

Conference Agenda

Session Overview

Date: Friday, 05/Sept/2025

7:00am - 7:45am	MORNINGRUN: Morning Run - Start from Dr. Jenő Koltai Sports Center - Csörsz street 2-4. Location: Gesztenyéskert
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 ¹University of Otago, New Zealand; ²University of Regina, Canada; sally.shaw@otago.ac.nz Mapping the Landscape of Sport Integrity Research: A Scoping Review Konstantopoulos, Ioannis¹; Caneppele, Stefano¹; McGillivray, David² ¹University of Lausanne, Switzerland; ²School 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} ¹University of South-Eastern Norway (USN); ²Norwegian 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 ¹Temple University, United States of America; ²Louisiana 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 Valentine, 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 Session Chair: Kostas Alexandris, Aristotle University of Thessaloniki; kalexand@phed.auth.gr How To Transfer Myths To The Brand Of A Football Club? A Quantitative Analysis Of The Impact On Fan Loyalty. Bär, Sören¹; Marquardt, Luka^{1,2}; Kurscheidt, Markus¹ ¹University of Bayreuth, Germany; ²Sprint Reply DE Bielefeld, Germany; soeren.baer@uni-bayreuth.de Mitigating the Impact of Ego Depletion and Multiscreening on Sponsorship Effectiveness: The Moderating Role of Synced Advertising Bhaskar, Shikhar; Chen, Xiazhao University of Plymouth, United Kingdom; xiazhao.chen@plymouth.ac.uk Evolution of Collaborative Olympic Legacy Governance: PyeongChang 2018 to Gangwon 2024 Byun, Jinsu¹; Park, Kyungseok¹; Dowling, Mathew² ¹Yonsei University, Korea, Republic of (South Korea); ²Loughborough University, United Kingdom; byunj@yonsei.ac.kr
10:30am - 12:30pm	DIV-5: Diversity and Inclusion Issues in Sport Management Location: B101 Session Chair: Zohreh Abdollahkhani, University of South Eastern Norway; zohreh.abdollahkhani@usn.no 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

How To Channel The Hype In Women's Football To Increase Fan Engagement: An Assessment At A Professional Women's Football Team

Ulrich, Fabian; Nees, Larissa

accadis Hochschule Bad Homburg | University of Applied Sciences, Germany; fabian.ulrich@edu.accadis.com

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 Schaillée, 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: Aila Ahonen, JAMK University of Applied Sciences; aila.ahonen@jamk.fi 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; jjensen@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, ivan.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 <u>Derom, Inge</u>¹; 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 <u>Preuss, Holger</u>; 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. <u>Hover, Paul</u> Mulier Instituut, Netherlands, The; p.hover@mulierinstituut.nl Long-Term Impact of Hosting Sport Mega-Events on Global Sport Consumption Behavior <u>Alshamari, Saad Mohamed</u>^{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 <u>Wang, Qi</u>¹; 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 <u>Morrison, Kristen A.</u>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