

Thursday, 7 September									
08:00	Registration								
09:00	Sport Governance and Policy (Chair: Pawlowski; B101)	Sport Consumer Behaviour (Chair: Downward; B102)	Sport, Media and Communication (Chair: Elliott; B103)	Sport Facility Management (Chair: Preuss; B104)	Sport Marketing (Chair: Bezold; B201)	Public Health and Physical Act. (Chair: Danychuk; B202)	Sport Development and Socio-C. (Chair: Elling; B203)		
	Hallmann, Breaux, Igner, Rossi: The Meaning Of Trust In Sport Actors For Public Opinion Of Elite Sports	Potwarka, Drewery, Snelgrove, Bakshi: Do Intentions To Try A Sport After Watching Elite Competitions Lead To Participation? Exploring The Moderating Role Of Event Leveraging...	Bredarbi: Big Data Or Small Meaning? Learnings From Large-Scale Sport-Related Social Media Research	Park, Park, You, Baik, Lee, Kwon: The Analysis And Plans About Space Utilization For Sport Clubs Through Photo-journalism Approach	Buser, Woratschek, Mühlbauer: Gamification Through Fantasy Sports – Empirical Findings In The Context Of Professional Sport Leagues	Chang, Gau: A Model Examining The Correlates And Impacts Of Sport Center In Taiwan - An Example Of The North-Chungshua Sport Center	Walker, Dixon, Cunningham, Salaga, Barry: Swimming As A Gateway To Formal Education: A Sport-For-Development Investigation	ESMQ Editors' Workshop (B204)	
09:20	Frenger, Herrmann, Ertisch: Erosions Of Normative Self-Commitment: Analysis Of Conditions Weakening The Integrity Of Sport	Ober, Königstorfer: Enjoying The Game – Enjoying The Burger? (Un)healthy Food Choices Of Sport Spectators	Wagner, Kristiansen: The Fall Of The Queen Of Nordic Skiing: A Comparative Analysis Of The Scandinavian Media Coverage Of The Theresa Johaug Scandal	Kotthaus: Testing The Frontiers - Economic, Social And Stakeholder-Related Decisions In Sport Facility Management In Selected Case Studies	Gillettine, Miller, Gallagher: Revenue Realization From Tailgating Activities: An Entrepreneurial Business Model	Gau, Kim, Chen, Lin: Comparing Sport Diversity Attitudes Between USA And Taiwan College Students	Muñoz, Rubio, Echeburri, Martínez: FutbolNet, On The Way To Inclusion		
09:40	Zakas, Beacom: Re-Imagining Physical Activity: County Sport Partnership Responses To UK Public Policy Shifts	Du Preez, Heath: Applying The Theory Of Planned Behaviour To Test Environmental Behaviour Among Cycling Spectators	Stavros, Smith, López-González: A Transformative Typology Of The Visual Consumption Of Mediated Sport	Park, Choi, Park, Kim, Lee: Exploring The Leverage Facets Of 2018 Pyeongchang Winter Olympic Venue Legacy: Contingent Valuation Method Approach	Kaiser, Woratschek: How Use Context Influences Willingness To Pay For Sport Tickets - An Additive Choice-Based Conjoint Analysis In German Football	Pedragosa, Basalga: Understanding The Role Of Members In Fitness Centres: A Perspective Based On Stakeholder Theory	Stura: Are Sports A Panacea For Integration? An Exploratory Study Of Refugees Joining Traditional German Soccer Clubs And Their Integration		
10:00	Lee: The Sport-Based Holistic Development Model: The General Public's Conversion Of Having A Meaningful Story Through Sport	Stieler, Gernethmann: Shared Identity In Sport Spectator Crowds Helps To Cope With Negative Game Outcomes	Nowak: Renaissance Of The "Forgotten" Medium Radio	Wright, Eyal: Get Lost In The Garden Of Eden: Exploring The Pulling Power Of New Zealand's National Sports Stadium					
10:30	Coffee Break								
11:00	EASM General Assembly (Eventforum)								
12:30	Lunch								
13:30	The EASM Chelladural Award Ceremony (Eventforum)								
14:00	Break to Move								
14:10	Short Presentation & Poster (Chair: Bielsens; B101)	Short Presentation & Poster (Chair: Pfeffel; B102)	Short Presentation & Poster (Chair: Ströbel; B103)	Short Presentation & Poster (Chair: Spence; B104)	Workshop Problematic Issues in Sport Sponsoring: Scepticism, Negative Image Transfer and Reverse Effects (Chairs: Popp, Horbel; B201)	Workshop Organisational Innovation in Sport For Development and Peace (Chairs: Svensson, Probst; B202)	Workshop Sport Business Intelligence (Chairs: Purohaho, Rasku; B203)	Workshop 2019 ESMQ Special Issue Workshop: Social Responsibility and the European Sport Context (Chairs: Breitbarth, Walzel, van Eekeren; B204)	Workshop Research, Policymaking, and Active Design: Stimulating Physical Activity in Open Spaces (Chairs: Shokochi, Suomi; B205)
14:16	Andrés, Cusi, Maleu, Camps: Evolution Of Most Practiced Sports In Catalonia (2005-2014)	Bang, Lee: Perceived Usefulness, Perceived Ease Of Use, And Attitude Toward E-Learning Among Undergraduate Sport Management...	Ströbel, Woratschek, Winterstein: Have You Thought About The Club's Image? The Role Of Sport Club Image For The Attainment...	Smith, Spence: Don't Worry, Be Fulfilled: Exploring Employees' Experience With Leadership And Fulfillment In The Major...	Venbatat: Sports Global – A Social Platform For The Sport Industry	Germelmann, Stieler: Athletes As Entrepreneurs – How Can Individual Athletes Initiate Sponsorship Contracts?	Svensson, Mahoney: Intra-Organizational Factors Associated With Innovation In Sport For Development And Peace	Dodds, Rasku, Lailla: Corruption's Impact On Sport Sponsorship	Parion, Walters: Stakeholder Mobilisation: Antecedent Elements Underpinning The Development Of A Community Network...
14:22	Alonso, Bielsens: Leadership In Mega Sport Events: A Conceptual Framework Proposal For The Sport Manager Position	Lu, Kun, Chen: A Study Of Proactive Motivation Model On Career Developments Of College Students In Sport And Leisure Department	Brazwell, Linley: FanScore: Decoding The Drivers Of Football Fan Attendance For Growth In A Rugby-Mad Nation	Venbatat: Sports Global – A Social Platform For The Sport Industry	Özür: Good Or Bad: How Do People Form Their Judgements On Sponsorship-Fit?	Mahoney, Svensson, Hambrick: Practitioners' Perspectives On Innovation And The Future Of Sport For Development And Peace	Lailla, Rasku, Turco, Tinaz: Customer Relationship Management In Finnish Elite Ice Hockey Clubs	François, Bayle: Inter-Country Differences In CSR Practices: A Cross-National Comparison Between The French And UK Professional...	Van Dyck, Van Hecke, Ghekeere, Van Cauwenberg, Velich, De Bourdeaudhuij, Clarys, Van de Weghe, Deforche: Which Park...
14:28	Hoch: Sport Event Sustainability In The Future-Analysis Of Systemic Model	Lee, Lasko, Kim, Cho, Kwon: Introducing Neurophysiological Methods For Sport Management Science	Kulionaitė, Valantine, Stakėvičiūtė-Buteienė: Basketball And Football Brand Management: Lithuanian Case	Walker, Jones: Corporate Social Responsibility, Trust, And Commitment At The Intercollegiate Athletic Level: Does Involvement Make...	Venbatat: Sports Global – A Social Platform For The Sport Industry	Popp, Horbel: Consumer-Scepticism Towards Sponsoring and Its Impact on Sport Sponsorship	McSweeney: Critically Exploring The Institutional Work In Sport-For-Development: The Case Of A Local Sport-For-Development Programme...	Lohmann, Knott, Swart, Zouain, De Laurentis, Virkky: Residents' Perceptions Of The Tangible And Intangible Impacts Of The Rio 2016...	Magliza, Kostopoulos, Rizomylioti, Anagnostopoulos, Konstantoulaki: Corporate Social Responsibility Across Cultures...
14:34	Dijk, Waardenburg, Slender, Meijburg: Raising The Organizational Capacity Of Voluntary Sport Clubs: A Process Consultation Approach	McClean: A Critical Review Of A Mixed-Methods Design	Lee, Bang: Customer Service Dimensions On Satisfaction: M.B. Season Ticket Holders' Perspective	Burakowski, Davies, Killick: Strategic Planning And Climate Change: A Case Study In The Ski Industry	Byun, Bae, Cho: The Effects Of Physical Activity Participation For Elderly: A Meta-Analysis	Wagner, Kristiansen, Hansen, Josly: The Difficult Task Of Addressing The Internal Audience: The Case Of Improving Employees' Health And...	Smith, Miller: Leadership And Economic Empowerment Pathways: An Innovative S4D Framework	Nova: Integrating The Performance And Quality Management Systems In Sport Organization – Concept And Rationale	Björnsdottir: Networking As A Cornerstone Within The Practice Of Social Entrepreneurship In Sport
14:40	Rosshard: Developing The Swiss Elite Snowboard System Nationwide To Increase The Success At International Competitions	Pfeffel, Kewel, Rutz: Only Hype Or Sound Business Opportunity? – Virtual Reality To Engage The Digital Business Of Sports Clubs	Lee, Mason, Park: The Relationship Between Participation In Physical Activities And Spectatorship Of The Football League...	Siwa, Barros Filho, Miranda, Sarmento, Pedrosa: The Membership Satisfaction And Behavioral Intention With The Games And...	Ishii, Nakamura: Risk Management During Sport Activities: Further Analyses Of The Recent Legal Case In Japan Regarding Foul Ball Damages...	Djukan: Decision-Making Styles In Italian Consumer Behavior For Sport Products	Alpha, Mohammad Yamani Douzi Sorkhabi: Marketing For Sport Tourism In Iran	Webb, Richelieu: Seeing Is Believing: Activating Sport For Development Partners	Harris: Making Progress In Evidence With Sport Development Practitioners
14:46	Kim, Lee, Kim: Impact Of Centrality And Satisfaction On Repeat Volunteerism Intention Of Female Sport Event Volunteers: A Sensus...	Kim, Kim, Sung: The Perception Of Instant Replay System In Sport: Fair Or Fun?	Walker, Walker: Pre-Game Agronomic Field Safety Assessment For Sports Fields: Future Implications For Risk Management	Alpha, Mohammad Yamani Douzi Sorkhabi: Marketing For Sport Tourism In Iran					
14:52	Kim, Kim, Lee: Understanding Sport Video Game Effectiveness From An Altitude Strength Perspective: A Case Of A Spectator Sport...	Geiger: Paralympic Legacies: Evidence From The 2000, 2008 And 2012 Paralympic Games							
14:58	Individual Q&A Poster Session								
15:05	Individual Q&A Poster Session								
15:30	Coffee Break								
16:00	Sport Governance and Policy (Chair: Garginov; B101)	Sport Consumer Behaviour (Chair: Uhrich; B102)	Sport, Media and Communication (Chair: Nowak; B103)	E-Sport and Technology (Chair: Pedersen; B104)	Workshop Problematic Issues in Sport Sponsoring: Scepticism, Negative Image Transfer and Reverse Effects (Chairs: Popp, Horbel; B201)	Workshop Organisational Innovation in Sport For Development and Peace (Chairs: Svensson, Probst; B202)	Workshop Sport Business Intelligence (Chairs: Purohaho, Rasku; B203)	Workshop 2019 ESMQ Special Issue Workshop: Social Responsibility and the European Sport Context (Chairs: Breitbarth, Walzel, van Eekeren; B204)	Workshop Research, Policymaking, and Active Design: Stimulating Physical Activity in Open Spaces (Chairs: Shokochi, Suomi; B205)
	Funahashi, De Bosscher, Shibli, Solariadou, Mäkinen, Dijk, Manro: Monetary Valuation Of Elite Sport Success: An International Comparison	Ozdemir, Dietl, Rendall: The Role Of Beauty In Tennis TV-Viewership	Jalonen, Halla: Social Media Use In Finnish Sports Leagues	Fritz, Preuß, Schubert, Liebscher: An Analysis Of Consumers And Stakeholders Involved In The eSports Ecosystem In Germany	Reußner, Elliott: Game Meets Game: Integration Gains And Pains By Connecting Football Club Networks With E-Sports Networks	Reußner, Elliott: Game Meets Game: Integration Gains And Pains By Connecting Football Club Networks With E-Sports Networks	Reußner, Elliott: Game Meets Game: Integration Gains And Pains By Connecting Football Club Networks With E-Sports Networks	Reußner, Elliott: Game Meets Game: Integration Gains And Pains By Connecting Football Club Networks With E-Sports Networks	Reußner, Elliott: Game Meets Game: Integration Gains And Pains By Connecting Football Club Networks With E-Sports Networks
16:20	Herberg, Åkesson: The Swedish Sport Movement's Cultural Conditions Limits The Developmental Opportunities For The Athletes	Lee, Ko: Impacts Of Different Self-Concepts On Consumer Moral Judgment Process In Athlete Endorsement Context	Arai, Takahashi: It's Not An Ambush, It's The New Athlete Marketing Mix: How The Relaxed Rule 40 Changed Individual Athletes' Self-Branding Strategy In The Rio 2016 Olympic...	Lee, Sung, Kim, Lim, Hur: Marketing Through Sport: Exploring Impact Of Integrated Marketing Communication On Effectiveness Of A Company's Pink Ribbon Campaign	Hoover, Van den Doel, Vos: What's Appearing? About The Market Penetration And Motivation Of Using Sport Apps In The Netherlands				
16:40	KH, Schell, Heffernan: Examining The Dimensions Of Athlete Representation In Sport Governance	Lin, Gau: Examining In-Line Skating Experiences In Psychological And Physiological Signals							
17:00	Kobritz, Levine: Baseball Diplomacy: Raising The Curtain On Negotiations Between Cuba And The United States Over Cuban Baseball Players	Mirfalah, Nazzari, Tazari, Zarei: The Role Of Religiosity And Relationship On Sport Consumer Behavior							
17:20									
19:00	Social Evening (PostFinance Arena) (incl. EASM Student Seminar Award Ceremony)								