

Academische workshops

Academic workshops have been designed by contributing authors.

Structure of each of the workshops will be determined by the presenters and can either take the shape of a number of short presentations, followed by discussion with the audience, or involve the audience right from the start in a lively debate, facilitated by the workshop leader.

Friday September 18th	
Room: KPN Zaal	
11.30	Corporate social responsibility in sport Heere and Parent on Buying into mega events: Introducing corporate social responsibility as a mechanism to build community identification with mega-events Ammon and Drane on CSR and the green facility push Walker and Kent on Using Corporate Social Responsibility (CSR) as a strategic mechanism for consumer-oriented outcomes: Some preliminary findings
13.15	Short break
13.30	Teaching issues in sport management Danylchuk on An online approach to teaching an international sport management course Brison on Utilizing mock trials to teach sports law to sport management students Pitts on Developing partnerships with local sport business as a "Living Classroom" for students to enhance learning sport consumer market research techniques
15.15	