

Saturday September 19th

	Room: Amsterdam zaal (Level 3)	Room: AEGON zaal (Level 3)	Room: Restaurant Arena part I (Level 5)	Room: Grolsch zaal (Level 3)	Room: Bestuurskamer (Level 4)	Room: Bam Ballast Nedam (BBN) zaal (Level 4)	Room: ABN AMRO Business Lounge (Level 4)	Room: Restaurant Arena part II (Level 5)	Room: ABA Club (Level 3)
	Seats: 80	Seats: 42	Seats: 40	Seats: 80	Seats: 50	Seats: 50	Seats: 60	Seats: 40	Seats: 40
	Branding (research, working), marketing (research)	Social issues (research, working), economics (research)	Economics (research), sport management (research)	Event management (research, prof. practice), sport management (working, prof. practice)	Sport management (research)	Marketing (research, prof. practice)	Marketing (research)	Marketing (research)	Marketing (working)
	Chair: Bob Heere	Chair: Gustavo Pires	Chair: Paul Downward	Chair: Albert van Schendel	Chair: Brenda Pitts	Chair: Benoît Séguin	Chair: Ria Vanderstraeten	Chair: Sheranne Fairley	Chair: George Costa
11.15	Ströbel and Woratschek Sport brand equity models – Witchcraft or sound practices?	Pires, Batista and Correia The culture of competition metaphor, sport management and the future of Europe	Drengner, Köhler and Geissler Critical issues and pitfalls within economic impact analyses of major sports events: The case of the Bob and Skeleton World Championships 2008	Van Schendel Experiencing the effects of major sports events	Sanchez and Barajas Financing high performance athletes through national Sports Associations in Spain: Comparative analysis with other European countries	Ellis, Parent, Séguin and Gauthier Understanding the sport participation engagement process: Towards a multi-dimensional perspective	Kose and Bakir Services of sports agencies and demand pattern of professional Turkish football players in relation to these services	McKelvey, Sandler and Snyder Assessing attitudes of ING New York City Marathon participants toward the practice of ambush marketing	Taks and Shreim The influence of Islam on shopping behaviour for sports apparel: An empirical study of Muslim immigrants
11.45	Carlsson and Normark Branding a women football club: “LdB FC for Life”	Girginov, Taks, Boucher, Martyn, Holman and Dixon National Sport Organisations' culture and participation in sport	Thøring and Solberg The demand for watching sport – What matters?	Junod UEFA action plan for the academic world: An evaluation	Truyens, De Bosscher and De Knop on The competitiveness of nations in athletics	Pujol Severe Football Injuries and Media Attention: You will always walk alone	Kaplanidou, Funk, Buta and Goutzioupas The event image of the Athens Marathon from the Sport Tourist Marathon Runners' perspective: A qualitative and quantitative approach	Fairley and Tyler USFooty – Australian for Football: The penetration of Australian Rules Football in the United States	Burton and Chadwick Ambush marketing in sport: A conceptualization and investigation of managerial implications
12.15	Garcia-del-Barrio and Pujol Global brands in football	Barajas and Rodriguez One step forward in the financial crisis of Spanish professional football	Kempf and Belz Economic vs. sporting reward – An analysis of the distributions of prize money and world cup points in winter sports	Köhler, Drengner and Geier The significance of media effects within impact analysis of major sports events: The case of the Bob and Skeleton World Championships 2008	MacIntosh and Spence on The Commonwealth Games Association of Canada and the Canadian Sport Leadership Corp: An examination of organizational culture	Kurscheidt and Mielke Regional marketing of professional basketball clubs under the European League model: Findings from the German First and Second Division	Bodet and Bemache-Assollant The relationships between customer loyalty, satisfaction and team identification. An investigation into French ice-hockey spectators	Lopes and Soares Surfing and bodyboarding as tourist products on an Atlantic island	Takezawa, Ozawa and Fukuta To What Extent Does Championship Contention and Relegation Affect Attendance in J-League?
12.45	lunch	lunch	lunch	lunch	lunch	lunch	lunch	lunch	lunch
14.00	Dickson, Heere and Grant New sport teams and the development of brand community	Weed, Coren and Fiore Evaluating Olympic Physical Activity, Sport and Health (OPASH) legacies: Developing a model using evidence from a worldwide systematic review	Brown, Nagel and Grady The financial impact of US college sport on the training of Olympic athletes	Hall, Schwarz and Cieslak Protective security measures for major sport events: Proposing a baseline standard for the United States	Ramchandani and Wilson Upon further review: The role of travel in shaping performance. An investigation into nations' success in the Commonwealth Games	Séguin, Gauthier, Ellis and Parent Power play: An examination of power and ambush marketing	Dum, Dolles and Söderman Sponsoring the EURO 2008 football tournament: Analysing sponsorship awareness in Swiss and Austrian print media	Söderman and Sabatucci Classifying spectators – The case of AIK at Råsunda 2002 and 2007	Komskiene and Cingiene Lithuanian Rally: As sponsors image building opportunity
14.30	Jordan, Beaton, Kaplanidou and Funk Market segmentation in participatory sport events	Seabra, Soares and Sarmiento Competitive sports events as a strategy for economic and sports development of the Madeira Island		Davies, Lloyd, Parr and Bayat The value of European and African institutional partnerships in applied sport management research. The case of head load carrying by African Xhosa females	Yang Hsu on Teaching undergraduate Sport Marketing Management through learning by doing 4 years of assessments	Barlas, Koustelios, Theodorakis and Sidorkina Predicting fans' favorability toward the sponsor: The role of team identification	Sachse, Drengner and Jahn Negative effects of multiple sponsoring and ambushing of mega sports events: The case of FIFA Soccer World Cup 2006 and UEFA Euro 2008	Apostolopoulou, Clark and Papadimitriou Sunday in the Steel city! Value and meanings in the consumption of team licensed merchandise	

	Room: Brasserie Ajax part II (Level 5)
	Seats: 40
	Branding, social issues, event management, sport management, marketing (early career)
	Chair: Gerco van Dalfsen
11.15	Zepf Internally marketing sport sponsorships: The importance of employee perceptions
11.35	Dum Leveraging a Bundesliga brand: The case of 1899 Hoffenheim
11.55	Hechelmann The effects of social media engagement on sport sponsoring brands
12.15	Semens Power shifts and the role of agents in English football
12.35	lunch
13.50	Donlan Profiling contemporary sports sponsorship objectives
14.10	Scott and Zakus The rival concept: An analysis of the promotion of rivalry to entice future sport media viewing by broadcast commentators
14.30	Knott, Swart, Turco and Bob The mega-event sport tourist: From Beijing 2008 to South Africa 2010
14.50	Haudenhuyse Managing sport+ organizations for socially vulnerable youth