

Time	Friday, 8 September							
08:00	Registration							
09:00	Keynote: Prof. Dr. Shilbury (Deakin University): The Pace Of Change: How Professionalisation Has Shaped The Work Of Sport Organisations (Eventforum) Chair: Prof. Dr. Bayle							
09:30	Break to Move							
09:40	<i>Sport Governance and Policy (B101)</i>	<i>Sport Consumer Behaviour (B102)</i>	<i>Sport Marketing (B103)</i>	<i>Sport Funding and Finance (B104)</i>	<i>Sport Management Education (B201)</i>	<i>Legal and Ethical Aspects of Sport (B202)</i>	<i>Sport Events and Tourism (B203)</i>	<i>Professionalisation of Sport... (Eventforum)</i>
	de Haan, Knoppers, Sotiriadou: He For She For Board Room Equity	Theodorakis, Wann, Akinde, Chadwick: A Comparative Analysis Of Football Fans' Attitudes And Consumption Behaviors In The Middle East	Schynvink, Willem: From Cause-Related Marketing Strategy To Implementation In Professional Sport Organizations: A Matter Of Alignment	Ratz, Grundy, Pfeffer, Hart, Wandmacher: Crowdfunding: A Strategy For Acquiring Money And Increasing Fan Loyalty?!	Kreus: Exploring Sport Manager's Role In Finland	Koenigstorfer, Preuss: Olympic Values And Population's Support For The Hosting Of Olympic Games	Nordhagen, Fauske: The Dream Day In The YOG 2016: Norwegian Pupils' Encounter With An Olympic Event	Nagel, Bayle, Schlesinger: Introduction Lang: Types Of Professionalisation In Swiss National Sport Federations Ruoranen: Causes And Consequences Of Professionalisation In Swiss National Sport... Gyax, Klenk: Professionalisation Of Swiss Orienteering – A Case Study
10:00	Hämmerle, Gassmann, Emrich, Pierdzioch: Recruitment Strategies For Members Of The Executive Board Of German Sports Clubs	Nalbantis, Pawlowski: Country-Of-Origin Effects In Sports On The US Demand For Relocated Soccer Games	Nazari: The Role Of Emotional Marketing In Customers Participation Sport For All	Knardal, Solberg: Managing Sports Events: A Multiple Case Study Investigating The Influence Of Institutional Complexity On Management Accounting	Trosien, Hattemer, Ratz, Bischoff: Money Needs Management – Managers Need Money: Models For Careers And Compensation Of Sports Managers In Germany	Mäkinen: Moral Indignation And Disappointment With The Results - Measuring Public Trust In Finnish Olympic Committee And Elite Sport Reform	Rocha, Gratao: Association Strength Between Sport And Human Values As A Function Of The Involvement With The Rio 2016 Olympic Games	
10:20	Altieri, Marchioni, Mantovani, Beccarini: Coaches' Migration: Brain Drain Or Competitive Advantage?	Sharpe, Scott, Beaton: A Meta Review Of Professional Sport Team Fan Loyalty	Lianopoulos, Theodorakis: The Role Of Sport Team Identification And Basking In Reflected Glory In The Development Of Sport Social Capital Among Sport Fans	Weill, Weber: The Financial And Social Security Of Elite Sport In Switzerland	Norman, Rankin-Wright: Lower And Slower: Why Recruitment, Retention And Progression Of Women Coaches Is Held Back By Sport Organisational Culture	Junghagen, Wagner: Corruption In FIFA: Organisational Structure And Corruption Susceptibility	Hwang: Reviewing Conceptualisations Of Olympic Education: A Meta-Narrative Analysis	
10:40	Coffee Break							
11:10	<i>Sport Governance and Policy (B101)</i>	<i>Strategy, Leadership and Stakeh. (B102)</i>	<i>Sport Marketing (B103)</i>	<i>Sport Funding and Finance (B104)</i>	<i>Sport Management Education (B201)</i>	<i>Legal and Ethical Aspects of Sport (B202)</i>	<i>Sport Events and Tourism (B203)</i>	<i>Professionalisation of Sport... (Eventforum)</i>
	Wicker, Downward: Outcomes Of Volunteering: Some Causal Insights And Resulting Challenges For Sport Organisations	Kumar, Downward, Hodgkinson, Manoli: Does Sport And Fitness Facility Ownership Matter? The Impact On Sport Participation And Citizens' Health, Well-Being And Social Capital In England	Brooks, Dickson, Naylor: Attitudes Toward The Restriction Of Alcohol Sponsorship In Sport	Huth: Who Invests In Financial Instruments Of Sport Clubs? An Empirical Analysis Of Actual And Potential Individual Investors Of Professional European Football Clubs	Schubert, Preuss, McNamee, Bloodworth, van Landewijk, Tollener, Pérez Triviño, Carrio Sampedro, Georgiadis, Strigas, Parry, Martinkova: The Master Of Arts In Sports...	Norros, Dodds: Sponsorship Legal Issues: A Comparison Of Finland And The United States	Stettler, Müller, Wallebohr, Egli: Sustainability, Innovation, And Legacy Of Major Sport Events: The Case Of The FIS Alpine World Ski Championships St. Moritz 2017	Chappelet: Reforming Olympic International Federation Governance Clausen: Causes And Consequences Of Professionalisation In International Sport Federations Bayle, Chappelet, James Carr, Shilbury: Panel Discussion
11:30	Strittmatter: Doing Legitimacy: Legitimation Processes Of Sport Organizations	Pedragosa, Biscaia: Understanding The Role Of Members In Fitness Centres: A Perspective Based On Stakeholder Theory	Ellert, Schoenberger, Woratschek: Hidden Agenda In Sports Sponsorship Decisions	Wilson, Plumley, Ramchandani: Parachute Payments In English Football: Softening The Landing Or Distorting The Balance?	Bavaresco, Paipa, Bozkurt, Lemes da Rosa, Carvalho: Physical Education Curricula: Focus About The Students Perception On Sport Management Discipline	Westmattmann, Sprenger, Schewe, Hokamp: Testing The Effectiveness Of Anti-Doping Work – An Agent-Based Analysis	Bazzanella, Peters, Schnitzer: The Role Of Stakeholders In Small-Scale Sporting Events: A Case Study Of The Val Di Fassa 2019 FIS World Junior Alpine Ski Championships	
11:50	Lämsä: Threatened Legitimacy: Stakeholders Criticism Towards The Finnish Olympic Committee	Gwartz, Spence: Uniting Stakeholders With A Purpose Beyond Profit: A Case Study Of A Commercial Sport Organization	Grohs, Ruggiero: Affiliation Vs. Contribution: Sponsorship Communication Effects On Consumer Response	Prigge, Tegmeier: Comparison Of Market Risk Across European Exchange-Listed Football Clubs	Johnston, Clavier, Hoff: Establishing Reliability And Validity In The Student Learning Outcomes Of A Unique Interdisciplinary Practitioner Based Graduate Program	McKelvey, Grady: Examining The Legal Intersection Of Ambush Marketing Prevention And Olympic Hashtag Usage	Fairley: Understanding Nostalgic Manifestations Generated Through Playing Pond Hockey	
12:10	Lehtonen: Structural Approach To Finnish Sports Elite Network	Linley: Going Deeper To Get A Wider View – Uncovering Bias In Developing A Comparative Framework For Event Impact Assessment	Otto, Rumpf: Increasing Animation Intensity Of Sponsorship Signage: The Effect On Sport Viewers' Attention				Pellerin: A Critical Review Of Project Control Models For Monitoring The Organization Of Sporting Events	
12:30	Lunch							
13:30	Keynote: Prof. Dr. Doherty (Western University): Turning a Critical Lens On Social Inclusion And Volunteering (Eventforum) Chair: Prof. Dr. Schlesinger							
14:00	Break to Move							
14:10	<i>Sport Governance and Policy (B101)</i>	<i>Strategy, Leadership and Stakeh. (B102)</i>	<i>Sport Marketing (B103)</i>	<i>Sport Development and Socio-C. (B104)</i>	<i>Broader, New and Critical Aspects (B201)</i>	<i>Legal and Ethical Aspects of Sport (B202)</i>	<i>Golf Management (B203)</i>	<i>Social Inclusion & Volunt. (Eventforum)</i>
	Wallrafen, Pawlowski, Deutscher: Substitution In Sports – The Case Of Lower Division Football Attendance	Rendall, Dietl: The NBA Draft: Expectations Versus Reality	Kexel, Pfeffer, Kexel, Ratz: 3l Framework Of Second Screen: Involvement As Major Driver For Intensified Usage	Adams, Robinson: Who Owns Sport	Amaral, Alexandrino, Bastos: The Use Of Grounded Theory Method In Sport Management Research: A Systematic Review	Backman: Multi Arenas In Swedish Elite Ice Hockey – A Tax Challenge	Shibli, Kokolakis: A Satellite Account For Golf In The UK	Ibsen, Nagel: Introduction To The SIVSCE-Project Nichols, Ibsen, Elmoss-Østerlund: Understanding Differences In Sport Policy And Structures Across Europe Breuer, Feiler: A Comparative Perspective On Sport Clubs In Europe Ibsen: Social Integration In Sport Clubs In Europe Nagel: Volunteering In Sport Clubs In Europe Perényi, Patkowska: Promoting Social Integration And Volunteering In Sport Clubs...
14:30	Kang: Sport As A State's Soft Power Strategy: The Case Of South Korea	Hauken, Gammelsæter: The Management Of Competing Logics In Elite Football	Habenstein: The Acquisition Of Marketing Permissions In Professional Football Clubs	Bradish, O'Reilly, Brunette: Women, Sport, Participation And Leadership: Establishing A Canadian Call To Action	Wäsche, Gerke, Giannakis: The Network Structure Of Innovation – Insights From A Sport Innovation Incubator	Baker, Watanabe, Edelman: Preservation Of Amateurism And The Commercial Regulation Of NCAA Sports	Nenchev, Ermen: Potential Applications For Modern Revenue Management In Golf Resorts	
14:50	Kim, Park, Lee, Park: Sport Development Policy Changes And Reforms In Korea Football Association	Klenk, Fahmer, Schwery, Schlesinger, Ruoranen, Lang, Clausen, Giaque, Bayle, Nagel: Strategic Development In Sport Federations – A Case Study Of Swiss Triathlon	Haupt, Sotiriadou, Schöttl, Lohnheiss, Werner, Kainz: Digital Sports Branding: A Comparative Study Of Critical Success Factors For Digital Branding Strategies Of High-End Company...	Jenkin, Eime, Westerbeek, van Uffelen: Why Do Older Adults Not Participate In Sport?	Kenyon, Thurston, Sweet: Organisational Culture In The Volunteer Sport Sector: A Case Study Of Sailing	Brison, Brown, Batista: Sole Of An All Star®: An Evaluation Of Converse's Trademark Infringement Allegations	Matz, Chepyator-Thomson: The Ladies Professional Golf Association Involvement With Communities Through Corporate Social Responsibility: Modes, Communication And Interaction	
15:10	Kusaka: Partnerships Between Local Governments And Japan Professional Football League Clubs	Wojciechowski, Situm: Views In Strategy And Their Translation To Non-Profit Sports Management	Lohnheiss, Sotiriadou, Hill, Hallmann: Athletes' Brand Identity And Brand Image: Research Advancements And The Development Of An Athlete Brand Identity Scale	Sugden, Schultenkorf, Adair, Edwards, Frawley: Brief Immersion, Rich Engagement: Researching Sport And Intergroup Relations In Fiji	Misener: Social Action Through Community Sport: A Case Study Illustration Using Creative Analytic Practice			
15:30	Arantes, Melo, Martins, Sarmento, Bravo: Managers' Discourses Through The Evolution And Development Of The Brazilian School Games	Edwards, Bocarro, Knott, Byers, Zavala Vela, Penbrooke, Hanekom, Davel, Bredenkamp: Building Evaluation Capacity In Sport For Development: Lessons Learned From A Multi-...	Manoli: Strategic Brand Management Vs Brand Misconceptions In The English Premier League	Raw, Sherry, Rowe: Sport For Social Cohesion: Longitudinal Impacts And Challenges	Barret, Bunds, Casper: Go Green Or Get The Green: An Analysis Of Environmentally-Focused Professional Sport CSR Determinants			Coffee Break (15:30-16:00)
15:50	Coffee Break							
16:20	<i>Social Inclusion & Volunt. (Eventforum) (16:00-17:00)</i>							
	Adler-Zwahlen, Albrecht: Social Integration In Swiss Sport Clubs – The Cases Of FC Thun... Egli: "More Volunteers In Football Clubs" – A Program Of Swiss Football Association To... Taylor, Doherty: A Critical View From Outside On Sport Clubs In Europe Ibsen, Nagel: Summary: What Can We Learn From Research?							
17:00								
18:00	Workshop Swissness (Gurten)							
19:30	Closing Banquet (Gurten) (incl. ESMQ New Researcher Award, EASM Conference Best Reviewer Award & EASM Conference Best Paper Award Ceremonies)							