

# Conference Agenda

## EASM 2026 34th European Association for Sport Management Conference

**Date: Wednesday, 16/Sept/2026**

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:15am - 8:00am   | <b>Morning Exercise</b><br>Location: <b>Garden Area</b>                                                                                                                                                                                                                                                                                                                                                         |
| 8:00am - 8:30am   | <b>Registration and Information Desk Open</b><br>Location: <b>Reception: EASM 2026 Registration Desk</b>                                                                                                                                                                                                                                                                                                        |
| 8:30am - 10:30am  | <b>Diversity and Inclusion Issues in Sport Management</b><br>Location: <b>Iris Hall</b><br>Session Chair: <b>Claudio Rocha</b> , University of Stirling                                                                                                                                                                                                                                                         |
| 8:30am - 8:50am   | <b>The Luis Rubiales Kissing Scandal: Gender Equity, and Governance Reform in Spanish Football</b><br><b><u>García García, Borja</u></b> <sup>1</sup> ; Meier, Henk Erik <sup>2</sup> ; <b><u>Montserrat Revillo, Susana</u></b> <sup>1</sup> ; Tickell, Samuel <sup>2</sup> ; <b><u>López Llorente, Roberto</u></b> <sup>1</sup><br>1: Loughborough University, United Kingdom; 2: Münster University, Germany |
| 8:50am - 9:10am   | <b>Women's Professional Sport Leagues: Achieving Legitimacy Through Media Strategies</b><br><b><u>Taylor, Tracy</u></b> <sup>1</sup> ; <b><u>Fujak, Hunter</u></b> <sup>2</sup> ; <b><u>Hanlon, Clare</u></b> <sup>3</sup><br>1: RMIT, Australia; 2: Deakin University, Australia; 3: Victoria University, Australia                                                                                            |
| 9:10am - 9:30am   | <b>Advancing Gender Equity in Community Sport: A Local Government Perspective on Fair Access</b><br><b><u>Kappelides, Pam</u></b><br>La Trobe University, Australia                                                                                                                                                                                                                                             |
| 9:30am - 9:50am   | <b>Powerless and Overlooked: Disadvantaged Communities and Major Sporting Events Inclusion</b><br><b><u>Chen, Shushu</u></b> ; Heyes, Andrew; Quinton, Mary; Veldhuijzen van Zanten, Jet; Liang, Xiao; Duan, ZhaoYu; Carter, Barnaby; Lee, Mark<br>university of birmingham, United Kingdom                                                                                                                     |
| 9:50am - 10:10am  | <b>Exploring Opportunities and Barriers to Adult Women's Grassroots Football Participation in England</b><br><b><u>Lee, Hwa Yeoung</u></b> ; Downward, Paul; Cope, Ed<br>Loughborough University, United Kingdom                                                                                                                                                                                                |
| 10:10am - 10:30am | <b>Do DEI Programs “work”? What High-performance Sport and Art Can Learn from Each Other in Designing Diversity Initiatives</b><br><b><u>Gils, Bieke</u></b><br>Norwegian School of Sport Sciences, Norway                                                                                                                                                                                                      |

8:30am - 10:30am

## Sustainability and Sport Management

Location: **Orion Hall**

Session Chair: **Pascal Stegmann**, University of Bern

8:30am - 8:50am

### **Beyond the Input Fallacy: Unpacking the Performance Transformation Mechanisms of Technological Investment in Chinese Sports Listed Companies**

**Wu, Haofeng**; **Yang, Qian**; **Dong, Miaojun**

Shanghai university of sport, China, People's Republic of

8:50am - 9:10am

### **The Role of Absorptive Capacities in Biodiversity Management in Sport Organisations**

**Daddi, Tiberio**; **Novi, Alessio**; **Pesci, Annamaria**

S.Anna School of Advanced Studies, Italy

9:10am - 9:30am

### **What Drives Profitability in Serie A? A Fixed-Effects Panel Analysis**

**Nicoliello, Mario**; **Zampatti, Davide**

Universita degli Studi di Brescia, Italy

9:30am - 9:50am

### **Bringing Athletes Onto The Playing Field Of Sustainable Sport: Developing And Validating An Athlete Sustainable Behaviour Scale**

**Weber, S.J.**<sup>1</sup>; **Anderski, Matthias**<sup>2</sup>; **Ströbel, Tim**<sup>2</sup>; **Bönigk, Silke**<sup>1</sup>

1: Universität Hamburg, Germany; 2: Universität Bayreuth, Germany

9:50am - 10:10am

### **Tensions Between Ecological Sustainability-Related Cognitions/Affects And Sporting Performance**

**Kraft, Christian**; **Bödding, Rabea**; **Gottwill, Maximilian**; **Zierke, Christian**; **Paruzel, Agnieszka**; **Maier, Günter W.**; **Wicker, Pamela**

Bielefeld University, Germany

8:30am - 10:30am

## Broader, New and Critical Aspects of Sport Management

Location: **Celeste Hall**

Session Chair: **Mathew Dowling**, Loughborough University

8:30am - 8:50am

### **What Is Service Quality in Sport? Clarifying Construct Meaning and Levels of Measurement**

**Theodorakis, Nicholas**

Aristotle University of Thessaloniki, Greece

8:50am - 9:10am

### **Debunking the Misconceptions and Myths of Comparing Sport Systems**

**Dowling, Mathew**<sup>1</sup>; **Fahlén, Josef**<sup>2</sup>

1: Loughborough University, United Kingdom; 2: Umeå University, Sweden

9:10am - 9:30am

**Pride, Pageantry, and Paradoxes: Disjunctures in Realising the Goals of Invictus Games 2025**

Misener, Laura; Harrington, Nancy; Purdy, Adam  
Western University, Canada

---

9:30am - 9:50am

**Institutional Breakdown and Legitimacy Crisis in Turkish Football: An Analysis of a Betting Scandal**

Başer, Serpil; Erturan-Ogut, Esra  
Fenerbahçe University, Turkey (Türkiye)

---

9:50am - 10:10am

**The Paradoxes of Voluntary Work: Symbolic Boundaries and Everyday Organizing in Non-profit Sport Clubs**

Lindkvist, Louise<sup>1</sup>; Solenes, Oskar<sup>2</sup>  
1: Umeå University, Sweden; 2: Molde University College

---

10:10am - 10:30am

**Performance In The Olympic And Paralympic Games: New Insights From Milano-Cortina 2026**

Shibli, Simon<sup>1</sup>; De Bosscher, Veerle<sup>2</sup>; Van Bottenburg, Maarten<sup>3</sup>; Weber, Andreas Christoph<sup>4</sup>; Descheemaeker, Kari<sup>2</sup>  
1: Loughborough University, United Kingdom; 2: Vrije Universiteit Brussel, Belgium;  
3: Utrecht University, the Netherlands; 4: Swiss Federal Institute of Sport Magglingen, Switzerland

---

8:30am - 10:30am

**Public Health, Well-being and Physical Activity Management**

Location: **Grace Hall A**  
Session Chair: **Fernando García**, University of Valencia

---

8:30am - 8:50am

**Consensus-Based Mental Health Guidelines for United States Youth Sport: A Multi-Phase Mixed-Methods Study**

Whitley, Meredith<sup>1,2</sup>; Massey, William<sup>3</sup>; Özkoca, Nazli<sup>3</sup>; Arnold, Jim<sup>3</sup>  
1: School of Health Sciences, Adelphi University, United States of America; 2: Centre for Sport Leadership, Stellenbosch University, South Africa; 3: Oregon State University, United States of America

---

8:50am - 9:10am

**Governing Youth Physical Activity in China: How to Explain a Fast Reform and Visible Results**

Wang, Zhuoran  
Loughborough University, United Kingdom

---

9:10am - 9:30am

**Youth Sport Participation And Health Care Utilisation And Expenditure: Administrative Evidence For Social Return On Investment**

Koch, Ágoston<sup>1</sup>; Kendelényi-Gulyás, Erika<sup>1</sup>; Bakucs, Zoltán<sup>2,3</sup>; Sterbenz, Tamás<sup>1</sup>; Csurilla, Gergely<sup>1,2</sup>  
1: Hungarian University of Sports Science, Hungary; 2: ELTE Centre for Economic and Regional Studies, Hungary; 3: Óbuda University, Hungary

---

9:30am - 9:50am

**Beyond the Spectator: Service Quality and Future Participation Among Employee-Athletes at International Company Sporting Events**

**Kim, Minjung<sup>1</sup>; Oja, Brent D.<sup>2</sup>; Anagnostopoulos, Christos<sup>3</sup>; Straume, Solveig<sup>4</sup>; Dahlin, Sean<sup>5</sup>**

1: Texas A&M University, United States of America; 2: Louisiana State University; 3: Hamad Bin Khalifa University; 4: Molde University College; 5: Idaho State University

9:50am - 10:10am

**Paying for Sport Viewing and Its Association with Eudaimonic and Social Well-Being: Toward Causal Inference Using Large-Scale Repeated Cross-Sectional Data**

**Kinoshita, Keita<sup>1</sup>; Omatsu, Ritsuki<sup>2</sup>; Watanabe, Daiki<sup>3</sup>**

1: Nanyang Technological University, Singapore; 2: Miami University, USA; 3: National Institute of Biomedical Innovation, Health and Nutrition, Japan

8:30am - 10:30am

**Sport Marketing and Sponsorship**

Location: **Grace Hall B**

Session Chair: **Jan-Willem Van der Roest**, Amsterdam University of Applied Sciences

8:30am - 8:50am

**Drive to Survive: An Investigation of the Influence of Formula One Drivers on Team Sponsorship using Survival Analysis**

**Jensen, Jonathan<sup>1</sup>; Peredo, Jorge<sup>1</sup>; Davila, Josh<sup>1</sup>; Cobbs, Joe<sup>2</sup>**

1: Texas A&M University, United States of America; 2: Northern Kentucky University

8:50am - 9:10am

**The More the Better? Examining Information Overload Effects in Sport Broadcasting Context**

**Kim, Sunil; Kang, Junhyeok; Lee, Joon Sung**

Yonsei University, Korea, Republic of (South Korea)

9:10am - 9:30am

**Sponsors' Health-Related Messaging & Corporate Social Responsibility: A Multi-Country Analysis of the Paris 2024 Olympic and Paralympic Games**

**O'Byrne, David; Furtado, Sabrina**

Loughborough University, United Kingdom

9:30am - 9:50am

**Understanding Corporate–Elite Sport Value Fit: How Elite Sport Creates Organizational Value Through Integration Mechanisms**

**Van der Roest, Jan-Willem<sup>1</sup>; Berkhout, Bartel<sup>1,2</sup>**

1: Amsterdam University of Applied Sciences, Netherlands, The; 2: SportsinQ

9:50am - 10:10am

**Examining the Relationships among Beliefs, Attitudes, and Behavioural Intentions towards Esports Sponsorship: The Moderating Role of Esports Involvement**

**Jo, Minsik; Pyun, Do Young**

Loughborough University, United Kingdom

8:30am - 10:30am

## Sport Consumer Behaviour

Location: **Grace Hall C**

Session Chair: **Daniel Lock**, Loughborough University London

8:30am - 8:50am

### Player Participation, Retention, Dropout and Re-Engagement in Community Sport

**Eime, Rochelle<sup>1</sup>; Owen, Katherine<sup>2</sup>; Charity, Melanie<sup>1</sup>; Moulds, Kylie<sup>1</sup>**

1: Federation University, Australia; 2: Sydney University, Australia

8:50am - 9:10am

### Influence, Persuasion, and Network Dynamics: A Multimodal Analysis of Social Media Tipsters in Online Gambling Ecosystems

**Diaz Ordóñez, Cecilia; Mtonga, Violet Justine**

University of Salford, United Kingdom

9:10am - 9:30am

### When Loyalty Does Not Mean Attendance: Understanding Season Ticket Holder No-show through Behavioral Inertia

**Boissel, Jérôme**

818527145, France

9:30am - 9:50am

### Mapping Identity in Digital and Online Esports Contexts: A Scoping Review

**Chen, Jiaxin<sup>1</sup>; Biscaia, Rui<sup>2</sup>; Lin, Yong-Dian<sup>1</sup>; Manley, Andrew<sup>1</sup>; Qian, Yizhou<sup>2</sup>**

1: University of Bath, United Kingdom; 2: Louisiana State University, United States

9:50am - 10:10am

### What is the Impact of Mortality Salience on Gym-users' Likelihood to Attend a Gym once the Covid-19 Lockdown Restrictions are Removed?

**Dickenson, Peter; Foster, Martin**

Loughborough University, United Kingdom

10:10am - 10:30am

### User Experience and Governance in VR-Based Sport Experiences: Understanding Affective Drivers from Large-Scale Digital Discourse

**Li, Shugi<sup>1</sup>; Meng-Lewis, Yue<sup>2</sup>; Lewis, Gavin<sup>3</sup>**

1: Waseda University, Japan; 2: The Open University Business School, The Open University, UK; 3: School of Games & Creative Technology, University for the Creative Arts, UK

8:30am - 10:30am

## Sport Governance, Sport Policy and Sport Law

Location: **Grace Hall D**

Session Chair: **Larena Hoeber**, University of Regina

8:30am - 8:50am

### Institutional Complexity, Regional Policy, and Multi-level Governance in Sport

**Rich, Kyle<sup>1</sup>; Edwards, Jonathon<sup>2</sup>; Hoeber, Larena<sup>3</sup>; Pegoraro, Ann<sup>4</sup>; Giles, Audrey<sup>5</sup>**

1: Brock University, Canada; 2: University of New Brunswick; 3: University of Regina; 4: University of Guelph; 5: University of Ottawa

8:50am - 9:10am

**Structural Breaks in Competitive Balance in Greek Top-Tier Football, 1959/60–2024/25**

**Manasis, Vasileios<sup>1</sup>; Nalbantis, Georgios<sup>2</sup>; Anagnostou, Michael<sup>3</sup>**

1: Department of Physical Education and Sport Science, National and Kapodistrian University of Athens, Greece; 2: Faculty of Economics and Social Sciences, University of Tübingen, Germany; 3: School of Sports, Exercise and Health Science, University of Loughborough, UK

---

9:10am - 9:30am

**The Influence of Good Governance Dimensions on Primary Stakeholder Perceptions of Fairness, Trust, and Legitimacy in Sport Federations**

**Stucky, Lucas; Cingiene, Vilma**

Mykolas Romeris University, Lithuania

---

9:30am - 9:50am

**Taking the Social Turn in Grassroots Sport? The Expanding Roles and Responsibilities of the Sport Club.**

**Strömberg, Julius Z.**

Norwegian School of Sport Sciences, Norway

---

9:50am - 10:10am

**Collaborative Governance in Action: Policy Enactment and Power in Major Sporting Events**

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

Vrije Universiteit Brussel, Belgium

---

10:10am - 10:30am

**Fan Perceptions Of The International Football Match Calendar: Commercial Expansion, Market Saturation And The Emergence Of Football Fatigue**

**Anagnostou, Michael; Monserrat - Revillo, Susana**

Loughborough University, UK

---

8:30am - 10:30am

**Digital Transformation, Innovation and Technology**

Location: **Ballroom Hall A**

Session Chair: **Anna Gerke**, Audencia

8:30am - 8:50am

**Navigating Disruptive Technologies – How AI-supported Technologies Transform the Nature of Work in Sport Organizations**

**Gerke, Anna**

Audencia, France

---

8:50am - 9:10am

**Coaching In Voluntary Sports Clubs With Mixed-Reality Technology: A Multi-Level Analysis**

**Fouquaert, Thibault; De Clerck, Tom; Willem, Annick**

Ghent University, Belgium

---

9:10am - 9:30am

## **Toxic Behaviors In Esports: A Scoping Review Of Quantitative Instruments**

**Manousakis, Emmanuel<sup>1</sup>; Karadakis, Kostas<sup>2</sup>**

1: University of Patras, Greece; 2: Southern New Hampshire University, USA

---

**9:30am - 9:50am**

## **Fan Tokens Without the Fans? Evidence from Fan Token Price Dynamics**

**Du, Kuangchen {Hunter}; Downward, Paul; Dickenson, Peter**

Loughborough University, United Kingdom

---

**9:50am - 10:10am**

## **Impact of the introduction of Video Assistant Referee on the Job Satisfaction, Job Performance and Retention of Football Referees in Portugal**

**Ferreira, Eduardo<sup>1,2</sup>; Sobral, Vítor<sup>1,2</sup>; Sousa, Marisa<sup>1,2</sup>**

1: Research Center in Sports Sciences, Health Sciences and Human Development, CIDESD, Portugal; 2: University of Maia, Maia, Portugal

---

**10:10am - 10:30am**

## **Beyond Usefulness: Emotional and Trust-Based Acceptance of AI in Fitness Centres**

**Polyakova, Olga<sup>1</sup>; Ferreira-Barbosa, Helen<sup>2</sup>; García-Fernández, Jeronimo<sup>3</sup>; Angosto, Salvador<sup>4</sup>; Alexandris, Kostas<sup>5</sup>**

1: Sheffield Hallam University, United Kingdom; 2: Polytechnic University of Beja, Portugal; 3: University of Seville, Spain; 4: University of Murcia, Spain; 5: School of Physical Education and Sports Sciences, Aristotle University of Thessaloniki, Greece

---

**8:30am - 10:30am**

## **Sport Development and Socio-Cultural Perspectives**

Location: **Ballroom Hall B**

Session Chair: **Per G. Svensson**, Louisiana State University

**8:30am - 8:50am**

## **The Paradox of the Ice Hockey Bubble: Career Transition, Identity, and Community in Professional Ice Hockey**

**Kuuluvainen, Arto<sup>1</sup>; Ryömä, Arto<sup>2</sup>**

1: Turku University of Applied Sciences, Finland; 2: University of Turku, Finland

---

**8:50am - 9:10am**

## **Using Cross-Sectoral Collaboration As An Approach For Bringing Together The SfD And Criminal And Youth Justice Sectors To Use Sport To Prevent And Reduce Serious Youth Violence**

**Walpole, Caron**

Loughborough University, United Kingdom

---

**9:10am - 9:30am**

## **The Intersection Between Organizational and Program-Level Mechanics in Sport for Development**

**Svensson, Per G.<sup>1</sup>; Schulenkorf, Nico<sup>2</sup>; Ettekal, Andrea<sup>3</sup>; Dixon, Marlene<sup>3</sup>**

1: Louisiana State University, United States of America; 2: University of Technology Sydney; 3: Texas A&M University, United States of America

---

**9:30am - 9:50am**

|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                          | <p><b>Tensions Between Community Values And Professionalization In Sport Organizations: A Critical Literature Review</b></p> <p><u>Lavoie, Jean-Christian</u><br/>École Nationale d'Administration Publique, Canada</p>                                                                                                                                                                                                                                                                     |
|                          | <p><b>9:50am - 10:10am</b></p> <p><b>Winter and Summer Paralympic Participation: A Critical Examination of Structural Constraints, Athlete Pathways and Para Talent Development</b></p> <p><u>Peake, Rebecca</u><br/>Sheffield Hallam University, United Kingdom</p>                                                                                                                                                                                                                        |
| <b>8:30am - 10:30am</b>  | <p><b>Sport Tourism and Events</b><br/>Location: <b>Theta Hall</b><br/>Session Chair: <b>Stefan Walzel</b>, German Sport University Cologne</p> <p><b>8:30am - 8:50am</b></p> <p><b>When Pride Meets Protectionism: The Divergent Roles of Ethnocentrism and Patriotism in Sport-Event Tourism</b></p> <p><u>Chen, Xiazhao</u><sup>1</sup>; Shikhar Bhaskar, Shikhar<sup>1</sup>; Xu, Tao<sup>2</sup><br/>1: University of Plymouth, United Kingdom; 2: Guangxi Minzu University, China</p> |
|                          | <p><b>8:50am - 9:10am</b></p> <p><b>Sport Federations Shaping Sport Tourism Development And Territorial Dynamics</b></p> <p>Gascó Gascó, José Luis; <u>Einsle, Carmen Sarah</u><br/>Department of Management, University of Alicante, Spain</p>                                                                                                                                                                                                                                             |
|                          | <p><b>9:10am - 9:30am</b></p> <p><b>Reconceptualising Event Leveraging in the Digital Age: A Digital Media Leveraging Model for Sport Tourism</b></p> <p><u>Sobral, Vitor Manuel Reis</u><sup>1</sup>; Tickell, Samuel<sup>2</sup>; Manoli, Argyro Elisavet<sup>3</sup><br/>1: Universidade da Maia, Portugal; 2: University of Münster, Germany; 3: University of Bergamo, Italy</p>                                                                                                       |
|                          | <p><b>9:30am - 9:50am</b></p> <p><b>The Economic Impact of Sports Tourism on Local Businesses: A Case Study of an NBA Match in Berlin</b></p> <p><u>Fritz, Gerald</u>; <u>Bastatas-Lagunsad, Arlyn</u><br/>University of Europe for Applied Sciences, Germany</p>                                                                                                                                                                                                                           |
| <b>10:30am - 11:00am</b> | <p><b>Coffee Break</b><br/>Location: <b>Garden Hall A+B</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>11:00am - 1:00pm</b>  | <p><b>Diversity and Inclusion Issues in Sport Management</b><br/>Location: <b>Iris Hall</b><br/>Session Chair: <b>Claudio Rocha</b>, University of Stirling</p> <p><b>11:00am - 11:20am</b></p> <p><b>‘Out with the Old and In with the New’: Does Women’s Football Crowd Out Participation in Other Women’s Sport in England?</b></p> <p><u>Downward, Paul</u><br/>Loughborough University, United Kingdom</p>                                                                             |
|                          | <p><b>11:20am - 11:40am</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

**Multi-Stakeholder Approaches to Preventing Football-Related Violence: Evidence From the Resolve Alignment Workshop in Serbia**

**Matic, Radenko**<sup>1</sup>; **Korovljev, Darinka**<sup>1,2</sup>; **Djukic, Mirjana**<sup>1</sup>

1: Faculty of Sport and Physical Education, University of Novi Sad, Serbia; 2: Center for Health, Exercise and Sport Sciences - CHESS, Serbia

---

**11:40am - 12:00pm**

**Host Community Engagement in Major Sporting Events: A Skills-Based Perspective**

**Hou, Tingyu**<sup>1</sup>; **Liang, Xiao**<sup>2</sup>; **Quinton, Mary**<sup>2</sup>; **Veldhuijzen van Zanten, Jet**<sup>2</sup>; **Wang, Qi**<sup>2</sup>; **Lee, Mark**<sup>2</sup>; **Chen, Shushu**<sup>2</sup>

1: School of Physical Education and Health Engineering, Taiyuan University of Technology, China; Waseda Institute for Sport Sciences, Waseda University, Japan; 2: University of Birmingham, UK

---

**12:00pm - 12:20pm**

**Rethinking Inclusion in Sport? A Case Study from Small-Town Norway**

**Straume, Solveig**<sup>1</sup>; **Kristiansen, Elsa**<sup>2</sup>

1: Molde University College, Norway; 2: University of South-Eastern Norway

---

**12:20pm - 12:40pm**

**How Women Leaders Exercise Agency Within the Constraints of Male-Dominated Sport Governance in China**

**Cao, Jingyi**

University of Edinburgh, United Kingdom

---

**12:40pm - 1:00pm**

**Inclusion as Political Practice: Grassroots Management of Disability Sport in Greece**

**Bakali, Angeliki Sofia**

Independent Researcher, Greece

---

**11:00am - 1:00pm**

**Sustainability and Sport Management**

Location: **Orion Hall**

Session Chair: **Holger Preuss**, Johannes Gutenberg University Mainz

**11:00am - 11:20am**

**A Participatory And Context-Dependent Approach To Biodiversity Assessment In The Sports Sector**

**Novi, Alessio**; **Pesci, Annamaria**; **Alessandri, Giulia**; **Daddi, Tiberio**

S.Anna School of Advanced Studies, Italy

---

**11:20am - 11:40am**

**App Design and Sustainable Fan Mobility: Experimental Evidence on Club-Based Competition and Feedback Framing**

**Philipp, Yassin**<sup>1,2</sup>; **Brand, Lars**<sup>1</sup>; **Puchner, Georg**<sup>2</sup>; **Ströbel, Tim**<sup>1</sup>

1: University of Bayreuth, Germany; 2: Mittweida University of Applied Sciences, Germany

---

**11:40am - 12:00pm**

**Why Sustainability Enters Sport Sponsorship: An Institutional Perspective on Regulatory, Normative, and Cultural-Cognitive Drivers**

**Siegl, Tino**<sup>1,3</sup>; **Woratschek, Herbert**<sup>1</sup>; **Ridpath, David**<sup>2</sup>; **Schroll, Mariano**<sup>1,2</sup>

1: University of Bayreuth, Germany; 2: Ohio University; 3: Macromedia University of Applied Sciences

**12:00pm - 12:20pm**

**Do Corporate Social Responsibility Initiatives Pay Off? Evidence from Multiple Case Studies of Italian Sport Clubs**

**Antonelli, Luca**<sup>1,2</sup>; **Lazzarotti, Valentina**<sup>1</sup>; **Palmieri, Antonio**<sup>1,2</sup>; **Ruta, Cataldo**<sup>2</sup>

1: LIUC - Università Cattaneo, Italy; 2: Sport & Entertainment Knowledge Center SDA Bocconi, Italy

**12:20pm - 12:40pm**

**Measuring the European Sport Economy: Insights from the Pan-European Sport Satellite Account**

**Kokolakakis, Themistocles**<sup>1</sup>; **Kleissner, Anna**<sup>2</sup>

1: Sheffield Hallam University, Greece; 2: Econmove, Austria

**11:00am - 1:00pm**

**Sport Consumer Behavior**

Location: **Celeste Hall**

Session Chair: **Anton Behrens**, European Association for Sport Management

**11:00am - 11:20am**

**Sports Fandom And Grief: Exploring How Fans Experience Loss When A Favourite Athlete Retires**

**Gillooly, Leah**<sup>1</sup>; **Lock, Daniel**<sup>2</sup>; **Inoue, Yuhei**<sup>3</sup>

1: Manchester Metropolitan University, United Kingdom; 2: Loughborough University London, United Kingdom; 3: University of Illinois Urbana-Champaign, USA

**11:20am - 11:40am**

**Next-Gen Fans Versus Old Systems: Exploring Fandom Through the Lens of System Justification**

**Piché, Megan**; **Pegoraro, Ann**

University of Guelph, Canada

**11:40am - 12:00pm**

**Communicating Trainer-Selection Approach to Attract Sign-Ups at Fitness Centres**

**Lim, Ryan**; **Kinoshita, Keita**

Nanyang Technological University (National Institute of Education), Singapore

**12:00pm - 12:20pm**

**Scale Refinement and Validation: The Perceived Value Measurement of University Sport Team Licensed Merchandise in UK**

**Fu, Wenjing**; **Pyun, Do Young**; **Yilmaz, Serhat**

Loughborough University, United Kingdom

**12:20pm - 12:40pm**

**The Effect of Visiting the Swimming Pool on Wellbeing– A Dutch Case Study**

**van den Breul, Wesley**; **Breedveld, Koen**

The Hague University of Applied Sciences, Netherlands, The

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                         | <p><b>12:40pm - 1:00pm</b></p> <p><b>Betting-driven Sport Consumption among Young Adults: Motivational Dynamics and Reconfiguration of Sport Engagement</b></p> <p><b><u>Moriconi, Marcelo</u></b>; de Cima, Cesar</p> <p>Iscte - Instituto Universitário de Lisboa, Portugal</p>                                                                                                                                                                                         |
| <b>11:00am - 1:00pm</b> | <p><b>Sport Media and Communication</b></p> <p>Location: <b>Grace Hall A</b></p> <p>Session Chair: <b>Argyro Elisavet Manoli</b>, University of Bergamo</p> <p><b>11:00am - 11:20am</b></p> <p><b>Exploring Relationship Marketing in Dynamic Social Media Content: A Content Analysis of Six Premier League Clubs on TikTok</b></p> <p><b><u>Zhang, Yiyang</u></b>; Burch, Lauren; Hayday, Emily</p> <p>Institute for Sport Business, Loughborough University London</p> |
|                         | <p><b>11:20am - 11:40am</b></p> <p><b>AI Commentary: Bridging the Gender Gap in Football</b></p> <p><b><u>Pan, Yu</u><sup>1</sup></b>; Walzak, Laurel<sup>2</sup>; Gomez-Gonzalez, Carlos<sup>3</sup>; Dietl, Helmut<sup>1</sup></p> <p>1: University of Zurich; 2: Toronto Metropolitan University; 3: University of Lausanne</p>                                                                                                                                        |
|                         | <p><b>11:40am - 12:00pm</b></p> <p><b>Representations of Lia Thomas in Blog Posts: The Knowledge Discourse of Transgender Athlete in the Counterpublics</b></p> <p><b><u>Yan, Grace</u><sup>1</sup></b>; Kaziermanski-Davie, Grace<sup>2</sup></p> <p>1: University of South Carolina, United States of America; 2: Kennesaw State University, United States of America</p>                                                                                               |
|                         | <p><b>12:00pm - 12:20pm</b></p> <p><b>How Does Transformational Storytelling Inspire Consumer Support in Sport Corporate Social Responsibility?</b></p> <p><b><u>Yun, Lydia</u><sup>1</sup></b>; Lei, Ye<sup>2</sup>; Kim, Junho<sup>2</sup>; Yang, Yuting<sup>2</sup>; Ko, Yong Jae<sup>2</sup></p> <p>1: Brock University, Canada; 2: University of Florida, US</p>                                                                                                     |
|                         | <p><b>12:20pm - 12:40pm</b></p> <p><b>Using Self-Categorization Theory to Understand Online Abuse in Sport</b></p> <p><b><u>Lock, Daniel</u><sup>1</sup></b>; Kavanagh, Emma<sup>2</sup>; Hayday, Emily<sup>1</sup>; Burch, Lauren<sup>1</sup></p> <p>1: Loughborough University London, United Kingdom; 2: Loughborough University, United Kingdom</p>                                                                                                                   |
|                         | <p><b>12:40pm - 1:00pm</b></p> <p><b>Analyzing Online Discourse on K-Dance in Digital Platforms: A Glocalisation Perspective</b></p> <p><b><u>Lee, Hyunjoo</u><sup>1</sup></b>; Pyun, Doyoung<sup>2</sup>; Kim, Jian<sup>1</sup></p> <p>1: Sangmyung University, Korea, Republic of (South Korea); 2: Loughborough University, United Kingdom</p>                                                                                                                         |
| <b>11:00am - 1:00pm</b> | <p><b>Sport Development and Socio-Cultural Perspectives</b></p> <p>Location: <b>Grace Hall B</b></p> <p>Session Chair: <b>Ioannis Konstantopoulos</b>, University of Lausanne</p>                                                                                                                                                                                                                                                                                         |

11:00am - 11:20am

**Lost in Transition: Youth Participation and Competition Structures in Gaelic Games**

Donnelly, Paul<sup>1</sup>; McKay, Michael<sup>1</sup>; Murphy, Brendan<sup>2</sup>; Horgan, Peter<sup>3</sup>; Bowles, Richard<sup>4</sup>

1: Ulster University, United Kingdom; 2: Antrim GAA, Ireland; 3: Gaelic Athletic Association, Ireland; 4: Mary Immaculate College, Ireland

11:20am - 11:40am

**When Sport Works and When It Does Not: Explaining Divergent Post-Participation Trajectories Among Rural-Migrant Workers in China**

Xiong, Minquan

The University of Edinburgh, United Kingdom

11:40am - 12:00pm

**Intergenerational Pickleball: A Quasi-Experimental Study of Social Impacts**

Warner, Stacy<sup>1</sup>; Shores, Kindal<sup>1</sup>; Taniyev, Olzhas<sup>1</sup>; Abby, Schwartz<sup>2</sup>

1: East Carolina University, Sport & Community Development Lab, United States of America; 2: East Carolina University, Office of Healthy Aging, United States of America

12:00pm - 12:20pm

**Between the Touchline and the Checkpoint: Informal Sporting Spaces, Liminality, and Belonging Among Afghan Refugee Youth in Islamabad, Pakistan**

Hussain, Umer<sup>1</sup>; Agha, Nola<sup>2</sup>

1: Missouri State University, United States of America; 2: University of San Francisco, United States of America

11:00am - 1:00pm

**UEFA presentation "Competition Design: The example of the new UEFA European Qualifiers"**

Location: **Grace Hall C**

UEFA Representative: **Stephane Anselmo**

11:00am - 1:00pm

**Sport Governance, Sport Policy and Sport Law**

Location: **Grace Hall D**

Session Chair: **Simon Shibli**, Loughborough University

11:00am - 11:20am

**Investor Readiness in Professional Football Clubs: A Systematic Review of Entrepreneurial Finance and Football Governance Literature**

Dahl, Linus

HHL Graduate School of Management, Germany

11:20am - 11:40am

**Public-Private Partnerships and Sport Participation: Explaining Institutional Efficiency in the Spanish Sport System**

Jiménez Díaz-Benito, Víctor<sup>1</sup>; Montaña Freire, Miguel<sup>1</sup>; Iván Baragaño, Iyán<sup>2</sup>; Macías Pla, Ricardo<sup>1</sup>; del Arco Juan, Javier<sup>1</sup>; Pérez González, Benito<sup>3</sup>

1: Universidad Europea de Madrid. Department of Sports Sciences. Faculty of Medicine, Health and Sports; 2: Department of Physical Education and Sport, Faculty of Physical Activity and Sport Sciences, University of León; 3: Universidad Internacional de La Rioja

11:40am - 12:00pm

**The Application of a Children's Rights-Based Approach (CRBA) to Regulatory Activity in Sport: the case of football**

Yilmaz, Serhat<sup>1</sup>; Mason, Carolynne<sup>1</sup>; Esson, James<sup>1</sup>; Darby, Paul<sup>2</sup>; Drywood, Eleanor<sup>3</sup>  
1: Loughborough University, United Kingdom; 2: Ulster University; 3: University of Liverpool

---

**12:00pm - 12:20pm**

**Athlete-Centred Governance in Mega-Sport Events: An Empirical Audit of the Toronto 2015 Pan/Parapan American Games**

Forrester, Nicole<sup>1</sup>; MacIntosh, Eric<sup>2</sup>  
1: Toronto Metropolitan University, Canada; 2: University of Ottawa

---

**12:20pm - 12:40pm**

**Reframing Elite Sport Success: Integrating Culture and Behaviour into the SPLISS Framework in a Dual-System Context**

Montgomery, Mark<sup>1</sup>; Shibli, Simon<sup>2</sup>; Ferguson, Kyle<sup>3</sup>; Donnelly, Paul<sup>4</sup>; Haughey, Tandy Jane<sup>5</sup>  
1: Ulster University, United Kingdom; 2: Loughborough University, United Kingdom;  
3: Ulster University, United Kingdom; 4: Ulster University, United Kingdom; 5: Ulster University, United Kingdom

---

**12:40pm - 1:00pm**

**A Comparative Analysis of English Post-Brexit Immigration Criteria across Football, Rugby, and Cricket**

Panayi, Sid  
Loughborough University, United Kingdom

---

**11:00am - 1:00pm**

**Strategy, Leadership, and Stakeholder Management in Sport**

Location: **Ballroom Hall A**  
Session Chair: Olga Polyakova, Sheffield Hallam University

---

**11:00am - 11:20am**

**Between Players and Clubs: The Hidden Power Dynamics of Player Agents in Professional Football – An Empirical Analysis of Their Interactions Based on Interviews with Football Agents**

Gohritz, Andreas; Azemi, Premton; Ehnold, Peter  
IST-University of Applied Science, Germany

---

**11:20am - 11:40am**

**Between Policy and Practice: Member Viewpoints on Safe Sport Culture and Change**

MacIntosh, Eric<sup>1</sup>; Kerwin, Shannon<sup>2</sup>  
1: University of Ottawa, Canada; 2: Brock University, Canada

---

**11:40am - 12:00pm**

**Artificial Intelligence Value Creation, Institutional Barriers, And The Transformation Paradox In German Professional Football**

Hufer, David<sup>1</sup>; Ellert, Guido<sup>2</sup>  
1: University of Bayreuth, Germany; 2: Macromedia University

---

**12:00pm - 12:20pm**

**Organisational Learning & Capacity Building – A Multiple-Case Study of Voluntary Sports Clubs in a Federation Advisory Program**

Moser, Marisa; Hintermann, Eliane; Nagel, Siegfried  
University of Bern, Switzerland

---

**12:20pm - 12:40pm**

**Organizational Form and Global Strategy: How MCOs and Traditional Football Clubs Differ in Their Internationalization Approaches**

Ulrich, Fabian; Metzler, Jonas  
accadis Hochschule Bad Homburg | University of Applied Sciences, Germany

---

**12:40pm - 1:00pm**

**Dual Careers In Handball And Skiing: Supported Journey Or Lonely Struggle?**

Kristiansen, Elsa<sup>1</sup>; Berntsen, Hedda<sup>1</sup>; Holmeset, Vigdis<sup>2</sup>; Høigaard, Rune<sup>3</sup>; Houlihan, Barrie<sup>4</sup>

1: University of South-Eastern Norway, Norway; 2: Norwegian Handball Federation;  
3: University of Agder, Norway; 4: Loughborough University

---

**11:00am - 1:00pm**

**Sport Tourism and Events**

Location: **Ballroom Hall B**  
Session Chair: **Stefan Walzel**, German Sport University Cologne

**11:00am - 11:20am**

**Beyond Helping Out: Volunteer Motivation, Meaningfulness, and Community Integration in a Major Youth Sport Event**

Haltia, Jaakko; Kuuluvainen, Arto; Lappalainen, Harri  
Turku University of Applied Sciences, Finland

---

**11:20am - 11:40am**

**Venue Selection Process for the 2018 and 2023 Ryder Cups**

Matz, Robbie<sup>1</sup>; Hoff, Kristina<sup>2</sup>; Byun, Jinsu<sup>3</sup>; Pflieger, Adam<sup>4</sup>

1: Belmont University, United States of America; 2: Sacred Heart University, United States of America; 3: Yonsei University, Republic of Korea; 4: Siena University, United States of America

---

**11:40am - 12:00pm**

**Social capital formation in sport event volunteering: Insights from 2022 Hangzhou Asian games**

Lyu, Viola<sup>1</sup>; Downward, Paul<sup>2</sup>; Pyun, Doyoung<sup>2</sup>; Kenyon, James<sup>2</sup>

1: Atlantic Technological University, Ireland; 2: Loughborough University, UK

---

**12:00pm - 12:20pm**

**Match Uncertainty, Surprise, And Fan Welfare At A Sport Event**

Wicker, Pamela<sup>1</sup>; Bühren, Christoph<sup>2</sup>; Riedel, Frank<sup>1</sup>; Karos, Dominik<sup>1</sup>; Breuer, Christoph<sup>3</sup>

1: Bielefeld University, Germany; 2: Ruhr University Bochum, Germany; 3: German Sport University Cologne, Cologne, Germany

---

**12:20pm - 12:40pm**

|                 |                                                                                                                                                                                                                                                                                                                                                         |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                 | <b>Volunteering at the UEFA European Football Championship 2024: Experiences, Challenges, and Insights</b><br><u>Nedvetskaya, Olesya</u><br>Gala Consulting, United States of America                                                                                                                                                                   |
| 1:00pm - 2:00pm | <b>Lunch</b><br>Location: <b>Garden Hall A+B</b>                                                                                                                                                                                                                                                                                                        |
| 2:00pm - 3:00pm | <b>Keynote 1 - Kyriaki Kaplanidou</b><br>Location: <b>Grace Hall C</b>                                                                                                                                                                                                                                                                                  |
| 3:00pm - 3:30pm | <b>Coffee Break</b><br>Location: <b>Garden Hall A+B</b>                                                                                                                                                                                                                                                                                                 |
| 3:30pm - 5:30pm | <b>Sport Marketing and Sponsorship</b><br>Location: <b>Iris Hall</b><br>Session Chair: <b>Tim Ströbel</b> , University of Bayreuth                                                                                                                                                                                                                      |
|                 | <b>3:30pm - 3:50pm</b><br><b>Digital Closeness, Stronger Sponsorship: Explaining Sponsorship Response Among Expatriate Fans</b><br><b>Koronios, Konstantinos</b> ; Ntasis, Lazaros; Douvis, John; Strigkas, Athanasios; Papadopoulos, Andreas; Vrontou, Ourania<br>University of Peloponnese, Greece                                                    |
|                 | <b>3:50pm - 4:10pm</b><br><b>The Evolution of Sport Brands' Cause-Related Marketing Before, During, and After the 2020 Surge in Athlete Activism</b><br><b>Hallows, Charlotte</b> ; Burch, Lauren; Geurin, Andrea<br>Loughborough University London, United Kingdom                                                                                     |
|                 | <b>4:10pm - 4:30pm</b><br><b>Soundtracking Sporting Events: Exploring FIFA's Sonic Brand Through Song Analytics</b><br><b>Burton, Nick</b><br>Brock University, Canada                                                                                                                                                                                  |
|                 | <b>4:30pm - 4:50pm</b><br><b>Sports Sponsorship and Employer Branding: The Effects of a Sponsorship Engagement on the Employer Attractiveness and the Intention to Apply</b><br><b>Dick, Christopher</b><br>IST University of Management Düsseldorf, Germany                                                                                            |
|                 | <b>4:50pm - 5:10pm</b><br><b>From Visibility to Revenue: Determinants of Commercialization in National Sport Organizations</b><br><b>Büchling, Alexandra</b> ; Strack, Justus; Schmidt, Sascha L.<br>WHU – Otto Beisheim School of Management, Germany                                                                                                  |
| 3:30pm - 5:30pm | <b>Strategy, Leadership, and Stakeholder Management in Sport</b><br>Location: <b>Orion Hall</b><br>Session Chair: <b>Annick Willem</b> , UGent                                                                                                                                                                                                          |
|                 | <b>3:30pm - 3:50pm</b><br><b>Understanding Variation in Performance Across Voluntary Sport Clubs: A Path Model of the Dimensions of Organizational Capacity and Professionalisation</b><br><b>Hartmann, Bram</b> <sup>1</sup> ; Lang, Grazia <sup>2</sup> ; Haerens, Leen <sup>1</sup> ; De Bosscher, Veerle <sup>3</sup> ; Willem, Annick <sup>1</sup> |

1: Ghent University, Belgium; 2: University of Bern; 3: Vrije Universiteit Brussel

3:50pm - 4:10pm

**Benchmarking Youth Academies in Professional Football: Developing and Applying the Elite Academy Model to German Professional Clubs**

Hauer, Julian; Zülch, Henning

HHL Leipzig Graduate School of Management, Germany

4:10pm - 4:30pm

**Navigating Competing Stakeholder Obligations In Athlete Representation: Agency Theory, Stakeholder Theory, And Multi-Principal Conflict Management**

Kang, Jae Won; Coughlan, Darren

International College of Management Sydney, Australia

4:30pm - 4:50pm

**Storytelling and Storyselling: The Discursive Construction of Success and Failure in Professional Sport Organizations' Annual Reviews**

Calás, David

Linnaeus University, Sweden

4:50pm - 5:10pm

**The Cost of Leading: Performance, Identity and Well-being in Gaelic Games Development**

Coleman, Damien<sup>1</sup>; Donnelly, Paul<sup>2</sup>; Kelly, Seamus<sup>1</sup>; Horgan, Peter<sup>3</sup>; Potrac, Paul<sup>1,4</sup>

1: School of Public Health, Physiotherapy and Sports Science, University College Dublin;

2: School of Sport, Ulster University, Belfast, UK; 3: Coaching and Games Development

Department, Gaelic Athletic Association, Croke Park, Dublin, Ireland; 4: The Department of Sport, Exercise and Rehabilitation, Northumbria University, Newcastle, UK

3:30pm - 5:30pm

**Diversity and Inclusion Issues in Sport Management**

Location: **Celeste Hall**

Session Chair: **Jacqueline Mueller**, Loughborough University London

3:30pm - 3:50pm

**Ableism and the Structuring of Inclusion at Canada Games**

Purdy, Adam; Lee, Seunghoon; Misener, Laura

Western University, Canada

3:50pm - 4:10pm

**Understanding Drivers for Net Promoter Score of Public Sport and Leisure Centres: Evidence from The Moving Communities' 2025 Customer Experience Survey**

Kung, Shia Ping

Sheffield Hallam University, United Kingdom

4:10pm - 4:30pm

**Rethinking What Counts: Transforming Monitoring, Evaluation, Assessment and Learning (MEAL) in Sport For Development Through Centring Indigenous Perspectives**

Stewart-Withers, Rochelle<sup>1</sup>; Palmer, Farah<sup>1</sup>; Hapeta, Jeremy<sup>2</sup>

1: Massey University, New Zealand; 2: Canterbury University, New Zealand

4:30pm - 4:50pm

### **Building the UK Padel Ecosystem: Access, Inequality and Participation**

Mackintosh, Chris<sup>1</sup>; Clarke, Jo<sup>2</sup>

1: Manchester Metropolitan University, United Kingdom; 2: Leeds Beckett University, United Kingdom

4:50pm - 5:10pm

### **From Strategy to Practice: A Multi-Level Analysis of Strategic Planning in the Gaelic Athletic Association**

Walsh, Gerard<sup>1</sup>; Donnelly, Paul<sup>1</sup>; Telford, Rachael<sup>1</sup>; Horgan, Peter<sup>2</sup>; Ferguson, Kyle<sup>1</sup>; Kitchin, Paul<sup>1</sup>; Shibli, Simon<sup>3</sup>

1: Ulster University; 2: The Gaelic Athletic Association; 3: Loughborough University

3:30pm - 5:30pm

### **Sport Development and Socio-Cultural Perspectives**

Location: **Grace Hall A**

Session Chair: **Cora Burnett-Louw**, Stellenbosch University

3:30pm - 3:50pm

### **Scandal on the Mats: Athlete-Participant Proximity and Scandal Interpretation in Brazilian Jiu-Jitsu**

Teh, Camen

NEOMA Business School, France

3:50pm - 4:10pm

### **Athlete Livelihood in Competitive Sport: A Scoping Review**

Alkayal, Mohammad<sup>1</sup>; Ali, Yara<sup>2</sup>; Preuss, Holger<sup>1</sup>

1: Johannes Gutenberg University Mainz, Germany; 2: Hamad Bin Khalifa University

4:10pm - 4:30pm

### **Equal Returns, Unequal Access: A Propensity Score Analysis of Athletic Participation and Life-Course Outcomes Across Socioeconomic Strata**

Yoo, Taewoong; Chang, Yonghwan

University of Florida, United States of America

4:30pm - 4:50pm

### **Athlete career transitions in Africa: A socio-cultural perspective**

Burnett, Cora

Stellenbosch University, South Africa, South African Centre of Olympic Studies and Social Impact

4:50pm - 5:10pm

### **Mechanisms of Sustained Change in Sport-for-Development: Retrospective Accounts from Former Program Participants**

Dixon, Marlene; Owiro, Emmaculate; Geyer, Becky

Texas A&M University, United States of America

3:30pm - 5:30pm

### **Sport, Media, and Communication**

Location: **Grace Hall B**

Session Chair: **Bram Constandt**, Ghent University

3:30pm - 3:50pm

**From Bets to Threats: The Experiences and Perspectives of Tennis Players on Gambling-Related Online Abuse**

**Falcão, Renata<sup>1</sup>; Teunissen, Lauranna<sup>2</sup>; Constandt, Bram<sup>1</sup>**

1: Ghent University, Belgium; 2: University of Antwerp, Belgium

---

3:50pm - 4:10pm

**Digital Leisure and Gambling Harm Among Sport Bettors: Platform-Specific Associations Between Social Media Use and Problem Gambling Severity**

**Bond, Alexander John; Myers, John**

Leeds Beckett University, United Kingdom

---

4:10pm - 4:30pm

**“Drama to Survive”: An Analysis of the Hyperreal Shift in Formula 1**

**Shah, Dhwanil<sup>1</sup>; Williams, Lamont<sup>2</sup>**

1: Florida State University, United States of America; 2: University of Cincinnati, United States of America

---

4:30pm - 4:50pm

**A Social Media Perspective of Authenticity for Alternative Tennis Event Formats**

**Feng, Xianying; Zhang, Yiyang; Naylor, Michael; Burch, Lauren**

Loughborough University London, United Kingdom

---

4:50pm - 5:10pm

**Using X to Build Organisational-Public Relationships at the Tennis Grand Slams**

**Feng, Xianying<sup>1</sup>; O'Byrne, David<sup>2</sup>; Naylor, Michael<sup>1</sup>**

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

---

3:30pm - 5:30pm

**Sport Consumer Behavior**

Location: **Grace Hall C**

Session Chair: **Christoph Breuer**, German Sport University Cologne

3:30pm - 3:50pm

**Service Quality, Perceived Value for Money, Expenditures, and Revisit Intention at a Major Equestrian Event**

**Hallmann, Kirstin; Schardt, Jann-Luca; Wittmann, Felix; Breuer, Christoph**

German Sport University Cologne, Germany

---

3:50pm - 4:10pm

**The Trade-Off between Brand Embarrassment and Social Approval in Sport Team Licensed Merchandise: Evidence from UK University Students**

**Pyun, Do Young**

Loughborough University, United Kingdom

---

4:10pm - 4:30pm

**Sport Fan Decision-Making and Behavioural Science: A Systematic Review and a New Direction for Future Research**

**Connor, Charlie**  
Leeds Beckett University, United Kingdom

**4:30pm - 4:50pm**  
**The Impact of Athlete Brand Attributes on Authenticity and Brand Love among Men’s and Women’s Professional Golfers**  
**Chang, Shu-Hao; Ko, Yong Jae**  
University of Florida, United States of America

**4:50pm - 5:10pm**  
**Why Do Youth Drop Out of Sports? Examining Motivational and Demographic Predictors in Community Settings**  
**Alkhoury, Badia; Zach, Sima; Sky, Bosmat; Brodie Schroeder, Hadas; Lidor, Ronnie**  
Levinsky-Wingate Academic College, Israel

**5:10pm - 5:30pm**  
**Choreography Versus Competition: A Comparative Analysis of Marketing Strategies in Pre-Choreographed Group Fitness Programs and Competition-Based Functional Fitness Formats**  
**Addolorato, Silvio<sup>1</sup>; Saatci, Banu<sup>2</sup>**  
1: Universidad Europea de Madrid, Spain; 2: University of Milan, Italy

**3:30pm - 5:30pm**  
**Sport Governance, Sport Policy and Sport Law**  
Location: **Grace Hall D**  
Session Chair: **Thomas Junod**, UEFA

**3:30pm - 3:50pm**  
**The Economic Dimension of Sports Achievements in Georgia (2023-2024): The Strategic Role of Sport Satellite Accounts (SSA)**  
**Oboladze, David**  
Georgian State University of Sport, Georgia

**3:50pm - 4:10pm**  
**Evaluating Youth Sport Policies: Developing a Conceptual Model and Survey on Foundational Development, Talent Identification, and Talent Development.**  
**Descheemaeker, Kari<sup>1</sup>; De Bosscher, Veerle<sup>1</sup>; Shibli, Simon<sup>2</sup>; Weissensteiner, Juanita R.<sup>3</sup>; Weber, Andreas Ch.<sup>4</sup>; Van Hoecke, Jo<sup>4,5</sup>; Pion, Johan<sup>6</sup>**  
1: Vrije Universiteit Brussel, Belgium; 2: Loughborough University, United Kingdom; 3: New South Wales Government, Australia; 4: Swiss Federal Institute of Sport Magglingen, Switzerland; 5: Gymnastiekfederatie Vlaanderen, Belgium; 6: Ghent University, Belgium

**4:10pm - 4:30pm**  
**Mapping Legitimacy Across Dual-Governance Structures in Lifestyle Sports**  
**Oerneberg, Truls; Batuev, Mikhail; Cook, Paul**  
Northumbria University, United Kingdom

**4:30pm - 4:50pm**  
**Theory-Based Evaluation of Global Anti-Doping Education Policy: Using Theory of Change and Logic Models to Assess Implementation Across Diverse Organisational Contexts**

**Chen, Shushu<sup>1</sup>; Heyes, Andrew<sup>1</sup>; Woolf, Jules<sup>2</sup>; Chandler, Martin<sup>1</sup>; Boardley, Ian<sup>1</sup>**  
1: university of birmingham, United Kingdom; 2: University of Illinois Urbana-Champaign

---

**4:50pm - 5:10pm**

**A Review Of 25 Years Of Government Policy To Improve Governance Of National Sport Organisations In Australia**

**Hoye, Russ**  
La Trobe University, Australia

---

**5:10pm - 5:30pm**

**Interlocked Board Members in Community Sport Organizations**

**Lachance, Erik L.<sup>1</sup>; Johnston, Mel<sup>2</sup>; Naylor, Michael<sup>3</sup>; Bruffy, Katie<sup>2</sup>**  
1: Brock University, Canada; 2: Auckland University of Technology, New Zealand;  
3: Loughborough University London, United Kingdom

---

**3:30pm - 5:30pm**

**Sustainability and Sport Management**

Location: **Ballroom Hall A**  
Session Chair: **Aila Ahonen**, JAMK University of Applied Sciences

**3:30pm - 3:50pm**

**Fan Expectations of Sustainable Football: Attitudes Toward Climate Change and Sportswashing**

**Marlier, Mathieu<sup>1,2</sup>; Dijkstra, Karsten<sup>1,2</sup>**  
1: Lunex Luxembourg Health & Sport Sciences Research Institute, Belgium; 2: Luxembourg Health & Sport Sciences Research Institute A.s.b.l.

---

**3:50pm - 4:10pm**

**Environmental Practices of the Olympic Games (1994–2034): Preliminary Observations from a Qualitative Study**

**Su, Chang; Ross, Walker J.; Jarvie, Grant**  
University of Edinburgh, United Kingdom

---

**4:10pm - 4:30pm**

**Is It Worse Than Other Sports: Viewing Motorsport's Sustainability Push Through A Morphogenetic Lens**

**Tickell, Samuel; Henk Erik, Meier**  
University Münster, Germany

---

**4:30pm - 4:50pm**

**How Can Sport Management Research Stay Within The Limits Of Planetary Boundaries?**

**Gerke, Anna**  
Audencia, France

---

**4:50pm - 5:10pm**

**Mapping the Intersection of Sport Sponsorship and Environmental Sustainability: A Scoping Review**

**Lin, Yong-Dian<sup>1</sup>; Biscaia, Rui<sup>1</sup>; Chen, Jiaxin<sup>1</sup>; Morgan, Haydn<sup>1</sup>; Cayolla, Ricardo<sup>2</sup>**  
1: University of Bath, United Kingdom; 2: Portucalense University, Portugal

---

5:10pm - 5:30pm

**Sustainability Reporting as an Enabler of Organisational Learning in Professional Football Clubs**

Manoli, Argyro Elisavet<sup>1</sup>; Daddi, Tiberio<sup>2</sup>; Novi, Alessio<sup>2</sup>; Cayolla, Ricardo<sup>3</sup>

1: University of Bergamo, Italy; 2: Sant'Anna School of Advanced Studies, Italy; 3: Universidade Portucalense, Portugal

3:30pm - 5:30pm

**Sport Tourism and Events**

Location: **Ballroom Hall B**

Session Chair: **Kostas Alexandris**, Aristotle University of Thessaloniki

3:30pm - 3:50pm

**From Outputs To Outcomes? Examining The Evolution Of Social Impact Reporting In UK Major Sport Events**

Kenyon, James Andrew<sup>1</sup>; Padley, Jessica<sup>2</sup>; Lyu, Viola<sup>3</sup>; Dickenson, Peter<sup>1</sup>; Postlethwaite, Verity<sup>1</sup>

1: Loughborough University, United Kingdom; 2: UK Sport, United Kingdom; 3: Atlantic Technological University, Ireland

3:50pm - 4:10pm

**Understanding Former Athletes' Perceptions of the Legacies of the Canada Games**

Pappas, Adam; Leitch, Laura; Potwarka, Luke

University of Waterloo, Canada

4:10pm - 4:30pm

**Esports Participation: Leveraging Esports Events To Maximize Digital Benefits To Host Communities**

Cerqueira, Luís<sup>1</sup>; Ribeiro, Tiago<sup>1</sup>; Sobral, Vítor<sup>2</sup>; Fairley, Sheranne<sup>3</sup>

1: Faculty of Human Kinetics, University of Lisbon, Portugal; 2: Research Center in Sports Sciences, Health Sciences and Human Development, CIDESD, University of Maia, Portugal; 3: University of Queensland, Australia

4:30pm - 4:50pm

**Beyond the Event: Destination Determinants of Future Intentions in Sport Tourism**

Angosto, Salvador<sup>1</sup>; López-Gullón, José María<sup>2</sup>; Vegara-Ferri, José Miguel<sup>3</sup>; Borda-Basto, Cristian<sup>4</sup>; Alexandris, Kostas<sup>5</sup>

1: Universidad de Sevilla, Spain; 2: Universidad de Murcia, Spain; 3: Universidad de Valladolid, Spain; 4: Universidad de Murcia, Spain; 5: Aristotle University of Thessaloniki, Greece

3:30pm - 5:30pm

**ESMQ Seminar**

Location: **Theta Hall**

Session Chair: **Kathy Babiak**, University of Michigan

7:00pm - 9:00pm

**Social Event**

Location: **Thessaloniki City Hall**