

26th EASM European Sport Management Conference, Malmö 5-8 September 2018, Malmö Live Conference Center								Programme version 27/07/18	
Wednesday, 5 September 2018									
17:00-19:00	Registration (conference venue: Malmö Live)								
19:00-21:00	Opening ceremony in Örknen								
Thursday, 6 September 2018									
08:00-08:45	Registration (conference venue: Malmö Live)								
09:00-09:40	Room tba Keynote Joseph Maguire								
09:40-10:20	Coffee							09:40-10:20	
10:20-12:00	Room tba	Room tba	Room tba	Room tba	Room tba	Room tba	Room tba		
	Workshop "Play the Game: National Sports Governance Observer" (associated project partner: EASM) Convenors: Jens Sejer Andersen, Arnout Gosens	Sport Governance and Policy Chair: Johan R. Norberg	Strategy, Leadership and Stakeholder Management in Sport Chair: Sven Jughagen	Sport Marketing Chair: Tin Ströbel	Sport, Media and Communication Chair: Elisavet Argyro Manoli	Sport Funding and Finance Chair: Robert Wilson	Sport Development and Socio-Cultural Perspectives Chair: Siegfried Nagel		
10:20	National Sports Governance Observer: Benchmarking Governance in National Sport Organisations - The Examples of Denmark and Norway (Allm, Solenes, Gammelsäter, Egilsson)	An Empirically-Based Operational Definition of the Sport System: A Country-Specific Panel Data Analysis of Olympic Success (Furuhashi, Shihji, De Bosscher)	Innovative Cultures in Professional Sports: The Role of Servant Leadership in Fostering Employee Cooperation, Creativity, and Satisfaction (Swanson, Kent, Smith, Skinner)	Who Decides about Sponsorships? Exploring a Sport Sponsorship Decision-Making Model (Schoeberner, Woratschek, Buser)	Big Data Analysis of Major Elite Sport Events in The Netherlands. Case Studies of the 2017 UEFA Women's Championship and the Rabo EuroHockey Championships 2017 (Hoyer, Mol, Wassenaar)	Investing in European Football Stocks: An Empirical Investigation from an Institutional Investor's Point of View (Vrugg, Tegtmeyer)	How Do I Look? Gender Presentation in Intercollegiate Athletics (Grega, Fairchild, Lee)	10:20	
10:40	Main presenter: Geeraert Project national governance researchers: Belgium (Geeraert), Cyprus (Anagnostopoulos), Denmark (Allm), Netherlands (van Eekeren), Germany (Mittag, Patzmann, Müller-Schoell), Montenegro (Begovic), Norway (Gammelsäter, Solenes, Egilsson), Poland (Zemara)	The Effect of Contextual Factors on an Elite Sporting System (Jacobs, De Bosscher, Scherders, Venter)	Relationship among Cooperative Learning, Trust, and Team Effectiveness (Hsiao, Tsao)	On-site Sponsorship Leveraging Patterns of TDP and Domestic Partners: The Case of 2018 PyeongChang Winter Games (Ellis, Choi, Leapeky, Byun, Zinn)	Social Media Analytics for Chinese Professional Baseball League Fans: The Effect of Media Characteristics on Fan Engagement (Chen, Ma, Mo)	Empirical Evidence Why Football Fans Invest Money into their Club via Crowdfunding and Crowdfunding (Ratz, Grundy)	Community College vs. NCAA: The Case of a U.S. Women's Tennis Team with No U.S. Players (Butler, Weber)	10:40	
11:00		Elite Athletes' Attitudes Towards Drop Out (Hollmann, Brewer, Herold)	Collaborative Dynamics and Processes among Nonprofit Sport Organizations (Zeimers, Zintz, Willens)	Model of Athlete-Target Fit (MATF) (Holzleitner, Elert)	The Power of Self-Promotion: Twitter Followers and Guaranteed Prizes in Professional Boxing (Chaglin, Brown, Harris)	Football and Finance: Exploring the Capital Markets (Bocchi, Santomer)	Imagined Distance: The Role of Sport in Shaping and Maintaining Group Dynamics (Sugden, Adair)	11:00	
11:20		A Better Performance to Elite Student Athletes? The Case Study of School Athletic Class System in Taiwan (Su, Tsai, Cheng)	An Athlete's Attitude toward His Homestay: Professional Baseball Players' Display of Sense of Community as a Responsibility toward their Homestays (Maeda, Tomiyama)	Exploring Key Stakeholders' Attitudes towards the Impact of Rivalry among Sport Teams on Sport Sponsorship Evaluation: Lessons from the German Bundesliga (Popp, Horbel, Klein, Rach)	The Foxy Girls of Tumblr: How Women Communicate in the Online Football Fandom. Insights from The US, The UK, and Germany (Kuwert)	Who is the Second Screen User - About an Unchecked Potential in Sports Marketing (Pfeffel, Ratz, Kexel)	The Development of a Valuation Model to Determine the Real Market Value of Professional Baseball Players (Park, Kwon, Kim, Jeon)	The Moderating Role of Sport Type between Sport Involvement and Quality of Life (Kim, Kaplanidou)	11:20
11:40		Do Athletes Perceive Themselves to Be Role Models for Youngsters? A Multilevel Analysis (De Ryck, De Bosscher, Hallmann)	Honest Services Fraud: How a Little Known U.S. Statute is Battling Sport Corruption (Osborne, Dodds, Cebula)	Sports Governance and Access to Justice (Westermarck, Curran)	Deliverly Forms and Value of Municipal Sport Services: Expenditure vs. Cost (García-Ullanue, Felipe, De La Riva, Sánchez-Sánchez, Gallardo)	The Governing of Governance: Metagovernance and the Creation of New Organizational Forms within Canadian Sport (Dowling, Washington)	How to Evaluate 600,000 Danes More Physical Active (Broberg)	11:40	
12:00-13:00	Lunch							12:00-13:00	
13:00-14:40	Room tba	Room tba	Room tba	Room tba	Room tba	Room tba	Room tba		
	Malmö Thematic Symposia "Rethinking 'Sport for All': Inclusion and Integration?" (English language) Convenor: tba	ESMQ New Researcher Award Convenor: Jörg Königstorfer	"Play the Game" Sport Governance Session Chair: Christina Frits Johansen	Sport Governance and Policy Chair: tba	Sport Marketing Chair: Bastian Popp	Sport Events and Tourism Chair: Ruth Crabtree	Broader, New and Critical Aspects of Sport Management Chair: Irina Valentine	13:00-14:40	
13:00	This symposium is being developed to attract those working in different types of sport organisations. You'll get the opportunity to gain insight into the Swedish sport model in change and the way Swedish organisations deal with the challenges of inclusion and integration from different perspectives.	A Multi-Dimensional Framework as a New Way of Studying the Management of Olympic Volunteering (Olseya Nedvetzka)	A Multi-Level Legitimacy Analysis of the World Anti-Doping Agency (Read, Skinner, Lock, Houlihan)	How to Professionalise in Non-Olympic National Sport Federations (Lang, Schlesinger, Ruoranen, Kiehl, Bayle, Clausen, Glouque, Nagel)	Consumer Experience Quality in Participant Sports: An Empirical Examination of a Japanese Marathon Event (Yamaguchi, Yoshida)	Social World Influence on Event Satisfaction and Runner Behaviors (Newland, Aicher, Buning)	A Phenomenological Study of Organisational Innovation in Elite Sport (Bradshaw, Skinner, Swanson, Smith)	13:00	
13:20		Can Individuals Make a Difference?: The Relationship Between Individual Behaviors and Board Functions (Geoff Schoenberg)	The Global Governance of Anti-Doping: A View from Two Whistleblowers (Stepanova, Stepanova, Harris)	Origins of Institutional Practice and Institutional Work Perspectives on Performance Management of National Sport Organisations (Kasale)	How Sport Events Create Value (Grohs, Pristach, Wisner)	Examining Residents Perceived Measures of Positive Event Impact Using Item Response Theory (Zhang, Byon, Svetina, Jung)	Supporting Startups within a Sport Entrepreneurial Eco System (Hottakis)	13:20	
13:40	Among others, you will meet representatives of an elite football club, local government, a community-based sport club and an entrepreneur. Researchers will frame the sessions with presentation on social entrepreneurship and gender perspectives.	Different Diseases Ask for Different Remedies. An Empirical Study and Theoretical Framework on Sport-Related and Betting-Related Match-fixing in Finland (Els De Waegener)	Honest Services Fraud: How a Little Known U.S. Statute is Battling Sport Corruption (Osborne, Dodds, Cebula)	Assessing Olympic Legacy Claims: Evaluating Explanations of Causal Mechanisms and Policy Outcomes (Chen, Henry)	Together is Better - The Influence of Accompanying Persons along a Sporting Event on Preferences and Willingness to Pay (Woratschek, Kaiser)	Social Impact of Events on Residents: Comparing a Perception - Versus an Experience-Based Assessment (Dahimi, Toks)	Fantasy Sport: Divided Loyalty or Unconditional Love for the Game (Fourrnie, Pons, Maltasse)	13:40	
14:00		The Governing of Governance: Metagovernance and the Creation of New Organizational Forms within Canadian Sport (Dowling, Washington)	Sports Governance and Access to Justice (Westermarck, Curran)	Delivery Forms and Value of Municipal Sport Services: Expenditure vs. Cost (García-Ullanue, Felipe, De La Riva, Sánchez-Sánchez, Gallardo)	Innovation Strategy in Sport Sector: Evidence from Greek Fitness Clubs (Papaoannou, Kriemadts, Kourtesopoulou)	Volunteering at the Youth Olympic Games: More than a Distant Memory? (Wang, Derom, Theebom)	Football Fans' Perceptions on Video Assistant Refereeing (Winiand, Schneiders)	14:00	
14:20					From Customers to Partners: Criteria of Relationship Quality Between Sponsor and Sponsee (Gatz)	Volunteers at the FINA World Championships: Planning, Implementation and Evaluation (Perényi)	Insight, Critique and Transformative Redefinition: Making Sense of Sport-based Intervention Programmes through the Lens of Critical Management (Adams, Harris)	14:20	
14:40-15:20	Coffee							14:40-15:20	
15:20-17:00	Room tba	Room tba	Room tba	Room tba	Room tba	Room tba	Room tba		
	Malmö Thematic Symposia "Rethinking 'Sport for All': Inclusion and Integration?" (Swedish language) Convenor: tba	Workshop "New Age of Sport Management Education in Europe" Convenors: Jens Peter Sørensen, Kari Puronaho	Sport Governance and Policy Chair: Joseph Falhen	Strategy, Leadership and Stakeholder Management in Sport Chair: Tracy Taylor	Sport Consumer Behaviour Chair: Claas Christian Gernelmann	Legal and Ethical Aspects of Sport Chair: Bo Carlsson	Sport Development and Socio-Cultural Perspectives Chair: Simon Shibli	15:20-17:00	
15:20	Under en halv dag kommer detta tema att belysas av olika aktörer. Vi kommer att få ta del av goda exempel och utmaningar. Föreläsarna representerar kommun, förbund, storklubbar, liten klubb, nya organisationsformer och forskarvärlden. Exempelvis lyfts följande:	Invited contributor: Ole Christensen (Member of the European Parliament, Committee on Employment and Social Affairs)	What Do Sport Organizations in Canada and the England DO to Integrate Immigrants in Sport? Implications for a Changing Europe (Hayday, Byers, Roy)	Strategic Human Resource Management in Professional Soccer: Identifying the Reasons for High Turnover Rate and Ineffective Transfer Practice in the K-League (Yoon, Gang, Pedersen)	Behavioral Economics and Football – The (Ir)relevance of Outcome Uncertainty Reconsidered (Pawlowski)	Addressing Sexual Abuse and Institutional Liability in Olympic Sport (McCoy)	Analyzing the Negative Impact of Elite Sporting Culture behind Japanese Judo Elite Success (Wu, Nakamura, Iteya)	15:20	
15:40	• Fritidsförvaltningen i Malmö arbetar tillsammans med andra aktörer med att stärka utvärderingen när nya idrotts- och fritidsanläggningar utvecklas för att locka fler i en segrande stad. Utmaningarna är många både vad gäller olika miljöförhållanden och dagens bidragssystem.	New Age of Sport Management Education in Europe Project: Results from Spain (Gallardo, Garcia-Ullanue, Sánchez-Sánchez, Cabello, Colino, León-Jiménez, Felipe)	Sport and Social Entrepreneurship in Sweden (Petersson, Björnsjö, Gerrevall, Linner, Norberg, Schenker)	The Synergistic Impact of Management Processes and the Mitigating Style of Sport Members in Relation to Human Resources Capacity (De Clerck, Aelterman, Haerens, Willens)	Psychometric Evaluation of a Measurement Model of Service Quality in Professional Football Spectator in Brazil (Barros Filho, Pedrosa, Miranda, Silva, Sarmento)	Rule 40 versus European Competition Law: A Near Challenge to an Ongoing Sponsorship Concern (Grady, Moonman)	Elite Sport and Sport for All: An Epistemological Culture behind Japanese Judo Elite Success (Wu, Ryck)	15:40	
16:00	• Malmö FF fattar inte bara på elitfotboll utan arbetar med en rad olika sociala projekt, däribland med fokus på utbildning.	Does Less Extensive Sport Management Education More Often Lead to Unemployment? (Skistad, Nave)	Research on Community Sports Provision, Residents' Satisfaction and Participation Community Sports Activities in China (Chen, Zhou)	Exploring Opportunities and Challenges of Mergers in Sport: A Case Study of the Korean Sport and Olympic Committee (Byun, Leapeky, Ellis)	Attendance of Active Football Fans in China: Evidence of a Survey Study (Kurschicht, Ma)	An Examination of How Regulatory Frameworks Used to Control Procurement in the Public Sector Are, and Could Be, Applied to Control Procurement of Infrastructure for Major Sporting Events (Thurston, Aarawsmith)	Comparing the Practices of US Golf against a Global Model for Integrated Development of Mass and High Performance Sport: Perceptions of Coaches (Smolinson, Brophy Miles, O'Connor, Stone, Dion, Schoen, Chen)	16:00	
16:40	• Civilarätter ger ungdomar svarar att låga aktiviteter för yngre barn och ungdomar med goda effekter och erbjuder prova-på-aktiviteter till låga kostnader.	Decade Challenge: Are the Core Competences for Sport Managers Remaining the Same? (Cingene)	Academic Sport Management Education in Germany: An Attempt to Converge Labour Market and Higher Education (Adam, Wöhlfort, Hovemann)	Does Ethnocentrism Matter to English Premier Fans' Resistance to the 39th Game Concept (Lins, Kang, Pyun)	Sports and Bullshit: Philosophical and Ethical Aspects of Athletic Entertainment (Jonsson)	Creating a Professional Women's Sport Competition: Contributions of Institutional Work (Enzel, Phillips)	16:40		
17:00-17:10	Break to move								
17:10-17:50	Room tba	Room tba	Room tba	Room tba	Room tba	Room tba	Room tba		
	EASM Student Seminar Presentations Chair: tba	Workshop "New Age of Sport Management Education in Europe" Convenors: Jens Peter Sørensen, Kari Puronaho (Continued from above)	ESMQ Editorial Board meeting Convenor: Paul Downward (By invitation only, 1 hour)						
18:15-21:00	Social evening in Niagara (incl. EASM Distinguished Service Award, EASM Student Seminar winner)							18:15-21:00	
Friday, 7 September 2018									
08:00-09:00	Registration (conference venue: Malmö Live)								
09:00-10:40	Room tba	Room tba	Room tba	Room tba	Room tba	Room tba	Room tba		
	Sport Governance and Policy Chair: tba	Strategy, Leadership and Stakeholder Management in Sport Chair: tba	Sport Consumer Behaviour Chair: tba	Sport, Media and Communication Chair: Chris Horbel	Public Health and Physical Activity Management Chair: tba	Sport Management Education Chair: PG Fahlstrom	Broader, New and Critical Aspects of Sport Management Chair: tba	09:00-10:40	
9:00	Resistance to Board Renewal (Robinson, Taylor)	Course and Management of Latent Stages of Organismic Crises: The Case of German Professional Football Clubs (Druker, Daumann)	United We Stand? How and When Prototypical Fan Behavior of Satellite Fans Improves Local Fans' Attitudes toward Them (Behrens, Ulrich)	Framing Athletic Activism: The Case of the National Football League Athletes' Anthem Protests (Sant, Wong)	Activity Interfaces: Breaking Down the Barriers of Public Activity Places (Book)	Exploring the Emergence of Sports and Entertainment Academic Programs and Examining the Commonalities and Differences (Gilentine, Shoamini)	Does Corruption in Sport Corrode Social Capital? (Manoli, Downward, Bandura, Foster)	9:00	
9:20	Controlling the "Male Ego" and Other Discursive Practices in the Gendering of Sport Governance (De Haan)	The Impact of Value Creation on the Performance of Football Clubs in Colombia Mediated by Co-Innovation (Brand, Winiand, Perdomo-Chary, Parodi, Quinchia)	Consuming Sport, Producing Atmosphere: The Attraction of Sport Events from a Spectator Perspective (Hjelseth)	The Construction of National Identity at Major Sporting Events (Schroder, Groz, Breuer)	How Does Street Level Bureaucracy Challenge the Implementation of Football Fitness? (Bennike, Ottesen)	Preparing Undergraduate Students for the Grass Roots of the Sport Management Practice: Sport Club Governance Data as a Proxy for Defining Curricula (Fohlen, Stelling)	Can We Fix The Match-Fixing Problem? – An Agent-Based Analysis (Sprague, Westmattelmann, Essler, Schewe)	9:20	
9:40	The Length of Electoral Terms in National Sport Governing Bodies (Wojciszewski)	Brand Image and Fandom of Professional Relationships in Professional Football (Egilsson, Dollas)	Brand Image and Fandom of Professional Football Clubs - An Empirical Study of Brand Characteristics and Facets of Fandom in Social Media for Germany as Point in Case (Hermann, Kola, Haumer)	Examining the Use of Social Media in the Process of Recruiting by National Collegiate Athletic Association Division I Golf Coaches (Miles, Burch, Pedersen)	Dropping Out School and Its Outcomes on Physical Activity and Sedentary Time Structure Case Algerian High School (Zerf)	Sport Management Labour Market: Discrepancies Between Skills Offered by Graduates of an Academic Sport Management Programme and Skills Required by Employers of Sport Managers in Germany (Wöhlfort, Adam, Hovemann)	The Current Status of Career Support Services for Active and Former Professional Athletes in Europe (Deffray, Wyllemann, Smismans, De Brandt)	9:40	
10:00	Steering Performance of International Sport Federations (Bayle, Clausen, Glouque, Lang, Schlesinger, Ruoranen, Kiehl, Nagel)	Stakeholder Management in English Non-league Football: The Case of Dulwich Hamlet FC (Ponton, Walters)	Metafandom: A Theory of Chronically Connected Leisure Communities (Larkin, Spalding, Ahti)	Virtual Family, Gap Holders, Toolbox and Online Club: Four Profiles of Online Communities in Organized Sports (Kuisters, Goede, Leenders)	Designing the Model of Sport for All in Iran (Ehsani, Soltani, Amin)	Implementing Internationalization in Sport Management Programs: A Case Study of "The International Year of Cuba" at Western Kentucky University (Upright, Henson)	The Roles, Tasks and Competencies of European Career Support Providers (CSPs) within Professional Football (Smismans, Wyllemann, Deffray, De Brandt)	10:00	
10:20	The Impact of Elite Sporting Success on National Pride in England (Shihl, Ramchandani, Davies, Downward, Bingham)	"You Cannot Tell Every League in the Country How to Organise Their Leagues" – The Implementation of a National Football Development Plan for the Republic of Ireland (Finnegan, Richardson, Littlewood, McArdle)	Empathy in Fan Responses to Athlete Behavior (Westberg, Stavros, Farrell)	An Examination of Athletic Social Media Education Provided by National Governing Bodies of Sport (Geurin)	Development of a Tool to Measure Possible Health Gains of Sport Events; Studying the Additionally Performed Physical Activity of a Mass Participation Running Event (van Genderen, Schoemaker)			10:20	
10:40-11:00	Coffee							10:40-11:00	
11:00-12:30	European Association for Sport Management General Assembly 2018 (Room tba)								
12:30-13:30	Lunch							12:30-13:30	

13:30-15:00	Room tba Poster Session Convenor: H. Thomas R. Persson	Workshop "The Progress of Ice Hockey in Light of Economic and Political Influences" Convenors: Bo Carlsson, Jyri Backman, Alla Ahonen	Workshop "Unpacking the Challenges of (Public) Management of 'Sport-for-All' Facilities" Convenors: Bjarne Ibsen, Evald Bundgaard Vørsen, Jens Hoyer-Kruse, Peter Forsberg	Workshop "Organisational Innovation in Sport for Development and Peace" Convenors: Per Svensson, Adam Cohen	ESMQ 2020 Special Issue Workshop "Exploring New Routes Within Brand Research in Sport Management" Convenors: Tim Ströbel, Claas Christian Gernelmann	Bern 2017 & Malmö 2018 Special Theme Workshop "Social Integration in and through Organised Sport" Convenors: Siegfried Nagel, Torsten Schlesinger, Johan R. Norberg	Workshop "Developing Disability Sport: Pathways from Participation to Excellence" Convenors: Inge Derom, Jacqueline Pitadas, Laura Misener, David Legg, Verleie De Bosscher	13:30-15:00											
(Workshops are interactive conference formats individually designed by the Convenors; order and style of listed contributions can vary)																			
The Relationships between the CSR, Social Identities, Brand Equity, and Consumer Loyalty of Sport Consumers: A Study from Cross-National Perspectives (Ma, Kaplanoğlu, Chang, Huang)	The Difficulties of Modernization: The Case of Swedish Bandy (Andersson)	Measuring the Utilisation of Sports-for-All Facilities (Larsen)	Managing Sport for Development Facts (Webb, Richelieu)	Influencer Marketing: The New Role of Athletes as Human Brands (Cornwell)	Managing Cultural Diversity in Commercial Fitness Centers: Analysing Integrative and Disintegrative Practices (Cardone, Schlesinger)	Managing Para-Athletes' Experience and Engagement with Sport Medicine in Large Scale Sport Event (Quinn, Misener)													
Effects of Social Impact Through Sports on Sport Team and Club Management - Aspects of Community Attachment Point of View (Tomiyama)	A Socio-Demographic Analysis of French Ice Hockey Participants: Which Opportunities for the Development of the Sport? (Routier, Gaudouy, Bodet)	Utilisation As Performance Measurement in Sports Facilities (Hoyer-Kruse)	The Significance of Female Coaches and Leadership in SPD (Conroy, Chowansky)	Talking About Sports Brands - How Our Social Media Conversations Reveal What We Say (Chadwick, Fenton, Dron, Ahmed)	Successful Achievement of Social Integration for Disabled People through Neighbourhood Sport Coaches in the Netherlands (Schrijvers, De Vries)	Developing Paralympic Athletes' Pathways: An Analysis of the Sport Policy Factors and the Involvement of Stakeholders (Potatoes, De Bosscher)													
Motivations and Constraints as Predictors of Sport Media Consumption Substitution: A Preliminary Result from Taiwan Perspective (Hsu)	The Development of Women's Professional Ice Hockey in China: Using the Canadian League to Leverage Success for Beijing 2022 (Li, Nauright, Weiler-Abets)	Public Sports Facilities - Are They for the Public? (van Bedaf)	Different Modes of Operations of Sport Facilities: Identifying Factors for Success and for Failure (Hoekman)	Sponsorship of Sport Mega Events: A Conceptual Approach for Creating Shared Value (Cook, Biscato, Papadou)	The Role of Organisational Capacity for the Management of the Social Integration of Underrepresented Population Groups in European Sports Clubs (Elmose-Østerlund, Feiler, Breuer, Adler Zwaalen, Nøgel)	Nature and Evolution of Paralympic Sponsors' Motives (Fuchs, Dogenais, Séguin, Bodet)													
A Study on the Use Intention of Mobile Reservation System for Spectating Korean Professional Baseball by Using TAM Model (So, Lee, Lee, Kim)	New Times in Swedish and Finnish Elite Ice Hockey: Business Groups Instead of Non-profit Sport Clubs (Backman)	Performance Measurement as a Management Tool for Sports Facility Managers (Forsberg)	Governance of Local Sports Policy: A Swedish Case Study in the Post-NPM Era (Sjöblom)	Examining the Influence of Shared and Servant Leadership on Organizational Performance in Sport for Development and Peace (King, Svensson)	Developing an Athlete Brand Identity Scale (Lohneiss, Sotriadiou, Hill, Hallmann)	Sport Experiences and Social Integration of Women in/From Developing Countries (Alemu)													
Motives and Outcomes of Consumer Intentions to Buy Wearable Sports Technology Products (Chang, Chadwick)	The Effect of Athlete Migration on Czech Ice Hockey: A 25 Year Study (Crossan)	Sport, Political Economy and Leveraging the Power of the Olympics: A case of South and North Korean Ice Hockey (Kim, Nauright, Li)	Mapping the Rink: Migration Patterns of Male and Female NCAA Division I Ice Hockey Student-Athletes from North America and Europe (Turcott, Boodani, Smith)	Sport for Development and Peace Programming: Struggles of Temporary Solutions to Yield Permanent Change (Cohen, Taylor, Hanrahan)	Brand Governance in Canadian Non-Profit Sport Organizations (Taks, Séguin, Thomson, Nauraine, Parent, Høye)	Being Part of a Club Community - Sport and Belonging? A Study of Refugees' Integration in Austrian Sports Clubs (Stura)													
Sponsorship of eSports teams: Antecedents and the Moderator of its Influence on Brand Image and Loyalty (Kim, Chang, Noh, Ryu, Kim)	The Impact of Social Media Content Marketing on Sports Brand Health (Javani)*	The Monetary Valuation of Volunteer Coaches' Work: A Macro-Viewpoint Study (Ishiguro, Shoji, Misano)	Other than Athletic Performance? The Pursuit of Student-Athletes' Academic Psychological Capital and Well-Being (Kim, Chin, Sung)	A Study on Souvenirs Purchase of Pyeongchang Olympic Games by using Extended Goal-directed Behavior Model (Han, Kim, Lee, Lee)	Public Acceptance of Competitive Sport Policy in Taiwan: Antecedents and Prediction (Chen)	Relationship between Sport and Social Capital: Considering by Individual Factors (Fujioka, Mano)	Analysis of the Process of Talent Identification in Iranian Football from the Perspective of Iranian (AKO) Instructors (Nasiri, Ramezani Nezhad)	Relationship Between Managers' Competency and Knowledge Absorption with Entrepreneurship in the Taekwondo Federation (Islamic Republic of Iran (Barnameshe, Sofyani)	The Impact of Social Media Content Marketing on Sports Brand Health (Javani)*	Sport Diplomacy in Iran (Shariati Feizabadi, Dostgerdi, Akhdoust)*									
Coffee																			
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European Football Marketing and Brand Recognition in America (Atwater, Baker)	Rethinking School Golf (Volta)	Understanding the Travel Behaviour and Flow-on Tourism of Youth Sport Tourists (Buning, Cacic, Cassandrá)	Profile of a Participant in Triathlon Events (Tomaneč)	Volunteer Motivations Scale for International Sporting Events: Translation and Initial Validation of the Portuguese Version (Bavaresco, de Oliveira, Santos, Mezzadri, Carvalho)	Olympic Games National Houses - A Case Study on Rio 2016 Summer and PyeongChang 2018 Winter Olympic Games (Tsukamoto, Takahashi)	Speaking with One Voice: Who is „SPORT-DEUTSCHLAND“ and Who Does it Represent? (Trosner, Rätz)	RFM Scoring to Measure Season Ticket Purchase Behavior Intention (Song, Byan)	Use of Sport Facilities: Important Arenas for Sport Participation? (Rejzss)	Sport Policy and Women's Football: Analysis of the Development Programs of Continental Football Federations (Barreira, Mazzei, Galotti)	Coach Migration: Emigration or Job Migration? (Alfieri, Mantovani, Marchionni)	Antecedents of Members' Retention in Fitness: Study of Fitness Clubs in Portugal (Gonçalves)	The Impact of Service Quality in the Satisfaction and Perceived Value of Football Clubs about Soccer League Antiquário Service in Colombia (Correa Henao, Henao Colorado, Brand Ortiz)	Testing Leisure Constraint Negotiation Model: An Analysis of Community Sport Participants in China (Zhou, Chen, Chen, Feng)	Designing The Sport Development Model of Iran (Ghafari)*	Identifying the Role of Education in the Process of Sport Development in Iran (Seroji, Ghafari)*	The Impact of ETHICS on the Purchasing Decision-Making of Sports Consumers (Mirfalah Nassiri, Souri, Divkan)*	Recognizing and Categorizing of Economic Criteria Affected on Ticket Sales Management in the World Sport Mega Events (Atghia, Zakizade, Yamani Douzi Sarkhobi)*	Explanation of the Value Chain for Sport Entrepreneurship in Sport Science Students (Mokhtar Diniari, Farsati, Norouzi)*	Civil Liability of Sports Clubs in Iranian Law (Nozarian Madavani)*
Social gathering in the lobby bar																			
Saturday, 8 September 2018																			
08:00-08:45	Registration (conference venue: Malmö Live)																		
09:00-09:40	Room tba Keynote Verleie de Bosscher																		
Coffee																			
09:40-10:20	Room tba Sport Governance and Policy Chair: tba	Room tba Sport Marketing Chair: Andrea Geurin	Room tba Sport Events and Tourism Chair: Harald Dolles	Room tba Crossover Session: Sport Facility Management and Finance Chair: Peter Forsberg	Room tba E-Sport and Technology Chair: Daniel Lock	Room tba Malmö 2018 Special Track "Youth & Sport" Chair: Johan R. Norberg	09:40-10:20												
10:20-12:00	10:20 How Do Structural Network Characteristics Relate to Network Governance? (Gerke, Wätsche, Giannakis)	Impact of NCAA Corruption on the Adidas Brand (Dodds, Hesty, Osborne, Cebula)	Sport-related Commuting, Travel and Subjective Well-being: The Unhappy Commuter and the Happy Sport Tourist? (Wicker)	Smart Mega Events - How Have the IOC's "New Norm" Requirements Impacted the Sports Facility Concepts of the Cities Bidding to Host the 2028 Olympic Winter Games? (Koopar)	Atlanta Mayor Announces City Will Demolish Turner Field: The Former Olympic Stadium (Mihalik, Boatwright, Mihalik)	Genre as a Moderator of the Effects of Determinants Associated with eSports Playing Intention (Jang, Byon, Zhang)	Children's Transition from Participation in Modified Sport Programs to Club Sport Competition - A Longitudinal Study of Patterns and Determinants (Erme, Harvey, Charly)	A Broad Range of Fundamental Movement Skills Assessed in Applied Settings (Kannekens, Plotvoet, Pion)	10:40										
10:40	Control of Professional Sports Clubs, Using the Control Levers of Robert SIMONS: Examples from Professional Rugby Clubs (Auge, Casanova, Nara, Verhnet)	One-Hundred Years of Rebranding Big-Time US College Sport: Analysis of the NCAA's Marketing Endeavors (Southall, Nagel)	Comparing Two Types of Nature Sport (Event) Tourists in Germany Based on Travel Motivation and Behaviour- The Case of Ski Tourers vs. Trail Runners (Hodeck, Kuehnast, Wolfhart)																

11:00	Barriers to Implementing a Sport Policy Framework: An Evaluation of Sri Lanka National Sport Policy (Jayawardhana, Crabtree)	Co-Creating Brand Meaning: How Much is the University Sport Brand Impacting Students' Conversion Journey and Identity Construction in English Higher Education? (Hardcastle)	Sports Tourism Demand in England: Economic and Physical Activity Tradeoffs (Downward, Rasclute, Muniz)	Understanding the Distribution and Usage Patterns of Indoor Sports Facilities in the Netherlands: Implications for Policy and Practice (Schadenberg, Hoekman)	One App to Rule Them All? On the Applicability of Sport Apps for Professionals in Sports (Bezooijen, Rooijen, Haver, Dallinga, Deutekom, Janssen, Vos)	Early Selection in Swedish Youth Sport – a Rare or Common Practice? (Redelius)	11:00
11:20	A Study of Developing Indicators of Sport Cities in Taiwan (Tsai, Cheng, Su)	"Who's In? Who's Out?": Examining Attitudes Towards Baseball Advertisements on the Basis of Endorser Race (Brown)	Application of the Multilevel Service Design Method to Redesign a Sport Event (Kallitsaris, Theodorakis)	The Economic and Public Policy Impacts of Sport-Anchored Real Estate Development (Rosentraub, Zondiac, Bain)	A Case Study of the Impact of 360 Virtual Reality on the Destination Image of the 1936 Berlin Olympic Stadium (Mihalik, Mihalik)	Image Contribution of Youth Tournaments – An Overlooked Opportunity for Hosting Associations (Kewel, Lee, Pfeffel, Ratz)	11:20
11:40	A Policy Analysis of Player Acquisition Rules in Major League Soccer (Warren)	The Applicability of the Belief Scale about Advertising to Sponsorship in Sport: Evidence from Two Different Consumer Groups (Pyun, Leng, Cho)	Value Co-Creation among Stakeholders of a Commercial Sport Event: The Case of the X Games Norway (Boarild, Mara Strittmatter, Horbel)	The Financial Feasibility, Sustainability and Profitability of University High Performance Centres within a Tertiary Institution Environment (Kotzke)	Vault! A Parkour-Inspired Mobile Learning App (Johansson, Fernandez, Linderman, Contreras, Appelqvist, Lindström)	Environmental and Programmatic Interaction in a Youth Sport for Development Context (Wegner, Bopp, Jones)	11:40
<b>12:00-13:00 Lunch</b>							
13:00-14:40	Room tba Sport Governance and Policy Chair: Christos Anagnostopoulos	Room tba Sport Consumer Behaviour Chair: Guillaume Bodet	Room tba Sport Events and Tourism Chair: Marijke Takis	Room tba Sport Management Education Chair: Jana Nova	Room tba Broader, New and Critical Aspects of Sport Management Chair: Tim Breitbarth	Room tba Crossover Session: Youth, Sport, Culture Chair: Ulrik Wagner	13:00-14:40
13:00	A Longitudinal and Comparative Analysis of Competitive Balance in Five European Football Leagues (Ramchandani, Plumley, Bayes, Wilson)	Team Success, Club Growth, and Long-Term Supporter Identity Threat (Thomson, Lock, Jones)	Prospective Tourists' Apparent Risk Perception and Intentions to Travel to a Mega-Sporting Event Host Country (Choi, Kim, Leapeky)	What Advantage Do Student-athletes Expect in Japanese New Graduates Job Market? (Tsukahara, Sawai, Funahashi, Yokota, Nakamura, Murashima)	Network Structures in Cause-Related Marketing Collaborations in Belgian Football: A Social Network Analysis (Schynck, Willem)	Developing a Rural Youth Sport Program: A Case Study of a Grassroots Baseball League (Edwards, Biotarra, Hicks, Bunds, Kuhlberg, Barrett, Hardison-Moody)	13:00
13:20	The Unintended Consequence of Financial Fair Play: An Examination of Competitive Balance across Five European Football Leagues (Wilson, Plumley)	Fan Shop or Not? The Impact of Fan Loyalty on The Purchase Decision (Habenstein)	Major Sport Events: Risk and Security Challenges (Thuring)	International Experience as a Career Development Factor for Football Managers in Poland (Nessel)	Can Involvement with the Olympic Games Affect Perceptions of Human (Olympic) Values? (Rocha, Hong)	A Qualitative Examination of Scottish and American Youth Golfers: Why Are They Leaving the Sport? (Henson, Upright, Easton)	13:20
13:40	Possible Pitfalls in the Regulation of Equity in Norwegian Football (Jacobsen, Kingstad, Olsen)	Relational Outcomes of Transactional and Non-Transactional Engagement for Sport Teams (Karr, McDonald)	Attitudes towards Olympic Gigantism: Evidence from Germany (Präschenk, Kurscheidt)	Context-Specific Relevance of Competencies – A Sport Managers' Perspective (Fahrner, Schüttoff)	Mega Sport Event Volunteers: Tracing the Process and Outcomes of Social Capital Development at the 2018 PyeongChang Winter Olympic Games (Gang, Yoon, Yoo, Pedersen)	Forty Years of Transformations - Swedish Skateboarding Culture and Organisation (Bäckström)	13:40
14:00	Ownership and Governance in European Professional Football (Gommelsaeter, Walters)	Influence of Perceived Relationship Quality on Donor Behavior: Case of Professional Sport Charitable Nonprofit Organizations (Kim, Zhang)	The Role of Resident Sport Involvement in the Evaluation of Mega Event Impacts (Kajilanidou, Chatziefstathiou, Ma)	Current State of Research: The Labour Market of and for Sports Managers in Germany (Trosien)	Gold Mining in Sport Federations' Membership Data (Champely, LeFevre, Rautier)	An Examination of Motivations and Constraints for Sport Participation Throughout a Lifespan: A Case Study in Surfing (Thrush, Sotirovski, Hill)	14:00
14:20	Football, Leadership and Governance - The Case of China (Söderman, Karnakov, Liu)	Sport Sponsorship as Engagement Platform (Buser, Woratschek, Schönberner)	Local Resident's Assessment of Major Sports Events - A Case Study of the 2017 UCI Road World Championship (Denstadli, Solberg)	Which Competencies Do Active and Former Elite Athletes Require to Optimise their Employability and Employment? (De Brandt, Willeman, DeFuyt, Smismans)	A Social Media-Based Methodology for Recruiting Non-Fans of Rugby (Dvergnes, Joe, Mikås, Schiøtz, Parackal, Breitbarth)	Sport, Culture and Opportunity: Building Community Capacity Through Surfing (O'Brien)	14:20
<b>14:40-15:20 Coffee</b>							
15:20-16:00	Room tba Keynote Mike Weed						
19:00-22:00	Closing banquet in Malmö City Hall (incl. ESMQ New Researcher Award 2018, EASM Best Conference Paper Award 2018, EASM Best Conference Reviewer Award 2018)						
Hej då, safe travels, and see you again at the 27th EASM European Sport Management Conference in Seville 2019! :)							