

Conference Agenda

EASM 2026 34th European Association for Sport Management Conference

Date: Thursday, 17/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 - 10:00am **EASM General Assembly**
Location: **Grace Hall C**

10:00am - 10:30am **Coffee Break**
Location: **Garden Hall A+B**

10:30am - 12:30pm **Sport Management Education**
Location: **Iris Hall**
Session Chair: **Ruth M Crabtree**, Sheffield Hallam University

10:30am - 10:50am
Impact of Instructor Humor in Sport Management Classes
Miller, John; Gregg, Elizabeth; Lee, Jason
University of North Florida, United States of America

10:50am - 11:10am
Case of a blended International Sport Development COIL course
Mahoney, Tara¹; Ahonen, Aila²; Valantine, Irena³; Venter, Teneille⁴; Knott, Brendon⁴
1: SUNY Cortland, USA; 2: JAMK University of Applied Sciences, Finland; 3: Lithuanian Sports University, Lithuania; 4: Cape Peninsula Institute of Technology, South Africa

11:10am - 11:30am
What is the Role of Sport in Higher Education?
Crabtree, Ruth M
Sheffield Hallam University, United Kingdom

11:30am - 11:50am
Sport Management Education in the Age of Artificial Intelligence: Curriculum Gaps, Assessment Redesign, and Future-Oriented Programme Architecture
Cardoso, Elizabete
University of Bath, United Kingdom

11:50am - 12:10pm
Seeing Global Sport Differently: Promoting Color Blindness Education in Sport Management
Lee, Jason; Gregg, Elizabeth; Ehrlich, Suzanne; Miller, John
University of North Florida, United States of America

10:30am - 12:30pm

Diversity and Inclusion Issues in Sport Management

Location: **Orion Hall**

Session Chair: **Alvaro Fernandez-Luna**, Universidad Europea de Madrid

10:30am - 10:50am

The Impact of Cultural Factors on Women's Career Experiences in Esports in China

Zhu, Xiugi; Gray, Stacie

University of Northampton, United Kingdom

10:50am - 11:10am

Disability Sport Policy – A Comparative Analysis of Sports Actions in National Disability Plans

Stura, Claudia¹; Wojciechowski, Torsten²

1: Fachhochschule Kufstein Tirol, Austria; 2: EHiP, Germany

11:10am - 11:30am

Gender Equality in Leadership Positions in Sports Organisations: Evidence from Spain

Costa Nuche, María¹; Leguina, Mercedes²; Montañó-Freire, Miguel¹; Bonal, José¹; Fernandez-Luna, Alvaro¹

1: Universidad Europea de Madrid, Spain; 2: Universidad Internacional de Valencia, VIU

11:30am - 11:50am

Managing Inclusive Sport Volunteering: Motivation and Social Inclusion among People with Disabilities

Matsouka, Ourania; Palaskas, Georgios; Matsouka, Lida Vasilis

DUTH, Greece

11:50am - 12:10pm

Awareness Of Diversity Signaling In Sport Governing Bodies

Zierke, Christian; Lesch, Lara; Wicker, Pamela

Bielefeld University, Germany

10:30am - 12:30pm

Sport Governance, Sport Policy and Sport Law

Location: **Celeste Hall**

Session Chair: **H. Thomas R. Persson**, Malmö University

10:30am - 10:50am

From Policy to Practice: Sport Administrators' Experiences Implementing Safe Sport Policies in Canadian Universities.

Robertson Laansoo, Karen; Baker, Hayley; Misener, Laura

Western University, Canada

10:50am - 11:10am

Changing the Rules of the Game: The Codification and Quantification of Maltreatment in Amateur Hockey

Mongeon, Kevin¹; Dubois, Janique²

1: University of Ottawa, Canada; 2: University of Ottawa, Canada

11:10am - 11:30am

Political Knowledge, Engagement, and Participation in Sport Clubs: Evidence from a Record-Breaking Election at Sport Lisboa e Benfica

Haas, Luiz^{1,3}; Príncipe, Vitor^{1,3}; Ricarte, Élmano^{1,4}; Santos, Thiago²

1: Universidade Europeia, Lisbon, Portugal; 2: Faculty of Sport of the University of Porto, Portugal;
3: Research Center in Sport Sciences, Health Sciences, and Human Development, CIDESD;
4: Research Unit in Design and Communication - UNIDCOM IADE

11:30am - 11:50am

Inconsistencies in the Conceptualization of Manipulation of Sport Competitions: Sport Integrity And/or Sport Betting Integrity?

Moriconi, Marcelo¹; McNamee, Mike²

1: Iscte - Instituto Universitário de Lisboa, Portugal; 2: KU Leuven

11:50am - 12:10pm

The Role of Sports Facilities in Talent Development: The Case of the Federal Football Training Center of Beni Mellal-Morocco

Terhaz, Imane¹; Rharib, Abderrahim¹; Siame, Youssef²; Koutaya, Ayoub³

1: National School of Business and Management Casablanca, University Hassan II, Casablanca, Morocco, Morocco; 2: Institute of Sports Sciences, Fez, Sidi Mohamed Ben Abdellah University;
3: Institute of Sports Sciences, Hassan I University – Settat

10:30am - 12:30pm

Sport Development and Socio-Cultural Perspectives

Location: **Grace Hall A**

Session Chair: **Randall Griffiths**, University of the Incarnate Word

10:30am - 10:50am

Globalisation v Americanisation: A Circuit of Culture Approach to (Global) Sport and Society

Williams, Lamont¹; Shah, Dhwani²

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

10:50am - 11:10am

Brush Sets: Learning Leadership For Sport Diplomacy

Breidenstein, Angela¹; Tingle, Jacob¹; Griffiths, Randall²

1: Trinity University, United States of America; 2: University of the Incarnate Word, United States of America

11:10am - 11:30am

Diplomatic Legacy: Exploring the lasting impact of a U.S. - Tunisia sport exchange

Griffiths, Randall¹; Tingle, Jacob²; Leconte, Maxence²

1: University of the Incarnate Word, United States of America; 2: Trinity University, United States of America

11:30am - 11:50am

Para-Athletes as Role Models in the Global South: Evidence from Laos

Endo, Hanae

Otemon Gakuin University, Japan

11:50am - 12:10pm

The Norwegian Sport Development Aid Policy: A Soft Power Perspective

Pires, Rita¹; Nordhagen, Svein Erik²; Krieger, Jörg³

1: INN; 2: INN; 3: INN, Aarhus University

12:10pm - 12:30pm

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

Pitson, Jennifer

RMIT University, Australia

10:30am - 12:30pm

Sport, Media, and Communication

Location: **Grace Hall B**

Session Chair: **Andrea Geurin**, New York University

10:30am - 10:50am

Gambling Risk and the Digital Media Ecology: How Digital Consumption Attenuates the Protective Effect of Physical Activity

Kim, Hyunsoo; Chang, Yonghwan

University of Florida, United States of America

10:50am - 11:10am

Films, Feeds, and Fans: A Big Data Analysis of Sports Media's Influence on Online Spectator Behavior on Weibo

Shen, Xinyi

School of Economics and Management, Shanghai University of Sport, China, People's Republic of

11:10am - 11:30am

Athlete Advocacy in Turbulent Times: U.S. Athletes' Social Media Posts During the 2026 Milano-Cortina Winter Olympics

Geurin, Andrea¹; Brison, Natasha²

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

11:30am - 11:50am

Perceptions and Experiences of Group Polarization in the Taylor Swift–NFL Fandom Crossover

Carlse, Kiernyn; Naraine, Michael

Brock University, Canada

11:50am - 12:10pm

The Effects of Viewing Motivations and Viewing Experiences in Sports Entertainment Programs on Continuous Viewing Intention and V-League Viewing Intention

Lee, Kangmin; Kim, Kihan
Seoul National University, Korea, Republic of (South Korea)

10:30am - 12:30pm

Sport Consumer Behavior

Location: **Grace Hall C**

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

10:30am - 10:50am

"I Cannot Separate the Art from the Artist!" Social Identity Constraints on Moral Decoupling Capacity

Seo, Yeo Jung; Kwak, Dae Hee

University of Michigan, United States of America

10:50am - 11:10am

Meaning Greens the Game: How Pursuing Eudaimonic Benefits in Sport Viewing Shapes Perceived Responsibility for the Carbon Footprint of Sport Event Attendance

Kinoshita, Keita

Nanyang Technological University, Singapore

11:10am - 11:30am

Sometimes You May Walk Alone: Emotional Cues and Stadium Attendance

Nalbantis, Georgios

University of Tübingen, Germany

11:30am - 11:50am

Extending Match-Centred Fan Engagement: A Processual Fan Journey Perspective on Touchpoints in Women's Football

Ansari, Payam; Parry, Keith; Eghbali, Alaleh

Bournemouth University, United Kingdom

11:50am - 12:10pm

Me, My Team, and I: Sports Fans' Self-View, Team Personality, and Team Identification

Barzel, Shira; Riemer, Hila

Ben-Gurion University of the Negev, Israel

10:30am - 12:30pm

Sport Governance, Sport Policy and Sport Law

Location: **Grace Hall D**

Session Chair: **Paul Downward**, Loughborough University

10:30am - 10:50am

The International Olympic Committee's Sport Diplomacy: Evidence from Olympic Agenda 2020 and 2020+5

Kantartzi, Ioanna Maria¹; MacIntosh, Eric²

1: University Of Ottawa, Canada; 2: University Of Ottawa, Canada

10:50am - 11:10am

Operationalising Olympic Values Alignment: A Practical Scorecard For Esports Governance.

Katsoula-Kavalli, Stavroula

Global Esports Federation

11:10am - 11:30am

Governance of Talent Development in Grassroot Sports: Stakeholder Influences in a Youth Football Team

Strittmatter, Anna-Maria¹; Hanstad, Dag Vidar²; Skille, Eivind A.³

1: Örebro University, Sweden; 2: Norwegian School of Sport Sciences, Oslo, Norway; 3: University of Inland Norway, Elverum, Norway

11:30am - 11:50am

International Agreements For The Governance And Regulation Of International Sport Organizations

Theodoraki, Eleni

University College Dublin, Ireland

11:50am - 12:10pm

Seeing the Strategy, Feeling the Support: Citizens' Perceptions of Local Sport Policy and Grassroots Sport Opportunities in Slovak Cities

Varmus, Michal; Kubina, Milan; Šarlák, Michal; Adámik, Roman

University of Žilina, Slovak Republic

12:10pm - 12:30pm

Policy Formation in Physical Education, School Sport and Physical Activity: A Case Study of the Opening School Facilities Programme in England.

Foster, Martin; Downward, Paul; Sherar, Lauren; Stirrup, Julie

Loughborough University, United Kingdom

10:30am - 12:30pm

Sustainability and Sport Management

Location: **Ballroom Hall A**

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

10:30am - 10:50am

The Value of Pedal Power for Customers: City Bikes and the Case for Active Mobility

Happ, Elisabeth; Scholl-Grissemann, Ursula; Gamper, Nicole

University of Innsbruck, Austria

10:50am - 11:10am

Navigating Sustainability Tensions in Sport Federations: A Paradox Theory Perspective

Léonard, Pierre^{1,2}; Zeimers, Géraldine¹; Scheerder, Jeroen²

1: UCLouvain, Belgium; 2: KU Leuven, Belgium

11:10am - 11:30am

Systems of Longevity: An Analysis of Norway's over Four-Decade of Sport Development Aid in Southern Africa

Charway, Derrick¹; Bwalya, Katongo²; Straume, Solveig³

1: Norwegian School of Sport Sciences, Oslo, Norway; 2: University of Zambia, Lusaka, Zambia;
3: Molde University College, Molde, Norway

11:30am - 11:50am

Climate Justice In International Sport Federations: Who Defines It And How?

Côté-Gendreau, Alice; Konstantopoulos, Ioannis; Caneppele, Stefano

School of Criminal Justice, Faculty of Law, Criminal Justice and Public Administration, University of Lausanne, Lausanne, Switzerland

11:50am - 12:10pm

Beyond Financial Viability: Reframing Sustainability in University Sport Through Strategic and Governance Alignment

Groenewald, Ilhaam

Stellenbosch University, South Africa

12:10pm - 12:30pm

Twin Transformation in Professional Sport Venues: A Case Study of the Swiss Life Arena

Buck, Christoph¹; Rindermann, Moritz²; Vollmer, Bruno³

1: Technical University of Applied Sciences Augsburg, Germany; 2: FIM Research Center; 3: ZSC Lions

10:30am - 12:30pm

Sport Tourism and Events

Location: **Ballroom Hall B**

Session Chair: **Efi Tsitskari**, Democritus University of Thrace

10:30am - 10:50am

Climate Resilience Strategy – A Transformative Approach To The Future Hosting of Sports Mega-Events: A comparative analysis of the Paris 2024 Summer Games, the Beijing 2022 Winter Games, and the Qatar 2022 FIFA World Cup.

Le, Thi My Le; Grix, Jonathan

Manchester Metropolitan University, United Kingdom

10:50am - 11:10am

Designing Running Events as Picnic Experiences: A Practice-Based Model for Sport Tourism and Regional Engagement

Aihara, Masamichi

Osaka University of Economics, Japan

11:10am - 11:30am

Satellite Hosting: The Impact of the Commonwealth Games 2022 on the City of Coventry

Bhardwaj, Sukriti; Bason, Tom

Coventry University, United Kingdom

11:30am - 11:50am

Bridging Research and Practice: Feasibility Testing of a Major Sporting Event Engagement Toolkit for Community-Based Organisations: A Mixed-method Study Using the RE-AIM Framework

Niu, Nimi Mengying¹; Liang, Xiao¹; Wang, Qi¹; Hou, Tingyu²; Quinton, Mary¹; Zanten, Jet Veldhuijzen van¹; Lee, Mark¹; Chen, Shushu¹

1: University of Birmingham, United Kingdom; 2: Taiyuan University of Technology, China

11:50am - 12:10pm

Governing Sport Events in a Mature Destination: Network Coordination, Public Value, and Legacy Constraints in Denmark

Tinaz, Cem

The Hague University of Applied Sciences, Netherlands

10:30am - 12:30pm

Sport Consumer Behavior

Location: **Theta Hall**

Session Chair: **Marko Begović**, Molde University College

10:30am - 10:50am

Youth Participation in Sport Governance in Montenegro: from legal commitments to politicization of governing bodies

Begović, Marko; Popović, Stevo

Molde University College

10:50am - 11:10am

The Influence of Post-Trial Evaluations on Intentions to Purchase Personal Training at Fitness Centres: The Moderating Roles of Price Fairness and Self-Efficacy

Fujioka, Narumi¹; Yamashita, Rei²

1: Hosei University, Japan; 2: Toyo University, Japan

11:10am - 11:30am

Limits Without Control: Investigating Self-Imposed Limiting Tools In Online Sport Betting From Anchor And Self-Control Perspectives

Gupta, Keshav¹; Dwyer, Brendan²; Shapiro, Stephan¹

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

11:30am - 11:50am

From Playing to Paying: Understanding Esports Consumption amongst University Students Through a Motivation–Engagement–Behaviour Framework

Wang, Bingjie¹; Meng-Lewis, Yue²

1: Hunan Normal University; 2: The Open University

11:50am - 12:10pm

Revolutionizing Formula 1 Broadcasting: Unveiling The Impact Of Personalized Virtual Advertising On Brand Recall Through Eye-Tracking

Alexopoulos, Konstantinos; Mochla, Vagia; Tsourvakas, George

National and Kapodistrian University of Athens, Greece

12:10pm - 12:30pm

Rethinking Sport Popularity: Why Women's Golf Leads in Japan

Yoda, Ryuta; Patil, Swarali

Manchester Metropolitan University, United Kingdom

12:30pm - 1:30pm

Lunch

Location: **Garden Hall A+B**

ESMQ Editorial Board Meeting

Location: **Theta Hall**

This meeting is for ESMQ Editorial Board members only.

1:00pm - 2:30pm

Poster Presentations

Location: **Garden Hall A+B**

1:30pm - 2:30pm

Interdependencies Across Digital Advertising Formats: Effects On Brand Awareness

de Zoeten, Max; Schütz, Björn

IU Internationale Hochschule, Germany

Virtual Reality vs. Traditional 2D Viewing: A Multimethod Biometric Investigation of Sport Fan Engagement

Kim, Yongjae¹; Kim, Soojin¹; Sato, Shintaro²; Yeom, Saegear²

1: Kutztown University of Pennsylvania, United States of America; 2: Waseda University, Japan

Assessing the Stakeholder Perspective on the 1st Olympus Adrenaline & Nature Festival: A Thematic Analysis for Sustainable Development

Pagonidis, Dimitris; Tsitskari, Efi; Lagoudaki, Georgia; Costa, George; Yfantidou, Georgia

Department of Physical Education & Sport, Democritus University of Thrace, Greece

Exploring College Student-Athletes' Experiences in an Academic Mentoring Program for Dual Career: A Salutogenic Approach

Park, Kyungseok; Noh, Hyeonseok; Cho, Sungjun; Byun, Jinsu

Yonsei University, Korea, Republic of (South Korea)

Losing Promising Leaders: Costs of the Cronos Syndrome in Sports Organizations

Alarifi, Bandar Nasser M

king saud university, Saudi Arabia

Can Low-Carbon Sport Events Drive Pro-Sustainable Behavioral Intentions? A Nudge Theory Perspective

Ma, Shang-Chun¹; Byon, Kevin K.²; Ma, Shang-Min³

1: Institute of Physical Education, Health & Leisure Studies, National Chen Kung University, Taiwan;

2: Department of Applied Physiology and Sport Management, Southern Methodist University, Dallas,

Texas, USA; 3: Department of Recreational Sport & Health Promotion, National Pingtung University of

Science and Technology, Taiwan

Beyond Motivation: Contextualizing the Constraint Negotiation Model in Low-Carbon Sport

Ma, Shang-min¹; **Byon, Kevin K.**²; **Chen, Sheng-Fong**¹; **Syu, Ting-Yu**¹

1: National Pingtung University of Science & Technology, Taiwan; 2: Southern Methodist University, USA

The Cultural Production and Labor Process of Professional eSports Players in Taiwan

Chiu, Chien-Chang

National Dong Hwa University, Taiwan

Development of Sport Injury Compensation Systems in Japan —Using French Court Precedents as a Case Study—

Ishii, Nobuki

Setsunan university, Japan

Beyond Team Sports: Understanding Spectator Behavior in Track and Field through Attachment, Social Interaction, and Fan Community Identification

Tomiyama, Kozo¹; **Konda, Shun**²

1: Osaka University of Health and Sport Sciences, Japan; 2: Tokushima University

The Negotiation Load Of High-Identity Athletes: Constraint Mitigation and Persistence in Under Resourced Ecosystems

Owiro, Emmaculate

Texas A&M University, United States of America

Institutional Transformation of Sports Administration in Japanese Local Governments:Focusing on the Policy Process of the 2007 Reform of the Act on the Organization and Operation of Local Educational Administration

Naruse, Kazuya

University of Tsukuba, Japan

The Role of Perceived Organizational Support and Outcome Quality in Company Sport: Evidence from the 2025 Chile Corporate Games

Bravo, Gonzalo¹; **Lee, Cindy**¹; **Bang, Hyejin**²

1: West Virginia University, United States of America; 2: Florida International University, United States of America

Applying the Experience Economy to Sport Mega-Event Volunteering: Civic Participation and Intentions to Continue

Bang, Hyejin¹; **Park, Sung Eun**²; **Lee, Cindy**³

1: Florida International University, United States of America; 2: Florida International University, United States of America; 3: West Virginia University, United States of America

Sport Management and Sport Economics Research On Women's Football: A Scoping Review

Kolb, Julia; Zülch, Henning

HHL Leipzig Graduate School of Management, Germany

The Virtual Odyssey: A Study on the Sports Constraints Negotiation Process among Cycling Esports Participants under the 4E Experience Economy Model

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

1: National Pingtung University of Science and Technology, Taiwan; 2: Soochow University, Taiwan

Managing Employee Energy for Sustainable Performance: Scale Development and Implications for Sport Management

Gau, Li-Shiue¹; Kim, Jong-Chae²; Wang, Ying-Zhen¹

1: Department of Business Administration, Asia University, Taichung, Taiwan; 2: Fairleigh Dickinson University (FDU), Hackensack, NJ, USA

The Changing Structure of the Sport Economy in Japan: Evidence from GDP, Employment, and Productivity

Shoji, Hiroto¹; Hiruma, Yoshiki²; Hayakawa, Takuo²; Kawaguchi, Yoshiya²; Hiramoto, Taiki³; Inagaki, Kenjiro³; AOI, Kazuma¹; Kawashima, Kei⁴

1: Doshisha University; 2: Economic & Industrial Research Department, Development Bank of Japan Inc.; 3: Government and Infrastructure Unit Sports Team, EY Strategy and Consulting Co., Ltd.; 4: Kushiro Public University of Economics

Academic Giving in Big-Time College Athletics: A Long-Term Examination of Donor Behavior at a Southeastern Conference School

Nagel, Mark¹; Kasser, Jesse¹; Rascher, Dan²; Shapiro, Stephen¹; Southall, Richard¹

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

Feeling Close Matters: The Role of Perceived Proximity in Employee Participation in Corporate Sports

Olsen, Torill; Sato, Shintaro

Waseda University, Japan

Understanding Brand Image Transfer In Sport Sponsorship: A Systematic Literature Review And Research Agenda

Leśniak, Anna; Kościółek, Szczepan; Nessel, Karolina

Jagiellonian University in Krakow, Poland

Beyond Size and Wealth: Explaining Olympic Overperformance through a Comparative Analysis of Taiwan and Hungary

Gau, Li-Shiue¹; Kim, Jong-Chae²

1: Department of Business Administration, Asia University, Taichung, Taiwan; 2: Fairleigh Dickinson University (FDU), Hackensack, NJ, USA

"Exploring Organizational Virtuosity and Positive Leadership Within Positive Sport Organizational Behavior"

Dahlin, Sean¹; Oja, Brent D.²

1: Idaho State University, United States of America; 2: Louisiana State University, United States of America

The Effect of Sports Teams' Response to Controversy Issues on Fans Identification

Barzel, Shira; Riemer, Hila

Ben-Gurion University of the Negev, Israel

When Heritage Resists New Technology: Sport Heritage, Heritage Preservation, and the Paradox of AI Experience in Fan Adoption Intentions

Yoo, Yelim; Lee, Hyun-Woo; Kim, Jungkeun

Texas A&M University, United States of America

Evaluating Sustainability Practices in the World Marathon Majors: A Comparative Analysis

Upright, Paula; Forsythe, Stacey; Stinnett, Brad

Western Kentucky University, United States of America

Lifting Mana, Lifting Wāhine: Decolonising Strength and Wellbeing through Māori Women in Weightlifting

Ogilvy, Jamie

Massey University, New Zealand

Social Impacts of Community Sport Organisations: A Systematic Literature Review

Sun, Qingjie; Walker, Ross; Rocha, Claudio

University of Stirling

A Scoping Review of Smart Stadium Research

Ye, Yang¹; Chen, Shushu¹; Gethin, Davison¹; Hou, Tingyu²

1: University of Birmingham, United Kingdom; 2: Taiyuan University of Technology, China

Buying Sports Shoes Based on Online Reviews in the Era of AI-Generated Content

Constantinescu, Mihaela¹; Pestrea, Daniel Constantin¹; Draghici, Diana Elena¹; Petrescu, Maria²; Orzan, Mihai Cristian¹; Caescu, Stefan Claudiu¹

1: Bucharest University of Economic Studies, Romania, Romania; 2: Embry-Riddle Aeronautical University

Identifying Positive Emotions In The Sport Workplace: Assessing Employee Reactions Via Semantic Differential Methodology

Oja, Brent D.¹; **Qi, Jiayao**²; **Hill, Christopher**¹; **Zvosec, Claire C.**¹; **Do, Chanwook**³; **Kim, Minjung**³

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

From Experience to Growth: Sport Management Interns' Development Through AI Chatbot-Supported Reflection

Kim, Minjung; **Zimmer, Wendi**; **Jung, Yeonji**; **Jones, Kayla**; **Lee, Hannah**; **Hudson, Shane**

Texas A&M University, United States of America

From Scene Generation to Risk Response: How Generative Artificial Intelligence Drives Innovative Development in the Sports Industry

Ren, Bo

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

From Sponsor Misfit to Performance Decline: The Hidden Costs of Football Sponsorship

Moukalled, Lara; **Hernández Maskivker, Gilda Mariá**

IQS Universitat Ramon Llull, Spain

Advancing Environmental Sustainability in Sport-for-Development: The Next Frontier

Francis, Jason; **Wegner, Christine**; **Uzun, Berk**; **Grant, Rachel**

University of Florida, United States of America

A Qualitative Exploration of Greenwashing, Brand Image, and Consumer Responses to Sport Sponsorship

Latif, Shahbaz¹; **Michel, Desbordes**²; **Mathieu, Djaballah**¹

1: Universite Paris Saclay, France; 2: Universite de Lausanne, Switzerland

Revision of the Vilnius Definition of Sport and Recent Applications in the UK and Ireland

Kokolakakis, Themistocles¹; **Kleissner, Anna**²

1: Sheffield Hallam University (SHU), UK; 2: Econmove, Austria

ESG Performance and Sustainable Growth in Listed Chinese Sport Companies

Yu, Tianyang; **Li, Shengjie**

Loughborough University, United Kingdom

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

Participatory System Mapping of Para-sport Development in Caribbean Small Island Developing States

Roopchand Martin, Sharmella¹; Brathwaite, Ryan^{1,2}

1: The University of the West Indies, Jamaica; 2: Commonwealth Sport

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

1:30pm - 2:30pm

EAS Mentorship Networking Meeting

Location: **Grace Hall A**

The EAS Mentorship Programme Network Meeting will provide mentors and mentees with an informal opportunity to meet one another in person, strengthen existing connections, and network with other participants in the programme. The meeting is designed to encourage conversation, relationship-building, and the exchange of experiences and ideas within the EASM community.

2:30pm - 3:30pm

EASM Book Series

Location: **Theta Hall**

Session Chair: **Guillaume Bodet**, Lyon 1 University

2:30pm - 4:30pm

Sport Management Education

Location: **Iris Hall**

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

2:30pm - 2:50pm

Global Goals, Local Barriers: Investigating International Mobility For Sport Students

Schaillée, Hebe; Derom, Inge

Vrije Universiteit Brussel, Belgium

2:50pm - 3:10pm

From Fragmented Practice to Curriculum Integration: Educating for Safeguarding in Luxembourg's Sport Ecosystem

Harith, Sophia^{1,3}; Bahdur, Khatija^{2,3}

1: LUNEX, Department of Management, 50, Avenue du Parc des Sports, L-4671 Differdange, Luxembourg.; 2: LUNEX, Department of Sport, 50, Avenue du Parc des Sports, L-4671 Differdange, Luxembourg; 3: Luxembourg Health & Sport Sciences Research Institute A.s.b.l., 50, Avenue du Parc des Sports, Differdange, 4671, Luxembourg

3:10pm - 3:30pm

Teaching Sustainability in Sport Management Education: Using Pinterest to Explore the SDGs

López-Carril, Samuel¹; Ribeiro, Tiago²; García-Pascual, Fernando¹; Hierro-Celler, Elena¹

1: Departamento de Educación Física y Deportiva, Universitat de València; 2: Faculty of Human Kinetics, University of Lisbon, Estrada da Costa, 1495-751 – Portugal

3:30pm - 3:50pm

Cherish Risk in Sport Management Education

van Slobbe, Michel

Utrecht University, Netherlands, The

3:50pm - 4:10pm

Beyond the Mainstream: Integrating Disability Sport into Sport Management Career Education

Wiersma, Cindy

Auckland University of Technology (AUT), New Zealand

4:10pm - 4:30pm

Dual Career Programmes and Employability Development in Student-Athletes: A Qualitative Case Study

Martini, Mattia

University of Milano-Bicocca, Italy

2:30pm - 4:30pm

Strategy, Leadership, and Stakeholder Management in Sport

Location: **Orion Hall**

Session Chair: **Katie E. Misener**, University of Waterloo

2:30pm - 2:50pm

Effects of Athlete and Business Leaders on Sport Organizations' Economic and Sport Performance

Kaswurm, Martin; Grohs, Reinhard

Seeburg Castle University, Austria

2:50pm - 3:10pm

Collective Identity Work in Sport for Development Collaboratives

Ferguson, Joelle J.¹; Rao, Shreyas²; Jones, Gareth J.²; Svensson, Per G.¹

1: Louisiana State University, United States of America; 2: Temple University, United States of America

3:10pm - 3:30pm

Organizational Identity versus Professionalism in European Football: Tensions between historical roots, fan identity and competitive and financial expectations

Boehm, Bernhard

Vienna University of Economics and Business (WU), Austria

3:30pm - 3:50pm

Prioritizing Safeguarding in Community Sport: Leader Perceptions of Importance and Feasibility

Misener, Katie E.; Dunbar, Sarah; Pennock, Kaleigh

University of Waterloo, Canada

	3:50pm - 4:10pm Research on Value Innovation of Stakeholders in the WTT Business Ecosystem <u>Xiao, Shuhong</u> Beijing Sport University, China, People's Republic of
2:30pm - 4:30pm	Broader, New and Critical Aspects of Sport Management Location: Celeste Hall Session Chair: Paul Kitchin, Ulster University 2:30pm - 2:50pm From Revenue Stream to Risk Factor: Governing Gambling in Professional Football <u>Kitchin, Paul</u>; Shannon, Stephen; McEvoy, Erin; Ferguson, Kyle Ulster University, United Kingdom
	2:50pm - 3:10pm Comparing Sporting Success Of Nations: Rethinking the Paradigm Of Using The Olympic Medal Table <u>Weber, Andreas Ch.</u>¹; Gnanasundaram, Gousalyan^{1,2} 1: Swiss Federal Institute of Sport Magglingen SFISM, Switzerland; 2: International School of Management Munich ISM, Germany
	3:10pm - 3:30pm Rethinking Sportswashing: A Territorial Marketing Perspective on Attractiveness and Development through Sport Events <u>Aitlhaj, Salma</u>^{1,2}; Samihi, Youssef²; Mogaji, Emmanuel¹ 1: Keele University, United Kingdom; 2: Ibn Tofail University, Morocco
	3:30pm - 3:50pm Contextualizing Context: Generalisation and Representativeness in Scandinavian Sport Management Research and Beyond <u>Stenling, Cecilia (CC)</u>¹; <u>Fahlén, Josef</u>²; Skille, Eivind³; Strittmatter, Anna-Maria⁴ 1: Umeå University; 2: Umeå University; 3: University of Inland Norway; 4: Örebro University
	3:50pm - 4:10pm Brand Dependence and Passion-Driven Self-Employment in the Health and Fitness Industry: Evidence From Zumba® Instructors <u>Saatci, Banu</u>¹; Addolorato, Silvio² 1: University of Milan, Italy; 2: Universidad Europea de Madrid, Spain
	4:10pm - 4:30pm The Impact of Geopolitical Uncertainty on Work Abroad Decisions: an Empirical Analysis of the Global Mobility of Professional Football Players <u>Havran, Zsolt</u>¹; <u>Fűrész, Diána Ivett</u>²; Jarjabka, Ákos² 1: Corvinus University of Budapest, Hungary; 2: University of Pécs, Hungary
2:30pm - 4:30pm	Public Health, Well-being and Physical Activity Management Location: Grace Hall A Session Chair: Paul Hover, Mulier Instituut

2:30pm - 2:50pm

Participation Motives, Perceived Service Quality, Member Satisfaction, and Behavioral Intentions in Greek Fitness Centers: A Post-Pandemic Empirical Investigation

Thamnopoulos, Ioannis; Manassis, Vasileios; Afthinos, Ioannis

National and Kapodistrian University of Athens, Greece

2:50pm - 3:10pm

More Than a Workout? A Comparative Study of Social Well-Being Among Members of Non-Profit Sports Clubs and Commercial Providers in Germany

Wesp, Rebecca; Hettche, Franziska; Rüttiger, Madeleine; Brox, Portia; Strassburger, Claudia

IU International University of Applied Sciences, Germany

3:10pm - 3:30pm

Can Sport Participation Levels in Populations be Changed by Policy Interventions: An Analysis of 50 Years of Data for England

Weed, Mike

Canterbury Christ Church University, United Kingdom

3:30pm - 3:50pm

Swimming in Equality: A Spatial Analysis of Need for Evidence-Based Aquatic Infrastructure Investment Prioritisation.

Nguyen, Ken; Derom, Inge

Vrije Universiteit Brussel, Belgium

3:50pm - 4:10pm

"Improvement of a Research Instrument to Evaluate Smart Cities"

Rocha Araujo, Carla Isabel¹; Carvalho, Maria José²; Sousa, Marisa³; Roriz, Vanessa²

1: Federal University of Pará, Brazil; 2: Centre of Research, Education, Innovation and Intervention in Sport (CIFI2D) at Faculty of Sports at University of Porto; 3: Research Center in Sports Sciences, Health Sciences and Human Development, CIDESD, Portugal and University of Maia, Maia, Portugal

2:30pm - 4:30pm

Sport Marketing and Sponsorship

Location: **Grace Hall B**

Session Chair: **Thomas Könecke**, KU Leuven

2:30pm - 2:50pm

Increasing Advertising Effectiveness In eSports Through Brand Placement Optimization

de Zoeten, Max¹; Könecke, Thomas²

1: IU Internationale Hochschule, Germany; 2: KU Leuven, Belgium

2:50pm - 3:10pm

Self-Regulating the Gambling Sponsorship Scene? Football Fans' Moral Perceptions of Gambling Sponsorships in the Premier League

Jacobs, Katho^{1,2}; Constandt, Bram¹; De Jans, Steffi²; Evens, Tom^{2,3}; McGee, Darragh⁴

1: Department of Movement and Sports Sciences, Ghent University, Belgium; 2: Department of Communication Sciences, Ghent University, Belgium; 3: Interuniversity Microelectronics Centre (IMEC), Leuven, Belgium; 4: Department for Health, University of Bath, United Kingdom

3:10pm - 3:30pm

The Dynamics Of Athlete And Team Brands: Understanding The Influence On Sponsorship Effectiveness

Schulz, Anton¹; Graham, Jeffrey²; Cocco, Adam³; Trendafilova, Sylvia⁴; Ridpath, David⁵; Cayolla, Ricardo⁶

1: Texas Tech University; 2: Texas A&M University; 3: University of Louisville; 4: University of Tennessee; 5: Ohio University; 6: Portugalense University

3:30pm - 3:50pm

Professional sport brands as cultural innovators? The case of Stade Français Paris rugby club

Bodet, Guillaume

Lyon 1 University (France), University of Ottawa (Canada)

3:50pm - 4:10pm

Exploring Internal Brand Perception in Sports Organizations: A Case Study of the Lithuanian Basketball League

Staskeviciute Butiene, Inga; Kelevišius, Rokas

Lithuanian Sports University, Lithuania

2:30pm - 4:30pm

Sport Consumer Behavior

Location: **Grace Hall C**

Session Chair: **Rui Biscaia**, University of Bath

Sport child camps consumers: Satisfaction with Core and Complementary Services and Behavioral Intentions

Sousa, Marisa^{1,2}; Gonçalves, Celina^{1,2}; Biscaia, Rui³; Carvalho, Maria José⁴

1: Research Center in Sports Sciences, Health Sciences and Human Development, CIDESD, Portugal; 2: University of Maia, Maia, Portugal; 3: University of Bath, Department for Health, Bath, United Kingdom; 4: Faculty of Sport, University of Porto, Centre of Research, Education, Innovation and Intervention in Sport, Porto, Portugal

Do Sports Team Mascots Enhance Consumer Social Well-being?

Yun, Lydia¹; Ko, Yong Jae²; Kim, Junho²; Lei, Ye²; Lee, Taehoon²; Yang, Yuting²; Kim, Hyowon²

1: Brock University, Canada; 2: University of Florida, US

Developing and Validating Multidimensional Scales for Measuring Reasons for and Against Metaverse Adoption and Value Orientations among Football Fans

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

1: Loughborough University, United Kingdom; 2: Loughborough University London, United Kingdom; 3: University of Bergamo, Italy

Meaning Construction in Recreational Running Event Participation

Kallitsari, Zafeiroula; Anastasiadou, Kyriaki; Lianopoulos, Yannis; Theodorakis, Nikolaos

Aristotle University of Thessaloniki, Greece

Fan Motivations, National Identity, And Engagement At The 2026 World Baseball Classic

TePoel, Dain; Cambell, Peter

Commonwealth University of Pennsylvania, United States of America

2:30pm - 4:30pm

Sport Governance, Sport Policy and Sport Law

Location: **Grace Hall D**

Session Chair: **Veerle De Bosscher**, Vrije Universiteit Brussel VUB

2:30pm - 2:50pm

Sporting Success and Financial Collapse in European Women's Handball

Nielsen, Klaus¹; **Storm, Rasmus K.²**; **Havran, Zsolt³**

1: Birkbeck, University of London; 2: Danish Institute for Sports Studies; 3: Corvinus University of Budapest

2:50pm - 3:10pm

Sport Facilities in Cities: A Multi-Perspective Exploration

Book, Karin

Malmö University, Sweden

3:10pm - 3:30pm

Athletes As Role Models For Youth: Exploring How Athletes Function As Role Models In School-Based Programmes

Praet, Lynn¹; **De Bosscher, Veerle¹**; **Willemsen, Iris²**; **Schoemaker, Jelle²**; **Van Bezooijen, Bart³**; **Derom, Inge¹**

1: Vrije Universiteit Brussel, Belgium; 2: HAN University of Applied Sciences; 3: Fontys University of Applied Sciences

3:30pm - 3:50pm

Exploring Mechanisms of Participation in Non-Profit Sport

Mazy, Simon; **Zeimers, Géraldine**; **Swaen, Valérie**

Louvain Research Institute in Management and Organisations, UCLouvain, Belgium

3:50pm - 4:10pm

Exploring the Third Sector of Sport in the Sport System: A Systematic Literature Review with Active Stakeholder Engagement

Carbayeda, Luken; **Díaz de Junguitu, Alberto**

University of the Basque Country, Spain

4:10pm - 4:30pm

Governing by Code? Explaining the Implementation of Sport Governance Reform among National Governing Bodies in the United Kingdom

Zhou, Haojin; **García García, Borja**; **Dowling, Mathew**

Loughborough University, United Kingdom

2:30pm - 4:30pm

Digital Transformation, Innovation and Technology

Location: **Ballroom Hall A**

Session Chair: **Anna Gerke**, Audencia

2:30pm - 2:50pm

From Digital Transformation To Performance: The Role Of Innovation In Sport Organizations

vom Baur, Hannah Philine

University of Amsterdam - Amsterdam Business School

2:50pm - 3:10pm

Governing Accessibility: Digital Exclusion and Stadium Access in Premier League, Bundesliga, and La Liga Clubs

Paramio-Salcines, Juan L.¹; **Prieto, Jaime**²; **Downs, Phil**³; **Krämer, Kim**⁴

1: Autónoma de Madrid, Spain, Spain; 2: Universidad Rey Juan Carlos, Spain; 3: Managing Director of PJ Downs & Associates Ltd and Co-Patron of Manchester United Disabled Supporters Association (MUDSA); 4: Behindertenfanbeauftragter (Disability Liaison Officer) at FC Bayern München and Rollwagerl 93 e.V.

3:10pm - 3:30pm

Digitalization In German Football: Incentives, Revenue Models, And Fan Acceptance In The Bundesliga

Pfeffel, Florian¹; **Kühner, Christian**^{1,2}; **Knackstedt, Lena**^{1,3}; **Karstens, Philipp**¹

1: accadis Hochschule Bad Homburg | University of Applied Sciences, Germany; 2: North-West University; 3: Université Paris-Saclay

3:30pm - 3:50pm

Assessing Toxic Behaviour in Digital Gaming: Mapping Toxic and Prosocial Behaviours Among Youth Esports Gameplay Consumers

Tsordia, Charitomeni¹; **Ribeiro, Tiago**²; **Loukopoulos, Argyrios**³; **Papadimitriou, Dimitra**³

1: The American College of Greece - Deree, Greece; 2: University of Lisbon, Portugal; 3: University of Patras, Greece

3:50pm - 4:10pm

The Impact of Digital Technologies on High-Performance Management in Elite Football

Primus, Robert S.¹; **Strittmatter, Anna-Maria**¹; **Herold, David**²; **Dixon, Jess**³

1: Örebro University, Sweden; 2: Queensland University of Technology, Australia; 3: University of Windsor, Canada

4:10pm - 4:30pm

Data-Driven Managerial Support for Grassroots Sport: Towards a Model of Stakeholder Education and Membership Management in Slovak Conditions

Jacko, Adam

University of Žilina, Slovak Republic

2:30pm - 4:30pm

Sport Tourism Events

Location: **Ballroom Hall B**

Session Chair: **Yannis Lianopoulos**, Aristotle University of Thessaloniki, Greece

2:30pm - 2:50pm

Matching and Social Exchange: A Model of Multi-national Strategic Alliances for Co-hosting Sport Mega-events

Ribeiro, Tiago¹; López-Carril, Samuel²; Almeida, Victor³; Walzel, Stefan⁴; Hachimi, Hanaa⁵; Alloui, Azzeddine⁶

1: Faculty of Human Kinetics, Portugal; 2: Universitat de València, Spain; 3: COPPEAD - The Graduate School of Federal University of Rio de Janeiro, Brazil; 4: German Sport University, Germany; 5: Ibn Tofail University Campus, Morocco; 6: ESCA Ecole de Management, Morocco

2:50pm - 3:10pm

Demonstration Effect or Trickle-Down Effect? A Delphi Consensus Panel

Foo, Cary¹; Potwarka, Luke¹; Teare, Georgia²; Ramchandani, Girish³

1: University of Waterloo, Canada; 2: University of Western Ontario, Canada; 3: Sheffield Hallam University, England

3:10pm - 3:30pm

In-Between Touchpoints: How Experience Unfolds in Running Events

Anastasiadou, Kyriaki¹; Lianopoulos, Yannis¹; Kallitsari, Zafeiroula¹; Tsiolis, George²; Theodorakis, Nicholas¹

1: Aristotle University of Thessaloniki, Greece; 2: University of Crete

3:30pm - 3:50pm

"Longitudinal Analysis of Fan Expenses and Client Profile in an ATP Master 1000 Tennis Professional Event"

Bonal, Jose¹; Ivan-Baragaño, Iyan²; Macías, Ricardo¹; León-Quismondo, Jairo¹; Fernandez-Luna, Alvaro¹; Burillo, Pablo¹

1: Universidad Europea de Madrid, Spain; 2: Department of Physical Education and Sport, Faculty of Physical, Activity and Sport Sciences, Universidad de León, campus de Vegazana s/n, 24071, León, Spain

3:50pm - 4:10pm

Trust in Institutions, Media, and Organizers: Explaining Host City Residents' Support For The 2026 FIFA World Cup

Shen, Levi; Kaplanidou, Kyriaki

University of Florida, United States of America

4:30pm - 4:45pm

Coffee Break

Location: Garden Hall A+B

4:45pm - 5:30pm

Keynote - Chelladurai Award Winner

Location: Grace Hall C

Session Chair: Tim Ströbel, University of Bayreuth

5:30pm - 7:00pm

Internationalization of Sport Management Education, Photo Elicitation, and the Carryover Impact of Short-term Study Abroad

Location: Iris Hall

Internationalization of Sport Management Education, Photo Elicitation, and the Carryover Impact of Short-term Study Abroad

Warner, Stacy¹; Misener, Katie²; Buenano, Andrea³; Shores, Kindal¹; Geyer, Becky⁴

1: East Carolina University, United States of America; 2: University of Waterloo, Canada; 3: The University of Miami, United States of America; 4: Texas A&M University, United States of America

5:30pm - 7:00pm	Participatory Action Research and Addressing Persistent Challenges in Sport Management Location: Orion Hall
	Participatory Action Research and Addressing Persistent Challenges in Sport Management <u>Zeimers, Géraldine</u> ¹ ; <u>Rich, Kyle</u> ² ; <u>Açıkgöz, Selçuk</u> ¹ 1: Université catholique de Louvain, Belgium; 2: Brock University, Canada
5:30pm - 7:00pm	Balancing Profit and Principle: Gambling Sponsorship and CSR Tensions in Professional Sport Location: Celeste Hall
	Balancing Profit and Principle: Gambling Sponsorship and CSR Tensions in Professional Sport. <u>van Bezooijen, Bart</u> ¹ ; <u>Constandt, Bram</u> ² ; <u>Kitchin, Paul</u> ³ ; <u>Knott, Brendon</u> ⁴ 1: Fontys University of Applied Sciences, Netherlands, The; 2: Ghent University, Belgium; 3: Ulster University, United Kingdom; 4: Cape Peninsula University of Technology, South Africa
5:30pm - 7:00pm	New Directions In Event Leverage Research For Sport Organizations: Achieving And Measuring Organizational Outcomes Location: Grace Hall A
	New Directions In Event Leverage Research For Sport Organizations: Achieving And Measuring Organizational Outcomes <u>Hover, Paul</u> ¹ ; <u>Breedveld, Koen</u> ² ; <u>Taks, Marijke</u> ³ 1: Mulier Instituut, The Netherlands; 2: The Hague University of Applied Sciences, The Netherlands; 3: University of Ottawa, Canada
5:30pm - 7:00pm	Using Digital Technologies to Internationalize Sport Management in Higher Education Location: Grace Hall B
	Using Digital Technologies to Internationalize Sport Management in Higher Education <u>Gibson, Heather</u> ¹ ; <u>Wegner, Christine</u> ¹ ; <u>Knott, Brendon</u> ² ; <u>Dixon, Marlene</u> ³ ; <u>LaSota, Mark</u> ³ 1: University of Florida, United States of America; 2: Cape Peninsula University of Technology, South Africa; 3: Texas A & M University, United States of America
5:30pm - 7:00pm	From Understanding to Action: Interpreting and Advancing Gender Equity in Sport Location: Grace Hall C
	From Understanding to Action: Interpreting and Advancing Gender Equity in Sport <u>Lebel, Katie</u> ¹ ; <u>Schuller, Iris</u> ² ; <u>Horbel, Chris</u> ³ ; <u>Schwarz, Daniela</u> ² ; <u>Strittmatter, Anna-Maria</u> ⁴ 1: University of Guelph, Canada; 2: Technical University of Munich, Germany; 3: Norwegian School of Sport Sciences, Norway; 4: Örebro University, Sweden
8:30pm - 10:00pm	EASM Members Event Location: 'Nefeli' Rooftop Terrace, Thessaloniki Officers' Club