

Conference Agenda

33rd European Association for Sport Management Conference - EASM 2025

Date: Tuesday, 02/Sept/2025

5:30pm - 7:00pm

REGDESKOPEN-1: Registration desk open
Location: **C001**

7:00pm - 10:00pm

OPENINGCEREMONY: Opening Ceremony
Location: **K1 Building Hall**

Date: Wednesday, 03/Sept/2025

8:00am - 8:30am	REG AND INFO 1: Registration and Information Desk Open Location: K1 Building Reception
8:30am - 10:00am	KEYNOTE-1: Keynote - TBD Location: K1 Building "Athén" Room
10:00am - 10:30am	COFFEEBREAK-1: Coffee Break Location: K1 Building Hall
10:30am - 12:30pm	DIV-1: Diversity and Inclusion Issues in Sport Management Location: B102 Session Chair: Claudio Rocha , University of Stirling; claudio.rocha@stir.ac.uk Classification For Sustainable Para Sport: The Power Of Technology Harrington, Nancy; Misener, Laura Western University, London, Canada; nquinn9@uwo.ca Gender Differences In Research Networks And Their Association With Citations Scharfenkamp, Katrin; Lesch, Lara; Wicker, Pamela Bielefeld University, Germany; katrin.scharfenkamp@uni-bielefeld.de Social Barriers To Sports Practice By People With Disabilities: An Integrative And Critical Review In Sports Management Viegas, Inês; Ribeiro, Tiago; Santos, Ana Faculty of Human Kinetics - University of Lisbon, Portugal; inesvilardeboviegas@gmail.com SAF Analysis for the Strategic Development of Paraclimbing for People with Disabilities within the Hellenic Mountaineering and Climbing Federation Roumelioti, Christina¹; Yfantidou, Georgia¹; Kouthouris, Charilaos²; Baxevani, Maria¹; Spyridopoulou, Eleni¹ ¹ Democritus University of Thrace, Greece; ² University of Thessaly; gifantid@phyed.duth.gr Organizational Correlates of Board Chairpersons' Gender and Age Lesch, Lara; Zierke, Christian; Wicker, Pamela Bielefeld University, Department of Sports Science, Germany; lara.lesch@uni-bielefeld.de Balancing What's Right: Understanding Organisational Tolerance of Athlete Activism Within the German Bundesliga O'Neill, Francis Spooner^{1,2}; Ströbel, Tim²; Dickson, Geoff¹; Thompson, Ashleigh-Jane¹ ¹ La Trobe University, Australia; ² University of Bayreuth, Germany; Tim.stroebel@uni-bayreuth.de , G.dickson@latrobe.edu.au SCB-1: Sport Consumer Behaviour Location: C001 Session Chair: Daniel Lock , Bournemouth University; lockd@bournemouth.ac.uk Exploring Fan Identity Threat Posed By Athlete Retirement Gillooly, Leah¹; Lock, Daniel²; Inoue, Yuhei³ ¹ Manchester Metropolitan University, United Kingdom; ² Bournemouth University; ³ University of Illinois Urbana-Champaign; lgillooly@mmu.ac.uk The Sunday Fan Paradox: Fandom Intensity and Problem Gambling Risk in Sport Betting Yoo, Taewoong; Chang, Yonghwan

University of Florida, United States of America; taewoong.yoo@ufl.edu

What If The Fans Say Goodbye? - An Empirical Study On The Exit Of German Soccer Fans

Kaden, Martin¹; Faix, Axel²; Bauers, Sebastian Björn¹; Hovemann, Gregor¹

¹Leipzig University, Germany; ²Dortmund University for Applied Sciences and Arts, Germany;
martin.kaden@uni-leipzig.de, axel.faix@fh-dortmund.de

Fan Engagement as Emotional Coping: The Mediating Role of Collective Fan Rituals and Athlete Fandom

Lee, Keonyeob; Park, Jeonghyeon; Rhi, Junemin; Lee, J. Lucy; Kang, Joonho

Seoul National University, Korea, Republic of (South Korea); rjs5158@snu.ac.kr,
likepark99@snu.ac.kr

Toward Sustainable Behavioral Change Through Sports

Hingant, Marie; Nabec, Lydiane; Desbordes, Michel

Paris SACLAY, France; Marie.hingant@universite-paris-saclay.fr

Determinants of Word-of-Mouth Influence and Transmission Motives in Sports Viewing: A Case Study of Television Viewers of the Paris 2024 Olympic Games

Xu, Jiafeng¹; Ninomiya, Hiroaki²

¹Graduate School of Health and Sports Science, Doshisha University, Japan; ²Faculty of Health and Sports Science, Doshisha University, Japan; cyhj0009@mail4.doshisha.ac.jp

10:30am - 12:30pm

SDS-1: Sport Development and Socio-Cultural Perspectives

Location: **C101**

Session Chair: **Vassil Girginov**, Brunel University London; vassil.girginov@brunel.ac.uk

The Development of the 2023 FIFA Women's World Cup Legacy in Aotearoa New Zealand: A First of its Kind

Crabill, Eleanor Marie

University of Otago, New Zealand; eleanor.crabill@postgrad.otago.ac.nz

FIFA Men's World Cup 2030: Pre-Event Perception Of Moroccan Diaspora Engagement

Brandt, Christian¹; Philipp, Yassin^{1,2}; Kurscheidt, Markus¹

¹University of Bayreuth, Germany; ²University of Applied Sciences Mittweida, Germany;
yassin.philipp@uni-bayreuth.de

Understanding Adult Male Dropout From Sport: A Case Study On Rugby Union In England

Partington, Janine; Clarke, Jo

Leeds Beckett University, United Kingdom; j.p.partington@leedsbeckett.ac.uk,
j.clarke@leedsbeckett.ac.uk

Rediscovering Olympism: Mixed NOC Teams as a Platform for Olympic Values in the Youth Olympic Games

Jo, Susie; Oh, Changwon Bryce; Kang, Joon-ho; Lee, Yohan

Seoul National University, Korea, Republic of (South Korea); josusie09@snu.ac.kr,
oh.changwon@snu.ac.kr

10:30am - 12:30pm

Who Benefits The Most? Analyzing The Areas And Conditions Under Which Grassroots Sport Clubs Benefit From Major Sport Events

Breuer, Thomas¹; Feiler, Svenja¹; Wicker, Pamela²; Breuer, Christoph¹

¹German Sport University Cologne, Germany; ²Bielefeld University, Germany; t.breuer@dshs-koeln.de

From Playing Fields to Fan Communities: How Social Capital Drives Athletes into Fandom

Šimáček, Petr; Král, Pavel; Chlebuch, Martin

Prague University of Economics and Business, Faculty of management, Czech Republic; petr.simacek@vse.cz

SGP-1: Sport Governance, Sport Policy and Sport Law

Location: **C002**

Session Chair: **Johan Norberg**, Malmö university; johan.norberg@mau.se

The Hundred or Out? How Has The Financial Situation Within County Cricket Clubs in England and Wales Changed in The Last Decade?

Millar, Robbie¹; Plumley, Dr Dan¹; Wilson, Professor Rob²

¹Sheffield Hallam University, United Kingdom; ²University Campus of Football Business; r.millar@shu.ac.uk

Identifying Different Types Of Executive Offices In Voluntary Sport Clubs From A Governance Perspective

Stieger, Raphael¹; Lang, Grazia¹; Schlesinger, Torsten²; Keller-Meier, Romano¹; Schulz, Luc²; Nagel, Siegfried¹

¹University of Bern, Switzerland; ²TU Chemnitz, Germany; raphael.stieger@unibe.ch

An Integrated Approach to the Prevention of Fraud in Sports; The Maestro Case

Willem, Annick; Struyve, Rein; Schyvinck, Cleo

Ghent University, Belgium; annick.willem@ugent.be

Athletes' Perspectives on Athlete-Centered Governance in National Sport Federations

Zeimers, Géraldine¹; Lefebvre, Arthur^{1,2}; Lachance, Erik L.³; Thompson, Ashley³

¹Louvain Research Institute in Management and Organizations, UCLouvain; ²Institute for the Analysis of Change in Contemporary and Historical Societies, UCLouvain; ³Department of Sport Management, Brock University; geraldine.zeimers@uclouvain.be, arthur.lefebvre@uclouvain.be

Have Sport Governance Actions Failed to Safeguard Athletes From Acute And Long-Term Brain Health Harms From Sport-Related Concussion?

Weed, Mike

Olympic Studies Research Centre for Safe Sport and Human Rights, Canterbury Christ Church University, United Kingdom; mike.weed@canterbury.ac.uk

Unbridled Silence: Disclosure of Sexual Abuse in Equine Sport

Johansson, Susanne¹; Broms, Lovisa^{1,2}; Strandbu, Åse^{3,4}; Sølvsberg, Nina^{3,4}; Hedenborg, Susanna²

¹The Swedish school of sport and health sciences, Sweden; ²Malmö University; ³Norwegian School of Sport Sciences; ⁴Child and Youth Sport Research Centre; susanne.johansson@qih.se, lovisa.broms@qih.se

10:30am - 12:30pm

SLS-1: Strategy, Leadership and Stakeholder Management in Sport

Location: **B002**

Session Chair: **Jacqueline Mueller**, Loughborough University London; j.g.mueller@lboro.ac.uk

Knowledge Management for Intellectual Capital in Nonprofit Sport Clubs: Unpacking the Influence of Leadership Styles

Delshab, Vahid¹; **Karg, Adam**²; **Sherrey, Emma**³; **Wilson, Kathleen**⁴

¹Swinburne University of Technology, Australia; ²Deakin University; ³RMIT University; ⁴Swinburne University of Technology, Australia; vdelshab@swin.edu.au

What constitutes effective leadership in an Eastern-European Olympic Context?

Mueller, Jacqueline¹; **Swanson, Steve**²; **Botwina, Grzegorz**³

¹Loughborough University London, United Kingdom; ²Deakin University, Melbourne, Australia; ³University of Warsaw, Poland; j.g.mueller@lboro.ac.uk

Mapping the Leadership Experiences of Women in Esports

Patil, Swarali Hrishikesh¹; **Lu, Di (Landy)**²

¹Manchester Metropolitan University, United Kingdom; ²University of Minnesota, USA; S.Patil@mmu.ac.uk

Gritty Employees and their Use of Emotional Labor within Sport

Huml, Matt R; **Ward, Rose Marie**; **Johnson, Brandon**

University of Cincinnati, United States of America; matt.huml@uc.edu

Leadership and Mentoring Strategies for Working with International Athletes: A Framework

LaSota, Mark James

Texas A&M University, United States of America; mlasota@tamu.edu

Exploring How Leadership Style at Athlete and Management Levels Influences the Culture of Saudi High-Performance Rowing

Alghuraibi, Lama Abdulkarim A; **Thurston, Alex**; **Dowling, Mathew**

Loughborough University, United Kingdom; l.a.a.alghuraibi1-24@student.lboro.ac.uk

10:30am - 12:30pm

SMC-1: Sport, Media & Communication

Location: **B202**

Session Chair: **Argyro Elisavet Manoli**, University of Bergamo; argyroelisavet.manoli@unibg.it

Unlocking Success: How Online Fitness Influencers Leverage Professional Capital for Returns through Social Media

Wu, Ji; **Li, Chaoran**

Shanghai University of Sport, China, People's Republic of; wuji@sus.edu.cn

Sport Virtual Influencers Brand Image On Social Media

Belova, Irina¹; **Manoli, Argyro Elisavet**²

¹University of Modena and Reggio Emilia, Italy; ²University of Bergamo, Italy; irina.belova@unimore.it

Framing The Game: How Gambling Brands Use Instagram to Shape Sports Narratives in the UK and Ireland.

Kitchin, Paul¹; **Bidav, Tugce**²; **Kerr, Aphra**³; **McEvoy, Erin**¹

¹Ulster University, United Kingdom; ²King's College London, United Kingdom; ³University College Dublin, Republic of Ireland; pj.kitchin@ulster.ac.uk

Functions of CSR Communication on Social Media: A Case of the National Basketball Association (NBA)

Yun, Lydia; Ko, Yong Jae; Yang, Yuting

University of Florida, United States of America; lydiayun@ufl.edu

Beyond the Sidelines: Fans' Social Media Discussions on Cheerleaders in Asian Professional Baseball

Chang, Shu-Hao; Hwang, Dongkyu; Lee, Tae Hoon; Ko, Yong Jae

University of Florida, United States of America; changshuhao@ufl.edu

10:30am - 12:30pm

SMS-1: Sport Marketing & Sponsorship

Location: **B203**

Session Chair: **Tim Ströbel**, University of Bayreuth; tim.stroebel@uni-bayreuth.de

Towards a Social Contract Model of Corporate Sponsorship in Women's Football

Sukumara Panicker, Vidya; Reghunathan, Aravind

Loughborough university, United Kingdom; v.s.panicker@lboro.ac.uk

What Is The Impact of Recollecting Previous Sport Experiences On Sports Event Viewing Intentions?

Dickenson, Peter

Loughborough University, United Kingdom; p.dickenson@lboro.ac.uk

A Longitudinal Analysis of Sponsorship Effects: The Case of Global Olympic Sponsorship

Greenhalgh, Greg¹; Jensen, Jonathan²

¹University of South Florida, United States of America; ²Texas A&M University, United States of America; jajensen@tamu.edu

Blending Fairways and Feeds: Co-Creating Brand Meaning in the TMRW Golf League

Anderski, Matthias^{1,2}; Burton, Nicholas³; Ströbel, Tim¹

¹University of Bayreuth; ²La Trobe University; ³Brock University; matthias.anderski@uni-bayreuth.de

Understanding The Conditions For Implementing Environmental Sustainability In Sport Sponsorships. An Analysis Of California and Ohio

Siegl, Tino^{1,3}; Woratschek, Herbert¹; Ridpath, David²; Schroll, Mariano²

¹University of Bayreuth; ²Ohio University; ³Macromedia University of Applied Sciences; ti.siegl@macromedia.de

Does Music Matter? The Effect Of Music Tempo, Music Fit, And Physiological Arousal State On Purchase Intention On Sports Teams' Official Website

Lee, Christina Yeabon; Chae, Kijae; Kim, Jooho; Lim, Choon-Hoon

Seoul National University, Korea, Republic of (South Korea); leeeyabon@snu.ac.kr

10:30am - 12:30pm

SSM-1: Sustainability and Sport Management

Location: **B001**

Session Chair: **Pascal Stegmann**, University of Bern; pascal.stegmann@unibe.ch

Determinants of the Willingness To Pay for Sustainable Sport Apparel

Spindler, Viktoria^{1,2}; **Schunk, Holger**¹; **Könecke, Thomas**^{2,3,4}

¹Faculty of Design – Computer Science – Media, RheinMain University of Applied Sciences, 65195 Wiesbaden, Germany; ²Physical Activity, Sports & Health Research Group, Department of Movement Sciences, KU Leuven, 3001 Leuven, Belgium; ³ICERIS (interdisciplinary Centre for Ethics, Regulation and Integrity in Sport), KU Leuven, 3001 Leuven, Belgium; ⁴LISS (KU Leuven Institute of Sports Science), KU Leuven, 3001 Leuven, Belgium; viktoria.spindler@hs-rm.de

The Value Of Safety At A Sport Event

Wicker, Pamela¹; **Lesch, Lara**¹; **Breuer, Christoph**²

¹Bielefeld University, Germany; ²German Sport University Cologne, Germany; pamela.wicker@uni-bielefeld.de

Cost to Deliver and Play Community Sport in Australia

Eime, Rochelle¹; **Owen, Katherine**²; **Charity, Melanie**¹; **Westerbeek, Hans**³

¹Federation University, Australia; ²Sydney University, Australia; ³Victoria University, Australia; r.eime@federation.edu.au

Valuing the Invisible: Estimating Cultural Ecosystem Services in Sport Through Athletes' Willingness to Pay

Daddi, Tiberio; **Alessandri, Giulia**; **Novi, Alessio**; **Pesci, Annamaria**; **Tosi, Duccio**; **Todaro, Niccolò Maria**

S.Anna School of Advanced Studies, Italy; duccio.tosi@santannapisa.it

Sustainability Perceptions on Behavioural Intentions in Fitness Centres Facilities

Gonçalves, Celina¹; **Pedragosa, Vera**²; **Magano, José**²; **Addolorato, Silvio**³

¹Univesidade da Maia & CIDESD, Portugal; ²Universidade Autónoma de Lisboa & CICEE, Portugal; ³Universidad Europea de Madrid, Spain; celinaq@umaia.pt

Upcycling-Driven Brand Activism in Sport: Impacts on Brand Attitude and Purchase Intention among Korean MZ Consumers

Park, Jeongju¹; **Lee, Hyunjoo**²; **Kim, Jian**²

¹Loughborough University, United Kingdom; ²Sangmyung university, South Korea; j.park@lboro.ac.uk

10:30am - 12:30pm

STE-1: Sport Tourism & Events

Location: **B101**

Session Chair: **Holger Preuss**, Johannes Gutenberg University MAinz; preuss@uni-mainz.de

Fandom, Geography and Mobility: London Stadium and the Relocation of West Ham United

Jakar, Gidon¹; **Philippou, Christina**²

¹University of Florida, United States of America; ²University of Portsmouth; gjakar@ufl.edu

The Economic Impact of the UEFA EURO 2024 in the FrankfurtRheinMain Metropolitan Region

Pfeffel, Florian; **Trosien, Gerhard**; **Ratz, Maria**; **Kühner, Christian**; **Knackstedt, Lena**
accadis Hochschule Bad Homburg, Germany; f.pfeffel@accadis.com

Crisis Management Of Al Nassr And Cristiano Ronaldo's China Tour: Considerations For Organizing Commercial International Football Matches And Sport Events

Sun, Shanhang¹; Yilmaz, Serhat¹; Pyun, Doyoung¹; Liu, Geming²

¹Loughborough University, United Kingdom; ²Sport17, China; s.sun@lboro.ac.uk

2024 Olympic and Paralympic Games : Which Issues for Tourism Stakeholders and How Promoting Local Tourism in Paris and Seine-Saint-Denis ?

Gignon, Alexia

Univeristé Gustave Eiffel, France; alexia.gignon@icloud.com

Examining the Event Experiences of Trail Runners at Ultra Running Events in Northern Europe

Kirby, Seth I.¹; Strömberg, Julius Z.²

¹Nottingham Trent University, United Kingdom; ²Norwegian School of Sport Sciences, Norway; seth.kirby@ntu.ac.uk

12:30pm - 1:30pm

EASTERN-EU-SCH: Eastern European Scholars Meeting

Location: **C101**

12:30pm - 1:30pm

LUNCH-1: Lunch

Location: **K1 Building Restaurant**

1:30pm - 3:30pm

DIV-2: Diversity and Inclusion Issues in Sport Management

Location: **B102**

Session Chair: **Géraldine Zeimers**, UCLouvain; geraldine.zeimers@uclouvain.be

The Underrepresentation of Women in Esports Leadership Positions: Exploring the Barriers and Facilitating Factors

Zhu, Xiugi; Gray, Stacie

University of Northampton, United Kingdom; lucy.zhu@northampton.ac.uk

Spanish and British Media Reporting of the 2023 Women's World Cup Kissing Scandal

Monserrat-Revilla, Susana; López Llorente, Roberto; García-García, Borja

Loughborough University, United Kingdom; s.monserrat@lboro.ac.uk

Too Inclusive to Be True? The Future of Technology in Para Elite Sports: Perception Gaps and Symbolic Exclusion

Büchling, Alexandra; Schmidt, Sascha L.

WHU – Otto Beisheim School of Management, Germany; alexandra.buechling@whu.edu

Networks Enabling Sport and Outdoor Activities for Marginalized Groups in Norway

Straume, Solveig; Eik, Mari; Solenes, Oskar

Molde University College, Norway; solveigstraume@himolde.no

Inclusive Sports Sponsorship: Success Factors and Potential for Promoting Diversity in High-Performance Sport

Knackstedt, Lena; Kühner, Christian; Pfeffel, Florian; Ratz, Maria

accadis University of Applied Sciences; lena.knackstedt@accadis.net

1:30pm - 3:30pm

Assessing the Good Governance Principles in French Sport Federations

Carin, Yann¹; Penel, Guillaume²; Hamonier, Julien³

¹Université de Lille, France; ²Université de Lille, France; ³Université de Lille, France;
yann.carin@univ-lille.fr

PHW-1: Public Health, Well-being and Physical Activity Management

Location: **B202**

Session Chair: **Karin Book**, Malmö University; karin.book@mau.se

Managing The ACL Crisis: Factors Determining Knee Injuries In Elite Women's Football

Watanabe, Nicholas¹; Yan, Grace¹; Hur, Chan Hyeon²

¹University of South Carolina, United States of America; ²Florida International University, United States of America; nmwatana@mailbox.sc.edu

Why We Play: A Deep Dive into the Motivational Factors Behind Pickleball Participation and Well-Being

Bae, Wonyul¹; Yu, Hoyeol²; Cho, Minseok³

¹Ithaca College, United States of America; ²East Texas A&M, United States of America; ³Springfield College, United States of America; wbae@ithaca.edu

Promoting Sustainable Urban Active Mobility and Active Living in Local Communities: The "Nudging to Move" Project

Alexandris, Kostas¹; Karagiorgos, Thomas¹; Anoyrkati, Eleni²; Giannakou, Evmorfia¹; Balaska, Panagioti¹; Ntovoli, Apostolia³

¹Aristotle University of Thessaloniki, Greece; ²Coventry University, UK; ³Frederick University, CY;
thomaskg@phed.auth.gr

What Could Tennis Give To Managers?

Szabó, Ágnes; Kajos, Attila; Czár, Emila

Corvinus University Budapest, Hungary; agnes.szabo2@uni-corvinus.hu

Perception Gaps and Alignment Strategies in Workplace Physical Wellbeing and Activity Initiatives

Toldy, Anna¹; Kajos, Attila²; Szabó, Ágnes²

¹Egészségesebb Munkahelyekért Egyesület; ²Corvinus University of Budapest, Hungary;
attila.kajos@uni-corvinus.hu

1:30pm - 3:30pm

SCB-2: Sport Consumer Behaviour

Location: **C001**

Session Chair: **Zachary Scola**, University of Massachusetts Boston; zscola37@gmail.com

An Exploration Into High-Involvement Fantasy Football Leagues

Scola, Zachary¹; Sears, Jackson²

¹University of Massachusetts Boston; ²University of North Carolina, Chapel Hill;
zscola37@gmail.com

(Un-)Social Consumption: An Observational Study on Football Fans' Second Screening Behaviour at Public Viewing Events

Gaedeke, Celina; Behrens, Anton; Hovemann, Gregor

Leipzig University, Germany; celina.gaedeke@uni-leipzig.de

Factors Influencing the Metaverse Adoption by Football Fans: A Behavioural Reasoning Theory Perspective

Yu, Guo¹; Pyun, Doyoung¹; Mueller, Jacqueline²; Manoli, Argyro Elisavet³

¹Loughborough University, United Kingdom; ²Loughborough University London, United Kingdom;

³University of Bergamo, Italy; G.Yu@lboro.ac.uk

When Digital Spending Becomes Reality: The Effects of Virtual Currency on Flow State in Sports Gambling

Cabrera, Madison; Liss, Presleigh; Yoo, Taewoong; Chang, Yonghwan

University of Florida, United States of America; taewoong.yoo@ufl.edu

The Influence of Content Attributes and Viewing Motivations on Viewing Intention in Sports Reality Shows: The Mediating Role of Sports Awe

Cho, YouJung; Lee, DoHee; Choi, MinHyung; Lim, ChoongHoon

Seoul National University, Korea, Republic of (South Korea); cloud_9@snu.ac.kr

Exploring Two Decades of Sport Gambling Research: Trends, Themes, and Insights from Bibliometric and Text Mining Analyses

Kim, Myoung Jin¹; Park, Sung-Bae²

¹Illinois State University (USA); ²Hanyang University, Korea, Republic of (South Korea);

srogrpark@hanyang.ac.kr

1:30pm - 3:30pm

SDS-2: Sport Development and Socio-Cultural Perspectives

Location: **C101**

Session Chair: **Guillaume Bodet**, University of Lyon 1; guillaume.bodet@univ-lyon1.fr

Navigating Tensions to Create an Ideal Funding Mechanism in Sport for Development and Peace

Hardie, Ashlyn¹; Dixon, Marlene²; Raw, Kathrine³

¹Clemson University, United States of America; ²Texas A&M University, United States of America;

³Swinburne University of Technology, Australia; madixon@tamu.edu

From Resource to Learning: Strategically Leveraging on Intangible Resources for Monitoring, Evaluation and Learning Practices in Sport-For-Development

Harith, Sophia^{1,2,3}; Marlier, Mathieu^{1,2}; Chew, Eugene⁴; Winand, Mathieu^{1,2}; Willem, Annick³

¹Department of Management, LUNEX University of Applied Sciences, Luxembourg; ²Luxembourg Health & Sport Sciences Research Institute A.s.b.l.; ³Department of Movement and Sport Sciences, Ghent University, Belgium; ⁴SR Nathan School of Human Development, Singapore University of Social Science, Singapore; sharith@lunex.lu

Bridging Theory and Practice: How Can Sport for Development Activities Reduce Prejudice?

Takács, Borbála¹; Reimer, Nils Karl²; Whitley, Meredith A.³

¹Eötvös Loránd University, Hungary; ²University of California, Santa Barbara, USA; ³Adelphi University, USA; borbala.takacs@ppk.elte.hu, mwhitley@adelphi.edu

"Production" of Emerging Sport Culture: The Case of Breaking.

Batuev, Mikhail

Northumbria University, United Kingdom; mikhail.batuev@northumbria.ac.uk

Communities of Practice in Sport Development: Learning to Make a Difference in Sport Development Practice

Wilson, Jase; Dan, Bates

Leeds Beckett University, United Kingdom; jase.wilson@leedsbeckett.ac.uk

Active Ageing Through Sport: Exploring Participation And Identity In AFL Masters Football

Pitson, Jennifer Lesley

RMIT, Australia; s4034009@student.rmit.edu.au

1:30pm - 3:30pm

SGP-2: Sport Governance, Sport Policy and Sport Law

Location: **C002**

Session Chair: **Christos Anagnostopoulos**, Hamad Bin Khalifa University (Qatar) & Molde University College (Norway); canagnostopoulos@hbku.edu.qa

Economic Calculation and Labour Market in Sport: Towards Public Employment Policies in Sport in Europe?

Jiménez Díaz-Benito, Víctor¹; Leguina Ortega, Mercedes²; del Arco Juan, Javier¹; Montaña Freire, Miguel¹; Macías Pla, Ricardo¹

¹Universidad Europea de Madrid. Department of Sports Sciences. Faculty of Medicine, Health and Sports; ²Universidad Internacional de Valencia; victor.jimenez@universidadeuropea.es

A critical policy analysis of the International Olympic Committee's (IOC) human rights commitment

Abdollahkhani, Zohreh¹; Næss, Hans Erik²

¹University of South Eastern Norway; ²Kristiania University College; zohreh.abdollahkhani@usn.no

Sport Policy In Poland: Historical Development, Systemic Structures, And Contemporary Challenges

Botwina, Grzegorz

Faculty of Management, University of Warsaw, Poland; g.botwina@uw.edu.pl

Financial Structure of Turkish Community Sport Clubs in the Lens of New Legal Reforms

Açıkyol, Soner¹; Erturan Ögüt, Esin Esra²

¹Fenerbahçe University, İstanbul, Türkiye; Kartepe Gençlik ve Spor İlçe Müdürlüğü, Kocaeli, Türkiye;

²Fenerbahçe University, İstanbul, Türkiye; esin.ogut@fbu.edu.tr

The Other Rules of the Game: a Normative Social Contract for English Football

Wilson, Rob³; Plumley, Daniel²; Middling, Mark¹

¹Northumbria University, United Kingdom; ²Sheffield Hallam University, United Kingdom; ³UCFB, United Kingdom; mark.middling@northumbria.ac.uk

1:30pm - 3:30pm

SLS-2: Strategy, Leadership and Stakeholder Management in Sport

Location: **B002**

Session Chair: **Steven, Kristian Osborne**, Cardiff Metropolitan University; sosborne@cardiffmet.ac.uk

Evaluation of Career Management for Swimming Coaches in Organizations

Mejeryte Narkeviciene, Kristina; Jorudiene, Egle; Fominiene, Vilija Bite

Lithuanian sports university, Lithuania; kristina.mejeryte-narkeviciene@lsu.lt

Understanding The Implications Of Job Design And Passion For The Physical Health Of Sport Employees

Oja, Brent D.¹; Zvosec, Claire C.¹; Kim, Minjung²

¹Louisiana State University, United States of America; ²Texas A&M University, United States of America; boja@lsu.edu

Establishing a Strategic Workforce Planning Framework for Sport Management in the UK: A Practice-Based Knowledge Transfer Partnership Approach

Osborne, Steven, Kristian¹; Patil, Priyanshu¹; Wright, Phillip²; Clifton, Nick¹; Anupam, Angesh¹

¹Cardiff Metropolitan University, United Kingdom; ²Chartered Institute for the Management of Sport & Physical Activity; sosborne@cardiffmet.ac.uk, ppatil2@cardiffmet.ac.uk

The Influence of Seasonality on Sport Leader Decision-Making

Barefoot, Mandy; Martinez, J. Michael; Oja, Brent D.

Louisiana State University, United States of America; jmmartinez@lsu.edu

Human Capital Development as Legacy of the Olympic and Paralympic Games: Evidence from Torino 2006

Bigotto, Chiara^{1,2}; Gozzoli, Caterina¹; Ruta, Cataldo²

¹Università Cattolica, Italy; ²Sport & Entertainment Knowledge Center SDA Bocconi, Italy; chiara.bigotto@unicatt.it

1:30pm - 3:30pm

SSM-2: Sustainability and Sport Management

Location: **B001**

Session Chair: **Michael Anagnostou**, Loughborough University; m.anagnostou@lboro.ac.uk

Sport-Led Regeneration of Urban Water Infrastructure: Activity, Attractivity and Sustainability

Book, Karin

Malmö University, Sweden; karin.book@mau.se

On-Site Active Mobility: A Green Path to Leisure and Sports Facilities

Happ, Elisabeth¹; Schöttl, Stefanie¹; Scholl-Grissemann, Ursula²; Hofmann, Verena³

¹University of Innsbruck, Austria; UMIT TIROL, Austria; ²UMIT TIROL – Private University of Health Sciences and Health Technology, Austria; ³FOM University of Applied Sciences for Economics and Management, Germany; elisabeth.happ@uibk.ac.at

Brand Management As A Facilitator For The Sustainable Transformation Of Sport Clubs

Brand, Lars¹; Stegmann, Pascal²; Ströbel, Tim¹

¹University of Bayreuth, Germany; ²University of Bern; lars.brand@uni-bayreuth.de

Evaluating the Social Value of Privately Operated Arenas in Japan: An Analysis Using the SROI Approach

Aoi, Kazuma¹; Shoji, Hiroto²; Ninomiya, Hiroaki²

¹Graduate School of Health and Sports Science, Doshisha University; ²Faculty of Health and Sports Science, Doshisha University; k.aoi@fromsheff-howsports.co.jp

A Blockchain-Based Model for Carbon Offset Tokenization and Sustainable Regeneration of Sport Infrastructure

Calderone, Davide Carmelo¹; Bottoni, Elisa²; Rossi, Marco²

¹University of Bologna, Italy; ²Istituto per il Credito Sportivo e Culturale; davide.calderone3@unibo.it

1:30pm - 3:30pm	<p>Regional Tournament Design in Lower Football Leagues: More Sustainable Model for Reducing Emissions in Türkiye <u>Yigit, Ercument</u>¹; Yigit, Yenal Can² ¹Independent Researcher, PhD, Turkey; ²TOBB University of Economics and Technology, PhD, Turkey; ercument.yigit@gmail.com</p> <hr/> <p>STE-2: Sport Tourism & Events Location: B101 Session Chair: Olga Polyakova, Sheffield Hallam University; o.polyakova@shu.ac.uk</p> <p>Managing Strategic Relationships in Event Leveraging: The Case of <i>Terre de Jeux</i> Paris 2024 <u>Misener, Laura</u>¹; Hautbois, Christopher²; Bastos, Tania³ ¹Western University, Canada; ²Universite de Paris Saclay, France; ³Universidade de Porto, Portugal; lmisene@uwo.ca</p> <hr/> <p>A Systematic Review of Multi-Host Nations and Mega Sport Events: Towards a Research Agenda for Co-Hosted Events Hemmonsby, Janice¹; Moyo, Talent²; <u>Knott, Brendon</u>¹; Swart, Kamilla¹ ¹Cape Peninsula University of Technology, South Africa; ²Birmingham City University, United Kingdom; knottb@cput.ac.za</p> <hr/> <p>Beyond the Podium: Evaluating the Long-Term Impact of Hosting the Olympic Games on National Sporting Performance <u>Schöttl, Katharina</u> Private University Castle Seeburg, Austria; katharina.schoettl@uni-seeburg.at</p> <hr/> <p>Non-hosts' perspectives on leveraging the 2030 FIFA World Cup in Portugal <u>Sobral, Vítor</u>¹; Fairley, Sheranne²; O'Brien, Danny³; Gonçalves, Celina¹ ¹Universidade da Maia & CIDESD, Portugal; ²The University of Queensland, Australia; ³Bond University, Australia; vsobral@umaia.pt</p> <hr/>
3:30pm - 4:00pm 4:00pm - 6:00pm	<p>COFFEEBREAK-2: Coffee Break Location: K1 Building Hall</p> <p>BNC-1: Broader, New and Critical Aspects of Sport Management Location: B202 Session Chair: Mathew Dowling, Loughborough University; m.dowling@lboro.ac.uk</p> <p>Managing the Space for Exercise during Work – Challenges facing Pilots of Change <u>Wagner, Ulrik</u>; Overbye, Marie University of Copenhagen, Denmark; uw@nexs.ku.dk</p> <hr/> <p>(Un-) Ethical Decision Making in Sports: A Systematic Review Of The Literature <u>Walzel, Stefan</u>¹; Mueller, Jacqueline²; Smith, Aaron C.T.³ ¹German Sport University Cologne, Germany; ²Loughborough University London, UK; ³University of Canberra, Australia; walzel@dshs-koeln.de</p> <hr/>

Opening The ‘Black Box’ Of Building Mass Sport And Physical Activity Participation From Major Sporting Events: Developing A Process Model Of Event Inspiration

Chen, Shushu¹; Xing, Xiaoyan²; Potwarka, Luke³; Ramchandani, Girish⁴

¹University of Birmingham, United Kingdom; ²Capital University of P.E. & Sports, China; ³University of Waterloo, Canada; ⁴Sheffield Hallam University, UK; s.chen.5@bham.ac.uk

Born to Play... or Not? Relative Age Bias and Its €2 Billion Cost in Top 5 European Football Leagues

Pérez-González, Benito¹; Burillo, Pablo²; **Bonal, José²**; del Arco, Javier²; Montaña, Miguel²; Iván-Baragaño, Iyán²; Macías, Ricardo²; **León-Quismondo, Jairo²**

¹Universidad Internacional de la Rioja, Spain; ²Universidad Europea de Madrid, Spain; jose.bonal@universidadeuropea.es, jairo.leon@universidadeuropea.es

Exploratory Research Into Home Advantage In The Top Four UEFA Coefficient Leagues

Ashworth, Becky

Sheffield Hallam University, United Kingdom; b.ashworth@shu.ac.uk

A New Era of Mega-Event Co-Hosting: Geography, Deterritorialization, and Transnational Effects

Wise, Nicholas¹; Ludvigsen, Jan Andre Lee²; Melli, Claudio³; **Mukanova, Karina⁴**

¹Arizona State University, United States of America; ²Liverpool John Moores University; ³Università degli Studi di Milano-Bicocca; ⁴International University of Monaco; kmukanova@monaco.edu

4:00pm - 6:00pm

DTI-1: Digital Transformation, Innovation, and Technology

Location: **B203**

Session Chair: **Pascal Stegmann**, University of Bern; pascal.stegmann@unibe.ch

Exploring Institutional Inertia in the Process of Digital Transformation in Sport: The Case of the Automated Ball-Strike System in Korean Professional Baseball

Cho, Sungjun; Byun, Jinsu

Yonsei University; sungjun@yonsei.ac.kr

Digital Capital in Sport Contexts : Older Adults' Patterns of Engagement and Transformation

Lee, Kyung eun; Kim, Myeonggi; Heo, Jinmoo

Yonsei University, Republic of (South Korea); lifesport@yonsei.ac.kr

The Analytics-Driven learning index (The ADLI) -

Mitchell, Tom

Manchester Metropolitan University, United Kingdom; 46057270@ad.mmu.ac.uk

The Youth Olympic Games as a platform for innovation within the Olympic movement

Nordhagen, Svein Erik

University of Inland Norway, Norway; svein.erik.nordhagen@inn.no

4:00pm - 6:00pm

PHW-2: Public Health, Well-being and Physical Activity Management

Location: **B102**

Session Chair: **Paul Donnelly**, Ulster University; p.donnelly@ulster.ac.uk

Towards a “Sport for All” Policy in Saudi Arabia: A Theory of Planned Behaviour Perspective

Almalik, Sara¹; Polyakova, Olga²; Shi Yi, Luo³; Anagnostopoulos, Christos⁴; Alexandris, Kostas⁵

¹Sports for All Federation, Riyadh, Saudi Arabia; ²Sheffield Business School, Sheffield Hallam University, United Kingdom; ³Facultad de Ciencias de la Actividad Física y del Deporte – INEF, Universidad Politécnica de Madrid, Madrid, Spain; ⁴College of Science and Engineering, Hamad Bin Khalifa University Doha, Qatar & Molde University College, Norway; ⁵School of Physical Education and Sports Sciences, Aristotle University of Thessaloniki, Greece; soalmalik@sfa.sa, o.polyakova@shu.ac.uk

Identifying Motivational Factors for Workplace Physical Activity: Toward a Multidimensional Scale

Kajos, Attila; Szabó, Ágnes

Corvinus University of Budapest, Hungary; attila.kajos@uni-corvinus.hu

Transformation Willingness and Adaptive Configuration of Community Residents Access to National Fitness Public Service

Tang, Qiuzhen; Zhu, Yan; Cao, Houwen

School of Kinesiology and Health Promotion, Dalian University of Technology, Dalian 116024, Liaoning, China; 776496762@mail.dlut.edu.cn, zhuy@dlut.edu.cn

The Contribution Of Gaelic Games To Physical Activity Participation Among Irish Adolescents: A Secondary Analysis Of The Gaelic Games Youth Participation Study

Donnelly, Paul¹; McKay, Michael²; Lane, Aoife³; Horgan, Peter⁴; Haughey, Tandy⁵

¹Ulster University; ²Ulster University; ³Technological University of the Shannon, Ireland.; ⁴Gaelic Athletic Association; ⁵Ulster University; p.donnelly@ulster.ac.uk

Redefining Physical Wellness: From Concept to Indicators in the Era of Healthy Longevity

Lee, Sojung; Kang, Joon-ho

Seoul National University, Korea, Republic of (South Korea); sojunglee@snu.ac.kr

Sport and the City: The Role of Sports Accessibility on the Relationship Between Social, Economic and Spatial Factors of Well-being in the Context of Istanbul

Yilmaz, Hakan; Sert, Gülbeyaz

Istanbul Bilgi University, Türkiye; yilmazhakan@yilmaz@gmail.com

4:00pm - 6:00pm

SCB-3: Sport Consumer Behaviour

Location: **C001**

Session Chair: **Kostas Alexandris**, Aristotle University of Thessaloniki; kalexand@phed.auth.gr

What Do ‘We’ See? Reconciling Identification With A Premier League Club And The England Men’s Football Team

Lock, Daniel¹; Neville, Fergus²; Filo, Kevin³

¹Bournemouth University, United Kingdom; ²University of St Andrews, United Kingdom; ³Griffith University, Australia; lockd@bournemouth.ac.uk

When Too Many Options Hurt: Emotional Drivers of Purchase Deferral in Home Fitness Consumption

Namkung, Jin; Ahn, Shin Yeong; Lee, Joon Sung

YONSEI UNIVERSITY, Korea, Republic of (South Korea); thomasjin00@gmail.com

Development and Validation of the ZEST Scale: Measuring Generation Z's Spending Tendencies (ZEST) in Sport Consumption

Ko, Namho; **Lee, Keonyeob**; Choi, Si Hoon; Jeong, Suzy; **Park, Jeonghyeon**; Lee, J. Lucy; **Kang, Joonho**

Seoul National University, Korea, Republic of (South Korea); konamho@snu.ac.kr, ris5158@snu.ac.kr, likepark99@snu.ac.kr

Examining the Antecedents of Professional Baseball Fans' Brand Love: A Cognitive Appraisal Theory Perspective

Fang, Pei-Hsin¹; Wang, Jye-Shyan²

¹Southern Taiwan University of Science and Technology, Taiwan; ²National Taiwan Normal University, Taiwan; peihsin@stust.edu.tw

Not Just About the Money: How Gender and Geography Outperform Income in Predicting Collegiate Sport Fan Spending

Rodriguez, Keyes; **Yeo, Hyunwoo**; Han, Gyujik; Nestler, Scott; Chang, Yonghwan

University of Florida, United States of America; gk.rodriguez@ufl.edu, hyeo@ufl.edu

4:00pm - 6:00pm

SGP-3: Sport Governance, Sport Policy and Sport Law

Location: **C002**

Session Chair: **Thomas Breuer**, German Sport University Cologne; t.breuer@dshs-koeln.de

Accounting for Supporters: Developing a New Supporter Focused Reporting Framework for the English Football League

Middling, Mark

Northumbria University, United Kingdom; mark.middling@northumbria.ac.uk

Recruiting Sponsorship Staff In Voluntary Sports Clubs: A Process-oriented Analysis Of Causes And Consequences

Schulz, Luc Alexander¹; Keller-Meier, Romano²; Lang, Grazia²; Nagel, Siegfried²; Stieger, Raphael²; Schlesinger, Torsten¹

¹TU Chemnitz, Germany; ²University of Bern, Switzerland; luc-alexander.schulz@hsw.tu-chemnitz.de

The Gamification Of Profit And Sustainability Regulations In The English Premier League

Plumley, Daniel¹; Ramchandani, Girish¹; Wilson, Rob²

¹Sheffield Hallam University, United Kingdom; ²University Campus of Football Business (UCFB), UK; d.j.plumley@shu.ac.uk

Strategic Management Practices in the Sports Sector: The Case of the Lithuanian Football Federation

Bagdoniene, Rita¹; **Mikalauskas, Rimantas²**

¹Lithuanian Football Federation, Lithuania; ²Department of Sport and Tourism Management, Lithuanian Sports University, Lithuania; rimantas.mikalauskas@lsu.lt

Beyond the Ban: Humanising Anti-Doping Policy through Athletes' Lived Experiences and Legal Insights

Petróczi, Andrea^{1,4}; Heyes, Andrew²; Lanfer, Julian³; Lockett, Isaac⁴; Lux, Daniela⁵; Patterson, Laurie²; Stoffers, Benedikt³; Westmattmann, Daniel³; Blank, Cornelia⁵

¹ELTE Eötvös Loránd University, Hungary; ²Leeds Beckett University, UK; ³University of Münster, Germany; ⁴Kingston University, UK; ⁵University of Innsbruck, Austria; petroczi.andrea@ppk.elte.hu

4:00pm - 6:00pm

SME-1: Sport Management Education

Location: **B101**

Session Chair: **Ruth M Crabtree**, Sheffield Hallam University; r.crabtree@shu.ac.uk

Exploring Learner Development on Sport Degree Programmes

Emsley, Chris; Sherratt, Adam

University of South Wales, United Kingdom; chris.emsley@southwales.ac.uk

The Art of Reflective Practice in A Sport Management Major Games Field Course

Cousens, Laura Lynne; Pirosko, Jennifer

Brock University, Canada; lcousens@brocku.ca

The Super Bowl Learning Experience: Student Expectations v. Outcomes

Buenano, Andrea¹; Warner, Stacy²; Madsen, Rachel³

¹University of Miami, USA; ²East Carolina University, USA; ³Ithaca College, USA;
abuenano@miami.edu, warners@ecu.edu

Reimagining Faculty Development: Applying Transition Theory and Constellation Mentoring Across the Sport Management Academic Career Span

Dixon, Marlene A; Geyer, Becky; Batista, Paul

Texas A&M University, United States of America; madixon@tamu.edu, bgeyer@tamu.edu,
pbatista@tamu.edu

The Interrelationships of Competencies, Self-Esteem, Career Adaptability, Job and Career Satisfaction of Sport Management Graduates

Beermann, Simon²; Fahrner, Marcel¹; Hallmann, Kirstin²; Schüttoff, Ute¹

¹University of Tübingen, Germany; ²German Sport University Cologne, Germany;
marcel.fahrner@uni-tuebingen.de, K.Hallmann@dshs-koeln.de

A Case Study Approach to Applied Learning: Is it Effective?

Crabtree, Ruth¹; Van Dalfsen, Gerco²; Walzel, Stefan³

¹Sheffield Hallam University, United Kingdom; ²Hanze University of Applied Sciences Groningen;
³Cologne Sport University; r.crabtree@shu.ac.uk

4:00pm - 6:00pm

SMS-2: Sport Marketing & Sponsorship

Location: **C101**

Session Chair: **T. Bettina Cornwell**, University of Oregon; tbc@uoregon.edu

Exploring the Role of Brand Love and Its Influence on Consumer Behaviour in Fitness Centers

Jiménez Jiménez, Pablo¹; Gregori-Faus, Cristian¹; Calabuig-Moreno, Ferran¹; Biscaia, Rui²

¹Department of Sports and Physical Education, University of Valencia; ²Department for Health, University of Bath; pablo.jimenez@uv.es

Identification Forms: Simultaneous Sponsorship in Sport and Split Identification

Cornwell, T. Bettina; Clithero, John; Setten, Eric

University of Oregon, United States of America; tbc@uoregon.edu

Sponsor Response and Consumer Sentiment on Social Media to Athlete Transgressions: The Case of Jannik Sinner

Yoda, Ryuta; Patil, Swarali Hrishikesh; Norrito, Alessio

Manchester Metropolitan University, United Kingdom; R.Yoda@mmu.ac.uk

Blurry Lines: The Emergence of Gambling Sub-Brands in Sport Sponsorship and Its Perceived Impact on Sport Fans

Jacobs, Katho^{1,2}; De Jans, Steffi¹; Evens, Tom³; Constandt, Bram²

¹Department of Movement and Sports Sciences, Ghent University, Belgium; ²Department of Communication Sciences, Ghent University, Belgium; ³Interuniversity Microelectronics Centre (IMEC), Leuven, Belgium; katho.jacobs@ugent.be

Labor, Virtue, and Capital: The Philosophical Foundations of Protestant Work Ethic Branding in Sport

Burke, Sean Michael; Du, James; James, Jeffery; Giardina, Michael

Florida State University, United States of America; smburke@fsu.edu

The Significant Effect Finances Has On Professional Golf Development: Insights From Sunshine Tour Players.

Roos, Stephanus Johannes; Van Deventer, Marko

North-West University, South Africa; Fanie.Roos@nwu.ac.za

4:00pm - 6:00pm

SSM-3: Sustainability and Sport Management

Location: **B001**

Session Chair: **Andrea Collins**, Cardiff University; collinsa@cardiff.ac.uk

A Social Network Analysis of Partnership Evolution: Implications for Sustainability in Sport and International Development.

Charway, Derrick

Norwegian School of Sport Sciences, Norway; derrickc@nih.no

Do Financial Indicators Really Work? — An In-Depth Analysis of the Economic Health and Development Potential of Chinese Sports Social Organizations

Wu, Haofeng; Yang, Qian; Dong, Miaojun

Shanghai University of Sport, Shanghai, People's Republic of China; tonywu0124@qq.com

Grassroots sport stakeholders as Green Agents: Navigating Institutional Pressures and Environmental Sustainability in European Sport

Koutrou, Niki¹; Kohe, Geoffery²

¹University of Sunderland in London, United Kingdom; ²University of Kent; nikikoutrou@gmail.com

The Importance of Professional Competencies in the Employability of Physical Education Students within the Framework of the Sustainable Development Goals

Molina-García, Nuria¹; González-Serrano, María Huertas²; Ávalos Ramos, María Alejandra³; Vega Ramírez, Lilyan⁴; Gómez-Tafalla, Ana María²

¹University of Alicante, Spain; ²University of Valencia; ³University of Alicante; ⁴University of Alicante; n.molina@ua.es

Getting Fans On Side! – A Ladder Of Fan Engagement In Sustainability At Sport Events

Koenig-Lewis, Nicole; Collins, Andrea

Cardiff University, United Kingdom; koenig-lewisn@cardiff.ac.uk, collinsa@cardiff.ac.uk

From Practice to Transformation: Managerial Perspectives and Tool Development for Environmental Sustainability in Sport Organisations.

Comazzi, Federica; D'Angelo, Chiara

Università Cattolica del Sacro Cuore, Italy; federica.comazzi1@unicatt.it

4:30pm - 6:00pm

ESMQ-E-W: ESMQ Editorial Board Meeting (Closed Meeting)

Location: **B002**

7:00pm - 10:00pm

SOC-E-1: Social Event - Normafa Hütte

Location: **Normafa Hütte**

Date: Thursday, 04/Sept/2025

7:00am - 7:45am	YOGA-1: Morning Yoga Location: Garden of the Campus
8:00am - 8:30am	REG AND INFO 2: Registration and Information Desk Open Location: K1 Building Reception
8:30am - 10:00am	EASM GEN AS: EASM General Assembly Location: K1 Building "Athén" Room Agenda: 01) Opening of the AGM 02) Approval of agenda 03) Approval of minutes 2024 04) Report from the President, Sustainability Expert, and the Treasurer 05) Report from the ESMQ Editor 06) Questions and discussion 07) EASM Conferences (2026 - 2029) 08) Election of the Chair for AGM 2026 and Auditors 09) Announcement of the ESMQ Best Reviewer Award 10) Announcement of the EASM Sport Organisation Award 11) Announcement of the Distinguished Service Award Winner 12) Announcement of the Chelladurai Award 13) Announcement of EASM Board elections 2025 14) AOB 15) Closing of the AGM
10:00am - 10:30am	COFFEEBREAK-4: Coffee Break Location: K1 Building Hall
10:30am - 12:30pm	DIV-3: Diversity and Inclusion Issues in Sport Management Location: B101 Session Chair: Jim Strode , Ohio University College of Business; strode@ohio.edu The Intersectionality of Gender and Disability in Southern African Sport <u>Burnett, Cora</u> Stellenbosch University, South Africa; cburnett@sun.ac.za The Impact of Diversity on NCAA Division I Basketball <u>Strode, Jim</u>¹; Furesz, Diana Ivett² ¹ Ohio University; ² University of Pecs Faculty; strode@ohio.edu Contributing Factors of Faculty-to-Faculty Incivility in Sport Management Academia: A Multi-Level Analysis Stensland, Peyton J.¹; Grappendorf, Heidi²; Strode, Jim³; Simmons, Jason¹ ¹ University of Cincinnati; ² Western Carolina University; ³ Ohio University; hgrappendorf@email.wcu.edu , strode@ohio.edu Social Media and Career Attributes Effects on Female Footballers' Market Value: A Case Study of the Women's Super League <u>Tzoumaka, Eugenia</u>¹; Valenti, Maurizio² ¹ Deree - The American College of Greece, Greece; ² Manchester Metropolitan University, UK; etzoumaka@acg.edu PHW-3: Public Health, Well-being and Physical Activity Management Location: B202 Session Chair: Karin Book , Malmö University; karin.book@mau.se "No pain, no gain"; Normalization of Controlling Coaching in Youth Sport Clubs Schuyvinck, Cleo; Hoof, Rupert; Willem, Annick; Haerens, Leen Ghent University, Belgium; annick.willem@ugent.be

Spatial Spillovers in Sport Participation and Fitness Activity: Implications for Physical Activity Management.

Downward, Paul¹; Guan, Jing²; Shi, Nanyu³

¹Loughborough University, United Kingdom; ²Beijing Technology and Business University, Loughborough University; ³Beijing Technology and Business University; p.downward@lboro.ac.uk

Investigating the Influence of Esports Participation on Consumers' Wellbeing: A Two-wave Study

Cheng, Bingxu¹; Sun, Shanhang¹; Fu, Wenjing¹; Zhu, Xiuqi²

¹Loughborough University, United Kingdom; ²University of Northampton; s.sun@lboro.ac.uk

Positive Youth Development: A Catalyst for Change in Sport for Development Interventions?

Whitley, Meredith^{1,2}

¹Adelphi University, United States of America; ²Centre for Sport Leadership, Stellenbosch University, South Africa; mwhitley@adelphi.edu

Cracking the Code through the Lens of Salutogenesis: Impacts of Sport Participation on SOC, Resilience, and Coping Strategies among University Students

Ahn, Shin Yeong; Namkung, Jin; Lee, Joon Sung

YONSEI UNIVERSITY, Korea, Republic of (South Korea); shinahn09@gmail.com

10:30am - 12:30pm

SCB-4: Sport Consumer Behaviour

Location: **C001**

Session Chair: **Markus Kurscheidt**, University of Bayreuth; markus.kurscheidt@uni-bayreuth.de

Perceived Olympic Brand Authenticity and Behavioral Intentions among Generation Z: A Cross-Cultural Study Between the United States, Brazil and Japan

Santana, William¹; Kaplanidou, Kyriaki¹; Sato, Shintaro²

¹University of Florida, United States of America; ²Waseda University, Japan; kkaplanidou@ufl.edu

Understanding Fans of The Club 'Against Modern Football': The Case of FC St. Pauli

Dalal, Keegan; Delia, Elizabeth

University of Massachusetts Amherst, United States of America; kdalal@umass.edu

Roaring Twenties in the Formula 1? Survey Evidence On the Consumption Culture of German Motorsports Supporters

Kurscheidt, Markus; Brandt, Christian; Reichel, Kristoff

University of Bayreuth, Germany; markus.kurscheidt@uni-bayreuth.de

Perceived Event Impacts and Fan Engagement at the Taipei Dome: A Social Exchange Theory Study of the World Baseball Classic

Davis, Sean¹; Chang, Shu-Hao²

¹University of North Florida, United States of America; ²University of Florida, United States of America; changshuhao@ufl.edu

10:30am - 12:30pm

SDS-3: Sport Development and Socio-Cultural Perspectives

Location: **B102**

Session Chair: **Vassil Girginov**, Brunel University London; vassil.girginov@brunel.ac.uk

It's Not Just Saturday Football: Learnings from Implementing a Life Skills Program at a Grassroots Club

Cann, Lewis Brian; Marquez, Armin Alberto

Northumbria University, United Kingdom; lewiscann1@gmail.com,
armin.marquez@northumbria.ac.uk

Mapping the Field: A Scoping Review of Transnational Sport Migration in Asia

Chu, Yun-An; Tan, Tien-Chin

Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taiwan; 61331020a@gapps.ntnu.edu.tw

Accelerating Capacity Building in Sport for Development: A Collaborative Autoethnography

Svensson, Per G.¹; Hardie, Ashlyn²; Raw, Katherine³; Jones, Gareth⁴

¹Louisiana State University, United States of America; ²Clemson University, United States of America; ³Swinburne University of Technology, Australia; ⁴Temple University, United States of America; psvensson@lsu.edu

The Development Of Values Within Sports Clubs: A Systematic Review

Widmer, Nathalie^{1,2}; Margas, Nicolas²; Mrkonjic, Michael¹

¹Swiss Federal Institute of Sport Magglingen, Switzerland; ²University of Lausanne, Switzerland; nathalie.widmer@baspo.admin.ch

Advances in Understanding the Impact of Sport For Development Programmes: Realist-informed Ripple Effects Mapping

Bates, Dan¹; Wilson, Jase¹; Partington, Janine¹; Clarke, Jo¹; Harris, Kev²

¹Leeds Beckett University, United Kingdom; ²Hartpury University, United Kingdom; d.j.bates@leedsbeckett.ac.uk

The Economic And Social Value Of Gaelic Games On The Island Of Ireland

Shibli, Simon¹; Ramchandani, Girish¹; Kokolakis, Themis¹; Barrett, David¹; Davies, Larissa²; Donnelly, Paul³; Horgan, Peter⁴; McCarthy, Laurence⁵

¹Sheffield Hallam University, United Kingdom; ²Manchester Metropolitan University; ³Ulster University; ⁴Gaelic Athletic Association; ⁵Seton Hall University; s.shibli@shu.ac.uk

10:30am - 12:30pm

SGP-4: Sport Governance, Sport Policy and Sport Law

Location: **C002**

Session Chair: **Kirstin Hallmann**, German Sport University Cologne; k.hallmann@dshs-koeln.de

Digitalization Without a Playbook: Digital Governance Practices in Voluntary Sport Clubs

Strittmatter, Anna-Maria¹; Stenling, Cecilia²

¹Örebro University, Sweden; ²Umeå University, Sweden; anna-maria.strittmatter@oru.se

Interpreting Sport Policy Data: Tensions, Challenges, and Opportunities of Qualitative Approaches to Policy Research

Rich, Kyle¹; Hoeber, Larena²; Edwards, Jonathon³; Giles, Audrey⁴; Pegoraro, Ann⁵

¹Brock University, Canada; ²University of Regina; ³University of New Brunswick; ⁴University of Ottawa; ⁵University of Guelph; krich@brocku.ca, Larena.Hoeber@uregina.ca

Health Promotion in Sports Mega-Events: The Governance Gap in Promoting Health in the Summer Olympic Games

Furtado, Sabrina; Piggin, Joe

Loughborough University, United Kingdom; s.furtado@lboro.ac.uk

A Case Study On Leveraging Elite Athlete Role Models To Promote Sport Participation In Youth Within A Non-Profit Organisation

Praet, Lynn; De Bosscher, Veerle; Smismans, Sofie; Derom, Inge

Vrije Universiteit Brussel, Belgium; lynn.praet@vub.be

Youth Athlete Development Policies: An Umbrella Review of Foundation and Talent Stages for Future High Performance

Descheemaeker, Kari¹; De Bosscher, Veerle¹; Shibli, Simon²; Weissensteiner, Juanita R.³

¹Vrije Universiteit Brussel, Belgium; ²Sheffield Hallam University, United Kingdom; ³New South Wales Office of Sport, Australia; kari.descheemaeker@vub.be

Strengthening Olympic Legacy Governance: Developing a Practical Tool from the Case of the World Union of Olympic Cities

Alkayal, Mohammad¹; Preuss, Holger¹; Könecke, Thomas²

¹Johannes Gutenberg University, Germany; ²KU Leuven, Belgium; malkayal@uni-mainz.de

10:30am - 12:30pm

SLS-3: Strategy, Leadership and Stakeholder Management in Sport

Location: **B002**

Session Chair: **Thilo Kunkel**, Temple University; thilo.kunkel@temple.edu

The Effect of Manchester City & City Football Group (CFG)'s Glocalization Strategy: Exploring Multi-Club Ownership Models in Cultivating Relationships between CFG's Chinese Local Team's Supporter and Global Football Brands

Wang, Deyi

Waseda University, Japan; wdypato7@suou.waseda.jp

Sports Strategies in Central and Eastern European Professional Football: an Exploratory Study

Drewniak, Dariusz; Nessel, Karolina

Jagiellonian University, Poland; d.drewniak@doctoral.uj.edu.pl

Scoring Goals in Ambidextrous Sport Clubs: How Agility and Resilience Influence Organizational Performance of Football Clubs in Flanders

Hartmann, Bram¹; Willem, Annick¹; Haerens, Leen¹; De Bosscher, Veerle²

¹Ghent University, Belgium; ²VUB, Belgium; bram.hartmann@ugent.be

Fans' Perceptions of Football Multi-Club Ownership

Anagnostou, Michael¹; Manoli, Elisavet-Argyro²; Karagiorgos, Thomas³

¹Loughborough University, United Kingdom; ²Bergamo University, Italy; ³Aristotle University, Greece; m.anagnostou@lboro.ac.uk

Women's Football Strategy – Examining The Strategic Position And Resource Allocation Within European Football Clubs

Kunkel, Thilo¹; Huettermann, Marcel²; Bredikhina, Nataliya³

¹Temple University, United States of America; ²Zürcher Hochschule für Angewandte Wissenschaft, Switzerland; ³University of Kansas, United States of America; thilo.kunkel@temple.edu

10:30am - 12:30pm

SMC-2: Sport, Media & Communication

Location: **C101**

Session Chair: **Kostas Alexandris**, Aristotle University of Thessaloniki; kalexand@phed.auth.gr

Racing Against the Odds - Young Fans' Perceptions of Inclusion Strategies in Motorsport

Manoli, Argyro Elisavet; Musitelli, Marica

University of Bergamo, Italy; argyroelisavet.manoli@unibg.it

Evaluation Of Attitudes, Constraints, Knowledge, Intentions And Use Of Artificial Intelligence In Sports Communication

Tsitsiou, Myrto¹; Tzetzis, Georgios²; Alexandris, Kostas²; Papadopoulos, Panagiotis²

¹Aristotle University of Thessaloniki / Eurohoops Organization, Greece; ²Aristotle University of Thessaloniki, Greece; myrto.tsitsiou@gmail.com

Swiss Olympic Athletes' Social Media Use: A Mixed Method Analysis of Publishing Behavior, Engagement, and Growth

Staley, Larssyn

Swiss Federal Institute of Sport Magglingen SFISM, Switzerland; larssyn.staley@baspo.admin.ch

Understanding Competitive Dynamics of Olympic Media Platforms Using Niche Theory: The Case of the 2024 Paris Summer Olympic Games in South Korea

Lee, Buyeong; Noh, Yeayoung; Kim, Kihan

Seoul National University, Korea, Republic of (South Korea); sue8212@snu.ac.kr

10:30am - 12:30pm

SSM-4: Sustainability and Sport Management

Location: **B001**

Session Chair: **Mathew Dowling**, Loughborough University; m.dowling@lboro.ac.uk

Reconceptualising Stakeholder Roles in the Digital Transformation of Sports: Insights from a World Café Dialogue on Sustainability, Inclusion, and Governance

Szathmári, Attila; Csúport, Zsombor

Corvinus University of Budapest, Hungary; attila.szathmari@uni-corvinus.hu

Navigating Sport Sustainability as Competing Institutional Logic Demands of Profit, People, Planet, and Performance

Dowling, Mathew; Thurston, Alex; Downward, Paul

Loughborough University, United Kingdom; m.dowling@lboro.ac.uk

CSR Approach Archetypes in Sport Organizations: A Case of Czech and Italian Football Clubs

Kaprálková, Michaela¹; Manoli, Argyro Elisavet²; Opelík, Daniel¹

¹Charles University, Faculty of Physical Education and Sport, Czech Republic; ²University of Bergamo, Italy; michaela.kapralkova@ftvs.cuni.cz

Sport and Social Impact: Evidence from a Systematic Literature Review

Martini, Mattia¹; Pastore, Lavinia²; Rizzo, Angela³

¹University of Milano-Bicocca, Italy; ²University of Milano-Bicocca, Italy; ³University of Milano-Bicocca, Italy; mattia.martini1@unimib.it

Game Changers: Developing A Domain-Specific Model Of Twin Transformation In The Sports Industry

Rindermann, Moritz^{1,2}; Buck, Christoph^{1,3}; Kelly, Sarah Jane³; Toth-Peter, Agnes⁴

¹Technical University of Applied Sciences Augsburg, Germany; ²Fraunhofer Institute for Applied Information Technology FIT; ³Queensland University of Technology, Brisbane, Australia; ⁴The University of Queensland, Brisbane, Australia; moritz.rindermann@fim-rc.de

12:30pm - 1:30pm

LUNCH-2: Lunch

Location: K1 Building Restaurant

1:30pm - 2:30pm

KEYNOTE-2: Keynote 2 - Dr. Larena Hoeber

Location: K1 Building "Athén" Room

2:30pm - 3:00pm

COFFEEBREAK-5: Coffee Break

Location: K1 Building Hall

3:00pm - 4:30pm

NRA: ESMQ New Researcher Award

Location: K1 Building "Athén" Room

3:00pm - 4:30pm

POSTERS: Poster Presentations and Networking

Location: K1 Building Hall

Exploring Well-Being And The Internship Experience In Sport Management

Gregg, Elizabeth²; Buenaño, Andrea³; Sartore-Baldwin, Melanie¹

¹East Carolina University, United States of America; ²University of North Florida, United States of America; ³University of Miami, United States of America; liz.gregg@unf.edu, abuenano@miami.edu

Icon League, Baller League And Kings League: The Next Commercial Frontier In Football?

Krakau, Konstantin Frederick¹; Mirkovic, Goran¹; Zülch, Henning¹; Plumley, Daniel²

¹HHL - Leipzig Graduate School of Management, Germany; ²Sheffield Hallam University, Sheffield Business School; konstantin.krakau@hotmail.de

Uncovering Stakeholder Perceptions on Sporting Goods Trade and Sustainability

Chakawata, Webster Tinashe

Malmö University, Sweden; webster-tinashe.chakawata@mau.se

Study Of Demands And Satisfaction Level At A University Sport Department

Perrino-Peña, María

Universidad de León (España) - University of Leon (Spain), Spain; maria.perrino@unileon.es

Driving Lithuanian Automobile Sport Federation (LASF) organizational performance through Internal Communication: A Qualitative Analysis of members perception

Fominiene, Vilija Bite; Bielevicius, Tomas

Lithuanian Sports University, Lithuania; vilija.fominiene@lsu.lt

The Profile of the Sports Manager Who Accepts the Use of Artificial Intelligence in Their Companies: Evidence from a Comparative Qualitative Analysis

González-Serrano, María Huertas¹; Gómez-Tafalla, Ana María¹; Molina García, Nuria²; Calabuig, Ferran¹

¹Universitat de València, Spain; ²Universtat de Alicante, Spain; m.huertas.gonzalez@uv.es

Sport in Favelas: Perceptions of Managers on How to Promote Social Development

Rocha, Claudio¹; Williamson, Theresa²; Bogus, Lucia³; Paiva, Rodrigo³

¹University of Stirling, United Kingdom; ²Catalytic Communities, Rio de Janeiro; ³Pontificia Universidade Catolica, Sao Paulo; claudio.rocha@stir.ac.uk

Driver Factor Configurations and Generation Paths for Improving Governance Effectiveness of the National Fitness Information Service Platform

Zhu, Yan; Tang, Qiuzhen; Zhang, Haodong

School of Kinesiology and Health Promotion, Dalian University of Technology; zhuy@dlut.edu.cn, 776496762@mail.dlut.edu.cn, 15998088999@dlut.edu.cn

Motivation of volunteers at the 2023 Budapest World Athletics Championships

Perényi, Szilvia¹; Polcsik, Balázs^{2,3}

¹Hungarian University of Sports Science, Hungary; Department of Sportmanagement; ²University of Szeged, Gyula Juhász Faculty of Education, Institute of Physical Education and Sport Science;

³Hungarian University of Sports Science, Hungary; Doctoral School; perenyi.szilvia@tf.hu

Navigating the AI Paradigm Shift in Nonprofit Sport Organisations: Analysing AI Adoption in NGBs in the United States

Leopkey, Becca¹; Kwon, Hyein {Kate}¹; Ellis, Dana²; Dowling, Mathew³

¹University of Georgia, United States of America; ²Laurentian University, Canada; ³Loughborough University, United Kingdom; bleopkey@uqa.edu

Does Ownership Matter? Are Football Firms More Successful Than Football Associations? The Case Of The New Tournament Design Of The Champions League Of The UEFA

Trosien, Gerhard

accadis University, Germany; gerhard.trosien@edu.accadis.com

Data Driven Analysis of the Longitudinal Patterns of the UEFA European Championship and the FIFA World Cup Global Sponsor Portfolio

Havran, Zsolt¹; Kajos, Attila¹; Czakó, Erzsébet²

¹Corvinus University of Budapest, Hungary; ²Budapest University of Economics and Business; zsolt.havran@uni-corvinus.hu

Geopolitical Risk And International Migration: Empirical Evidence About Professional Footballers

Furesz, Diana Ivett¹; Havran, Zsolt²; Jarjabka, Akos¹

¹University of Pecs Faculty of Business and Economics; ²Corvinus University of Budapest; furesz.diana@ktk.pte.hu, zsolt.havran@uni-corvinus.hu

Sport Themes in the European Union Institutions: What Role Eastern-Central European Member States Play?

Kovacs, Attila Miklos³; András, Krisztina¹; Banai, Ádám²; Tallár, Ákos⁴

¹Obuda University, Hungary; ²National Bank of Hungary; ³Eulytix, Hungary; ⁴Giró Szász and Partners Legal Partnership, Hungary; attila.kovacs@eulytix.eu, andras.krisztina@amk.uni-obuda.hu

Strategic Evaluation of Hungary's Swimming Nation Program in Sport Management

Farkas, Tamás¹; Sterbenz, Tamás¹; Máté, Tünde²

¹Hungarian University of Sports Science, Hungary; ²Obuda University, Hungary;
fftamas3@gmail.com, mate.tunde@amk.uni-obuda.hu

The Threshold Effect of Digital Technology on the Digital-Intelligence Transformation of National Fitness in the Mainland of China Smart Cities

Yuan, Bo; Zhu, Yan; Zhang, Haodong

Dalian University of Technology, People's Republic of China; zhuy@dlut.edu.cn

Unpacking Innwashing in the Sports Industry

Glebova, Ekaterina^{1,2}; Bocanet, Anca²

¹Université Paris-Saclay CIAMS, France; ²Higher Colleges of Technology, Business Department, Dubai, UAE; katrina.glebova@universite-paris-saclay.fr

Updating the Japanese Sport Satellite Account and Responding to the Revised Vilnius Definition of sport

Shoji, Hiroto¹; Hayakawa, Takuo²; Akatsu, Mitsuhiro³; Kawaguchi, Yoshiya²; Hiramoto, Taiki⁴; Inagaki, Kenjiro⁴; Aoi, Kazuma⁵; Kokolakis, Themistocles⁶

¹Faculty of Health and Sports Science, Doshisha University; ²Economic & Industrial Research Department, Development Bank of Japan Inc.; ³Regional Research & Planning Department, Development Bank of Japan Inc.; ⁴Government and Infrastructure Unit Sports Team, EY Strategy and Consulting Co., Ltd.; ⁵Graduate School of Health and Sports Science, Doshisha University; ⁶Sport Industry Research Centre, Sheffield Hallam University; hishoji@mail.doshisha.ac.jp, tahayak@dbj.jp, Taiki.Hiramoto@jp.ey.com, k.aoi@fromsheff-howsports.co.jp

User Expectations Versus Reality: Sustainability Communication on Public Sector Websites in the Sport Context

Usas, Antanas; Streimikiene, Dalia

Lithuanian Sports University, Lithuania; Antanas.usas@lsu.lt

Greenhouse Gas Inventory and Hotspot Analysis of the Nangang Sports Center in Taipei

Chou, Yu-Hui¹; Kang, Cheng-Nan²; Huang, Mao-Jui³

¹National Taiwan Sport University, Taiwan; ²National Taiwan University; ³National Taiwan Sport University, Taiwan; alex.yh.chou@ntsu.edu.tw

Examining Youth Athlete Development In Elite Sport Pathways: Athletes' Perspectives On Transitioning From Development Programs

Miller, Joseph¹; Evans, Zachary²; Platts, Chris¹; Olusoga, Peter¹; Rothwell, Martyn¹

¹Sheffield Hallam University, Sheffield, United Kingdom; ²Ball State University, Muncie, Indiana, United States of America; joe.miller@shu.ac.uk, zachary.evans@bsu.edu

Sport Gambling Motives: Effects on Viewer Satisfaction and Well-Being

Lee, Cindy¹; Bang, Hyejin²

¹West Virginia University, United States of America; ²Florida International University, United States of America; Cindy.lee@mail.wvu.edu

Female Athlete Entrepreneurship and Fan Engagement on Social Media: A Convergent Mixed-Method Design

Kosari, Farzaneh¹; Brison, Natasha²; J. Batista, Paul¹; Zimmer, Wendi¹

¹Texas A&M University, United States of America; ²University of South Carolina, United States of America; pbatista@tamu.edu

Are Combat Sports Too Violent? Counter-Balancing Perceptions of Violence Through the Integration of Gamification

Uhm, Jun-Phil; Park, Soojung; Park, Chanmin

Inha University, Korea, Republic of (South Korea); uhmjp@inha.ac.kr

Enhancing Resilience and Well-Being in International Students Through Intramural Martial Arts

Park, Chanmin; Park, Soojung; Uhm, Jun-Phil

Inha University, Korea, Republic of (South Korea); cm_park@inha.ac.kr

Extending the Sport Sustainability Campaign Evaluation Model: The Role of Low-Carbon Literacy in Shaping Sustainable Behaviors

Ma, Shang-Chun¹; Byon, Kevin K.²; Sato, Shintaro³; Ma, Shang-Min⁴

¹Institute of Physical Education, Health & Leisure Studies, National Cheng Kung University, Taiwan; ²Department of Applied Physiology and Sport Management, Southern Methodist University, Dallas, USA; ³Faculty of Sport Sciences, Waseda University, Tokyo, Japan; ⁴Department of Recreational Sport & Health Promotion, National Pingtung University of Science and Technology, Taiwan; 10102009@gs.ncku.edu.tw

Fear of Missing Out as an Antecedent of Peripheral Sport Event Attendance and Perceived Quality of Life

Na, Sangwon¹; Park, Sungjong²; Kim, Dae Eun²; Lim, Soyoun²; Lee, Younghan³

¹University of Central Arkansas, United States of America; ²Mississippi State University, United States of America; ³University of Central Florida, United States of America; s.lim@msstate.edu

Home-Field Advantage From Athens To Rio: The Impact Of Hosting The Paralympic Games On The Performance Of Host Country Athletes

Tóth, Bernadett^{1,2}; Csurilla, Gergely^{3,4}

¹Corvinus University of Budapest, Hungary; ²Rajk Collage for Advanced Studies; ³Hungarian University of Sports Science, Hungary; ⁴HUN-REN Centre for Economic and Regional Studies, Hungary; bernadett.toth3@stud.uni-corvinus.hu

An Exploration of Young People's Experiences of Leadership Development Through The FA Youth Leader Mentor Programme

Spencer, Kieran; Abbey, Jane; Mahon-Daly, Patricia

University Campus of Football Business, United Kingdom; k.spencer@ucfb.ac.uk

Betting on the Wrong Experience: How Sport Gambling Participation Distorts Viewing Satisfaction

Yeo, Hyunwoo; Jochims, Ethan J.; Neve, Nicholas Robert; Chang, Yonghwan

University of Florida, US; hyeo@ufl.edu

The Impact of Sport Entrepreneurship on Value Co-Creation and Organizational Performance: A Case Study of the Civic Sports Center

Kang, Chengnan

National Taiwan University, Taiwan; kang@ntu.edu.tw

Assessing the Economic Impact of Sports Event :The Case of the ALL JAPAN INTERCOLLEGE CANOE CHAMPIONSHIPS

Shu, Akie; Yokota, Masatoshi; Mikio, Hibino

Faculty of Sport Management Nippon Sport Science University; 23sma20@nittai.ac.jp

Advancing Sustainability in European Football: A Review of UEFA's Environmental and Social Responsibility Practices

Skorpida, Georgia; **Tsitskari, Efi**; Costa, George; Matsouka, Ourania

Democritus University of Thrace, Greece; etsitska@phyed.duth.gr

Cultivating Collective Leadership Awareness through Outdoor Sports: An Action Research Study on Academic Co-Authoring Teams

Castriotta, Manuel

University of Cagliari, Italy; manuelcastriotta@gmail.com

Does Spectating Sports Improve Well-Being ? In Pursuit of Sustainable Sports Club Management

Tomiyama, Koza

Osaka University of Health and Sport Sciences, Japan; tomiyama@ouhs.ac.jp

Evaluating the Social Impact of a University Sport Event on Satisfaction, Quality of Life, and Loyalty toward the University

Park, Sungjong¹; **Lim, Soyoun¹**; Lee, Younghun²; Könecke, Thomas³

¹Mississippi State University, United States of America; ²University of Central Florida, United States of America; ³KU Leuven, Belgium; s.lim@msstate.edu

Exploring the Image of Korean Professional Baseball Using Free Association Techniques

Kim, Tae Hyun¹; Park, Sung-Bae Roger¹; Choi, June Kyu²; Kim, Myoung Jin³

¹Hanyang University, Korea, Republic of (South Korea); ²Kyungil University; ³Illinois State University; ktaehyun0730@hanyang.ac.kr

Factors Influencing Sports Teams' Choice of Training Camp Destinations in Japan: A Comparative Analysis

Yumita, Erika¹; Muneda, Masaya²

¹Sendai University; ²National Institute of Fitness and Sports in Kanoya; er-yumita@sendai-u.ac.jp

How Event and Destination Image Shape City Brand Personality: The Mediating Role of Sustainability Perception in the Case of the European Wrestling Championship, Novi Sad 2024

Đukić, Mirjana; Matić, Radenko; Maksimović, Nebojša

Faculty of Sport and Physical Education, University of Novi Sad, Serbia; mirjanadjukic05@gmail.com

Leveraging Perceived Organizational Support for Sustainable Volunteer Engagement in Non-Profit Sport Organizations

Bang, Hyejin¹; Lee, Cindy²

¹Florida International University, United States of America; ²West Virginia University, United States of America; bangh@fiu.edu

Reflections on the Zero Waste Game Days Initiative at Otterbein University

Chawansky, Megan Elise

Otterbein University, United States of America; chawansky1@otterbein.edu

Service Quality and Well-Being in Urban Outdoor Exercise Spaces: An Empirical Study

Balaska, Panagiota¹; Politis, Thomas²; Yfantidou, Georgia³; Papaioannou, Alkistis²

¹Aristotle University of Thessaloniki; ²Hellenic Open University; ³Democritus University of Thrace; gifantid@phyed.duth.gr

The Influence of Low-Carbon Literacy, Purchase Constraints, and Negotiation Strategies on Low-Carbon Sport Consumption Intent and Behavior

Ma, Shang-Min; Chen, Sheng-Fong

National Pingtung University of Science and Technology, Taiwan; masm@mail.npust.edu.tw

Understanding the Psychological Drivers of Problem Gambling in Sport: A Trait-Emotion-Behavior Framework

Han, Gyujik; Rodriguez, Keyes; Jochims, Ethan; Chang, Yonghwan

University of Florida, United States of America; gk.rodriguez@ufl.edu

What is the Relationship between “Anti-discrimination rules” at International Sporting Events and “Conventions of Discrimination” in Each Region or Culture?: A Consideration Based on the J-League Incident

Honda, Kohsaku; Ishii, Nobuki

Setsunan University, Japan; kosaku.honda@setsunan.ac.jp

Why She Doesn't Watch: Perspectives from Female Sport Management Students

Campo, Claire Katherine; Gregg, Elizabeth Anne

University of North Florida, United States of America; liz.gregg@unf.edu

From Needs to Stickiness — A Psychological Process Model of Uses and Gratifications, Constraints Negotiation, and User Continuance Intention in Esport Companion Platforms

Chen, Sheng-Fong¹; Ma, Shang-Min¹; Liu, Yi-Hung²

¹National Pingtung University of Science and Technology, Taiwan; ²Soochow University, Taiwan; ap1459@gmail.com

Esports in Taiwan: Collaboration, Governance and Problems in the Local Esports Ecosystem

Chiu, Chien-Chang

National Dong Hwa University, Taiwan; ivanis1976@yahoo.com.tw

4:30pm - 6:30pm

DTI-2: Digital Transformation, Innovation, and Technology

Location: **B102**

Session Chair: **Daniel Plumley**, Sheffield Hallam University; d.j.plumley@shu.ac.uk

Game On! A Qualitative Analysis Of The Effects Of The Upgrade Of The Virtual Bundesliga On The Professionalization Of EFootball.

Hartmann, Michael²; Bär, Sören¹; Kurscheidt, Markus¹

¹University of Bayreuth, Germany; ²Media University Frankfurt (Main); soeren.baer@uni-bayreuth.de

Evaluating Sport Management Student User Experience and Engagement with a Trusted Research Environment: A Case Study of CIMSPA's National Data Lens Platform.

Wightman, Regan; Osborne, Steven, Kristian

Cardiff Metropolitan University, United Kingdom; sosborne@cardiffmet.ac.uk

Unpacking The Esports Paradox: The Role of Online Disinhibition On Toxic Consumption And Players' Psychological Needs

Calapez, André; Ribeiro, Tiago; Cerqueira, Luís

University of Lisbon, Portugal; andre.calapez17@gmail.com

E-doping In Esports: Prevalence And Sentiment Among Players

Candeo, Aline Lopes Da Silva¹; Könecke, Thomas²; Preuss, Holger¹; Schubert, Mathias¹

¹Johannes Gutenberg Universität Mainz, Germany; ²KU Leuven, Belgium; alopesd@uni-mainz.de

Psychological Impact Of Video Assistant Referee On Penalty Conversion Rates In Professional Football

Böttger, Tom; Vischer, Lars

Universität Münster, Germany; tomboettger@googlemail.com

4:30pm - 6:30pm

SGP-5: Sport Governance, Sport Policy and Sport Law

Location: **B001**

Session Chair: **Rob Wilson**, University Campus of Football Business (UCFB); r.wilson@ucfb.ac.uk

Concussion Protocols and League Policies: A Comparative Analysis of North American and European Ice Hockey

Weitzel, Brandon; Caughron, Rodney

Northern Illinois University, United States of America; z1898877@students.niu.edu, sportmanagement@hotmail.com

Co-Development of a Quality Label for Swiss Voluntary Snow Sports Clubs – A Collaborative Governance Approach

Boemmel, Anna; Nagel, Siegfried

Universität Bern, Switzerland; anna.boemmel@unibe.ch

Collaboration In Elite Youth Sport: The Case Of Sports Federations In Baden-Württemberg

Wojciechowski, Torsten

EHiP, Germany; torsten.wojciechowski@ehip.eu

Social Value of Diverse Sports Activities: Monetary Valuation Using the Wellbeing Valuation Method

Funahashi, Hiroaki

Chukyo University, Japan; h.funahashi@sass.chukyo-u.ac.jp

No Rules, No Roles? Navigating Identity and Informality in China's Esports Labour Market

Li, Shuqi; Takashima, Ko

Waseda University, Japan; lishuqi@akane.waseda.jp

How Mega-sports Events Promote Collaborative Governance Among Fragmented Local Governments: A Multi-Case Study from China

Xu, Yanni

Beijing Sport University, China, People's Republic of; xuyanni@bsu.edu.cn

4:30pm - 6:30pm

SLS-4: Strategy, Leadership and Stakeholder Management in Sport

Location: **B002**

Session Chair: **Paul Kitchin**, Ulster University; pj.kitchin@ulster.ac.uk

Hosting With Purpose: Stakeholder Dynamics in Major Sport Events – A Case Study of the 2021 UCI Road World Championships

Van der Steen, Luna; Derom, Inge; Van Hoecke, Jo

Vrije Universiteit Brussel, Belgium; luna.van.der.steen@vub.be

Digital Transformation In Non-Profit Sports Organisations: A Scoping Review Of Drivers, Promoting And Hindering Factors, Forms And Consequences

Stegmann, Pascal; Lang, Grazia

University of Bern, Switzerland; pascal.stegmann@unibe.ch

Perception and Effects of Standardisation in Federation Advisory Programs for Voluntary Sports Clubs

Moser, Marisa; Buser, Matthias; Nagel, Siegfried

University of Bern, Switzerland; marisa.moser@unibe.ch

The strategic management of club goods: A Resource-based View

Hoeijmakers, Resie

Mulier Institute/Utrecht University, Netherlands, The; r.hoeijmakers@mulierinstituut.nl

How Strategic Planning Shapes and Influences Amateur and Volunteer-Led Sports Organisations: A Scoping Review

Walsh, Gerard¹; **Donnelly, Paul**²; **Telford, Rachael**³; **Horgan, Peter**⁴; **Ferguson, Kyle**⁵; **Kitchin, Paul**⁶; **Shibli, Simon**⁷

¹Ulster University, School of Sport and Exercise Sciences; ²Ulster University, School of Sport and Exercise Sciences; ³Ulster University, School of Sport and Exercise Sciences; ⁴Gaelic Athletic Association; ⁵Ulster University, School of Sport and Exercise Sciences; ⁶Ulster University, School of Sport and Exercise Sciences; ⁷Sheffield Hallam University; walsh-q11@ulster.ac.uk

Organizational Structure and Performance: The Perceptions of Sports Federations

Mesquita, Sofia Peres¹; **Campos, Júlia**²; **Sobral, Vítor**²; **Sousa, Marisa**²; **Gonçalves, Celina**²

¹Universidade da Maia, Portugal; ²Universidade da Maia & CIDESD, Portugal;
sofiaperesmesquita@gmail.com, vsobral@umaia.pt, celinaq@umaia.pt

4:30pm - 6:30pm

SME-2: Sport Management Education

Location: **C101**

Session Chair: **Jacqueline Mueller**, Loughborough University London; j.g.q.mueller@lboro.ac.uk

Students as Partners: Module Co-Creation in the Sport Management Classroom

Marquez, Armin Alberto

Northumbria University, United Kingdom; armin.marquez@northumbria.ac.uk

Unlocking Artificial Intelligence in Higher Education: Empirical Insights from Sport Management Students

López-Carril, Samuel¹; Alguacil, Mario¹; Gregori-Faus, Cristian¹; Anagnostopoulos, Christos²

¹Departamento de Educación Física y Deportiva, Universitat de València, Spain; ²Division of Engineering Management and Decision Sciences, College of Science and Engineering, Hamad Bin Khalifa University, Doha, Qatar; samuel.lopez@uv.es

COSMA and the Future of Global Sport Management Education

Alderman, Heather Lee

Commission on Sport Management Accreditation, United States of America; cosma@cosmaweb.org

Exploring the Experiences, Motivations and Behaviours of International Female Postgraduates of Sport Management programmes: A Case Study of an English Higher Educational Institute (HEI) 2020-2024

Higgins, Anya

Solent University, United Kingdom; anya.higgins@solent.ac.uk

Analysis of the Impact of Sports Event Quality on Memorable Tourism Experiences (MTEs)

Jeong, Sehyun; Kang, Dahee; Song, Songmi; Lim, Choonghoon; Lee, Kangmin

Seoul National University, Korea, Republic of (South Korea); sehyun1012@snu.ac.kr

4:30pm - 6:30pm

SSM-5: Sustainability and Sport Management

Location: **C002**

Session Chair: **Tim Ströbel**, University of Bayreuth; tim.stroebel@uni-bayreuth.de

Exploring Pro-Environmental Behavior and Spillover Effects Among Residents and Non-Residents at a Sport Event

Bae, Yongjoon; Sant, Stacy-Lynn; McCullough, Brian

University of Michigan, United States of America; baeyj@umich.edu

Understanding Member Perceptions of Environmental Sustainability in Non-Profit Sports Clubs: Antecedents and Implications

Léonard, Pierre^{1,2}; Zeimers, Géraldine¹; Scheerder, Jeroen^{2,3}

¹UCLouvain, Belgium; ²KU Leuven, Belgium; ³University of the Western Cape, UNESCO Chair for Sport, Development, Peace (SDP) and Olympic Education, South Africa; p.leonard@uclouvain.be

Sport Clubs' Corporate Social Responsibility Initiatives: The Effect Of Benevolence And Costliness On Fans' Pro-Environmental Behaviour

Philipp, Yassin^{1,2}; Brand, Lars¹; Ströbel, Tim¹; Puchner, Georg²

¹University of Bayreuth; ²University of Applied Sciences Mittweida; yassin.philipp@uni-bayreuth.de

4:30pm - 6:30pm

Environmental Perceptions And Well-Being Of Football Fans

Kraft, Christian¹; **Bühren, Christoph**²; **Wicker, Pamela**¹

¹Bielefeld University, Germany; ²Ruhr University Bochum, Germany; christian.kraft@uni-bielefeld.de

The Influence of Perceived Sustainability Actions on Sporting Event Participants' Sustainable Behaviours and Future Intentions

Gregori-Faus, Cristian; **Parra-Camacho, David**; **Marin-Martinez, Cristian**; **Jiménez-Jiménez, Pablo**

Department of Sports and Physical Education, University of Valencia, Spain; cristian.gregori@uv.es

STE-3: Sport Tourism & Events

Location: **B101**

Session Chair: **Georgia Yfantidou**, Democritus University of Thrace; gifantid@phyed.duth.gr

A pre- and post-event comparison: Perceived social impacts of local residents in connection to the 2023 Budapest World Athletic Championship

Polcsik, Balázs^{1,3}; **Perényi, Szilvia**²

¹University of Szeged, Juhász Gyula Faculty of Education, Institute of Physical Education and Sports Science; ²Hungarian University of Sports Science, Department of Sports Management; ³Hungarian University of Sports Science, Doctoral School of Sports Science; polcsik.balazs@gmail.com

Leveraging the 2025 FIFA Club World Cup: Opportunities and Challenges for Host Community Soccer Clubs

Shen, Levi; **Kaplanidou, Kyriaki**

University of Florida, United States of America; levi25shen@icloud.com

Beyond the Finish Line: Shaping Local Community Assets through the Legacy of Recurring Sport Events

Chen, Hsin-Wei^{1,3}; **Nyaupane, Gyan P.**²; **Chen, Mei-Yen**³

¹University of South Carolina; ²Arizona State University; ³National Taiwan Normal University; hsinwei@email.sc.edu

Major Sporting Events as Catalysts of Human and Social Capital Building: The Case of Qatar

Farrag, Dalia Abdelrahman²; **Rocha, Claudio**¹; **Girginov, Vassil**³; **Magdy, Marwa**²; **Al Thawadi, Othman**²

¹University of Stirling, United Kingdom; ²Qatar University; ³Brunel University; claudio.rocha@stir.ac.uk

Revitalizing Rural Communities through Sport Heritage Tourism: The Case of Shandong's Martial Arts Towns

Che, Jiaping; **Sha, Ruiyi**

Shandong Sport University, China, People's Republic of; cjp2321986380@outlook.com

Social Impact of the TCS Amsterdam Marathon 2024 Through Volunteer Motivations and Satisfaction

Kusters, Audrey; **Broerse, Jora**; **Heijnen, Guus**; **Truijen, Joop**; **Huiszoon, Paul**; **Verhoogt, Pieter**

Amsterdam University of Applied Sciences, Netherlands, The; a.v.kusters@hva.nl

4:30pm - 6:30pm

WORKSHOP-1: ESMQ Editor's Workshop - Celebrating 25 years of ESMQ
Location: **B202**

6:30pm - 8:30pm

SIGHTSEEING: Sightseeing Running / Hiking to the Buda Castle by Walk - registration required

7:00pm - 9:00pm

ESMQ ANNI REC: ESMQ Anniversary Reception for EASM Members

Date: Friday, 05/Sept/2025

7:00am - 7:45am	MORNINGRUN: Morning Run - Start from Dr. Jenő Koltai Sports Center - Csörsz street 2-4. Location: Gesztenyés kert
8:15am - 9:00am	REG AND INFO 3: Registration and Information Desk Open Location: K1 Building Reception
9:00am - 10:00am	BNC-2: Broader, New and Critical Aspects of Sport Management Location: B202 Session Chair: Ioannis Konstantopoulos , University of Lausanne; ioannis.konstantopoulos@unil.ch Assessing the Social Sustainability Potential of Qualitative Sport Management Research Shaw, Sally¹; Hoeber, Larena² ¹ University of Otago, New Zealand; ² University of Regina, Canada; sally.shaw@otago.ac.nz Mapping the Landscape of Sport Integrity Research: A Scoping Review Konstantopoulos, Ioannis¹; Caneppele, Stefano¹; McGillivray, David² ¹ University of Lausanne, Switzerland; ² School of Business and Creative Industries, University of the West of Scotland, Paisley, United Kingdom; ioannis.konstantopoulos@unil.ch The influences of Cultural Ideologies and Practices on Athlete Safeguarding: Early Insights from Women's Artistic Gymnastics Kuhlin, Fanny Lovisa Viktoria Örebro, Sweden; fanny.kuhlin@oru.se
9:00am - 10:00am	DIV-4: Diversity and Inclusion Issues in Sport Management Location: B101 Session Chair: Inge Derom , Vrije Universiteit Brussel; inge.derom@vub.be "Our Goal Is Not To Create A Gender Balance, Our Goal Is Elite Sport." Diversity And Inclusion Challenges In Norwegian Elite Sport Leadership Gils, Bieke^{1,2} ¹ University of South-Eastern Norway (USN); ² Norwegian School of Sport Sciences, Norway (NIH); bieke.m.gils@usn.no Title- Realist Insights Into Disability And Inclusion: Barriers And Enablers To Sport Participation Bailey, Andrew University of the West of Scotland, United Kingdom; Andrew.Bailey@uws.ac.uk Gender Gap in Football Talent Identification: A Scoping Review Sanborn, Caroline Quincy; Burch, Lauren M. Loughborough University London, United Kingdom; c.sanborn2@lboro.ac.uk
9:00am - 10:00am	SGP-6: Sport Governance, Sport Policy and Sport Law Location: B203 Session Chair: Anton Behrens , European Association for Sport Management; anton.behrens@uni-leipzig.de Who Is Keeping Score? Analyzing The Distribution of Nonprofit Youth Sport Organizations in the United States Jones, Gareth James¹; Baker, Bradley¹; Svensson, Per²; Rao, Shreyas¹ ¹ Temple University, United States of America; ² Louisiana State University, United States of America; psvensson@lsu.edu Rationalities and Technologies Used by Sport Policy Administrators about Game Regulation and the Value of Referees.

Cevaal, Astrid

Erasmus University Rotterdam, Netherlands, The; cevaal@eshcc.eur.nl

Cultivating Representatives in Global Sports Organizations: South Korean Strategies and Motivations

TAN, Tien-Chin¹; WU, Kewen²

¹Graduate Institute of Sport, Leisure and Hospitality Management/ National Taiwan Normal University; ²Department of Physical Education and Sport Sciences, National Taiwan Normal University; tantony60@gmail.com

9:00am - 10:00am

SMC-3: Sport, Media & Communication

Location: **C101**

Session Chair: **Bram Constandt**, Ghent University; bram.constandt@ugent.be

Framing Effort in Para-Athlete Narratives: Effects on Interest in Para-Sport and Attitudes Toward Disability

Endo, Hanae¹; Nakamura, Masahiro²; Nakajima, Yuko³

¹Otemon Gakuin University, Japan; ²Tokoha University, Japan; ³The Nippon Foundation Parasports Support Center, Japan; hanae.4fts@gmail.com

Is it All About Winning? An Experimental Study on the Influence of Sport Performance on Fans' CSR Perceptions

De Cock, Marie B; De Jans, Steffi; Constandt, Bram

Ghent University, Belgium; mbdcock.decock@ugent.be

9:00am - 10:00am

SSM-6: Sustainability and Sport Management

Location: **B001**

Session Chair: **Andrea Emara**, The Hague University of Applied Sciences; a.emara@hhs.nl

Present and Expected Future Environmental Sustainability Challenges in Elite Sport Management. A Systematic Literature Review.

Emara, Andrea

The Hague University of Applied Sciences, Netherlands, The; a.emara@hhs.nl

Sport and Sustainability in Emerging Nations: A Systematic Review

Tinaz, Cem¹; Knott, Brendon²

¹The Applied Sciences University of Hague, Netherlands; ²Cape Peninsula University of Technology; ctinaz@hhs.nl

Development and Validation of the Participatory Environmental Sustainability Sport Event Scale

Lo, Yuan-Yu¹; Ma, Shang-Chun¹; Byon, Kevin K.²

¹Institute of Physical Education, Health & Leisure Studies, National Cheng Kung University, Tainan, Taiwan; ²Department of Applied Physiology and Sport Management, Southern Methodist University, Dallas, USA; orien104204304@gmail.com

9:00am - 10:00am

STE-4: Sport Tourism & Events

Location: **B002**

Session Chair: **Irena Valantine**, Lithuanian Sports University; irena.valantine@lsu.lt

Climate Resilience Strategy – A Transformative Approach To The Future Hosting of Sports Mega-Events

Le, Thi My Le; Grix, Jonathan

Manchester Metropolitan University, United Kingdom; 23746046@stu.mmu.ac.uk

The Impact of Environmental Quality and Involvement on Behavioral Intention in Sporting Festivals

Huang, Chin-Huang¹; Yeh, Chun-Chu²

¹National Taiwan University of Sport, Taiwan; ²Chienkuo Technology University, Taiwan;
hch55@ntus.edu.tw

Building Legacies: The Case Of The 2024 The Hague 'Summer Of Sports'

Breedveld, Koen; Breul, Wesley

Haagse Hogeschool, Netherlands, The; k.breedveld@hhs.nl

9:00am - 10:00am

THE-1: Thematic Forum: Sport Management in Eastern-Central European Countries

Location: **C001**

Session Chair: **Michal Varmus**, University of Zilina; michal.varmus@fri.uniza.sk

Evaluation of Leisure and Sports Club Quality from Innovative Consumer Perspectives: The case of Kaunas, Lithuania

Simanavicius, Arturas; Jasinskas, Edmundas; Jotka, Gintaras

Lithuanian sports university, Lithuania; arturas.simanavicius@lsu.lt

Digitainability – Professional sport markets 2.0

András, Krisztina¹; Máté, Tünde²; Herr, Orsolya³

¹Obuda University, Hungary; ²Obuda University, Hungary; ³Corvinus University of Budapest;
andras.krisztina@amk.uni-obuda.hu, mate.tunde@amk.uni-obuda.hu

Stability in Sport: Who Stays and Why? A Longitudinal Analysis of Players Registered in the Slovak Tennis Association.

Varmus, Michal¹; Kubina, Milan²; Sarlak, Michal³; Jacko, Adam⁴

¹University of Zilina, Slovak Republic; ²University of Zilina, Slovak Republic; ³University of Zilina, Slovak Republic; ⁴University of Zilina, Slovak Republic; michal.varmus@fri.uniza.sk,
adam.jacko22@gmail.com

10:00am - 10:30am

COFFEEBREAK-6: Coffee Break

Location: **K1 Building Hall**

10:30am - 12:30pm

BCF-1: Best Conference Paper Award 2025

Location: **K1 Building "Athén" Room**

10:30am - 12:30pm

DIV-5: Diversity and Inclusion Issues in Sport Management

Location: **B101**

Session Chair: **Elizabete Cardoso**, University of Bath; ec600@bath.ac.uk

Sport Sponsorship Constraints And Gender Equity Responses In Collegiate Athletics: Evidence From The United States

Shukaylo, Georgy¹; Rhoads, Thomas²

¹University of Michigan, United States of America; ²Towson University, United States of America;
shukaylo@umich.edu

Network Development Through Integration Of Refugees In Sports

Stura, Claudia; Unnold, Yvonne

Fachhochschule Kufstein Tirol Bildungs GmbH, Austria; claudia.stura@fh-kufstein.ac.at

Exploring the Relationship Between Perceived Diversity and Inclusion: The Moderating Roles of University Support and Sport Engagement

Pyun, Do Young; Mason, Carolynne

Loughborough University, United Kingdom; d.pyun@lboro.ac.uk

Board Gender Composition and Organizational Differences of Sport Governing Bodies

Zierke, Christian; Lesch, Lara; Wicker, Pamela

Bielefeld University, Germany; christian.zierke@uni-bielefeld.de

Social Inclusion Through Sport: The Role of Leadership

Næss, Hans Erik¹; Svendsen, Mari²

¹Kristiania University of Applied Sciences, Norway; ²Kristiania University of Applied Sciences, Norway; hanserik.naess@kristiania.no

Changes In Canadian's Attitudes Through The 2024 Paralympic Games

Dick, Joseph Clayton¹; Lam, Lynton¹; Snelgrove, Ryan¹; Piché, Megan¹; Wigfield, Daniel²; Pegoraro, Ann¹

¹University of Guelph, Canada; ²York University, Canada; jdick04@uoguelph.ca

10:30am - 12:30pm

SCB-5: Sport Consumer Behaviour

Location: **B001**

Session Chair: **Thomas Junod**, UEFA; thomas.junod@uefa.ch

The Impact of Sport Spectator Enjoyment on Sense of Coherence, Subjective Well-Being, and Re-Spectating Intention: A Salutogenic Approach

Park, Minuk; Na, Chung Woo; Lee, Joon Sung

Yonsei university, Korea, Republic of (South Korea); minuk321@yonsei.ac.kr

Fair Ticket Allocation in the Spectator Sports Context: An Experimental Investigation of Reputation- and Category-Based Allocation Schemes

Waltl, Thomas; Uhrich, Sebastian

German Sport University Cologne, Germany; t.waltl@dshs-koeln.de

The Effect of Pro-environmental Value on Fan's Intention of Green Marketing Participation and Pro-environmental Consumption

Choi, June Kyu¹; Park, Sung-Bae Roger²

¹Kyungil University, Korea, Republic of (South Korea); ²Hanyang University, Korea, Republic of (South Korea); junekyu.choi@gmail.com

The Impact of Futsal Social Matching O2O Platform Service Quality on Platform Retention: Focusing on the Mediating Effect of Consumption Value

Hyun, Jaeseung; Kim, Hyunjun; Lee, Han Wool; Lim, Choong hoon

Seoul national university, Korea, Republic of (South Korea); zxv432@snu.ac.kr

10:30am - 12:30pm

SGP-7: Sport Governance, Sport Policy and Sport Law

Location: **C002**

Session Chair: **Hallgeir Gammelsaeter**, Molde university; hallgeir.gammelsater@himolde.no

Professionalisation Of Women Athletes In Switzerland: Comparing Gender-Differences Between 2011 And 2019.

Weber, Andreas Ch.; Weber, Salome

Swiss Federal Institute of Sport Magglingen SFISM, Switzerland;
andreas_christoph.weber@baspo.admin.ch

Framing Legitimacy Through Governance: A Longitudinal Analysis of Impression Management in European Football Clubs (2017–2024)

Perechuda, Igor¹; Murgolo, Michael²; Spera, Gaetano³; Antonucci, Gianluca⁴

¹LUNEX; ²"G. d'Annunzio" University, Department of Business Administration; ³International University of Monaco; ⁴"G. d'Annunzio" University, Department of Business Administration; igor.perechuda@gmail.com

Navigating Institutional Complexity in Grassroots Sports Clubs - The Risk of Mission Drift

Marin Vandenbroucke, Gabriel¹; Gérard, Simon²; Brittain, Ian¹; Senaux, Benoit¹

¹Coventry University, United Kingdom; ²ICHEC Brussels Management School, Belgium; marinvag@coventry.ac.uk

Advancing the Management of Public Sport Policies: Using the GEEM to Support Decision-making Process in Brazilian Municipalities.

Moretti de Souza, João Victor¹; Furtado, Sabrina²; Santos, Thiago³; Haas, Luiz⁴; Mezzadri, Fernando¹

¹Universidade Federal do Paraná, Brazil; ²Loughborough University, UK; ³Universidade do Porto, Portugal; ⁴Universidade Europeia, Portugal; joaomoretti@ufpr.br, S.Furtado@lboro.ac.uk

Entangled in Controversy. World Order Changes and the Future Strategies of International Sport Organizations

Gammelsaeter, Hallgeir¹; Kutay, Acar¹; Næss, Hans Erik²

¹Molde university, Norway; ²Kristiania University of Applied Sciences; hallgeir.gammelsater@himolde.no

Governance for Inclusivity - Bourdieusian Capitals in Sport

Cardoso, Elizabete

University of Bath, United Kingdom; ec600@bath.ac.uk

10:30am - 12:30pm

SME-3: Sport Management Education

Location: **B002**

Session Chair: **Holger Preuss**, Johannes Gutenberg University Mainz; preuss@uni-mainz.de

The Winner Does Not Take All: The Undisclosed Potential For Athlete Branding Education In Professional Cycling

van Bezooijen, Bart; Hagen, Lars; Foolen, Rene; van der Linden, Steven

Fontys University of Applied Sciences, Netherlands, The; bart.vanbezooijen@fontys.nl

Challenges and Opportunities in Developing Sport Management Students' Competencies through Short-Term Mobility

Schailée, Hebe; Derom, Inge

Vrije Universiteit Brussel, Belgium; hebe.schaillee@vub.be, inge.derom@vub.be

How to enrich learning experience and increase Olympic spirit in Sport Management students? Practical case: IOC Case Study Competition

Bonal, José¹; Preuss, Holger²; Fernández-Luna, Álvaro¹; Gintzburger, Laila³; Puig, Nuria³; Bogner, Maria³

¹Universidad Europea de Madrid, Spain; ²Institute of Sport Science, Johannes Gutenberg-Universität Mainz; ³The Olympic Studies Center; jose.bonal@universidadeuropea.es, preuss@uni-mainz.de

Barriers to Action: Physical education Students on the Prevention of Gender-Based Violence

Clerincx, Tiphaine; Schaillée, Hebe; Derom, Inge
vrije universiteit brussel, Belgium; tiphaine.clerincx@vub.be

Exploring Orientations Toward Student Volunteering In A Post-1992 University

Hayton, John¹; Findlay-King, Lindsay¹; Allin, Linda²; Oerneberg, Truls¹

¹Northumbria University, United Kingdom; ²Queen Mary University, United Kingdom;
john.w.hayton@northumbria.ac.uk

Enhancing Environmental Sustainability in Sport Clubs Through Student Change Agents: the CloverS Project

Marlier, Mathieu¹; Zeimers, Geraldine²; Wohlfart, Olivia³; Strittmatter, Anna-Maria⁴; Horbel, Chris⁵

¹Luxembourg Health & Sport Sciences Research Institute A.s.b.l., Luxembourg; ²UCLouvain, Motor sciences Faculty, Department of Sport sciences, Louvain Research Institute in Management and Organizations (LouRIM), Belgium; ³Karlsruhe Institute of Technology (KIT), Germany; ⁴Örebro University, Sweden; ⁵Norwegian School of Sport Sciences, Department of Sport and Social Sciences, Norway; mmarlier@lunex.lu

10:30am - 12:30pm

SSM-7: Sustainability and Sport Management

Location: **C001**

Session Chair: **Jacqueline Mueller**, Loughborough University London; j.q.mueller@lboro.ac.uk

Beyond Profitability: How Sustainability Moderates The Link Between Financial And Sporting Performance In English Football

Barresi, Samantha; Bertoni, Michele

University of Trieste, Italy; samantha.barresi@deams.units.it

Environmental Sustainability Policy Integration in Olympic Federation of Ireland Sporting Bodies: A Six-Year Analysis (2020-2025).

Hennessy, Karen Denise; O'Sullivan, Barry; O'Brien, Ailish M.

South East Technological University, Ireland; Ailish.O'Brien@setu.ie

Sustainable Growth Through Organisational Learning: Environmental Social Governance in Dutch Professional Football

Van Der Hoeven, Stef; Waardenburg, Maikel

Utrecht University, the Netherlands; s.vanderhoeven@uu.nl

Sustainability of Professional Football: An Analysis on the Turkish Super League

Başer, Serpil; Keser, Tolga Berkay; Erturan Ögüt, Esin Esra

Fenerbahçe University, İstanbul, Türkiye; esin.ogut@fbu.edu.tr

CSR In Italian Professional Football: Relationship Between Social Initiatives And Economic Results – Associazione Calcio Reggiana Case Study

Antonelli, Luca¹; Palmieri, Antonio¹; Lazzarotti, Valentina¹; Ruta, Dino²

¹LIUC Business University, Italy; ²Sport & Entertainment Knowledge Center, SDA Bocconi School of Management, Italy; antonelli@liuc.it

Walking or Running Toward Sustainability? A Longitudinal Analysis of ESG Disclosures in Italian Sports Federations

Marano, Maurizio; Supino, Enrico

University of Bologna, Italy; maurizio.marano@unibo.it

10:30am - 12:30pm

WORKSHOP-2: Workshop: CHANGE - Cooperation for Change management and Innovation in Sports

Location: **B202**

12:30pm - 1:30pm

LUNCH-3: Lunch

Location: **K1 Building Restaurant**

1:30pm - 3:30pm

SCB-6: Sport Consumer Behaviour

Location: **B202**

Session Chair: **Adam Karg**, Deakin University; a.karg@deakin.edu.au

Community Sports And Recreation Facility Service Quality Review Form A Small State – Trinidad & Tobago

Cabralis, Sherlan¹; **Foo, Cornell²**; **Schaefer, George²**

¹University of the West Indies, St. Augustine, Trinidad and Tobago; ²Auburn University Montgomery; Sherlan.Cabralis@uwi.edu

The Demography of Visiting and Following Elite Sporting Events in the Netherlands

van den Breul, Wesley

The Hague University of Applied Sciences, Netherlands, The; W.M.vandenBreul@hhs.nl

Expanding Sport Participation Frameworks using Traditional and Alternate Formats: The Case of Golf

Karg, Adam

Deakin University, Australia; a.karg@deakin.edu.au

1:30pm - 3:30pm

SGP-8: Sport Governance, Sport Policy and Sport Law

Location: **C002**

Session Chair: **H. Thomas R. Persson**, Malmö University; thomas.persson@mau.se

“I Will Never Refrain From Speaking My Word In A Democratic World” – Human Rights, Democratic Values And Good Governance In The Context Of International Federations

Persson, H. Thomas R.

Malmö University, Sweden; thomas.persson@mau.se

Reforming Stadium Operational Rights for the K League's Transition to a Fall-to-Spring Season

Lee, SeungYeop; **Lee, JongSung**

Hanyang University, Korea, Republic of (South Korea); kevin961125@naver.com, hurley72@hanyang.ac.kr

Who Runs the World (of Sport)? – An Analysis of Executive Board Diversity in International Sport Federations

Meneses, Andrés^{1,2}; **Horbel, Chris²**; **Könecke, Thomas¹**

¹KU Leuven, Belgium; ²Norwegian School of Sport Sciences, Norway; andres.meneses@kuleuven.be

Public Policy and Sport for Persons with Disabilities (PWD) in the Caribbean

Roopchand Martin, Sharmella Carol¹; **Brathwaite, Ryan O'Neal^{1,2}**

¹University of the West Indies; ²Commonwealth Sport; ryan.brathwaite22@gmail.com

Exploring the Implications of Recent Competition Law Challenges in the Sport Industry

Dawson, Peter; Stephan, Andreas

University of East Anglia, United Kingdom; Peter.Dawson@uea.ac.uk

1:30pm - 3:30pm

SLS-5: Strategy, Leadership and Stakeholder Management in Sport

Location: **B101**

Session Chair: **Kirstin Hallmann**, German Sport University Cologne; k.hallmann@dshs-koeln.de

The Elite Sport Relevance Index (ESRI): An Innovative Approach to Enhancing the Societal Impact of Elite Sport through Strategic Stakeholder Management

Van der Roest, Jan-Willem¹; Berkhout, Bartel^{1,2}

¹Amsterdam University of Applied Sciences, Netherlands, The; ²SportsInq; j.van.der.roest@hva.nl

Union of European Football Associations (UEFA) Competition Format Change Impact on Competitive Balance and Advancement Probability

Marquez Auza, Mateo¹; Regan, Tom¹; Rewilak, Johan²; Skinner, Tyler¹

¹University of South Carolina, United States of America; ²Loughborough University, United Kingdom; jrewilak@mailbox.sc.edu

Transgender Athletes: A Stakeholder Analysis of National Governing Body Policy-Making

Thurston, Alex; Witcomb, Gemma; Houlihan, Barrie

Loughborough University, United Kingdom; a.j.thurston@lboro.ac.uk

Steering in troubled waters - Business Model Innovation in Sports

Buck, Christoph^{1,2}; Herold, David²; Kelly, Sarah²; Schlenker, Nico³; Fieft, Erwin²; DeSouza, Kevin²

¹Technical University of Applied Sciences Augsburg, Germany; ²Queensland University of Technology, Australia; ³University of Technology Sydney, Australia; christoph.buck@tha.de

Voluntary Sports Clubs And Their Membership Base: Differences Between Active And Passive Members

Hallmann, Kirstin; Feiler, Svenja; Breuer, Christoph

German Sport University Cologne, Germany; k.hallmann@dshs-koeln.de

1:30pm - 3:30pm

SMC-4: Sport, Media & Communication

Location: **B102**

Session Chair: **Bradley James Baker**, Temple University; bradley.baker@temple.edu

Does VAR Actually Disrupt Viewers' Flow? A Comparative Study Between Knowledge Groups

Yoo, Seonwoong; Hyun, Jaeseung; Lim, Geumjeong; Lim, Choonghoon

Seoul National University, Korea, Republic of (South Korea); dtd0209@snu.ac.kr

Criteria for Appropriate Social Media-Based Crisis Communication after Ethical Misconduct in Sport

Delgado, Maria Fernanda^{1,2}; Horbel, Chris²; Preuss, Holger¹

¹Johannes Gutenberg University, Germany; ²Norwegian School of Sport Science, Norway; mdelgado@uni-mainz.de

A Tale of Two Cities: Media Framing, Ethnic Counterpublics, and the 76ers' Arena Debate

Baker, Bradley James¹; Du, James²; Xue, Hanhan²

¹Temple University, United States of America; ²Florida State University, United States of America; bradley.baker@temple.edu

Hot vs Cool Game Contexts and Ad-Content Congruence: Their Impact on Ad Attitude and Perceived Intrusiveness

Jeon, Hyunsu; Piao, Zhihao; Lee, Seung Ah; Lim, Choonghoon

Seoul National University, Korea, Republic of (South Korea); hsjeon0205@snu.ac.kr

Conceptization of Streamers Attributes in Esport Life Streaming

Zhang, Jiarui¹; Adzharuddin, Nor Azura¹; Zhu, Xiuqi²

¹University Putra Malaysia; ²University of Northampton; gs66932@student.upm.edu.my

Emotional Resonance Mechanisms and Platform-Based Communication Governance of the “Village BA” Grassroots Sports Event in the Short Video Ecosystem

Cui, Ying¹; Chen, Shushu²

¹School of Journalism and Communication, Shanghai University of Sport, China, People's Republic of China; ²School of Sport, Exercise and Rehabilitation Sciences, University of Birmingham, Birmingham, UK; cuiyingjltv@126.com

1:30pm - 3:30pm

SMS-3: Sport marketing & Sponsorship

Location: **B002**

Session Chair: Aila Ahonen, JAMK University of Applied Sciences; aila.ahonen@jamk.fi

Developing a Conceptual Model of Consumer Beliefs About Esports Sponsorship

Jo, Minsik; Pyun, Do Young

Loughborough University, United Kingdom; m.jo@lboro.ac.uk

Analyzing team-sponsor dynamics in Formula One Racing: A social network analysis approach

Jensen, Jonathan¹; Dickman, Grace²; Cobbs, Joe³

¹Texas A&M University, United States of America; ²Toyota North America, United States of America;

³Northern Kentucky University, United States of America; jajensen@tamu.edu

The Impact of Public University Sport Commercialisation On The Overall Sport Strategy In South Africa

Groenewald, Ilhaam

Stellenbosch University, South Africa; igroenewald@sun.ac.za

Brand Recall Analysis in a Mass Running Event: A Study of Brand Awareness by Demographics and Race Distance

Fernandez-Luna, Alvaro¹; Leon-Quismondo, Jairo¹; Perez-Gonzalez, Benito²; Leguina, Mercedes³; Jimenez Diaz-Benito, Victor¹; Ivan-Baragaño, Iyan¹; Burillo, Pablo¹

¹Universidad Europea, Spain; ²Universidad Internacional de la Rioja, Spain; ³Universidad Internacional de Valencia, Spain; jairo.leon@universidadeuropea.es,

iyan.ivan@universidadeuropea.es

1:30pm - 3:30pm

SSM-8: Sustainability and Sport Management

Location: **C001**

Session Chair: Nicole Koenig-Lewis, Cardiff University; koenig-lewisn@cardiff.ac.uk

Resolving a Seeming Paradox between Pollution and Sports and Fitness Participation

Guan, Jing; Downward, Paul

SSEHS, Loughborough University, United Kingdom; J.Guan@lboro.ac.uk

Environmental Sustainability Legacies in Chinese Sports Mega-Events: Comparative Insights from Dual Olympic Experiences

Chang, Jinyu; Kenyon, James Andrew; Piggin, Joe; O'Byrne, David
Loughborough University, United Kingdom; j.chang@lboro.ac.uk

How does the Perceived Environmental Legacy of Large-Scale Sport Event Activates Residents' Pro-environmental Behavior? A Moderation Analysis of Authenticity

Chen, Jiexin; Wu, Ji
School of Economics and Management, Shanghai University of Sport, People's Republic of China;
kityan1106@163.com

Exploring Scope 3 Emissions of Winter Sport Event: A Gravity Modelling Approach with Cell Phone Data Analytics

Uzun, Berk¹; Jakar, Gidon¹; McCullough, Brian P.²; Bae, Yongjoon²
¹University of Florida, United States of America; ²University of Michigan, United States of America;
berkuzun@ufl.edu

The Effect of Perceived ESG on Olympic Image and Attitude: A Focus on Paris 2024

Yu, Suhwan
EPFL (École Polytechnique Fédérale de Lausanne), Switzerland; dbtis1125@gmail.com

1:30pm - 3:30pm

STE-5: Sport Tourism & Events

Location: **C101**
Session Chair: **Kristen Morrison**, University of Windsor; kristen.morrison@uwindsor.ca

Mapping The Growth Of Women's Football Memberships And The Effect Of Event Hosting

Derom, Inge¹; Taks, Marijke²; Ramchandani, Girish³; Thomson, Alana⁴
¹Vrije Universiteit Brussel, Belgium; ²University of Ottawa, Canada; ³Sheffield Hallam University, UK;
⁴University of Newcastle, Australia; inge.derom@vub.be

Identifying Efficient Key Performance Indicators for Measuring the Impact and Legacy of Major Sporting Events: The Case of the FISU World University Games 2025

Preuss, Holger; Rinker, Yannick; Schu, Kim; Antonia, Hannawacker
Johannes Gutenberg-University Mainz, Germany; preuss@uni-mainz.de

Live Sports, Lasting Impact? The Effect Of EuroBeachVolley 2024 On Visitor's Sports Participation Adoption.

Hover, Paul
Mulier Instituut, Netherlands, The; p.hover@mulierinstituut.nl

Long-Term Impact of Hosting Sport Mega-Events on Global Sport Consumption Behavior

Alshamari, Saad Mohamed^{1,2}; Shapiro, Stephen¹
¹University of South Carolina, United States of America; ²Qatar University, Qatar;
alshamas@email.sc.edu

Post-Event Leverage for Building Grassroots Sports Participation: What's Happening Now in the Host City After the Beijing 2022 Winter Olympics

Wang, Qi¹; Chen, Shushu¹; Xing, Xiaoyan²; Veldhuijzen van Zanten, Jet¹

¹University of Birmingham, United Kingdom; ²Capital University of Physical Education and Sports; qxw338@student.bham.ac.uk

An Exploration of Community Soccer Clubs' 2026 FIFA World Cup Event Objectives

Morrison, Kristen A.¹; Teare, Georgia²; Bodin, Kerri³

¹University of Windsor; ²Western University; ³University of Ottawa; kristen.morrison@uwindsor.ca

5:00pm - 6:00pm

CONFWRAP: Conference Wrap Up and Housekeeping (EASM LOC)

Location: **Dr. Koltai Jenő Sportcentre**

7:00pm - 11:59pm

CLOSINGCER: Closing Ceremony

Location: **Dr. Koltai Jenő Sportcentre**