

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	Room tba Workshop "Unpacking the Challenges of (Public) Management of 'Sport-for-All' Facilities" Convenors: Bjarne Ibsen, Evald Bundgaard Vørsen, Jens Hoyer-Kruse, Peter Forsberg	Room tba Workshop "Organisational Innovation in Sport for Development and Peace" Convenors: Per Svensson, Adam Cohen	Room tba ESMQ 2020 Special Issue Workshop "Exploring New Routes Within Brand Research in Sport Management" Convenors: Tim Ströbel, Claas Christian Gernelmann	Room tba 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 Pitabas, 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)								
<p>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) Effects of Social Impact Through Sports on Sport Team and Club Management - Aspects of Community Attachment Point of View (Tomiyama)</p> <p>Motivations and Constraints as Predictors of Sport Media Consumption Substitution: A Preliminary Result from Taiwan Perspective (Hsu) A Study on the Use Intention of Mobile Reservation System for Spectating Korean Professional Baseball by Using TAM Model (So, Lee, Lee, Kim)</p> <p>Motives and Outcomes of Consumer Intentions to Buy Wearable Sports Technology Products (Chang, Chadwick) Sponsorship of eSports teams: Antecedents and the Moderator of its Influence on Brand Image and Loyalty (Kim, Chang, Noh, Ryu, Kim)</p> <p>Experimenting Application of Futures Foresight Knowledge to Business Idea Creation in an Educational Setting in Sports Business (Soukainen, Ahonen, Kruus) Sports Global – Discussing the World of Recruiting in Sports (Vebstad)</p> <p>Place Attachment in Sporting Event Participants: Case of Local Walking Event in Japan (Shun, Ito) Practical study of sports events to solve social problems: A Study of Sports Garbage Pickup Tournament in Japan (Aihara, Honda)</p> <p>The Development of Japanese Elite Sports Policy: An Olympic Cycle-Based Diachronic Analysis (Hibino, Funahashi, Mano) The Monetary Valuation of Volunteer Coaches' Work: A Macro-Viewpoint Study (Ishiguro, Shoji, Mano)</p> <p>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)</p> <p>Public Acceptance of Competitive Sport Policy in Taiwan: Antecedents and Prediction (Chen) Relationship between Sport and Social Capital: Considering by Individual Factors (Fujioka, Mano)</p> <p>Analysis of the Process of Talent Identification in Iranian Football from the Perspective of Iranian (AKO) Instructors (Nasri, Ramezani Neyhaei) Relationship Between Managers' Competency and Knowledge Absorption with Entrepreneurship in the Taekwondo Federation (Islamic Republic of Iran (Barnamesh, Sofaei)</p> <p>The Impact of Social Media Content Marketing on Sports Brand Health (Javani) Sport Diplomacy in Iran (Shariati Feizabadi, Dostgerdi, Akhdoust)</p>								
15:00-15:30	Coffee							
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<p>European Football Marketing and Brand Recognition in America (Atwater, Baker) Rethinking School Golf (Volta)</p> <p>Understanding the Travel Behaviour and Flow-on Tourism of Youth Sport Tourists (Buning, Cacic, Cassandrá) Profile of a Participant in Triathlon Events (Tomaneč)</p> <p>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)</p> <p>Speaking with One Voice: Who is „SPORT-DEUTSCHLAND“ and Who Does it Represent? (Trosien, Rätz) RFK Scoring to Measure Season Ticket Purchase Behavior Intention (Song, Byan)</p> <p>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)</p> <p>Coach Migration: Emigration or Job Migration? (Alfieri, Mantovani, Marchionni) Antecedents of Members' Retention in Fitness: Study of Fitness Clubs in Portugal (Gonçalves)</p> <p>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)</p> <p>Designing The Sport Development Model of Iran (Ghafoori)* Identifying the Role of Education in the Process of Sport Development in Iran (Seroji, Ghafoori)*</p> <p>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, Zakiade, Yamani Douzi Sarkhobi)*</p> <p>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)*</p>								
17:00-19:00	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							
09:40-10:20	Coffee							
10:20-12:00	Room tba Sport Economics 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		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)	Genre as a Moderator of the Effects of Sport 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)		10:20
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)	Atlanta Mayor Announces City Will Demolish Turner Field: The Former Olympic Stadium (Mihalik, Boatwright, Mihalik)	Insight in Fair Play and Violent Behaviour in Sport Using a Smartphone Application (Floor, Romijn)	A Broad Range of Fundamental Movement Skills Assessed in Applied Settings (Kannekens, Plotvoet, Pion)		10:40

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 Endorse 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 (Kotzki)	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
12:00-13:00 Lunch							
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 Taks	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, Bunde, 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 (Karg, 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, Schiatz, Parackal, Breitbarth)	Sport, Culture and Opportunity: Building Community Capacity Through Surfing (O'Brien)	14:20
14:40-15:20 Coffee							
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! :)							