

Conference Agenda

EASM 2026 34th European Association for Sport Management Conference

Date: Wednesday, 16/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: Claudio Rocha , University of Stirling
8:30am - 8:50am	The Luis Rubiales Kissing Scandal: Gender Equity, and Governance Reform in Spanish Football <u>García García, Borja</u> ¹ ; Meier, Henk Erik ² ; <u>Monserrat Revillo, Susana</u> ¹ ; Tickell, Samuel ² ; López Llorente, Roberto ¹ 1: Loughborough University, United Kingdom; 2: Münster University, Germany
8:50am - 9:10am	Women's Professional Sport Leagues: Achieving Legitimacy Through Media Strategies <u>Taylor, Tracy</u> ¹ ; Fujak, Hunter ² ; Hanlon, Clare ³ 1: RMIT, Australia; 2: Deakin University, Australia; 3: Victoria University, Australia
9:10am - 9:30am	Advancing Gender Equity in Community Sport: A Local Government Perspective on Fair Access <u>Kappelides, Pam</u> La Trobe University, Australia
9:30am - 9:50am	Powerless and Overlooked: Disadvantaged Communities and Major Sporting Events Inclusion <u>Chen, Shushu</u> ; Heyes, Andrew ; Quinton, Mary ; Veldhuijzen van Zanten, Jet ; Liang, Xiao ; Duan, Zhaoyu ; Carter, Barnaby ; Lee, Mark university of birmingham, United Kingdom
9:50am - 10:10am	Exploring Opportunities and Barriers to Adult Women's Grassroots Football Participation in England <u>Lee, Hwa Yeoung</u> ; Downward, Paul ; Cope, Ed Loughborough University, United Kingdom

	10:10am - 10:30am Do DEI Programs “work”? What High-performance Sport and Art Can Learn from Each Other in Designing Diversity Initiatives <u>Gils, Bieke</u> 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 The Role of Absorptive Capacities in Biodiversity Management in Sport Organisations <u>Daddi, Tiberio</u>; Novi, Alessio; Pesci, Annamaria S.Anna School of Advanced Studies, Italy
	8:50am - 9:10am What Drives Profitability in Serie A? A Fixed-Effects Panel Analysis <u>Nicoliello, Mario</u>; Zampatti, Davide Universita degli Studi di Brescia, Italy
	9:10am - 9:30am Bringing Athletes Onto The Playing Field Of Sustainable Sport: Developing And Validating An Athlete Sustainable Behaviour Scale <u>Weber, SJ</u>¹; Anderski, Matthias²; Ströbel, Tim²; Bönigk, Silke¹ 1: Universität Hamburg, Germany; 2: Universität Bayreuth, Germany
	9:30am - 9:50am Tensions Between Ecological Sustainability-Related Cognitions/Affects And Sporting Performance <u>Kraft, Christian</u>; Bödding, Rabea; Gottwill, Maximilian; Zierke, Christian; Paruzel, Agnieszka; Maier, Günter W.; Wicker, Pamela Bielefeld University, Germany
	9:50am - 10:10am Imagining Sport In A Post-Growth Society: Field-Specific Limits Of Thinkability Among Sport Practitioners And Post-Growth Researchers <u>Stegmann, Pascal</u>; Strössler, Dominic; Moesch, Christian University of Bern, Switzerland
8:30am - 10:30am	Broader, New and Critical Aspects of Sport Management Location: Celeste Hall Session Chair: Nicholas Theodorakis, Aristotle University of Thessaloniki 8:30am - 8:50am What Is Service Quality in Sport? Clarifying Construct Meaning and Levels of Measurement <u>Theodorakis, Nicholas</u> Aristotle University of Thessaloniki, Greece

8:50am - 9:10am

Debunking the Misconceptions and Myths of Comparing Sport Systems

Dowling, Mathew¹; Fahlén, Josef²

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, Louise¹; Solenes, Oskar²

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, Simon¹; De Bosscher, Veerle²; Van Bottenburg, Maarten³; Weber, Andreas Christoph⁴; Descheemaeker, Kari²

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^{1,2}; Massey, William³; Özkoca, Nazli³; Arnold, Jim³

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, Ágoston¹; Kendelényi-Gulyás, Erika¹; Bakucs, Zoltán^{2,3}; Sterbenz, Tamás¹; Csurilla, Gergely^{1,2}

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, Minjung¹; Oja, Brent D.²; Anagnostopoulos, Christos³; Straume, Solveig⁴; Dahlin, Sean⁵

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, Keita¹; Omatsu, Ritsuki²; Watanabe, Daiki³

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, Jonathan¹; Peredo, Jorge¹; Davila, Josh¹; Cobbs, Joe²

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-Willem¹; Berkhout, Bartel^{1,2}

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, Rochelle¹; Owen, Katherine²; Charity, Melanie¹; Moulds, Kylie¹

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

Díaz 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, Jiaxin¹; Biscaia, Rui¹; Lin, Yong-Dian¹; Manley, Andrew¹; Qian, Yizhou²

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

8:30am - 10:30am	User Experience and Governance in VR-Based Sport Experiences: Understanding Affective Drivers from Large-Scale Digital Discourse <u>Li, Shugi</u>¹; <u>Meng-Lewis, Yue</u>²; <u>Lewis, Gavin</u>³ 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
	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 <u>Rich, Kyle</u>¹; <u>Edwards, Jonathon</u>²; <u>Hoeber, Larena</u>³; <u>Pegoraro, Ann</u>⁴; <u>Giles, Audrey</u>⁵ 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 <u>Manasis, Vasileios</u>¹; <u>Nalbantis, Georgios</u>²; <u>Anagnostou, Michael</u>³ 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 <u>Stucky, Lucas</u>; <u>Cingiene, Vilma</u> Mykolas Romeris University, Lithuania
	9:30am - 9:50am Collaborative Governance in Action: Policy Enactment and Power in Major Sporting Events <u>Van der Steen, Luna</u>; <u>Derom, Inge</u>; <u>Van Hoecke, Jo</u> Vrije Universiteit Brussel, Belgium
8:30am - 10:30am	9:50am - 10:10am Fan Perceptions Of The International Football Match Calendar: Commercial Expansion, Market Saturation And The Emergence Of Football Fatigue <u>Anagnostou, Michael</u>; <u>Montserrat - Revillo, Susana</u> Loughborough University, UK 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 <u>Gerke, Anna</u> 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, Emmanuel¹; Karadakis, Kostas²
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^{1,2}; Sobral, Vítor^{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

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

Polyakova, Olga¹; Ferreira-Barbosa, Helen²; García-Fernández, Jeronimo³; Angosto, Salvador⁴; Alexandris, Kostas⁵
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: **Athanasios (Sakis) Pappous**, University of Bologna

8:30am - 8:50am

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

Kuuluvainen, Arto¹; Ryömä, Arto²
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.¹; Schulenkorf, Nico²; Ettekal, Andrea³; Dixon, Marlene³

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

Tensions Between Community Values And Professionalization In Sport Organizations: A Critical Literature Review

Lavoie, Jean-Christian

École Nationale d'Administration Publique, Canada

9:50am - 10:10am

Winter and Summer Paralympic Participation: A Critical Examination of Structural Constraints, Athlete Pathways and Para Talent Development

Peake, Rebecca

Sheffield Hallam University, United Kingdom

8:30am - 10:30am

Sport Tourism and Events

Location: **Theta Hall**

Session Chair: **Radenko Matic**, Faculty of Sport and Physical Education, University of Novi Sad

8:30am - 8:50am

When Pride Meets Protectionism: The Divergent Roles of Ethnocentrism and Patriotism in Sport-Event Tourism

Chen, Xiazhaoh¹; Shikhar Bhaskar, Shikhar¹; Xu, Tao²

1: University of Plymouth, United Kingdom; 2: Guangxi Minzu University, China

8:50am - 9:10am

Sport Federations Shaping Sport Tourism Development And Territorial Dynamics

Gascó Gascó, José Luis; Einsle, Carmen Sarah

Department of Management, University of Alicante, Spain

9:10am - 9:30am

Reconceptualising Event Leveraging in the Digital Age: A Digital Media Leveraging Model for Sport Tourism

Sobral, Vitor Manuel Reis¹; Tickell, Samuel²; Manoli, Argyro Elisavet³

1: Universidade da Maia, Portugal; 2: University of Münster, Germany; 3: University of Bergamo, Italy

9:30am - 9:50am

The Economic Impact of Sports Tourism on Local Businesses: A Case Study of an NBA Match in Berlin

Fritz, Gerald; Bastatas-Lagunsad, Arlyn

University of Europe for Applied Sciences, Germany

10:30am - 11:00am

Coffee Break

Location: **Garden Hall A+B**

11:00am - 1:00pm

Diversity and Inclusion Issues in Sport Management

Location: **Iris Hall**

Session Chair: **Claudio Rocha**, University of Stirling

11:00am - 11:20am

‘Out with the Old and In with the New’: Does Women’s Football Crowd Out Participation in Other Women’s Sport in England?

Downward, Paul

Loughborough University, United Kingdom

11:20am - 11:40am

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

Matic, Radenko¹; **Korovljev, Darinka**^{1,2}; **Djukic, Mirjana**¹

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

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

Straume, Solveig¹; **Kristiansen, Elsa**²

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

12:00pm - 12:20pm

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

Cao, Jingyi

University of Edinburgh, United Kingdom

12:20pm - 12:40pm

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: **Themistocles Kokolakis**, Sheffield Hallam University

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

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^{1,3}; Woratschek, Herbert¹; Ridpath, David²; Schroll, Mariano^{1,2}

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^{1,2}; Lazzarotti, Valentina¹; Palmieri, Antonio^{1,2}; Ruta, Cataldo²

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, Themistocles¹; Kleissner, Anna²

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, Leah¹; Lock, Daniel²; Inoue, Yuhei³

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
	12:40pm - 1:00pm Betting-driven Sport Consumption among Young Adults: Motivational Dynamics and Reconfiguration of Sport Engagement Moriconi, Marcelo; de Cima, Cesar Iscte - Instituto Universitário de Lisboa, Portugal
11:00am - 1:00pm	Sport Media and Communication Location: Grace Hall A Session Chair: Argyro Elisavet Manoli, University of Bergamo 11:00am - 11:20am Exploring Relationship Marketing in Dynamic Social Media Content: A Content Analysis of Six Premier League Clubs on TikTok Zhang, Yiyang; Burch, Lauren; Hayday, Emily Institute for Sport Business, Loughborough University London
	11:20am - 11:40am AI Commentary: Bridging the Gender Gap in Football Pan, Yu¹; Walzak, Laurel²; Gomez-Gonzalez, Carlos³; Dietl, Helmut¹ 1: University of Zurich; 2: Toronto Metropolitan University; 3: University of Lausanne
	11:40am - 12:00pm Representations of Lia Thomas in Blog Posts: The Knowledge Discourse of Transgender Athlete in the Counterpublics Yan, Grace¹; Kaziermanski-Davie, Grace² 1: University of South Carolina, United States of America; 2: Kennesaw State University, United States of America
	12:00pm - 12:20pm How Does Transformational Storytelling Inspire Consumer Support in Sport Corporate Social Responsibility? Yun, Lydia¹; Lei, Ye²; Kim, Junho²; Yang, Yuting²; Ko, Yong Jae² 1: Brock University, Canada; 2: University of Florida, US
	12:20pm - 12:40pm Using Self-Categorization Theory to Understand Online Abuse in Sport

	<u>Lock, Daniel</u>¹; Kavanagh, Emma²; Hayday, Emily¹; Burch, Lauren¹ 1: Loughborough University London, United Kingdom; 2: Loughborough University, United Kingdom
	12:40pm - 1:00pm Analyzing Online Discourse on K-Dance in Digital Platforms: A Glocalisation Perspective <u>Lee, Hyunjoo</u>¹; Pyun, Doyoung²; Kim, Jian¹ 1: Sangmyung University, Korea, Republic of (South Korea); 2: Loughborough University, United Kingdom
11:00am - 1:00pm	Sport Development and Socio-Cultural Perspectives Location: Grace Hall B Session Chair: Ioannis Konstantopoulos, University of Lausanne 11:00am - 11:20am Lost in Transition: Youth Participation and Competition Structures in Gaelic Games <u>Donnelly, Paul</u>¹; McKay, Michael¹; Murphy, Brendan²; Horgan, Peter³; Bowles, Richard⁴ 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 <u>Xiong, Minguan</u> The University of Edinburgh, United Kingdom
	11:40am - 12:00pm Intergenerational Pickleball: A Quasi-Experimental Study of Social Impacts <u>Warner, Stacy</u>¹; <u>Shores, Kindal</u>¹; Taniyev, Olzhas¹; Abby, Schwartz² 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 <u>Hussain, Umer</u>¹; <u>Agha, Nola</u>² 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 Session Chair: Thomas Junod, UEFA 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 <u>Dahl, Linus</u>

11:20am - 11:40am

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

Jiménez Díaz-Benito, Víctor¹; Montaña Freire, Miguel¹; Iván Baragaño, Iyán²; Macías Pla, Ricardo¹; del Arco Juan, Javier¹; Pérez González, Benito³

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, Serhat¹; Mason, Carolynne¹; Esson, James¹; Darby, Paul²; Drywood, Eleanor³

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, Nicole¹; MacIntosh, Eric²

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, Mark¹; Shibli, Simon²; Ferguson, Kyle³; Donnelly, Paul⁴; Haughey, Tandy Jane⁵

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, Eric¹; Kerwin, Shannon²

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, David¹; Ellert, Guido²

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, Elsa¹; Berntsen, Hedda¹; Holmeset, Vigdis²; Høigaard, Rune³; Houlihan, Barrie⁴

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, Robbie¹; Hoff, Kristina²; Byun, Jinsu³; Pflieger, Adam⁴

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, Viola¹; Downward, Paul²; Pyun, Doyoung²; Kenyon, James²

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

12:00pm - 12:20pm

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

Wicker, Pamela¹; Bühren, Christoph²; Riedel, Frank¹; Karos, Dominik¹; Breuer, Christoph³

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

1:00pm - 2:00pm

Lunch

Location: **Garden Hall A+B**

Keynote 1 - Kyriaki Kaplanidou

Location: **Grace Hall C**

2:00pm - 3:00pm

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

Presentation Title: From community development to community transformation: mobilizing community capitals through sport events.

3:00pm - 3:30pm

Coffee Break

Location: **Garden Hall A+B**

3:30pm - 5:00pm

ESMQ Editor's Workshop: The Art of the Review: Demystifying the Peer-Review and Decision Process

Location: **Theta Hall**

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

3:30pm - 5:30pm

Sport Marketing and Sponsorship

Location: **Iris Hall**

Session Chair: **Tim Ströbel**, University of Bayreuth

3:30pm - 3:50pm

Digital Closeness, Stronger Sponsorship: Explaining Sponsorship Response Among Expatriate Fans

Koronios, Konstantinos; Ntasis, Lazaros; Douvis, John; Strigkas, Athanasios; Papadopoulos, Andreas; Vrontou, Ourania

University of Peloponnese, Greece

3:50pm - 4:10pm

The Evolution of Sport Brands' Cause-Related Marketing Before, During, and After the 2020 Surge in Athlete Activism

Hallows, Charlotte; Burch, Lauren; Geurin, Andrea

Loughborough University London, United Kingdom

4:10pm - 4:30pm

Soundtracking Sporting Events: Exploring FIFA's Sonic Brand Through Song Analytics

Burton, Nick

Brock University, Canada

4:30pm - 4:50pm

Sports Sponsorship and Employer Branding: The Effects of a Sponsorship Engagement on the Employer Attractiveness and the Intention to Apply

Dick, Christopher

IST University of Management Düsseldorf, Germany

3:30pm - 5:30pm

Strategy, Leadership, and Stakeholder Management in Sport

Location: **Orion Hall**

Session Chair: **Annick Willem**, UGent

3:30pm - 3:50pm

Understanding Variation in Performance Across Voluntary Sport Clubs: A Path Model of the Dimensions of Organizational Capacity and Professionalisation

Hartmann, Bram¹; **Lang, Grazia**²; **Haerens, Leen**¹; **De Bosscher, Veerle**³; **Willem, Annick**¹

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

Calås, David

Linnaeus University, Sweden

4:50pm - 5:10pm

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

Coleman, Damien¹; **Donnelly, Paul**²; **Kelly, Seamus**¹; **Horgan, Peter**³; **Potrac, Paul**^{1,4}

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: **Monika Stodolska**, University of Illinois

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 <u>Kung, Shia Ping</u> 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 <u>Stewart-Withers, Rochelle</u>¹; Palmer, Farah¹; Hapeta, Jeremy² 1: Massey University, New Zealand; 2: Canterbury University, New Zealand
	4:30pm - 4:50pm Building the UK Padel Ecosystem: Access, Inequality and Participation <u>Mackintosh, Chris</u>¹; Clarke, Jo² 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 <u>Walsh, Gerard</u>¹; Donnelly, Paul¹; Telford, Rachael¹; Horgan, Peter²; Ferguson, Kyle¹; Kitchin, Paul¹; Shibli, Simon³ 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 <u>Teh, Camen</u> NEOMA Business School, France
	3:50pm - 4:10pm Athlete Livelihood in Competitive Sport: A Scoping Review <u>Alkayal, Mohammad</u>¹; Ali, Yara²; Preuss, Holger¹ 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 <u>Yoo, Taewoong</u>; Chang, Yonghwan University of Florida, United States of America
	4:30pm - 4:50pm

	Athlete career transitions in Africa: A socio-cultural perspective <u>Burnett, Cora</u> 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 <u>Dixon, Marlene</u>; <u>Owiro, Emmaculate</u>; <u>Geyer, Becky</u> 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 <u>Falcão, Renata</u>¹; <u>Teunissen, Lauranna</u>²; <u>Constandt, Bram</u>¹ 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 <u>Bond, Alexander John</u>; <u>Myers, John</u> Leeds Beckett University, United Kingdom
	4:10pm - 4:30pm “Drama to Survive”: An Analysis of the Hyperreal Shift in Formula 1 <u>Shah, Dhwanil</u>¹; <u>Williams, Lamont</u>² 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 <u>Feng, Xianying</u>; <u>Zhang, Yiyang</u>; <u>Naylor, Michael</u>; <u>Burch, Lauren</u> Loughborough University London, United Kingdom
	4:50pm - 5:10pm Using X to Build Organisational-Public Relationships at the Tennis Grand Slams <u>Feng, Xianying</u>¹; <u>O'Byrne, David</u>²; <u>Naylor, Michael</u>¹ 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

	<u>Hallmann, Kirstin</u>; 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 <u>Pyun, Do Young</u> 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 <u>Connor, Charlie</u> 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 <u>Chang, Shu-Hao</u>; 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; <u>Sky, Bosmat</u>; 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, Silvio¹; <u>Saatci, Banu</u>² 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) <u>Oboladze, David</u> 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, Kari¹; De Bosscher, Veerle¹; Shibli, Simon²; Weissensteiner, Juanita R.³; Weber, Andreas Ch.⁴; Van Hoecke, Jo^{1,5}; Pion, Johan⁶

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, Shushu¹; Heyes, Andrew¹; Woolf, Jules²; Chandler, Martin¹; Boardley, Ian¹

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.¹; Johnston, Mel²; Naylor, Michael³; Bruffy, Katie²

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^{1,2}; Dijkstra, Karsten^{1,2}

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-Dian¹; Biscaia, Rui¹; Chen, Jiaxin¹; Morgan, Haydn¹; Cayolla, Ricardo²
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 Elisavet¹; Daddi, Tiberio²; Novi, Alessio²; Cayolla, Ricardo³
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 Andrew¹; Padley, Jessica²; Lyu, Viola³; Dickenson, Peter¹; Postlethwaite, Verity¹
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, Luis¹; Ribeiro, Tiago¹; Sobral, Vitor²; Fairley, Sheranne³

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, Salvador¹; López-Gullón, José María²; Vegara-Ferri, José Miguel³; Borda-Basto, Cristian⁴; Alexandris, Kostas⁵

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

7:00pm - 9:00pm

Social Event

Location: **Thessaloniki City Hall**