Physical Activity To Monitor Health Benefits in Northern Ireland Paul Donnelly (UK)	An Unlikely Olympic City – A Case Study On The Integrated Framework For Sports Development In Singapore Mun Wai Ho (MAL)	Four Sport Tourist Fan Types: 2010 World Cup, Flow-on Tourism and Other Attributes Heather Gibson (USA)	Strategic Leveraging of The Sport Events: The Interactions Between The Local Public Event Organisation and The External Events Organisations Elsa Pereira (POR)	The relationship between passion for sport and commitment Lieke Schiphof-Godart (NED)		
				A cognitive approach of the representation of performance : a study of the rugby clubs Bernard Auge (FRA)		The Impact of a Mega Event on Strong-Tie Relationships and Collaborative Capacity Within a Regional Tourism Destination Marketing Environment Kim Werner (GER)	Development of A Conceptual Team Brand Equity Model For The Youth Consumer Patrick Walsh (USA)	Evaluation of Sport Brands An empirical analysis of the interplay between brand strength and brand equity Tim Ströbel (GER)		

11.30 - 12.00 Networking Coffee Break

12.00 12.30	Investigation of institutional discourse on change in south korean football from 1945 to pre-2002 FIFA World Cup Sang-Yeol Bang (UK)	A Qualitative Approach To Emotions And Social Networks as Key Issues of the Real Madrid Business Model Jesús Rodríguez-Pomeda (ESP)	Sport Management Graduates - What Do They Do? Ruth Crabtree (UK)	A study on The Relationships Among Service Quality, Satisfaction and Behavioral Intentions in Private Health and Fitness Centers in Greece Sevastia Avourdiadou (GRE)	Creating The 2015 Business Plan of The Greek Professional Basketball League Alexandros Bontikoulis (GRE)	"Tippekampen, Turkish Nights And Torres": The Team Identification of Scandinavian Liverpool FC Fans Anthony Kerr (AUS)	Political risks and the 2018 and 2022 World Cups: Developing and applying a framework for analysing and assessing political risks for sports events Mark Piekarz (UK)	The Resurrection of A Brand: The National Hockey League (NHL) Elena Radicchi (ITA)		THE FORUM FOOTBALL: THE IMPACT OF THE WORLD CUP
12.30 13.00	Global Law and the nation state in a world society – the complicated process of implementing international anti-doping rules Ulrik Wagner (DEN)	The Classification of Youth Academies in German Clubs Jo van Hoecke (BEL)	Strategic planning for sport facilities abroad Amy Giddings (USA)	An empirical investigation of the relationships among service quality, customer satisfaction and loyalty in recreational sport clubs Mahdi Bigdely (IRAN)	Balance of Power: Degenerative politics and policy design in sport Craig Paiement (USA)	How attractive is women's football really? Survey results for the World Cup 2011 in the city of Bochum Markus Kurscheidt (GER)	The Role of Sport Mega-Events in Nation-Branding: The Case of South Africa And The 2010 FIFA World Cup™ Brendon Knott (RSA)	Development of A League Brand Association Model Thilo Kunkel (GER)	Open Session	
13.00 13.30	Public service innovation. The innovative capability of portuguese municipal sport services Gastão Sousa (POR)	The Application of Lean Six Sigma Tools and Techniques Filipe Borges Albernaz (POR)	A paradigm shift innovative teaching in sport management Pam Kappelides (AUS)	Running Out of Time? Time and Space Management For Physical Activity Karin Book (SWE)	The Creation of The World Sports Governance Agency Sandro Arcioni (SWI)	Explaining Team Identification: Basking in Reflected Glory Revisited Ingar Mehus (NOR)	Foreign visitor profiles of FIFA World Cup 2010 Fan Park and Match attendees: Preliminary analysis of a national survey Douglas Michele Turco (USA)	Experiential marketing and sporting events: A spectator perspective <i>Guillaume Boda</i> (UK)		

13.30 - 14.30 Networking Lunch Break

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Theme	Workshop Sport Policy	Workshop The Contribution of Science to Practice in Football	Workshop University Teaching in Sport Management	Theme Lifestyle & Recreation	Theme Governance in Sport	Theme Sport Fans	Theme Sport Events	Theme Sport Marketing	Forum Football
Chair Person	Barrie Houllhan Veerle De Bosscher	Kari Puronaho Herbert Woratschek Berend Rubingh	PG Fahlström Anne Bourke, Joseph Fählen Magnus Forslund						

14.30 - 15.15
KEYNOTE SPEAKER: KEVIN ROBERTS (UK), EDITORIAL DIRECTOR SPORTBUSINESS GROUP
“SPORT, BUSINESS AND OUR FAST-CHANGING WORLD”
AUDITORIUM (530)

15.30 - 16.00	Rio 2016: Sport Policies? Leandro Mazzei (BRA)	Corporate Governance of Football Clubs Mario Hamm (GER)	Teaching Sport Management Asian Style: An Examination of Teaching Methods in Sport Marketing in Taiwanese Universities Yang Hsu (THAI)	A Participation Typology For The Consumption of Lifestyle Sports in Varied Settings Lotte Salome (NED)	Behind the success: the case of the Italian Athletics Federation Giovanni Esposito (ITA)	Improving Online Marketing in The Sport Industry: A Look at NBA Fans' Satisfaction Criteria Nicolas Lorgnier (FRA)	Modelling The Total Spend And Trip Duration Decisions Involved in Travelling To And Attending Major Sporting Events Laura Donohoe (UK)	Sponsorship goals and activation in the National Hockey League Artemisia Apostolopoulou (GRE)	THE FORUM FOOTBALL: THE IMPACT OF THE WORLD CUP
16.00 - 16.30	Gender justice, citizenship and sport: An analysis of UK sport and physical education policy in the context of European gender equality directives, and sport policy Cathy Devine (UK)	Using Hierarchian Bayesian Choice Modelling in Sport Decision Making Heath McDonald (AUS)	Creation of an online masters program in conjunction with a professional organization Darren Smith (USA)	A Study on The Lifestyle of New Endurance Sports Participants - Focus on Triathlon Participants Kurumi Matsui (JPN)	The Problematic Compliance of International Sports Organisations With Democratic Governance Michaël Mrkonjic (SWI)	Sport Fans and Motives For Attendance - A Status Quaestionis From Literature Mariana de Carvalho (POR)	The perception of sport organisations about Non Economical Critical Success Factors that influence the success of the sport event Spiros Kokolakis (GRE)	The Development of Sponsorship Awareness over time Merel Walraven (NED)	
16.30 - 17.00	Exploratory study of the policy factors that determine international tennis success of countries Jessie Brouwers (BEL)	Footbal-Related Consumption in Germany Christian Alfs (GER)	The creation and development of an internship programme for postgraduates in sport management Stephen Baines (UK)	Benefits of Mass Participant Sport Events: Implications For Physical Activity And Sport Managers Jeremy Jordan (USA)	Management of Hybrid Organisations in The 'Voluntary' Sports Sector Jo Lucassen (NED)	Identity and fan behavior Gerard Kyle (USA)	Underestimating Economic Impact: An Analysis of Overlooked Event Attendees Matthew Brown (USA)	Red Bull Versus Coca Cola Sponsorship From A Sponsor's Perspective Inken Hillnhagen (UK)	

17.00 - 17.30 **Networking Coffee Break**

17.30 - 18.00		The Football Transfer Market: Towards Sustainable Practices Bastiaan Smilde (UK)	Effective administration and instruction in an online graduate program Paula Upright (USA)	Graying of The Sports: Adults of 50 Years And Older Make Up a Fast Growing Segment of The Sports Market Caroline van Lindert (NED)	Research on Chinese Individual Professional Sports Institutional Evolution Chen Xi (CHI)	Fans and emotion: why emotion matters in studying sport consumer behaviors Dae Hee Kwak (KOR)	Re-Configuring The Playing Field: Changes To The Competition To Host Mega-Events Meaghan Carey (CAN)	
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18.00 - 18.30 **Master Student Seminar Final Presentation**

Friday 9 Sept. / Morning Programme

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08.00 - 09.00									
Registration									
09.00 - 09.45									
KEYNOTE SPEAKER: DR. KAREN DANYLCHUK (CAN), SENIOR LECTURE UNIVERSITY WESTERN ONTARIO					SPORT MANAGEMENT COMMITMENT TO INTERNATIONALIZATION				AUDITORIUM (530)
Theme	Workshop Sport Policy	Workshop The Contribution of Science to Practice in Football	Workshop University Teaching in Sport Management	Workshop Managing the Olympic Experience	Workshop Governance of Professional European Team Sport	Theme Leadership in Sports	Theme Mixed Issues	Theme Sport Marketing	Forum Tennis
Chair Person	Barrie Houlihan Veerle De Bosscher	Kari Puronaho, Herbert Woratschek, Berend Rubingh	Per Goran Fahlström		Hallgeir Gammelsæter Christos Anagnostopoulos Benoit Senaux				
10.00 10.30	Where is The Implementation in Sport Policy And Programme Analysis? Jimmy O'Gorman (UK)	A Best Practice Model of Player Assesment and Recruitment in Professional Football Seamus Kelly (IRE)	AISTS Master in Sport Administration: A multi-disciplinarity approach Coralie McConnell (CAN)	Managing the Olympic Experience: Challenges and Responses. ESMQ 2012 Special Issue workshop Introduction	Governance of Professional European Team Sport Introduction	The Usefulness of A Connected Leadership Model For Sport Management Professionals Gerco van Dalfsen (NED)	Analysing e-service quality in professional sports clubs Torsten Schlesinger (SWI)	Olympic Ambush Marketing And New Media John Grady (USA)	
10.30 11.00	Conclusion	The Role of Financial Managers in Football Clubs in Saudi-Arabia Fawaz Alhakami (KSA)	Exploring how australian sport marketing students read journal articles Paul Turner (AUS)	Understanding the importance of legacy outcomes for olympic games host city residents' quality of life Kiki Kaplanidou (USA)	Football governance and EU policy-making after Lisbon: A veto player analysis of UEFA and FIFA possibilities under the new Treaty Borja García (ESP)	Service Innovation in Non-Profit Sport Organisations: Towards A Conceptual Framework Mathieu Winand (BEL)	The Business Modeling Process For Employing Ubiquitous Computing in Sport Sangwoo In (KOR)	A Pre-Game Evaluation of The Image Impact of The 2012 London Olympics James Kenyon (UK)	THE FORUM TENNIS: THE NEVER ENDING BUSINESS
11.00 11.30		The Role of Media on Athlete's Performance and Stress Creation Ezatollah Shamansouri (IRAN)	A Sports Facility Simulation Software Management Game: Enhancing Teaching and the Learning Experience via Computer Simulation Chris Moriarty (UK)	A sporting participation legacy from London 2012: The impact on sports policies in Birmingham Emily Lovett (UK)	Governance in pluralistic organisations: a case study of football clubs Benoit Senaux (FRA)	Measuring Deming Management Model in The Context of Sports Tourism Organisations Pedro Rodrigues (POR)	The study of sports service process design and application of RFID technology Tzu-Yi kao (TAI)	The Intensifying Debate Over Ambush Marketing: Setting The Agenda For London 2012 Cheri Bradish (CAN)	
11.30 - 12.00									
Networking Coffee Break									
12.00 12.30			DEMONSTRATION A Sports Facility Simulation Software Management Game: Enhancing Teaching and the Learning Experience via Computer Simulation Chris Moriarty (UK)	A framework to assess European Olympic Committees' governance David Qualizza (BEL)	European or North American way? The governance of ice hockey in France and UK Neville Clements (UK)	Examining Psychological Contract Among Japanese Coaches Etsuko Ogasawara (JPN)	Parents Participation in Sport Organizations: Case study Artistic Gymnastics Rosa López de D'Amico (VEN)	An Examination of Consumer Perceptions and Olympic Marketing Programs: The Vancouver 2010 Winter Olympic Games David Legg (CAN)	THE FORUM TENNIS: THE NEVER ENDING BUSINESS
12.30 13.30	General Assembly EL PATIO (250)								
13.30 - 14.30									
Networking Lunch Break									

Friday 9 Sept. / Evening Programme

Room	Falla (36)	Calatrava (150)	La Mancha (70)	Escudo (60)	Albéniz (24)	Comendador (100)	Doblón (190)	El Patio (250)	Auditorium (530)
Theme	Workshop Organisation and Management of Elite sport Systems	Workshop The Contribution of Science to Practice in Football	Theme Sport & Social Media	Workshop Managing the Olympic Experience	Workshop Governance of Professional European Team Sport	Theme Leadership in Sports	Theme Mixed Issues	Theme Sport Marketing	Forum Tennis
Chair Person	Svein S. Andersen, Nikolai Böhke Dag Vidar Hanstad, Lars Tore Ronglan	Kari Puronaho Herbert Woratschek Berend Rubingh			Hallgeir Gammelsæter Christos Anagnostopoulos Benoit Senaux				

14.30 - 15.15 KEYNOTE SPEAKER: **TBC** AUDITORIUM (530)

15.30 - 16.00		Epidemic Levels of Sport Concussions Demands a Management Re-Think Jon Heshka (CAN)	Exploring The Use of Social Media By Sport Organisations Matthew Meng (AUS)	An economic analysis of olympic games event-specific legislation: do the olympics merit special treatment? Steve McKelvey (USA)	Monetary fines on Greek football clubs as a consequence of hooliganism Vassiliki Avgerinou	A systematic review on using the outdoors for professional development: Special focus on leadership competencies outcomes Anna Kourtesopoulou (GRE)	Determinants of Institutional Choice in Mass Sports Christoph Breuer (GER)	An Analysis of Relationship among the Factors of Customer Relationship, Brand Image, Brand Trust, and Brand Loyalty; Focusing on Sporting Goods Companies Se-Yun Kim (KOR)	THE FORUM TENNIS: THE NEVER ENDING BUSINESS
16.00 - 16.30	The Organisation and Management of Elite Sport Systems Introduction	Challenges of Sports Managers in the Artificial Turf Fields Jose Luis Felipe (ESP)	Examining Social Media in Sport and Implications To Management Practices: Motivations and Constraints Influencing Sport-Related Twitter Consumption Chad Witkemper (USA)	The two unsuccessful bids of the city of madrid to the 2012 and 2016 olympic games and its effects on sports venues and infrastructure in the city Juan Luis Paramio (ESP)	The assessment of the performance of the coach: management practice in sports clubs? Jorge Soares (POR)	The relationship Between Human Resource Empowerment And Organisational Performance in Fitness Clubs Alkistis Papaioannou (GRE)	Description of Some Features Associated With The Management Systems of Fitness Centers in Madrid Sonia Garcia-Merino (ESP)	Assessing consumer responses to professional sport club decisions: The marketing implications of sacking a coach Adam Karg (AUS)	
16.30 - 17.00	Evolution of International Competition Results and Success in Judo Antenor Magno (BRA)	Conclusion	Social Media Integration: The 2010 World Cup James Santomier (USA)	Olympism; Value Legacies in Olympic/ Paralympic Games Dikaia Chatziefstathiou (UK)	Coercive isomorphism on belgian football clubs: structural, economical and social effects of a central implemented quality management system Jochen Perck (BEL)	The study on effective factors in gaining Managerial position in the Female staff in sport organizations in Western Iran Samira Aliabadi (IRAN)	Program Theory of Sport-Related Intervention for Preventing Internet Addiction NamSu Kim (KOR)	Understanding Sport Spectators – What are their Motives and Preferences for Watching Sports on Mobile Devices? Guido Schafmeister (GER)	
			Online Personal branding from professional Dutch Sports athletes via Social Media Joris Coppes (NED)			A typology of sport federations: determinants of service innovation Mathieu Winand (BEL)	Difficulties of sport organisations for people with intellectual disability – a case study of the UK and Japan Nobuko Tanaka (JPN)	Using Sport Strategically in Higher Education: A University Sport Strategy Guy Masterman (UK)	

17.00 - 17.30 Networking Coffee Break

17.30 - 18.00	Japan's elite sports system: a case study of women's marathon team Tetsuro Fujiwara (JPN)	Workshop The Contribution of Sport Economics to Sport Management Introduction	Generation Gap? Investigating The Effectiveness of Marketing Sport Via Digital Social Media To Different Age Cohorts Joe Mahan (USA)	Rio 2016- The utopia of a Sustainable Olympic Games Carla Araujo (BRA)	Ownership structure and financial crisis in the english premier league Robert Wilson (UK)	Workshop New Perspectives on Sport Voluntarism Using Critical Realism in Research on the Management of Sport: A new perspective of volunteers and voluntary sport organisations Terri Byers (CAN)	The Impact of Organisational Justice on Job Satisfaction and Organisational Commitment of Sport Organisations Staff in Iran Behzad Divkan (IRAN)	The Value of Practical Experience To Enhance The Sport Marketing Curriculum Jaime Orejan (USA)	EASM ALUMNI
18.00 - 18.30	Athlete Funding Initiatives in Canadian High Performance Sport Lucie Thibault (CAN)	Is the sports industry competitive up against other listed investment fund markets? Troels Troelsen (DEN)	Exploring ways in which social networkers contribute to online groups: A case study of one Facebook group's discussion of Australian broadcaster Channel 9 during the 2010 Winter Olympic Games Olan Scott (CAN)	Olympic Ethical Dilemmas: Ethical Standards in the Governance of a Global Cultural Institution Ian Henry (UK)	The Reorganization of a Professional Sports League – A Critical Analysis of the Restructuring of the Australian National Basketball League Winston Wing Hong To (CAN)	Understanding organisational control in small voluntary sport organisations: the case of community swimming clubs Alex Thurston (UK)	Blind Football: Spectators' Experience of The Forgotten World Cup Donna de Haan (UK)	Effects of Entry Fees And Extrinsic Rewards on Fantasy Sport Users' Winning Confidence And Anticipated Emotion Joon Sung Lee (KOR)	

Saturday 10 Sept. / Morning Programme

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08.00 - 09.00									
Registration									
Theme	Workshop The Organisation and Management of Elite sport Systems	Workshop The Contribution of Sport Economics to Sport Management	Theme Tourism & Sports	Workshop Managing the Olympic Experience	Workshop Governance of Professional European Team Sport	Workshop New Perspectives on Sport Voluntarism	Theme Mixed Issues	Theme Sport Marketing	Forum Madrid 2020
Chair Person	Svein S. Andersen Nikolai Böhlke Dag Vidar Hanstad Lars Tore Rongjan	Plácido Rodríguez Ángel Barajas José Manuel Sánchez Santos			Hallgeir Gammelsæter Christos Anagnostopoulos Benoît Senaux				
09.00 09.30		Uncertainty of outcome versus sport clubs' brand strength: An analysis of attendance demand in German professional football Tim Pawlowski (GER)	Success of Major Collegiate Sport Teams on The Transformation of Sport Identification, Destination Image, And Sport Tourism Behavior Kevin Byon (USA)	Understanding the competitive advantage of national Olympic Committees Leigh Robinson (UK)	International transfers of football players: the licensed players' agents point of view in Brazil and in Portugal Maria Chacon (BRA)	An Examination of Sport Volunteerism Katie Misener (CAN)	The concept of disability in Islam and its relevance to understanding change in sport organizations Dawood Hashem (UAE)	Evaluating Football Sponsorship: An Attitudinal Perspective Mary Charalambous-Papamiltiades (CYP)	
09.30 10.00	Nordic elite sport: Same ambitions - different tracks Svein S. Andersen (NOR)	Sport Satellite Accounts: the European Project Chris Gratton (UK)	Cycling Sports Tourism: A Systematic Review And Meta Analysis of Volume, Value And Market Segment Mike Weed (UK)	Governing the Olympics Games from the perspective of the host city: a look at the Sydney 2000 and Vancouver 2010 models Becca Leopkey (CAN)	Governing european football: mechanisms and implications Bastiaan Smilde (UK)	Event Volunteers And Their Leaders Dag Vidar Hanstad (NOR)	Negotiating Multiple Identities in The Field of Sport Management Larena Hoeber (CAN)	Assessing Sponsorship Outcomes Among Football Spectators of Different Frequency of Attendance Vasiliki Tolka (GRE)	
10.00 10.30	Talent Identification and Talent Development in Swedish Sports PG Fahlström (SWE)	Discussion (and solution) of the measurement of Professional players as a specific intangible assets Ignacio Urrutia (ESP)	A Study on Snow Sport in Sapporo - Accelerated Decline, Polarization and Privileged Access Fumio Tsukahara (JPN)	Event rights holders versus host nations: who is accountable, for what and to whom, for an Olympic Games? Milena Parent (CAN)	Dynamics between the French Federation of Rugby (FFR) and the National Rugby League (NRL): competition, cooperation or coopetition? Alexandre Vernhet (FRA)	Sport Event Volunteers or Paid Crew Ann Brown (UK)	Risk Management in the development of Sports Projects Lise Costa (BRA)	Explanatory Mechanisms For CSR-Linked Sport Sponsorship Effects Joerg Koenigstorfer (GER)	
10.30 - 11.30	Posters								THE FORUM MADRID 2020:
11.30 - 12.00									
Networking Coffee Break									
12.00 12.30	What characterize the organizational culture in successful elite sport organizations? A study of the organizational culture in the Norwegian Ski Association and the Norwegian Biathlon Association Per Øystein Hansen (NOR)	The investigation of competitive balance of football super leagues in asian countries: a case study of 2009-2010 season Bahram Yousefi (IRAN)	Ecotourism And Application Joint With Sport Tourism (Case Study: Kurdistan Province) Majed Zobairy (IRAN)	Effectiveness of olympic sponsorship by foreign and domestic companies Yue Meng (UK)	Start with a leg up: improving the transition and induction of new chief executive officers Geoff Schoenberg (AUS)	Motives And Experiences of Volunteers at The European Handball Championship Eivind Skille (NOR)	Sport Management Graduate Employment - An International Audit of Employer Need Paul Emery (AUS)	Sport Spectator Behaviour The Influence of Alcohol on Perception And Recollection of Sport Sponsoring Guido Ellert (GER)	THE FORUM MADRID 2020: AN APPROACH TO THE OLYMPIC GAMES
12.30 13.00	Promoting student-athlete interests in european elite sports systems Dawn Aquilina (SWI)	Methodologies used to assess the economic impact of NASCAR events Bruce Larson (USA)	Sports Tourist Destination Brands: The Case of Greece Georgia Yfantidou (GRE)	Performance management of nations at the Summer Olympics Wen-Bin Lin (TAI)	Analysing UEFA financial fair play regulations through comparision of the premier league and bundesliga Tom Bason (UK)	Front Line Insight Alison Doherty (CAN)	Theme Spanish Room	The Emotions of The Game: How Pleasure And Arousal Affect The Attention For Sponsors Christopher Rumpf (GER)	
13.00 13.30	A resource based approach of competitiveness in elite athletics Jasper Truyens (BEL)	Measuring the Economic Impact of Swimming Sport Events: comparison of two study cases Patricio Sánchez-Fernández (ESP)	The Structure And Role of The Destination Image of Sport Event Participants Erika Shibata (JPN)	The interacting relationship between the hosting city and the organising committee during olympic games – the case study of the olympic suburb of peristeri during athens 2004 olympic games Ourania Vrontdou (GRE)	Sport Governance in a Global Community David Shilbury (AUS)	Volunteers in Norwegian Professional Football Oskar Solenes (NOR)	Users' Perception on The Chlorine Treatment on Indoor Pools Leonor Gallardo (ESP)	"Love is All You Need": The Manifestation of Love of Sport Sarah Broadbent (AUS)	
13.30 14.30							Actually Relationship Between The Voluntary, Sport And Social Resonsibility Claudia Morales Parra (COL)	A review of The Function of Sport Fan Identity in Seeking Optimal Psychological Distinctiveness Michael Goldman (RSA)	
13.30 - 14.30									
Networking Lunch Break									

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Theme	Workshop Organisation and Management of Elite sport Systems	Workshop The Contribution of Sport Economics to Sport Management	Theme Drugs & Deviance	Workshop Managing the Olympic Experience	Workshop Governance of Professional European Team Sport	Workshop New Perspectives on Sport Volunteerism	Theme Spanish Room	Theme Sports For Good	Forum Madrid 2020
Chair Person	Svein S. Andersen, Nikolai Böhlike Dag Vidar Hanstad, Lars Tore Rongjan	Plácido Rodríguez Angel Barajas José Manuel Sánchez Santos			Hallgeir Gammelsæter Christos Anagnostopoulos Benoit Senaux	Berit Skirstad Vassil Girginov Alison Doherty			
14.30 15.00	The effectiveness of elite sport schools. a comparison of the career trajectory of elite athletes in flanders, after attending or not attending an elite sport school Veerle De Bosscher (BEL)	The demand for football: About the growth in new media products and the risk of cannibalism Harry Arne Solberg (NOR)	Athletes' And Coaches' Attitudes Towards Drugs in Sport Terry Engelberg (AUS)	Forecasting the performance of the United Kingdom in the London 2012 Olympic Games Simon Shibli (UK)	Volatility problems in professional european soccer clubs Christopher Huth (GER)	Understanding Gender Differences in Sport Event Volunteering Berit Skirstad (NOR)	The Sport Management at Venezuelan Universities Case study: UPEL El Mácaro Argenira Ramos (VEN)	How did A New Sport Team Make Changes To A Community? Hirotaaka Matsuoka (JPN)	THE FORUM MADRID 2020: AN APPROACH TO THE OLYMPIC GAMES
15.00 15.30	The new era in Australian High Performance Sport – insights from an international comparative study on elite sport climate and policies Camilla Brockett (AUS)	The Primary Economic Impact of the Bundesliga Football Club “1. FC Kaiserslautern” on its Home Town and Home State Thomas Könecke (GER)	An Examination of The Perceived Risk Posed by Pedophilic or Violent Coaches To Youth Sport Thomas Baker (USA)	Virtual games: olympic sponsorship and new media Dana Ellis (CAN)	CONCLUSION	Commitment And Volunteer Job Satisfaction as Determinants For The Intention To Remain a Volunteer in Sports Clubs Benjamin Egli (SWI)	The Effect of Service Quality on Basketball Spectators' Satisfaction Ferran Calabuig (ESP)	Career/Life Transition - a phenomenological approach to elite soccer players and ex-prisoners Pedro Carvalho (POR)	
15.30 16.00	Career development of elite athletes who graduated from an elite sports school Stephanie De Croock (BEL)	Strategy or Players: An Application of the Gollop-Monahan index at the UEFA Champions League Manuel Espitia (ESP)	Major League Baseball and the Dominican Republic Adrien Bouchet (USA)	Framing the Olympic Elite Athlete Funding Issue: A Case Study of Canadian Media Coverage Hanhan Xue (CAN)	Theme CSR in Sport	The Volunteers' Commitment To Their Sport: Using Serious Leisure as an Explanatory Framework Georgina Brooke-Holmes (UK)	Marketing Study of Demand For Sports Facilities By Elder People Jesús Martínez del Castillo (ESP)	Assessing The Role of Commitment Within Youth Sport Development Programs Aubrey Kent (USA)	
16.00 16.30	Centralization reconsidered/ changes in french elite sport policy Emmanuel Lelore (FRA)	Understanding the behaviour of sports bettors: are lottery demand models really applicable to football pools? Plácido Rodríguez (ESP)	Cyclists, Anti-Doping And Medical Monitoring – A Better Approach? Martin Hardie (AUS)	The FTSE–British Olympic Association (BOA) Initiative – An Example of Smart Corporate Social Responsibility? Stephen Morrow (UK)	Getting the message across: website presence and corporate social responsibility in English football Ian Webster (UK)	An Examination of The Relationships Among Commitment To Running And Volunteer Motivation With Involvement With Back on My Feet: Symbiotic or Substitutionary? Kevin Filo (AUS)	Corporate Social Responsibility Communication: An Analysis of Providing Material Business Sports FIFA World Cup 2010 André Luz (ESP)	Philanthropy in Professional Sport: Exploring Consumer Perceptions and Behavioral Intentions of Athlete Charity Christopher Mull (USA)	
16.30 17.00	CONCLUSION	CONCLUSION		CONCLUSION	Corporate social responsibility in sport: towards a context-intensive and sector-specific empirical examination Christos Anagnostopoulos (UK)	Towards a greater conceptual clarity of sport volunteerism Juan Zhuang (CHI)	Who Are The Most Loyal Users in Private Fitness Centers? David Martin (ESP)		
16.30 17.00							Assessing The Creation of Knowledge Influencing on Private Centers Performance Jerónimo García (ESP)		
17.00 - 17.30 Networking Coffee Break									
17.30 18.30 Alliance Meeting									