

Conference Agenda

EASM 2026 34th European Association for Sport Management Conference

Date: Friday, 18/Sept/2026

7:15am - 8:00am	Morning Exercise Location: Garden Area
8:00am - 8:30am	Registration and Information Desk Open Location: Reception: EASM 2026 Registration Desk
8:30am - 10:30am	Diversity and Inclusion Issues in Sport Management Location: Iris Hall Session Chair: Ioannis Konstantopoulos , University of Lausanne
8:30am - 8:50am	Gendered Discourses and Leadership Pathways in Equestrian Sport Hegyi, Erzsébet Hungarian University of Sports Science, Hungary
8:50am - 9:10am	#SkateLikeAGirl? Hashtags, Gender Performativity, and Women Skateboarders on Social Media Zhang, Xinyu ; Derom, Inge Vrije Universiteit Brussel, Belgium
9:10am - 9:30am	Leisure Time Physical Activity: The Role of Generational Differences Ghafour, Farzad ¹ ; Sherafatmandyari, Hamideh ¹ ; Preuss, Holger ² 1: Allameh Tabataba'i University, Iran, Islamic Republic of; 2: Johannes Gutenberg University, Mainz, Germany
9:30am - 9:50am	Accessibility, Social Innovation And Social Sustainability In Nautical Clubs Einsle, Carmen Sarah ; Marco-Lajara, Bartolomé Department of Management, University of Alicante, Spain
9:50am - 10:10am	“Be Part Of Our Family”: Identifying Barriers And Facilitators In Amateur Sport Clubs’ Social Initiatives. Costa, Ricardo ^{1,2} ; Sobral, Vitor ^{1,2} ; Sousa, Marisa ^{1,2} 1: Research Center in Sports Sciences, Health Sciences and Human Development, CIDESD, Portugal; 2: University of Maia, Maia, Portugal
10:10am - 10:30am	Organized Resistance: How German Sport Confronts Rising Far-Right Extremism Kluch, Yannick ; Stodolska, Monika ; Soulard, Joelle; Heinemann, Valentin University of Illinois, United States of America

8:30am - 10:30am

Strategy, Leadership, and Stakeholder Management in Sport

Location: **Orion Hall**

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

8:30am - 8:50am

Working Together to Increase Visibility and Stadium Attendance in Women's Professional Football

Kusters, Audrey

Amsterdam University of Applied Sciences, Netherlands, The

8:50am - 9:10am

Reforming National High-Performance Sport Investment: Implementing a Principles-Based and Portfolio-Led High Performance Funding Framework in the Australian Sporting System

Poetto, Giorgio

Australian Sports Commission, Australia

9:10am - 9:30am

Yorkshire's Birthright Policy: Talent Restriction and Team Performance in County Cricket

Rewilak, Johan¹; Shukaylo, Georgy²

1: Loughborough University, United Kingdom; 2: University of South Carolina, United States

9:30am - 9:50am

From Alignment to Breakdown: Managerial Challenges in an Inter-Club Partnership

Yakob, Ramsin

Göteborgs Universitet, Sweden

9:50am - 10:10am

Contested Institutional Creation in Emerging Sport Fields: American and Flag Football in South Korea in the Context of Olympic Inclusion

Shim, Hoyoung; Park, Kyungseok; Byun, Jinsu

Yonsei University, Korea, Republic of (South Korea)

10:10am - 10:30am

Beyond the Pitch: Athletes' CSR Experiences in Dutch Professional Football and Their Work Engagement

Van Der Hoeven, Stef; Lammers, Madelief; Waardenburg, Maikel

Utrecht University, The Netherlands

8:30am - 10:30am

Sustainability and Sport Management

Location: **Celeste Hall**

Session Chair: **Herbert Woratschek**, University of Bayreuth

8:30am - 8:50am

Circular Economy in Supply Chain Management: A Systematic Literature Review of Theories, Models, and Transfer Potential to the Sportswear Industry

Leining, Julia¹; Hautbois, Christopher²; Gerke, Anna³; Ratz, Maria¹

1: accadis University of Applied Sciences, Germany; 2: Université Paris-Saclay, France; 3: Audencia Business School, France

8:50am - 9:10am

Work-Life Balance Among Swedish Elite Athletes In Individual Sports

Abbasi Marzdashti, Saeid; Persson, H. Thomas R.

Malmö University, Sweden

9:10am - 9:30am

Practice and Reflection on Carbon Neutrality in Chinese Participatory Sports Events: A Case Study of Marathon Events

Wang, Meng

Henan University of Sport, China, People's Republic of

9:30am - 9:50am

Same Rules, Different Reports: Analysing Environmental Sustainability Reporting Practices in German Professional Football

Vering, Christian¹; Walzel, Stefan²; Woratschek, Herbert¹

1: University of Bayreuth, Germany; 2: German Sport University Cologne, Germany

9:50am - 10:10am

Imagining Sport In A Post-Growth Society: Field-Specific Limits Of Thinkability Among Sport Practitioners And Post-Growth Researchers

Stegmann, Pascal; Strössler, Dominic; Moesch, Christian

University of Bern, Switzerland

8:30am - 10:30am

Sport Tourism and Events

Location: **Grace Hall A**

Session Chair: **Stefan Walzel**, German Sport University Cologne

8:30am - 8:50am

Governance Arrangements And Legacy Outcomes In Satellite Olympic Host Cities: A Comparative Analysis Of Paris 2024, Los Angeles 2028, And Brisbane 2032

Mukanova, Karina¹; Mair, Judith²; Kaplanidou, Kyriaki³

1: International University of Monaco, Omnes Education, Monaco; 2: The Hotel School Australia, Southern Cross University, Australia; 3: Department of Sport Management, College of Health and Human Performance, University of Florida, Florida, USA

8:50am - 9:10am

Residents' Perceptions Of Sport Tourism Impacts, Support, Future Intentions, And Confidence In Local Government

López-Gullón, José María¹; Vegara-Ferri, José Miguel²; Borda-Basto, Cristian³; García-Fernández, Jerónimo⁴; Angosto, Salvador⁵

1: Universidad de Sevilla, Spain; 2: Universidad de Valladolid, Spain; 3: Universidad de Sevilla, Spain; 4: Universidad de Sevilla, Spain; 5: Universidad de Sevilla, Spain

9:10am - 9:30am

A Hedgehog's Dilemma in Football? Tracing a Europeanisation Bias among the young spectators of the FIFA 2026 World Cup

Yilmaz, Hakan^{1,2}; Preuß, Holger¹

1: Johannes Gutenberg-Universität Mainz, Germany; 2: Istanbul Bilgi University, Türkiye

9:30am - 9:50am

How British Media Set Agenda and Frame the FIFA World Cup Host Countries: Comparing 2018, 2022 and 2026 Tournaments.

Batuev, Mikhail; Thornton, Claire

Northumbria University Newcastle, United Kingdom

9:50am - 10:10am

Exploring the Relationship Between Brand Associations and Word of Mouth Communication for Winter Sports Destinations: The Case of Kalavrita Ski Resort, Greece

Kotileas, Ioannis¹; Karagiorgos, Thomas¹; Ntovoli, Apostolia²; Konstantinidis, Konstantinos³; Alexandris, Kostas¹

1: Aristotle University of Thessaloniki, Greece; 2: Frederick University of Nicosia; 3: National and Kapodistrian University of Athens

10:10am - 10:30am

From Destination to Circulation Node: How Arena Events Shape Urban Consumption Patterns

Aoi, Kazuma¹; Shoji, Hiroto²; Ninomiya, Hiroaki²

1: Graduate School of Health and Sports Science, Doshisha University; 2: Faculty of Health and Sports Science, Doshisha University

8:30am - 10:30am

Sport, Media, and Communication

Location: **Grace Hall B**

Session Chair: **Argyro Elisavet Manoli**, University of Bergamo

8:30am - 8:50am

Interrupting the Continuum: Stakeholders in Social Media-based Crisis Communication after Ethical Misconduct in Sport

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

1: Johannes Gutenberg University, Germany; 2: Norwegian School of Sport Sciences, Norway

8:50am - 9:10am

From Broadcast to Virtual Influencer: How Novice Viewers Experience Different Sport Video Formats

Belova, Irina^{1,2}; Kim, Sungkyung³; Manoli, Argyro Elisavet¹

1: University of Bergamo, Italy; 2: University of Modena and Reggio Emilia, Italy; 3: University of Stirling, Scotland UK

9:10am - 9:30am

Success Factors To Achieve (More) Equal Pay In Elite Sport: A Media Analysis

Scharfenkamp, Katrin; Kraft, Christian; Zierke, Christian; Wicker, Pamela

Bielefeld University, Germany

9:30am - 9:50am

Perceptions Versus Reality: How Sport Performance, Football Social Responsibility, and its Communication Shape Fan Attitudes

De Cock, Marie¹; **De Jans, Steffi**²; **Constandt, Bram**¹

1: Ghent University, Department of Movement and Sports Sciences; 2: Ghent University, Department of Communication Sciences

8:30am - 10:30am

Sport Consumer Behavior

Location: **Grace Hall C**

Session Chair: **Markus Kurscheidt**, University of Bayreuth

8:30am - 8:50am

From Athlete Brand Image to Media Consumption Intention: The Mediating Role of Trust and Commitment in Women's Sport

Seo, Goeun; Kim, Kihan

Seoul National University, Korea, Republic of (South Korea)

8:50am - 9:10am

"You Are Not A Real Fan": Social Identity Threat And Prototypical Fan Behavior Among Korean Premier League Satellite Fans

Hwang, Kyujin; Kim, Kihan

Seoul National University, Korea, Republic of (South Korea)

9:10am - 9:30am

Can AI Beat the Complexity of Fan Experience? A Stimulus-Organism-Response Approach in Analyzing Stadium Reviews

Uzun, Berk¹; Chang, Shu-Hao {Howard}²; Kim, Junho³

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

9:30am - 9:50am

Between Loyalty And Exit: An Exploratory Study Of The Processes And Dynamics Of Football Fans Leaving Their Clubs

Kaden, Martin¹; Brandt, Christian²; Hovemann, Gregor¹; Kurscheidt, Markus²

1: Department of Sport Economy and Sport Management, Leipzig University, Leipzig, Germany; 2: Bayreuth Center of Sport Science, University of Bayreuth, Bayreuth, Germany

9:50am - 10:10am

Conceptualising Brand Association in Women's Professional Team Sport: A Thematic Synthesis of Consumer Perceptions

Wang, Shuchang; Pyun, Doyoung; Tak, Minhyeok

Loughborough University, United Kingdom

8:30am - 10:30am

Sport Development and Socio-Cultural Perspectives

Location: **Grace Hall D**

Session Chair: **Grzegorz Botwina**, University of Warsaw

8:30am - 8:50am

Career Continuation and Retirement Decision-Making Among Korean Sailing Athletes: A Grounded Theory Approach

Lim, Jukyeong¹; Cho, Wonwoo²

1: Seoul national university, Korea, Republic of (South Korea); 2: Dongeui university, Korea, Republic of (South Korea)

8:50am - 9:10am

Talent Development Environment as a Management Tool: Its Impact on Turnover Intention in Chinese Football

Xia, Yang; Pyun, Doyoung; Tak, Minhyeok

Loughborough, United Kingdom

9:10am - 9:30am

Constructing Identity, Belonging, and Discourses of Legitimacy in Women's Professional Hockey: A Qualitative Study

Roe, Meg; Lebel, Katie

University of Guelph, Canada

9:30am - 9:50am

Breaking Gender Stereotypes: Structural Stigma and Male Participation in Artistic Roller Skating in Portugal

Freitas, Ruben²; **Chapouto, Hugo²**; **Pedragosa, Vera^{3,4}**; **Dias, Isilda²**; **Gonçalves, Celina^{1,2}**

1: Research Center in Sports Sciences, Health Sciences and Human Development, CIDESD, Portugal; 2: University of Maia, Maia, Portugal; 3: Research Center in Business and Economics (CICEE), Universidade Autónoma de Lisboa, Portugal; 4: Universidade Autónoma de Lisboa, Portugal

9:50am - 10:10am

Exploring the Influence of Timing on Sport Mega-Event Development through Capability and Leverage: Evidence from the Taipei 2017 Universiade and Birmingham 2022 Commonwealth Games

Sharples, Bradley¹; Lee, Jung Woo²

1: University of South Carolina, United States of America; 2: University of Edinburgh, Scotland

8:30am - 10:30am

Sport Governance, Sport Policy and Sport Law

Location: **Ballroom Hall A**

Session Chair: **Anna-Maria Strittmatter**, Örebro University

8:30am - 8:50am

Developing and Enacting South Africa's Women in Sport Policy Framework

Burnett, Cora¹; **Sumption, Bronwyn²**

1: Stellenbosch University, South Africa; 2: University of Edinburgh

8:50am - 9:10am

From Olympic Legacy to Sport for All: Embedding the Beijing 2022 Olympic Winter Games Legacy in Urban Public Sport Provision

Wu, Di

Beijing Sport University, China, People's Republic of

9:10am - 9:30am

The Brazilian Olympic Committee Governance Program: A Methodological Approach On Indicators for Lottery Funds Distribution

Campestrini, Geraldo Ricardo Hruschka¹; **de Figueiredo, Matheus²**

1: Brazilian Olympic Committee, Brazil; 2: Brazilian Olympic Committee, Brazil

9:30am - 9:50am

Governance and Legitimacy in Local Sport Facility Provision: A Case Study from Finland

Huhtanen, Kerkko; **Salmikangas, Anna-Katriina**

University of Jyväskylä, Finland

9:50am - 10:10am

Unpacking The Myths Of The Norwegian Sport Model

Frøshaug, Josefine¹; Hanstad, Dag Vidar¹; Strittmatter, Anna-Maria²

1: Norwegian School of Sport Sciences, Oslo, Norway; 2: Örebro University, Sweden

10:10am - 10:30am

Sport Participation, Motivational Profiles, And Structured Sport Provision In The French Overseas Departments

Guicheron, Larry

University of the French Antilles, Research Center in Economics and Law of Island Development (CREDDI)

8:30am - 10:30am

Sport Governance, Sport Policy and Sport Law

Location: **Ballroom Hall B**

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

8:30am - 8:50am

Hermès, Louboutin, and Adidas: An Examination Of Holes In International Trademark Enforcement For Haute Couture And How Those Gaps Influence Protection For Sport Brands

Baker, Thomas¹; Brison, Natasha²

1: University of Georgia, United States of America; 2: University of South Carolina, United States of America

8:50am - 9:10am

Towards a Theory of Success: In Search of Principles of Successful Policy Outcomes

van Bottenburg, Maarten¹; de Groot, Sacha¹; Van Der Hoeven, Stef¹; Hoekman, Remco²; Schadenberg, Björn²; van den Breul, Wesley³

1: Utrecht University, Netherlands, The; 2: Mulier Instituut, Netherlands, The; 3: The Hague University of Applied Sciences, Netherlands, The

9:10am - 9:30am

Good Faith Or Gatekeeping? Legitimacy And Misconduct Resolution In Canadian Sport

Dick, Joseph¹; MacDonald, Shayne¹; Wigfield, Daniel²; Pegoraro, Ann¹

1: University of Guelph, Canada; 2: York University, Canada

9:30am - 9:50am

Youth Voice in Sport Governance: A Scoping Review

Spencer, Kieran¹; Naylor, Michael¹; Dowling, Mathew²

1: Loughborough University London; 2: Loughborough University

9:50am - 10:10am

International Athlete Sorting in NCAA Women's Basketball after the Repeal of Roe v. Wade

Shukaylo, Georgy; Skinner, Tyler; Watanabe, Nicholas; Yan, Grace

University of South Carolina, United States of America

10:10am - 10:30am

Governing Safeguarding in a Sport System in Transition: Insights from Kosovo

Gjirkolli, Nita¹; Schoch, Lucie¹; Knight, Camilla^{2,3,4}

1: Institute of Sport Sciences SSP, University of Lausanne, Switzerland; 2: Department of Sport and Exercise Sciences, Swansea University, UK; 3: Department of Sport Science and Physical Education, University of Agder, Norway; 4: Greenhouse Sports, UK

8:30am - 10:30am

Strategy, Leadership, and Stakeholder Management in Sport

Location: **Theta Hall**

Session Chair: **Aila Ahonen**, JAMK University of Applied Sciences

8:30am - 8:50am

Sporting Events and Franchises, Institutional Logics, and Stakeholder Salience: A Case Study of Edmonton, Canada

Mason, Daniel

University of Alberta, Canada

8:50am - 9:10am

The Financial-Sporting Performance Nexus Across Italian Top-Tier Leagues: Evidence from Football, Basketball, and Volleyball

Marano, Maurizio; Supino, Enrico; Cerchiari, Alice; Temporin, Francesco; Valenza, Eleonora

University of Bologna, Italy

9:10am - 9:30am

Crisis Management in Fitness and Sports: A Web of Science Systematic Review

Roriz, Vanessa^{1,2}; Sousa, Marisa^{3,4}; Gonçalves, Celina^{3,4}; Sobral, Vítor^{3,4}; Carvalho, Maria José^{1,2}

1: University of Porto, Faculty of Sport; 2: Centre of Research, Education, Innovation and Intervention in Sport (CIFIID); 3: University of Maia; 4: Research Centre in Sports Sciences, Health Sciences and Human Development (CIDESD)

9:30am - 9:50am

Youth Leadership in Grassroots Volleyball Clubs: Integrating Participant Self-Assessment and Organisational Perspectives from the We Lead Volleyball Together (WLVT) Programme

Georgiadis, Georgios; Tinaz, Cem

The Hague University of Applied Sciences, Netherlands, The

9:50am - 10:10am

“Go Outside The Family ... You Get Whacked”: Power, Threats, And The Forced Exit Of Women Coaches

Graham, Jeffrey¹; Dabbs, Shaina²; Schulz, Anton³

1: Texas A&M University, United States of America; 2: Elon University, United States of America; 3: Texas Tech University, United States of America

10:10am - 10:30am

Volunteer Management in Sport Events: A Scoping Review of Research Trends and Management Gaps

Bigotto, Chiara^{1,2}; Ruta, Cataldo²; Antonelli, Luca^{3,2}

1: Università Cattolica del Sacro Cuore di Milano, Italy; 2: Sport & Entertainment Knowledge Center SDA Bocconi, Italy; 3: PhD Candidate, LIUC - Università Cattaneo

10:30am - 11:00am

Coffee Break

Location: **Garden Hall A+B**

11:00am - 1:00pm

Strategy, Leadership, and Stakeholder Management in Sport

Location: **Iris Hall**

Session Chair: **Paul Donnelly**, Ulster University

11:00am - 11:20am

Understanding The Strategic Commitments Across European Team Sports - A National Association Transparency & Clarity Review

Taylor, Phil; MacDonald, Marcus

Blueprint Sport, United Kingdom

11:20am - 11:40am

Re-examining Value Co-Creation amid the Ontological Shift in College Athletics on the University Campus.

Morgan, Siena

Baylor University, United States of America

11:40am - 12:00pm

Organizational Determinants of Sport Strategy Efficacy in Professional Football Clubs

Drewniak, Dariusz; Nessel, Karolina

Jagiellonian University, Poland

12:00pm - 12:20pm

Interorganizational Relationships (IORs) Under Political Tensions: Exogenous Shocks and Power Reconfigurations in the FIFA 2026 Alliance

Ben Mahmoud, Néfissa Salma¹; **Macaulay, Charles**²

1: Université Bourgogne Europe, France; 2: University of Guelph, Canada

12:20pm - 12:40pm

Who Is Responsible For Digitalisation? Mapping Actors, Roles And Competencies In Non-Profit Sport Organisations

Rosier, Annalena; Nagel, Siegfried; Stegmann, Pascal

University of Bern, Switzerland

11:00am - 1:00pm

Sustainability and Sport Management

Location: **Orion Hall**

Session Chair: **Irena Valantine**, Lithuanian Sports University

11:00am - 11:20am

Not All ESG Signals Are Equal: How Sponsor Origin Shapes Market Reactions to Olympic Sponsorship Announcements

Barresi, Samantha; Bertoni, Michele

University of Trieste, Italy

11:20am - 11:40am

Validation of the Short Version Sustainability Consiousness Questionnaire Among Greek Physical Education Teachers

Mantzouratos, Georgios; **Avgerinou, Vassiliki**; Giakoumatos, Stefanos;

Choustoulakis, Emmanouil

11:40am - 12:00pm

Impact Of ESG Regulation On Sustainability Reporting In European Professional Football: A Comparative League-Level Analysis

Pfeffel, Florian¹; Knackstedt, Lena^{1,2}; Lauer, Benjamin¹

1: accadis Hochschule Bad Homburg | University of Applied Sciences, Germany;

2: Université Paris-Saclay

12:00pm - 12:20pm

Determinants Of Implementaion Of Sustainability Curricula By Greek Physical Education Teachers

Aggerinou, Vassiliki; Stefanos, Giakoumatos; Georgios, Mantzouratos

University of Peloponnese, Greece

12:20pm - 12:40pm

Carbon Emissions From Grassroots Sports In England: A Mixed-Methods Gendered Analysis

Dahan, Tess; Kenyon, James Andrew; Downward, Paul; Postlethwaite, Verity

Loughborough University, United Kingdom

12:40pm - 1:00pm

Driving Sustainable Change in Professional Football: A Multiple Stakeholder Analysis of Mobility Behavior at a Professional Football Club

Ratz, Maria¹; Ulrich, Fabian¹; Pfeffel, Florian¹; Knackstedt, Lena^{1,2}; Schlitt, Leonie¹

1: accadis Hochschule Bad Homburg | University of Applied Sciences, Germany;

2: Université Paris-Saclay

11:00am - 1:00pm

Broader, New and Critical Aspects of Sport Management

Location: **Celeste Hall**

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

11:00am - 11:20am

“The Cheating Olympics?” Olympic Swimmers and Coaches’ Legitimation of the Enhanced Games

Thurston, Alex¹; Dowling, Mathew¹; Byun, Jinsu²

1: Loughborough University, United Kingdom; 2: Yonsei University, Seoul, South Korea

11:20am - 11:40am

Women's Leadership in Sport: Applying a Decolonial Perspective to the Saudi Context

Alshehri, Wejdan; Mason, Carolynne; Giulianotti, Richard

Loughborough University, United Kingdom

11:40am - 12:00pm

Illuminating Value Co-creation within a Rugby League Ecosystem: An Interpretative Phenomenological Analysis (IPA)

Mackreth, Kacy; Watson, Beccy; Bond, Alexander

Leeds Beckett University, United Kingdom

12:00pm - 12:20pm

What Counts as Valuable? NIL and the Shaping of Athletic Identity in Women's College Sport in the U.S.

Stenning, Katherine; Chahardovali, Dr. Tarlan

University of South Carolina, United States of America

12:20pm - 12:40pm

Towards A Typology Of Integrity Cases In Major Sports Events

Konstantopoulos, Ioannis; Kurbalija, Zoe; Caneppele, Stefano

University of Lausanne, Switzerland

12:40pm - 1:00pm

Relational Athletic Labour and Relational Athletic Capital: A Dual Framework for Understanding Success in Sport.

Myers, John

Leeds Beckett University, United Kingdom

11:00am - 1:00pm

New Researcher Award

Location: **Grace Hall A**

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

11:00am - 11:30am

The Outgroup Academic: The Lived Experiences of Women Academics of Color in Sport Management

Patil, Swarali

Manchester Metropolitan University, United Kingdom

11:30am - 12:00pm

Athlete Voice through Change: Experiences of Organisational Safeguarding Transformation

Kuhlin, Fanny; Strittmatter, Anna-Maria; Primus, Robert; Barker-Ruchti, Natalie

Örebro University, Sweden

12:00pm - 12:30pm

Second-Team Preference Among MLB Fans: Social Identity, Points of Attachment, and the Portfolio Structure of Fan Loyalty

Dastrup, Ryan¹; Koesters, Todd²; Ballouli, Khalid²

1: University of West Florida; 2: University of South Carolina

11:00am - 1:00pm

Sport Marketing and Sponsorship

Location: **Grace Hall B**

Session Chair: **Thilo Kunkel**, Temple University

11:00am - 11:20am

Effects of Virtual Advertising Exposure Frequency in Sports Broadcasts on Explicit and Implicit Memory: The Moderating Roles of Game Suspense and Low-Intensity Motion

Lee, Seulbi; Kim, Kihan

Seoul National University, Korea, Republic of (South Korea)

11:20am - 11:40am

The Use Of Sponsorship To Increase The Brand Awareness As A Form Of Brand Equity Of Women's Football In The United Kingdom

Hushon, Bethany

Loughborough University London, United Kingdom

11:40am - 12:00pm

Realities, Responsibilities, and Risk Management: The Role of Sport Marketing Agencies in Climate Obstruction

Frixou, Theo

Loughborough University London, United Kingdom

12:00pm - 12:20pm

Playing the Tournament, Managing the Brand: How the 2023 FIFA Women's World Cup Shaped Players' Instagram Behavior

Kunkel, Thilo; Baker, Bradley; Yadav, Prat; Yang, Yang; Giddings, Amy

Temple University, United States of America

12:20pm - 12:40pm

Beyond Exposure: Brand Fit, Regional Identity, and Sponsor Entry in a Regional Grassroots Football League in China

Che, JiaPing; Sha, RuiYi

Shandong Sport University, China, People's Republic of

11:00am - 1:00pm

Sport Consumer Behavior

Location: **Grace Hall C**

Session Chair: **Thomas Karagiorgos**, Aristotle University of Thessaloniki

11:00am - 11:20am

Consumer Behaviour and the Adoption of Circular Sporting Goods: An Extended Theory of Planned Behaviour Approach

Knackstedt, Lena^{1,2}; Hautbois, Christopher²; Gerke, Anna³; Ratz, Maria¹

1: accadis Hochschule Bad Homburg | University of Applied Sciences; 2: Université Paris-Saclay; 3: Audencia

11:20am - 11:40am

Team Identification and Value Perceptions in Football Jersey Consumption: Behavioural Intention and Willingness to Pay Among Generation Z

Curth, Marcelo¹; Dantas, Ítalo¹; Duprat, Nicolas¹; Haas, Luiz^{2,3}

1: Feevale University, Brazil; 2: Universidade Europeia, Portugal; 3: Research Center in Sport Sciences, Health Sciences, and Human Development, CIDESD, Portugal

11:40am - 12:00pm

The 2024 Olympic Games of Paris As A Model Of IOC's Agenda Policy? Evidence On Attitudes Of Sport Fans

Kurscheidt, Markus; Launay, Maxime

University of Bayreuth, Germany

12:00pm - 12:20pm

From Self-Congruity to Psychological Ownership: Understanding Brand Loyalty in the Yoga Wear Market

Jiang, Liwei; Lee, Joon Sung
Yonsei University, Korea, Republic of (South Korea)

12:20pm - 12:40pm

How Women's Empowerment Advertising Shapes Female College Students' Purchase Intention in Sports Brands: The Chain-Mediating Roles of Body Appreciation and Self-Brand Connection and the Moderating Role of Feminist Knowledge

Jin, Yue¹; Zhang, Jingxian Cecilia²

1: South China University of Technology, China, People's Republic of; 2: Mount St. Mary's University Richard J. Bolte, Sr. School of Business

12:40pm - 1:00pm

The Power of Fan Creation: A Systematic Literature Review of Esports Fan Fiction

Zhu, Xiugui¹; Perry, Benjamin²

1: University of Northampton, United Kingdom; 2: Warwickshire College, United Kingdom

11:00am - 1:00pm

Public Health, Well-being and Physical Activity Management

Location: **Grace Hall D**

Session Chair: **Fernando García**, University of Valencia

11:00am - 11:20am

From Impact to Sustainability: A Systems and Implementation Science Evaluation of the More Than a Club Football-Led Health Promotion Model

Papageorgiou, Panos¹; McGrath, Aisling¹; Lambe, Barry¹; Carroll, Paula¹; Finnegan, Laura²; Richardson, Noel³

1: Centre for Health Behaviour Research, South East Technological University, Waterford, Ireland; 2: Football Research Group, South East Technological University, Waterford, Ireland; 3: National Centre for Men's Health, South East Technological University, Carlow, Ireland

11:20am - 11:40am

Challenges and Opportunities for Shifting Practice: Exploring Stakeholder Perspectives on Physical Activity Promotion for Adolescent Females in Disadvantaged Areas

Hopkins, Ellyse¹; Bolton, Nicola²; Brown, David²

1: Bath Spa University, United Kingdom; 2: Cardiff Metropolitan University, United Kingdom

11:40am - 12:00pm

Beyond Sport Delivery: A Critical Realist Examination of Sport Plus as an Intervention for Youth Violence Prevention

Mason, Carolynne¹; Walpole, Caron¹; Norrito, Alessio²

1: Loughborough University, United Kingdom; 2: University of Illinois

12:00pm - 12:20pm

Bridging Healthcare and Commercial Sport: Exploring Collaboration for Preventive Health Models in Amsterdam

Broerse, Jora; Lankhorst, Kristel; Deelen, Ineke; Haans, Sascha; Eline, Aardenburg

Amsterdam University of Applied Sciences, Netherlands, The

12:20pm - 12:40pm

	Deselected Academy Football Players Transition into Ordinary Education and Jobs. <u>Gammelsaeter, Hallgeir</u>; <u>Herskedal, Kjell Marius</u>; <u>R. Kjell, Renate</u> Molde university, Norway
11:00am - 1:00pm	Sport Governance, Sport Policy and Sport Law Location: Ballroom Hall A Session Chair: Laura Misener, Western University 11:00am - 11:20am The Short-Term Impact of Stadium Investments on Club Performance, Attendance and Transfer Spending in Türkiye <u>Yiğit, Ercüment</u>¹; <u>Yiğit, Yenal Can</u>² 1: Independent Researcher, PhD, Türkiye; 2: TOBB University of Economics and Technology, Ankara, Türkiye 11:20am - 11:40am The 2023 FIFA Football Agent Regulations: Athlete Welfare, Market Access, And Regulatory Harmonisation Across International Football Jurisdictions <u>Coughlan, Darren</u>; <u>Kang, Jae Won</u> International College of Management Sydney, Australia 11:40am - 12:00pm Navigating the Erosion of Autonomy: Paradoxical Tensions in the Governance of National Olympic Committees <u>Smirnova, Viktoriia</u>¹; <u>Preuss, Holger</u>¹; <u>Könecke, Thomas</u>²; <u>Schubert, Mathias</u>¹ 1: Johannes Gutenberg University Mainz; 2: KU Leuven 12:00pm - 12:20pm Governance Structures, Athlete Commercialisation, And Economic Sustainability In Elite Tennis: Insights From Greece And The Netherlands Within The European Context <u>Tritou, Maria</u>; <u>Van der Roest, Jan-Willem</u> Amsterdam University of Applied Sciences, Netherlands, The 12:20pm - 12:40pm Dual Careers in Sport – Experiences of Greek Student Judokas <u>Anna Kaladze, Anna</u>; <u>Dolles, Harald</u> Molde University College, Specialized University in Logistics, Norway 12:40pm - 1:00pm Safeguarding in Brazilian National Sport Federations: Compliance-Driven Governance or Effective Athlete Protection? <u>Furtado, Sabrina</u>¹; <u>Mezzadri, Fernando</u>² 1: Loughborough University, United Kingdom; 2: Universidade Federal do Parana
11:00am - 1:00pm	Sport Governance, Sport Policy and Sport Law Location: Ballroom Hall B Session Chair: Karin Book, Malmö University 11:00am - 11:20am Sportization and Institutional Change: Governance and Policy Challenges in Emerging Sports

Wang, Kai-Li; Wang, Yu
National Taiwan Sport University, Taiwan

11:20am - 11:40am

A Scoping Review of the Role of Hardware, Orgware, and Software in Shaping the Social and Financial Value of Sports Facilities

de Groot, Sacha¹; Van Der Hoeven, Stef¹; Hoekman, Remco²; van Bottenburg, Maarten¹

1: Utrecht University, the Netherlands; 2: Mulier Instituut, the Netherlands

11:40am - 12:00pm

Logic Asymmetry and Governance Challenges in Chinese Professional Football

Qin, Mingxuan; Giulianotti, Richard; Yilmaz, Serhat

Loughborough University, United Kingdom

12:00pm - 12:20pm

From Holistic Narratives to Focused Metrics: A Decade of Evolution in Measuring the Social Value of Sport in England

Davies, Larissa¹; Ramchandani, Girish²; Kung, Shia Ping²; Taylor, Peter²

1: Manchester Metropolitan University, United Kingdom; 2: Sheffield Hallam University, UK

12:20pm - 12:40pm

Government Use of Policy Instruments in Sport Employment Regulation: A Comparative Analysis of Spain, Germany and the United Kingdom

Jiménez Díaz-Benito, Víctor¹; León Quismondo, Jairo¹; del Arco Juan, Javier¹; Pérez González, Benito²; Burillo Naranjo, Pablo³

1: Universidad Europea de Madrid. Department of Sports Sciences. Faculty of Medicine, Health and Sports; 2: Universidad Internacional de La Rioja; 3: Universidad Europea de Madrid. Department of Real Madrid Graduate School

12:40pm - 1:00pm

The Implementation of Social Management in a Voluntary Sports Club

Hoeijmakers, Resie

Utrecht University/Mulier Institute, Netherlands, The

11:00am - 1:00pm

Diversity and Inclusion Issues in Sport Management

Location: **Theta Hall**

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

11:00am - 11:20am

Uneven Pitch: Senior Leader's Perceptions of Female and Male Football Talent Development Environments and their Success Factors

Mueller, Jacqueline¹; **Sanborn, Caroline**¹; Kübel, Tim¹; Clarkson, Beth²; Kühle, Anselm³

1: Loughborough University London, United Kingdom; 2: Amsterdam University of Applied Sciences; University of Portsmouth, United Kingdom; 3: International Football Institute, Germany

11:20am - 11:40am

Digital Capital and Social Inclusion through Sport: Youth with Migrant Backgrounds in Nonprofit Sport Organizations

	<u>Açıkgöz, Selçuk</u>; Zeimers, Géraldine Sport Sciences - Louvain Research Institute in Management and Organizations, Université Catholique de Louvain, Louvain la Neuve, Belgium
	11:40am - 12:00pm To Win (matches) Whithout Loosing (participants) <u>Strömberg, Camilla</u> Linnaeus University, Sweden
	12:00pm - 12:20pm Organizational Culture, Creativity, Innovation, and Effectiveness in Non-profit Sport Clubs <u>Lesch, Lara</u> Bielefeld University, Germany
1:00pm - 2:00pm	Lunch Location: Garden Hall A+B
2:00pm - 3:00pm	Keynote Location: Grace Hall C
3:00pm - 3:30pm	Coffee Break Location: Garden Hall A+B
3:30pm - 5:30pm	Digital Transformation, Innovation and Technology Location: Iris Hall Session Chair: Thomas Junod, UEFA 3:30pm - 3:50pm Artificial Intelligence Adoption In Portuguese Fitness Professionals: A Profile-Based Approach Pedragosa, Vera¹; Gonçalves, Celina Raquel Nunes²; <u>García-Fernández, Jerónimo³</u>; Tsitskari, Efi⁴; Angosto, Salvador⁵ 1: Universidade Autonoma de Lisboa, Portugal; 2: Universidad de Sevilla, Spain; 3: Universidade da Maia, Portugal; 4: Democritus University of Thrace, Greece; 5: Universidad de Sevilla, Spain
	3:50pm - 4:10pm Who Governs What Remains? Digital Identity System Trajectories Across Sport Mega-Events <u>Malol, Zainab</u> Hamad Bin Khalifa University, Qatar
3:30pm - 5:30pm	Broader, New and Critical Aspects of Sport Management Location: Orion Hall Session Chair: Ioannis Konstantopoulos, University of Lausanne 3:30pm - 3:50pm Explorating The Effects Of Pricing Strategies On Fan Loyalty For Global Mega Events <u>Lowe, Dave Arthur</u>; Mtonga, Violet Justine; Diaz Ordóñez, Cecilia University of Salford, United Kingdom
	3:50pm - 4:10pm Football Corporations or Member-Based Associations? Who Is More Successful in the UEFA Champions League and Why? <u>Trosien, Gerhard</u>; <u>Kuehner, Christian Louis</u> accadis Hochschule Bad Homburg - University of Applied Sciences, Germany

4:10pm - 4:30pm

A Question of Balance? Franchise Cricket, The IPL and The Future of the World Game

Brook, David

University of Westminster, United Kingdom

4:30pm - 4:50pm

Sport-Environment Determinants of Gambling Initiation and Escalation: A Systematic Review

Adebisi, Tunde; Kitchin, Paul; Shannon, Stephen; Coogan, Kelly

Ulster University, United Kingdom

3:30pm - 5:30pm

Sport Development and Socio-Cultural Perspectives

Location: **Celeste Hall**

Session Chair: **Grzegorz Botwina**, University of Warsaw

3:30pm - 3:50pm

Social and Cultural Determinants of Women's Football Participation: Sport Development and Well Being Implications

Gonçalves, Celina^{1,2}; Faria, João²; Mota Veiga, Pedro^{2,3}; Sousa, Gastão^{2,3}

1: Research Center in Sports Sciences, Health Sciences and Human Development, CIDESD, Portugal; 2: University of Maia, Maia; 3: NECE – Research Centre for Business Sciences

3:50pm - 4:10pm

Beyond the Game: Sport Identification, National Identity & Political Orientation Effects on Football Rivalry in Bulgaria

Gounaropoulou, Ekaterini; Tzoumaka, Eugenia; Tsordia, Charitomeni

Deree - The American College of Greece, Greece

4:10pm - 4:30pm

From Rural Spectacle to Social Infrastructure: Cultural Embeddedness and Sustainable Mechanisms in Two Grassroots Sport Events in Rural China

Li, Shengjie¹; Yu, Tianyang¹; Yao, Zijun²

1: Loughborough University, United Kingdom; 2: PhD Programme in Sport, Health and Wellbeing, Department for Life Quality Studies (QUVI), University of Bologna, Italy

3:30pm - 5:30pm

Public Health, Well-being and Physical Activity Management

Location: **Grace Hall A**

Session Chair: **Michael Naraine**, Brock University

3:30pm - 3:50pm

Why Organisational Support for Physical Activity Matters: A Pilot Study of Workplace Stress, Burnout, and Engagement

Kajos, Attila; Szabó, Ágnes

Corvinus University of Budapest, Hungary

3:50pm - 4:10pm

Left Behind in Digital Sport? Age, Access, and Inequality in Older Adults' Sport Participation in China

Sha, Ruiyi; Che, JiaPing

Shandong Sport University, China, People's Republic of

4:10pm - 4:30pm

The Social Value of Football in Austria: Beyond Economic Impact

Kokolakakis, Themistocles¹; Kleissner, Anna²

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

4:30pm - 4:50pm

Reconceptualizing Consumer Attitudes And Subjective Norms In Digital Fitness Through Large Scale Digital Trace Data

Wanless, Liz¹; Naraine, Michael²

1: Indiana University Indianapolis, United States of America; 2: Brock University, Canada

3:30pm - 5:30pm

Best Paper Award

Location: **Grace Hall B**

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

3:30pm - 3:50pm

Predicting Physical Inactivity Risk: Machine Learning Insights for Targeted Health Policy

Guan, Jing¹; Shi, Nanyu²; Downward, Paul¹

1: Loughborough University, United Kingdom; 2: Beijing Technology and Business University, China

3:50pm - 4:10pm

Open Innovation and Value Creation in European Sports Start-ups

Canini, Daniele; Tjønnedal, Anne

Nord University, Norway

4:10pm - 4:30pm

Legitimizing The Stigma: Elite Athletes As Ambassadors Of An Adult-Oriented Monetization Platform

Šimáček, Petr¹; Králová, Věra²; Filo, Kevin³

1: Prague University of Economics and Business, Czech Republic; 2: Prague University of Economics and Business, Czech Republic; 3: Griffith University, Australia

3:30pm - 5:30pm

Sport Management Education

Location: **Grace Hall C**

Session Chair: **Marcel Fahrner**, University of Tübingen

3:30pm - 3:50pm

From Privilege to Participation: Democratizing Sport Research Education Through Course-Based Research

Shores, Kindal¹; Warner, Stacy¹; Buenaño, Andrea²

1: East Carolina University, United States of America; 2: University of Miami, United States of America

3:50pm - 4:10pm

Authentic Assessment as Relational Practice: Enacting Competence and Soft Skills in Sport Management Education

Bodemar, Annika

Norwegian School of Sport Sciences, Norway

4:10pm - 4:30pm

Soft Skills, Hard Evidence: A Cross-sectional Study of Importance, Development, and Work-Hours Trends in UK Sport Undergraduates

Emsley, Chris

University of South Wales, United Kingdom

4:30pm - 4:50pm

Context-Specific Relevance of Competencies – Sport Management Alumni Perspectives Revisited

Fahrner, Marcel; Schüttoff, Ute

University of Tübingen, Germany

3:30pm - 5:30pm

Sport Consumer Behavior

Location: **Grace Hall D**

Session Chair: **Marcelo Moriconi**, Iscte - Instituto Universitário de Lisboa

3:30pm - 3:50pm

Sport Participation as a Career Detour

Polito, Gabrielle; Haber, Abigail; Lawrence, Nicole; Chang, Yonghwan; Yoo, Tae Woong

University of Florida, United States of America

3:50pm - 4:10pm

Multi-Country Comparative Analysis: Subscription Intentions for UEFA Champions League Streaming Bundles

Walzak, Laurel

Toronto Metropolitan University, London South Bank University

4:10pm - 4:30pm

How to Cultivate Esports Spectators' Subjective Well-being? Empirical Evidence for The Spectator Well-being Process Model

Cheng, Bingxu¹; Sun, Shanhang²; Fu, Wenjing²; Zhu, Xiuqi³; Shi, Yuchen⁴

1: Leeds Beckett University; 2: Loughborough University; 3: University of Northampton; 4: Hong Kong Metropolitan University

4:30pm - 4:50pm

Developing Consumers' Psychological Connection through Ownership-based Promotion: The Psychological Continuum Model (PCM) Approach

Park, Seong-Jin¹; Wilcox, Keith²; Bennett, Gregg³; Singer, John³

1: Brock University, Canada; 2: Mays Business School, Texas A&M University, USA; 3: Department of Kinesiology and Sport Management, Texas A&M University, USA

4:50pm - 5:10pm

Heritage Prestige and Spectator Experience in Arabian Horse Beauty Contests in Qatar

Al-Meghaiseeb, Rouda; Swart-Arries, Kamilla

Hamad Bin Khalifa University, Qatar

3:30pm - 5:30pm

Sport Governance, Sport Policy and Sport Law

Location: **Ballroom Hall A**

Session Chair: **Diana Furesz**, University of Pecs Faculty of Business and Economics

3:30pm - 3:50pm

Strategic Decision-Making In Elite Sport Policy: Decision Logics in Elite Sport Funding Prioritisation

Nica, Jasper¹; Shibli, Simon²; van Bottenburg, Maarten³; Truyens, Jasper⁴; De Bosscher, Veerle¹

1: Vrije Universiteit Brussel, Belgium; 2: Loughborough University, United Kingdom;
3: Utrecht University, the Netherlands; 4: Sport Vlaanderen, Belgium

3:50pm - 4:10pm

Strategies of Political Steering and their Relevance in the Context of Sport
Wojciechowski, Torsten

EHiP, Germany

4:10pm - 4:30pm

Spatial evolution of the UEFA Champions League

Furesz, Diana; Rappai, Gabor

University of Pecs Faculty of Business and Economics, Hungary

4:30pm - 4:50pm

Public Value Trade-Offs in Elite Sport Policy: A Discrete Choice Experiment on Societal Preferences and Willingness-To-Pay in the Netherlands

Schoemaker, Jelle¹; Mouter, Niek²; Van der Roest, Jan-Willem³; Berkhout, Bartel^{3,4}

1: HAN University of Applied Sciences, Netherlands, The; 2: TU Delft, Netherlands, The;
3: Amsterdam University of Applied Sciences, Netherlands, The; 4: SportsinQ

4:50pm - 5:10pm

Leveraging Sport for Sustainable Development in Saudi Arabia: A Qualitative Study of Policy and Practice

Alyami, Mashaer; Giulianotti, Prof Richard; Pullen, Dr Emma

Loughborough University, United Kingdom

3:30pm - 5:30pm

Sport Governance, Sport Policy and Sport Law

Location: **Ballroom Hall B**

Session Chair: **Svein Erik Nordhagen**, University of Inland Norway

3:30pm - 3:50pm

Collaborative Discourse and Hierarchical Practice: The Paradox of Sport Policy Decentralization in the Global South

Julio Zamboni¹, Kaio¹; Torres Ordonhes¹, Mayara¹; Furtado², Sabrina²; Renato Cavichioli¹, Fernando¹; Marinho Mezzadri¹, Fernando¹

1: Universidade Federal do Paraná, Brazil; 2: Louthembourg university

3:50pm - 4:10pm

Towards Universal Access for Olympic Fans with Disabilities: Lessons from Paris 2024

Grady, John; Ballouli, Khalid; Gulavani, Susmit

University of South Carolina, United States of America

4:10pm - 4:30pm

Analysing the Free Market Through Football: Labour Market Liberalisation and Monopolisation in European Football

Yiğit, Ercüment¹; Tınaz, Cem²

1: Independent Researcher, PhD, Türkiye; 2: International Sport Management, The Hague University of Applied Sciences, Den Haag, the Netherlands

4:30pm - 4:50pm

Exploring Brazilian Sport Federations And Local Club Actors' Perceptions of Challenges in "Doing" Integrity.

Kohler, Emily; Kihl, Lisa

University of Minnesota, United States of America

4:50pm - 5:10pm

From Competition to Collaboration: The Transformation of Olympic Games Bidding

Nordhagen, Svein Erik

University of Inland Norway, Norway

5:10pm - 5:30pm

Scaling Professionalization: How Membership Size Shapes Organizational Development in Sports Associations

Büchling, Alexandra; Schüler, Emilia; Schmidt, Sascha L.

WHU – Otto Beisheim School of Management, Germany

8:00pm - 11:00pm

Closing ceremony and Gala Dinner

Location: **Grace Hall A+B+C**