

## Date: Tuesday, 03/Sept/2024

2:00pm - 6:30pm

Hall

**Registration desk open**

Location: Hall

6:00pm - 8:00pm

ENSG

**Opening ceremony**

Location: ENSG

## Date: Wednesday, 04/Sept/2024

9:00am - 11:00am

B017-B020 (35)

**1.1 Sport Marketing and Sponsorship**

Location: B017-B020 (35)

Session Chair: Karolina Deliautaitė

9:00am - 11:00am

A219 (60)

**1.2 Sustainability and Sport Management**

Location: A219 (60)

Session Chair: Pascal Stegmann

9:00am - 11:00am

A224 (30)

**1.3 E-Sport, Innovation and Technology**

Location: A224 (30)

Session Chair: André Calapez

9:00am - 11:00am

A 221 (50)

**1.4 Sport Management Education**

Location: A 221 (50)

Session Chair: Bram Constandt

9:00am - 11:00am

B021-B023 (35)

**1.5 Olympic and Paralympic Games**

Location: B021-B023 (35)

Session Chair: Fumihiko Kaneko

9:00am - 11:00am

A225 (30)

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

Location: A225 (30)

Session Chair: Fabian Ulrich

9:00am - 11:00am

B015 (40)

**Workshop 1 Decolonizing the Self, Reflexive Praxis for Sport Scholars**

Location: B015 (40)

9:00am - 11:00am

B019 (40)

**Workshop 2 Social Inclusion In and Through Major Sports Events – Moving Forward**

Location: B019 (40)

11:00am - 11:30am

Hall

**Coffee/Tea Break**

Location: Hall

11:30am - 1:30pm

B015 (40)

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

Location: B015 (40)

Session Chair: Siegfried Nagel

11:30am - 1:30pm

A 221 (50)

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

Location: A 221 (50)

Session Chair: Kathrin Fahn

11:30am - 1:30pm

A224 (30)

**2.3 Sport, Media and Communication**

Location: A224 (30)

Session Chair: Suyeon Jung

11:30am - 1:30pm

A225 (30)

**2.4 Sport Tourism and Events**

Location: A225 (30)

Session Chair: Gonzalo Bravo

11:30am - 1:30pm

A219 (60)

**2.5 Sport Consumer Behaviour**

Location: A219 (60)

Session Chair: Florian Pfeffel

11:30am - 1:30pm

B021-B023 (35)

**Workshop 3 Sport Events, Human Rights and Advocacy: Partnerships for Research Impact**

Location: B021-B023 (35)

11:30am - 1:30pm

B017-B020 (35)

**Workshop 4 In Practice and Education: Using the Power of DISC for Skill Development, Research, Employability, and Teaching**

Location: B017-B020 (35)

11:30am - 1:30pm

B019 (40)

**Workshop 5 Sustainable Management in Sport Organisations**

Location: B019 (40)

1:30pm - 2:30pm

**Lunch**

2:30pm - 4:30pm

A224 (30)

**EASM Book series**

Location: A224 (30)

Session Chair: Guillaume Bodet

Session Chair: Tracy Taylor

2:30pm - 4:30pm

Hall

**Poster session**

Location: Hall

Session Chair: Tim Ströbel

2:30pm - 4:30pm

A219 (60)

**3.1 Sport Consumer Behaviour**

Location: A219 (60)

Session Chair: Bingxu Cheng

2:30pm - 4:30pm

A 221 (50)

**3.2 Diversity and Inclusion Issues in Sport Management**

Location: A 221 (50)

Session Chair: Morgan Christine Rogers

2:30pm - 4:30pm

B019 (40)

### 3.3 Sport Development and Socio-Cultural Perspectives

Location: B019 (40)

Session Chair: Dalia Abdelrahman Farrag

2:30pm - 4:30pm

B021-B023 (35)

### 3.4 Sustainability and Sport Management

Location: B021-B023 (35)

Session Chair: Christian Moesch

2:30pm - 4:30pm

B015 (40)

### Workshop 6 EDI in Sport Management

Location: B015 (40)

2:30pm - 4:30pm

B017-B020 (35)

### Workshop 7 Enhancing Delivery and Outcomes of International Sport Management

#### Education: From Theory to Practice

Location: B017-B020 (35)

4:30pm - 5:00pm

Hall

### Coffee/Tea Break

Location: Hall

5:00pm - 6:20pm

Amphithéâtre

### 4.1 Best Conference Papers

Location: Amphithéâtre

Session Chair: Kostas Alexandris

5:00pm - 6:20pm

A219 (60)

### 4.2 Sustainability and Sport Management

Location: A219 (60)

Session Chair: Christoph Bühren

5:00pm - 6:20pm

B021-B023 (35)

### 4.3 Broader, New and Critical Aspects of Sport Management

Location: B021-B023 (35)

Session Chair: Tim Ströbel

5:00pm - 6:20pm

B017-B020 (35)

### 4.4 Public Health and Physical Activity Management

Location: B017-B020 (35)

Session Chair: Hallgeir Gammelsaeter

5:00pm - 6:20pm

A 221 (50)

### 4.5 Sport Consumer Behaviour

Location: A 221 (50)

Session Chair: Do Young Pyun

5:00pm - 6:20pm

B015 (40)

### 4.6 Sport Governance, Sport Policy and Sport Law

Location: B015 (40)

Session Chair: Mathew Dowling

5:00pm - 6:20pm

B019 (40)

### 4.7 Sport Marketing and Sponsorship

Location: B019 (40)

Session Chair: Guillaume Bodet

6:30pm - 8:00pm

Bar Le Descartes

### EASM Afterwork

Location: Bar Le Descartes

## Date: Thursday, 05/Sept/2024

8:30am - 10:00am

Amphithéâtre

### EASM Annual General Meeting

Location: Amphithéâtre

Session Chair: Claas Christian Germelmann

10:00am - 11:00am

Amphithéâtre

### Plenary session 1

Location: Amphithéâtre

Judith Mair : "Social legacy from the Olympics – the good, the bad, and the ugly"

11:00am - 11:30am

Hall

### Coffee/Tea Break

Location: Hall

11:30am - 1:30pm

A219 (60)

### 5.1 Sustainability and Sport Management

Location: A219 (60)

Session Chair: Matthew Hutchinson

11:30am - 1:30pm

A 221 (50)

### 5.2 Sport Consumer Behaviour

Location: A 221 (50)

Session Chair: Dae Hee Kwak

11:30am - 1:30pm

A225 (30)

### 5.3 Sport Management Education

Location: A225 (30)

Session Chair: Mauro Palmero

11:30am - 1:30pm

B015 (40)

### 5.4 Diversity and Inclusion Issues in Sport Management

Location: B015 (40)

Session Chair: Eddie Mighten

11:30am - 1:30pm

B017-B020 (35)

### 5.5 Sport Tourism and Events

Location: B017-B020 (35)

Session Chair: Jose Ramon Bonal

11:30am - 1:30pm

B019 (40)

### 5.6 Sport Development and Socio-Cultural Perspectives

Location: B019 (40)

Session Chair: Janine Partington

11:30am - 1:30pm

A224 (30)

### 5.7 Strategy, Leadership and Stakeholder Management in Sport

Location: A224 (30)

Session Chair: Jan-Willem Van der Roest

11:30am - 1:30pm

B021-B023 (35)

### 5.8 Sport Governance, Sport Policy and Sport Law

Location: B021-B023 (35)

Session Chair: Kyle Rich

1:30pm - 2:30pm

### Lunch

2:30pm - 4:30pm

A225 (30)

2:30pm - 4:30pm

B015 (40)

2:30pm - 4:30pm

A 221 (50)

2:30pm - 4:30pm

B017-B020 (35)

2:30pm - 4:30pm

A219 (60)

2:30pm - 4:30pm

B021-B023 (35)

2:30pm - 4:30pm

A224 (30)

2:30pm - 4:30pm

B019 (40)

4:30pm - 5:00pm

Hall

4:30pm - 5:00pm

Hall

5:00pm - 6:15pm

Amphithéâtre

5:00pm - 6:15pm

A224 (30)

## 6.1 E-Sport, Innovation and Technology

Location: A225 (30)

Session Chair: Anne Tjørndal

## 6.2 Olympic and Paralympic Games

Location: B015 (40)

Session Chair: Angela Rizzo

## 6.3 Sustainability and Sport Management

Location: A 221 (50)

Session Chair: Gerhard Trosien

## 6.4 Sport Marketing and Sponsorship

Location: B017-B020 (35)

Session Chair: Nick Burton

## 6.5 Diversity and Inclusion Issues in Sport Management

Location: A219 (60)

Session Chair: Na Young Ahn

## 6.6 Sport, Media and Communication

Location: B021-B023 (35)

Session Chair: Iliana Arsova

## 6.7 Broader, New and Critical Aspects of Sport Management

Location: A224 (30)

Session Chair: Francis Spooner O'Neill

## 6.8 Sport Governance, Sport Policy and Sport Law

Location: B019 (40)

Session Chair: Annick Willem

## Coffee/Tea Break

Location: Hall

## EAS Mentorship meeting

Location: Hall

## EPC Panel discussion

Location: Amphithéâtre

Session Chair: Vassil Girginov

Session Chair: Francine Hetherington Raveney

## ESMQ editors meeting (only for editorial board members)

Location: A224 (30)

## Date: Friday, 06/Sept/2024

9:00am - 11:00am

A225 (30)

9:00am - 11:00am

A 221 (50)

9:00am - 11:00am

B017-B020 (35)

9:00am - 11:00am

B015 (40)

9:00am - 11:00am

B021-B023 (35)

9:00am - 11:00am

B019 (40)

9:00am - 11:00am

A219 (60)

11:00am - 11:30am

Hall

11:30am - 1:30pm

A224 (30)

11:30am - 1:30pm

A 221 (50)

11:30am - 1:30pm

A219 (60)

11:30am - 1:30pm

B015 (40)

## 7.1 Sport Tourism and Events

Location: A225 (30)

Session Chair: James Andrew Kenyon

## 7.2 Diversity and Inclusion Issues in Sport Management

Location: A 221 (50)

Session Chair: Diána Ivett Fűrész

## 7.3 Sport Governance, Sport Policy and Sport Law

Location: B017-B020 (35)

Session Chair: Raphael Stieger

## 7.4 Sport Development and Socio-Cultural Perspectives

Location: B015 (40)

Session Chair: Joanne Clarke

## 7.5 Sport Management Education

Location: B021-B023 (35)

Session Chair: Bart van Bezooijen

## 7.6 Sport Marketing and Sponsorship

Location: B019 (40)

Session Chair: Leonie Theus

## 7.7 Sport Consumer Behaviour

Location: A219 (60)

Session Chair: Anton Behrens

## Coffee/Tea Break

Location: Hall

## 8.1 Sport, Media and Communication

Location: A224 (30)

Session Chair: Shanhang Sun

## 8.2 Diversity and Inclusion Issues in Sport Management

Location: A 221 (50)

Session Chair: Mari Svendsen

## 8.3 Sustainability and Sport Management

Location: A219 (60)

Session Chair: Kijae Chae

## 8.4 Sport Development and Socio-Cultural Perspectives

Location: B015 (40)

Session Chair: Alvaro Fernandez-Luna

<p><b>11:30am - 1:30pm</b> B017-B020 (35)</p> <p><b>11:30am - 1:30pm</b> B021-B023 (35)</p> <p><b>11:30am - 1:30pm</b> B019 (40)</p> <p><b>1:30pm - 2:30pm</b></p> <p><b>2:30pm - 3:30pm</b> Amphithéâtre</p> <p><b>3:30pm - 3:40pm</b> Hall</p> <p><b>3:40pm - 5:00pm</b> Amphithéâtre</p> <p><b>3:40pm - 5:00pm</b> A224 (30)</p> <p><b>3:40pm - 5:00pm</b> A219 (60)</p> <p><b>3:40pm - 5:00pm</b> B019 (40)</p> <p><b>3:40pm - 5:00pm</b> B017-B020 (35)</p> <p><b>3:40pm - 5:00pm</b> A 221 (50)</p> <p><b>3:40pm - 5:00pm</b> B021-B023 (35)</p> <p><b>7:00pm - 11:59pm</b> Les Esselières</p>	<p><b>8.5 Strategy, Leadership and Stakeholder Management in Sport</b> Location: B017-B020 (35) Session Chair: Lauren Burch</p> <p><b>8.6 E-Sport, Innovation and Technology</b> Location: B021-B023 (35) Session Chair: Anna Gerke</p> <p><b>8.7 Sport Governance, Sport Policy and Sport Law</b> Location: B019 (40) Session Chair: Zohreh Abdollahkhani</p> <p><b>Lunch</b></p> <p><b>Plenary session 2</b> Location: Amphithéâtre Session Chair: Pierre-Olaf Schut Philipp Muller-Wirth : UNESCO, sport and inclusion</p> <p><b>Coffee/Tea Break</b> Location: Hall</p> <p><b>9.1 ESMQ New Research Award</b> Location: Amphithéâtre Session Chair: Kathy Babiak Session Chair: Simon Shibli</p> <p><b>9.2 Broader, New and Critical Aspects of Sport Management</b> Location: A224 (30) Session Chair: Joshua Isaac Newman</p> <p><b>9.3 Sustainability and Sport Management</b> Location: A219 (60) Session Chair: Andrea Collins</p> <p><b>9.4 Sport Consumer Behaviour</b> Location: B019 (40) Session Chair: Ryuta Yoda</p> <p><b>9.5 Sport Management Education</b> Location: B017-B020 (35) Session Chair: Irena Valantine</p> <p><b>9.6 Diversity and Inclusion Issues in Sport Management</b> Location: A 221 (50) Session Chair: Claudio Rocha</p> <p><b>9.7 Olympic and Paralympic Games</b> Location: B021-B023 (35) Session Chair: Liz Carlin</p> <p><b>Closing dinner</b> Location: Les Esselières</p>
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## Presentations

### PS 1.1: 1.1 Sport Marketing and Sponsorship

Time: Wednesday, 04/Sept/2024: 9:00am - 11:00am · Location: B017-B020 (35)  
Session Chair: Karolina Deliautaite

**9:00am - 9:20am**

**Who Wins from the Gambling Sponsorship of Sport? Case Studies from the United Kingdom and Ontario.**

Jamie Wheaton, Raffaello Rossi, Maria Moxey, Edoardo Tozzi, Saeid Moradipour

University of Bristol, United Kingdom

**9:20am - 9:40am**

**Components And Processes Of Centralization Of Sponsorship Management In Multi-Divisional Sports Clubs**

Luc Schulz<sup>1</sup>, Romano Keller-Meier<sup>2</sup>, Grazia Lang<sup>2</sup>, Siegfried Nagel<sup>2</sup>, Raphael Stieger<sup>2</sup>, Torsten Schlesinger<sup>1</sup>

<sup>1</sup>TU Chemnitz, Germany; <sup>2</sup>University of Bern, Switzerland

**9:40am - 10:00am**

**Exploring the Sponsor Credibility-Attitude-Purchase Intentions Relationship: A Case of University Sport Sponsored Apparel**

Wenjing Fu, Peter Dickenson

Loughborough University, United Kingdom

**10:00am - 10:20am**

**Concurrent Sponsorship: How Sponsorship Congruence and Group Dynamics Affect Spectators' Attitudes**

Ji Wu, Yanling Duan

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

10:20am - 10:40am

**Attention and Memory in Sport Sponsorship – the Effect of Language on Sports Audiences in Esports Broadcasting**

**Ziyuan Xu<sup>1</sup>, Haruka Amano<sup>1</sup>, Hirotaka Matsuoka<sup>2</sup>**

<sup>1</sup>Graduate School of Sport Sciences, Waseda University, Tokyo, Japan; <sup>2</sup>Faculty of Sport Sciences, Waseda University, Tokyo, Japan

10:40am - 11:00am

**Exploring Female Athlete Endorser Motivations: Values and Agency in Action Sports**

**Mackayla Petrie, Nick Burton, Michael Naraine, Craig Hyatt**

Brock University, Canada

## PS 1.2: 1.2 Sustainability and Sport Management

Time: Wednesday, 04/Sept/2024: 9:00am - 11:00am · Location: A219 (60)  
Session Chair: Pascal Stegmann

9:00am - 9:20am

### **SocioEconomic Models of Amateur Sport Clubs: organizational capacity in Europe and South America**

Yann Carin<sup>1</sup>, Tiago Ribeiro<sup>2</sup>, Ana Santos<sup>2</sup>, Igor Perechuda<sup>3</sup>, Mateusz Tomanek<sup>4</sup>, Vilma Cingiene<sup>5</sup>

<sup>1</sup>Université de Lille, France; <sup>2</sup>Université de Libonne, Portugal; <sup>3</sup>Université Lunex, Luxembourg; <sup>4</sup>Université Nicolaus Copernicus, Poland; <sup>5</sup>Université Mykolas Romeris, Lithuanie

9:20am - 9:40am

### **The Dual Impact of Sports Organizations' Environmental Initiatives on Members' Well-being and Climate Change Attitudes**

Christian Kraft<sup>1</sup>, Christoph Bühren<sup>2</sup>, Pamela Wicker<sup>1</sup>

<sup>1</sup>Bielefeld University, Germany; <sup>2</sup>Ruhr University Bochum, Germany

9:40am - 10:00am

### **"We Are Primarily a Mountain Sport Club" – The Role of Sport Clubs' Organisational Identity for the Implementation of Environmental Policies**

Sarah Piller, Siegfried Nagel

Institute of Sport Science, University of Bern, Switzerland

10:00am - 10:20am

### **Green Clubs, Happy Members? Exploring the Relationship Between Environmental Sustainability, Satisfaction, Commitment, and Loyalty in Non-Profit Sports Clubs**

Pierre Léonard<sup>1,2</sup>, Géraldine Zeimers<sup>2</sup>, Jeroen Scheerder<sup>1,3</sup>

<sup>1</sup>KU Leuven, Department of Movement Sciences, Leuven, Belgium; <sup>2</sup>Université catholique de Louvain, Louvain Research Institute in Management and Organizations, Louvain-La-Neuve, Belgium; <sup>3</sup>University of the Western Cape, UNESCO Chair for Sport, Development, Peace (SDP) and Olympic Education, South Africa

10:20am - 10:40am

### **Climate-Friendly On-Site Mobility to Sports and Leisure Facilities – an Analysis of Drivers and Barriers**

Stefanie Schöttl<sup>1,2</sup>, Elisabeth Happ<sup>1,2</sup>

<sup>1</sup>Department of Sport Science, University of Innsbruck, Innsbruck, Austria; <sup>2</sup>Institute for Sports Medicine, Alpine Medicine & Health Tourism, UMIT TIROL – Private University of Health Sciences and Health Technology, Hall i. T., Austria

10:40am - 11:00am

### **Is There An Attitude-Behaviour Gap In Surfing?**

Christian Moesch, Florian Coray

Institute of Sport Science / University of Bern

## PS 1.3: 1.3 E-Sport, Innovation and Technology

Time: Wednesday, 04/Sept/2024: 9:00am - 11:00am · Location: A224 (30)  
Session Chair: André Calapez

9:00am - 9:20am

**Rural revitalisation through sport: The emergence and success of Chinese football's Village Super League**

**Qi Peng, Pu Wang, Nicolas Scelles**

Manchester Metropolitan University, United Kingdom

9:20am - 9:40am

**Navigating Perceptions: Media Analysis of Chinese Government Attitudes Towards Esports and Online Games**

**Shuqi Li, Li Ran**

Waseda University, Japan

9:40am - 10:00am

**The Blue Ocean of International Relations – Esports as a Diplomatic Strategy in Global Culture**

**Yupei Zhao<sup>1</sup>, Qingwen Zhu<sup>2</sup>, Yue Meng-Lewis<sup>3</sup>**

<sup>1</sup>zhejiang university, China, People's Republic of China; <sup>2</sup>zhejiang university, China, People's Republic of China; <sup>3</sup>The Open University

10:00am - 10:20am

**Women In E-Sports: Rising Through Inclusion And Resilience**

**Beatrice Fratangeli, Valentina Fortuna**

"Foro Italico", University of Rome, Italy

10:20am - 10:40am

**Understanding Pay Inequalities in Professional Esports: A Multidimensional Analysis**

**Mickael Terrien<sup>1</sup>, Feuillet Antoine<sup>2</sup>, Dufau Bastien<sup>3</sup>**

<sup>1</sup>University of Lausanne, Switzerland; <sup>2</sup>Université Paris Saclay, France; <sup>3</sup>Kedge Business School, France

10:40am - 11:00am

**Advancing Sports Data Management and Information Services**

**Michal Šarlák**

University of Žilina, Slovak Republic

## PS 1.4: 1.4 Sport Management Education

Time: Wednesday, 04/Sept/2024: 9:00am - 11:00am · Location: A 221 (50)  
Session Chair: Bram Constandt

**9:00am - 9:20am**

### **Lessons From Using Human-centred Design Thinking in Sport Management Education**

**Greg Joachim**

University of Technology Sydney (UTS) Centre for Sport, Business, and Society

**9:20am - 9:40am**

### **Podcasts for Learning in Higher Education**

**Chris Emsley**

University of South Wales, United Kingdom

**9:40am - 10:00am**

### **Teaching and Learning Sport Management with Group Work**

**Mauro Palmero**

University of Missouri - Columbia, United States of America

**10:00am - 10:20am**

### **Generative Artificial Intelligence and Inclusivity in Sport Education: A Survey Study**

**Shu-Hao Chang<sup>1</sup>, Su-Yen Chen<sup>2</sup>, Chin-Han Chang<sup>3</sup>**

<sup>1</sup>University of Florida, United States of America; <sup>2</sup>National Tsing Hua University, Taiwan; <sup>3</sup>University of Taipei, Taiwan

**10:20am - 10:40am Warning: The presentations finish prior to the end of the session!**

### **The Financial Impact of Stadium Development in Professional Football**

**Mateo Marquez**

University of South Carolina, United States of America

## PS 1.5: 1.5 Olympic and Paralympic Games

Time: Wednesday, 04/Sept/2024: 9:00am - 11:00am · Location: B021-B023 (35)  
Session Chair: Fumihiko Kaneko

9:00am - 9:20am

### Knowledge Transfer from Organising Committee to Local Stakeholders: A Case Study of Beijing 2022 Winter Olympic Games

Yuan Qin<sup>1</sup>, Claudio Rocha<sup>1</sup>, Stephen Morrow<sup>2</sup>

<sup>1</sup>University of Stirling, United Kingdom; <sup>2</sup>Heriot-Watt University, United Kingdom

9:20am - 9:40am

### Who Still Wants the Olympic Flame? Analysing the Implementation of the Olympic Torch Relay of Paris 2024.

Hugo Bourbilleres

Laboratoire VIP2, Université de Rennes 2, France

9:40am - 10:00am

### The History Tracing And Influence Of The "People's Olympics"

Kun Wang<sup>1</sup>, Binyan Tang<sup>2</sup>, Jianhui Dai<sup>3</sup>, Shenghe Yang<sup>4</sup>

<sup>1</sup>Soochow University, China, People's Republic of; <sup>2</sup>Soochow University, China, People's Republic of; <sup>3</sup>Soochow University, China, People's Republic of; <sup>4</sup>Soochow University, China, People's Republic of

10:00am - 10:20am

### Developing Legacy-Oriented Local Strategies In a Mega-Sporting Event Ecosystem: An Exploratory Study of the Milano-Cortina 2026 Olympic and Paralympic Winter Games

Angela Rizzo<sup>1</sup>, Monica Carminati<sup>2</sup>, Alessandro Sancino<sup>3</sup>, Mattia Martini<sup>4</sup>

<sup>1</sup>University of Milano-Bicocca, Italy; <sup>2</sup>University of Milano-Bicocca, Italy; <sup>3</sup>University of Milano-Bicocca, Italy; <sup>4</sup>University of Milano-Bicocca, Italy

10:20am - 10:40am **Warning: The presentations finish prior to the end of the session!**

### Taking The Initiative: An Analysis Of Marketing Practices With Professional Athletes

Olzhas Taniyev<sup>1</sup>, K.C. Mayer<sup>2</sup>

<sup>1</sup>East Carolina University, United States of America; <sup>2</sup>Roanoke College, United States of America

## PS 1.6: 1.6 Strategy, Leadership and Stakeholder Management in Sport

Time: Wednesday, 04/Sept/2024: 9:00am - 11:00am · Location: A225 (30)  
Session Chair: Fabian Ulrich

### Actions for Enhancing Young Leadership Programs in Norwegian Sports: Boosting Youth Involvement and Leadership Capacities

**Annika Bodemar**

Norwegians School of Sport Sciences, Norway

### Psychological Safety in Sport Organizations: A Catalyst for Employee Satisfaction and Performance

**Jasmine Hill**<sup>1</sup>, **Minjung Kim**<sup>2</sup>

<sup>1</sup>University of Florida, United States of America; <sup>2</sup>Texas A&M University, United States of America

### How Vocational Calling Affects Sport Employee Outcomes

**Matt R Huml**<sup>1</sup>, **Elizabeth A Taylor**<sup>2</sup>, **Julie Wayne**<sup>3</sup>

<sup>1</sup>University of Cincinnati, United States of America; <sup>2</sup>Temple University, United States of America; <sup>3</sup>Wake Forest University, United States of America

### The Mediating Effects of Organizational Citizenship Behaviors in Sport between Team Cohesion and Team Effectiveness

**Seungmo Kim**<sup>1</sup>, **Sanghyun Park**<sup>2</sup>, **Adam Love**<sup>3</sup>

<sup>1</sup>Hong Kong Baptist University, Hong Kong S.A.R. (China); <sup>2</sup>Korea National Open University; <sup>3</sup>University of Tennessee

### Career Self-Management and Its Impact for Sport Employees

**J. Michael Martinez**, **Mandy Barefoot**

Louisiana State University, United States of America

### How Can Sport Employees Create Their Own Happiness? Examining Sport Employee Well-being Within Institutional Labor Dynamics

**Brent D. Oja**<sup>1</sup>, **Minjung Kim**<sup>2</sup>, **Calvin Nite**<sup>3</sup>, **Jasmine Hill**<sup>4</sup>

<sup>1</sup>Louisiana State University, United States of America; <sup>2</sup>Texas A&M University, United States of America; <sup>3</sup>UMass–Amherst, United States of America; <sup>4</sup>University of Florida, United States of America

# Workshop 1: Workshop 1 Decolonizing the Self, Reflexive Praxis for Sport Scholars

*Time:* Wednesday, 04/Sept/2024: 9:00am - 11:00am · *Location:* B015 (40)

## Decolonizing the Self, Reflexive Praxis for Sport Scholars

**Denise Kamyuka<sup>1</sup>, Lombe Mwambwa<sup>2</sup>, Laura Misener<sup>1</sup>**

<sup>1</sup>School of Kinesiology Western University, London, Ontario, Canada; <sup>2</sup>Institut des sciences du sport (ISSUL) Faculté des sciences sociales et politiques, Université de Lausanne, Lausanne, Switzerland

## **Workshop 2: Workshop 2 Social Inclusion In and Through Major Sports Events – Moving Forward**

*Time:* Wednesday, 04/Sept/2024: 9:00am - 11:00am · *Location:* B019 (40)

### **Social Inclusion In and Through Major Sports Events – Moving Forward**

**Chris Horbel<sup>1</sup>, Elke Langbein<sup>2</sup>, Daniela Schwarz<sup>2</sup>, David Legg<sup>3</sup>, Anna-Maria Strittmatter<sup>4</sup>**

<sup>1</sup>Norwegian School of Sport Sciences, Norway; <sup>2</sup>TUM School of Medicine and Health, Germany; <sup>3</sup>Mount Royal University, Canada;

<sup>4</sup>Örebro University, Sweden

## PS 2.1: 2.1 Sport Governance, Sport Policy and Sport Law

Time: Wednesday, 04/Sept/2024: 11:30am - 1:30pm · Location: B015 (40)  
Session Chair: Siegfried Nagel

11:30am - 11:50am

### **Cascading Good Governance: Implementing the Football Association's Code of Governance for County Football Associations in the East of England**

**Mathew Dowling**<sup>1</sup>, **Spencer Harris**<sup>2</sup>, **Borja Garcia**<sup>1</sup>

<sup>1</sup>Loughborough University, United Kingdom; <sup>2</sup>University of Colorado - Colorado Springs, United States

11:50am - 12:10pm

### **Role Ambiguity and Actorhood of Youth Committees in Sport Governance**

**Anna-Maria Strittmatter**

Örebro University, Sweden

12:10pm - 12:30pm

### **Governance of Action Sports from Local to National**

**Anna-Maria Strittmatter**<sup>1</sup>, **Richard J. Buning**<sup>2</sup>

<sup>1</sup>Örebro University, Sweden; <sup>2</sup>University of Queensland, Australia

12:30pm - 12:50pm

### **Governance and Performance of Sports Organizations: A Systematic Review of the Literature**

**Abdelhamid Ait bihi**, **Ayah Laaroussi**

IBNOU ZOHR UNIVERSITY, Morocco

12:50pm - 1:10pm

### **Exploring Athlete Perceptions of National Sport Federations' Good Governance Practices**

**Ashley Thompson**<sup>1</sup>, **Erik L. Lachance**<sup>1</sup>, **Géraldine Zeimers**<sup>2</sup>, **Arthur Lefebvre**<sup>2</sup>, **Raul Rosales**<sup>3</sup>

<sup>1</sup>Brock University, Canada; <sup>2</sup>Université catholique de Louvain; <sup>3</sup>Universidad Peruana de Ciencias Aplicadas

1:10pm - 1:30pm

### **Towards an Understanding of Organizational-Systemic Governance Issues in National Sport Organizations**

**Ashley Thompson**

Brock University, Canada

## PS 2.2: 2.2 Sport Development and Socio-Cultural Perspectives

Time: Wednesday, 04/Sept/2024: 11:30am - 1:30pm · Location: A 221 (50)

Session Chair: Kathrin Fahn

11:30am - 11:50am

### **“It’s not just another Indigenous Project”: An Evaluation of the Australian Olympic Indigenous Coaches Scholarship Program**

**Stirling Sharpe**

University of Canberra, Australia

11:50am - 12:10pm

### **Youth Participation in Gaelic games: The Influence of Coach Autonomy on Young People’s Experience of Gaelic games**

**Paul Donnelly<sup>1</sup>, Michael McKay<sup>2</sup>, Aoife Lane<sup>3</sup>, Peter Horgan<sup>4</sup>**

<sup>1</sup>Ulster University, UK; <sup>2</sup>Ulster University, UK; <sup>3</sup>Technological University of the Shannon, Ireland.; <sup>4</sup>Gaelic Athletic Association

12:10pm - 12:30pm

### **Game on or Adventure Bound? Delving into Master Athletes' Travel Motivations**

**Dalia Abdelrahman Farrag<sup>1</sup>, Nadia Adnan<sup>2</sup>, Maram Yousef<sup>1</sup>, Balsam Mustafa<sup>1</sup>**

<sup>1</sup>Qatar University; <sup>2</sup>Prince Mohammad Bin Fahad University

12:30pm - 12:50pm **Warning: The presentations finish prior to the end of the session!**

### **Digital Utilization in Sports Participation: Comparing Behavioral Intentions of the Older Adults Using the Technology Readiness and Acceptance Model (TRAM)**

**Hye Ji Sa<sup>1</sup>, Jee-Hoon Han<sup>2</sup>, Lee Chul Won<sup>2</sup>**

<sup>1</sup>Woosuk University, Korea, Republic of (South Korea); <sup>2</sup>Yonsei University, Korea, Republic of (South Korea)

## PS 2.3: 2.3 Sport, Media and Communication

Time: Wednesday, 04/Sept/2024: 11:30am - 1:30pm · Location: A224 (30)

Session Chair: Suyeon Jung

11:30am - 11:50am

### **Destigmatizing Effects of the Eudaimonic Experiences Generated Using the Interdependence Frame in Media Stories about Parasports**

**Hiroyuki Shioume**

Shizuoka Sangyo University, Japan

11:50am - 12:10pm

### **Spinning the Wheels of Soft Power: Western Media Framing of Formula 1 Grand Prix and Sportswashing Dynamics in Azerbaijan, China, and Saudi Arabia**

**Marshall Mainer, Hanhan Xue, Damon Andrew**

Florida State University, United States of America

12:10pm - 12:30pm

### **Crisis Communication and Fan Discourse: Bottom-up framing in the European Sports Context**

**Larssyn Staley**

Swiss Federal Institute of Sport Magglingen, Switzerland

12:30pm - 12:50pm

### **Esports' Commentators and Communicative Effect: A Preliminary Linguistic Analysis Of Emerging Features For a Healthy And Inclusive Community**

**Alessandra Fazio<sup>1</sup>, Valeria Tamburini<sup>2</sup>, Michela Menghini<sup>3</sup>**

<sup>1</sup>University of Rome Foro Italico; <sup>2</sup>University of Rome Foro Italico; <sup>3</sup>University of Rome Foro Italico

12:50pm - 1:10pm **Warning: The presentations finish prior to the end of the session!**

### **A New Approach to Understanding Crisis Communication in Sport: A News Media Analysis of the European Super League Crisis**

**Benjamin Semiao Carmo Simpson<sup>1</sup>, Argyro Elisavet Manoli<sup>2</sup>, Michael Skey<sup>1</sup>**

<sup>1</sup>Loughborough University, United Kingdom; <sup>2</sup>University of Bergamo, Italy

## PS 2.4: 2.4 Sport Tourism and Events

Time: Wednesday, 04/Sept/2024: 11:30am - 1:30pm · Location: A225 (30)  
Session Chair: Gonzalo Bravo

11:30am - 11:50am

### Professional Golf Post-Alliance Purchase Intentions: A Sport Identification, Country-of-Origin, and Brand Association Examination

Carlene Topoleski<sup>1</sup>, Joshua Lupinek<sup>1</sup>, Eric Brownlee<sup>2</sup>, Margaret Keiper<sup>3</sup>

<sup>1</sup>Montclair State University, United States of America; <sup>2</sup>Gannon University, United States of America; <sup>3</sup>University of Montana, United States of America

11:50am - 12:10pm

### Sport Event Dominance in a US College-Town: An Event Portfolio Approach

Heather Gibson, Dahye Jung, Brianna Blassneck

University of Florida, United States of America

12:10pm - 12:30pm

### Managing Community Sport Events for Heritage Development

Kyle Rich

Brock University, Canada

12:30pm - 12:50pm

### Understanding participant satisfaction: An Importance-Performance and Segmentation Analysis

Thomas J. Aicher<sup>1</sup>, Brianna L. Newland<sup>2</sup>, Thomas A. Baker<sup>3</sup>

<sup>1</sup>University of Colorado Colorado Springs, United States of America; <sup>2</sup>New York University; <sup>3</sup>University of Georgia

12:50pm - 1:10pm

### Fishing Tourism: The Niche Market of Sport Tourism and the Use of Solar-Powered Vessels

Georgia Yfantidou<sup>1</sup>, Ioanna Chalastra<sup>1</sup>, Eleni Spyridopoulou<sup>1</sup>, Panagiota Balaska<sup>2</sup>, Alkistis Papaioannou<sup>3</sup>, Aglai Zafeiroudi<sup>4</sup>, George Costa<sup>1</sup>

<sup>1</sup>Democritus University of Thrace; <sup>2</sup>Aristotle University of Thessaloniki; <sup>3</sup>Hellenic Open University; <sup>4</sup>University of Thessaly

1:10pm - 1:30pm

### Testing the Relationship Between Service Quality and Event Image in the Setting of a Small-scale Event

Panagiota Balaska<sup>1</sup>, Georgia Yfantidou<sup>2</sup>, Eleni Spyridopoulou<sup>2</sup>, Alkistis Papaioannou<sup>3</sup>

<sup>1</sup>Aristotle University of Thessaloniki, Greece; <sup>2</sup>Democritus University of Thrace; <sup>3</sup>Hellenic Open University

## PS 2.5: 2.5 Sport Consumer Behaviour

Time: Wednesday, 04/Sept/2024: 11:30am - 1:30pm · Location: A219 (60)  
Session Chair: Florian Pfeffel

11:30am - 11:50am

### **Bravo! Leveraging the Luxury Brands and the Olympic Games of Consumers' Perceptions**

Yong-Dian Lin, Mei-Yen Chen, Yun Chan  
National Taiwan Normal University, Taiwan

11:50am - 12:10pm

### **The Impact of Hosting the Qatar 2022 FIFA World Cup on Local Sport Consumption Behavior**

Saad M Alshamar<sup>1,2</sup>, Stephen L Shapiro<sup>1</sup>

<sup>1</sup>University of South Carolina; <sup>2</sup>Qatar University

12:10pm - 12:30pm

### **Retro Logos and Sport Fans: Investigating the Genuine Influence of Nostalgia**

Zachary Scola<sup>1</sup>, Brian S. Gordon<sup>2</sup>, Ryan Dillard<sup>2</sup>

<sup>1</sup>University of Massachusetts Boston, United States of America; <sup>2</sup>University of Kansas, United States of America

12:30pm - 12:50pm

### **Conceptualising Perceived Sport Brand Globalness and Perceived Sport Brand Localness**

Xin Zhang<sup>1</sup>, Do Young Pyun<sup>1</sup>, Sahar Mousavi<sup>1</sup>, Argyro Elisavet Manoli<sup>2</sup>

<sup>1</sup>Loughborough university, United Kingdom; <sup>2</sup>University of Bergamo, Italy

12:50pm - 1:10pm

### **How to Foster the Premier League's Brand Equity in China? Unveiling Its Associations with Brand Communication and Consumers' Behavioural Responses**

Bingxu Cheng, Doyoung Pyun, Serhat Yilmaz

Loughborough University, United Kingdom

1:10pm - 1:30pm

### **Exploring the Influence of Perceived Social Media Marketing Activities on the Premier League's Customer Relationship Quality and Word-of-Mouth Intention among Chinese Consumers**

Bingxu Cheng, Doyoung Pyun, Serhat Yilmaz

Loughborough University, United Kingdom

## **Workshop 3: Workshop 3 Sport Events, Human Rights and Advocacy: Partnerships for Research Impact**

*Time:* Wednesday, 04/Sept/2024: 11:30am - 1:30pm · *Location:* B021-B023 (35)

### **Sport Events, Human Rights and Advocacy: Partnerships for Research Impact**

**David McGillivray<sup>1</sup>, Rui Biscaia<sup>2</sup>, Andrea Florence<sup>3</sup>, Laura Misener<sup>4</sup>, Holger Preuss<sup>5</sup>**

<sup>1</sup>University of the West of Scotland, United Kingdom; <sup>2</sup>University of Bath, United Kingdom; <sup>3</sup>Sport and Rights Alliance; <sup>4</sup>Western University, Canada; <sup>5</sup>Johannes Gutenberg University Mainz, Germany

# **Workshop 4: Workshop 4 In Practice and Education: Using the Power of DISC for Skill Development, Research, Employability, and Teaching**

*Time:* Wednesday, 04/Sept/2024: 11:30am - 1:30pm · *Location:* B017-B020 (35)

## **In Practice and Education: Using the Power of DISC for Skill Development, Research, Employability, and Teaching**

**Jacqueline Mueller<sup>1</sup>, Elizabeth Masen<sup>2</sup>, Lynn Ridinger<sup>3</sup>, Jillian McNiff Villemaire<sup>4</sup>, Rebekah Box<sup>2</sup>**

<sup>1</sup>Loughborough University London, United Kingdom; <sup>2</sup>Athlete Assessments, Australia; <sup>3</sup>Old Dominion University, Virginia, United States of America; <sup>4</sup>Flagler College, Florida, United States of America

# Workshop 5: Workshop 5 Sustainable Management in Sport Organisations

*Time:* Wednesday, 04/Sept/2024: 11:30am - 1:30pm · *Location:* B019 (40)

## **Sustainable Management in Sport Organisations**

**Thomas Könecke<sup>1</sup>, Aila Ahonen<sup>2</sup>**

<sup>1</sup>KU Leuven, Belgium; <sup>2</sup>JAMK University of Applied Sciences, Finland

## Poster: Poster session

Time: Wednesday, 04/Sept/2024: 2:30pm - 4:30pm · Location: Hall  
Session Chair: Tim Ströbel

### **Social Return on Investment of Sport Participation in Japan: Identifying Key Stakeholders and Impact Maps in a Japan Sport Participation SROI Model**

Daichi Oshimi<sup>1</sup>, Takayuki Fukuhara<sup>2</sup>, Shiro Yamaguchi<sup>3</sup>, Munehiro Matsushita<sup>1</sup>

<sup>1</sup>Tokai University, Japan; <sup>2</sup>Hokkaido University of Education, Japan; <sup>3</sup>University of Marketing and Distribution Sciences, Japan

### **The Application Of Machine Learning In Sport Gambling: Predicting The Risk Of Being Problem Gambler**

Sung-Bae Roger Park<sup>1</sup>, Taken Kwon<sup>2</sup>, Myoung Jin Kim<sup>3</sup>

<sup>1</sup>Hanyang University, Korea, Republic of (South Korea); <sup>2</sup>Hanyang University, Korea, Republic of (South Korea); <sup>3</sup>Illinois State University

### **The Influence of Job Satisfaction on Work Ability and Health: a Starting Point in Sports Management to Adapt and Monitor Physical Activity at Workplace?**

Víctor Jiménez Díaz-Benito, Francisco Javier del Arco Juan, Mercedes Leguina Ortega, Ricardo Macías Pla

Department of Sports Sciences, Universidad Europea, Spain

### **The Impact of Shared Leadership on Team Effectiveness through Motivational Climate in Collegiate Sports**

Seungmo Kim<sup>1</sup>, Wing Yan Kwok<sup>2</sup>, Soonwhan Lee<sup>3</sup>

<sup>1</sup>Hong Kong Baptist University, Hong Kong S.A.R. (China); <sup>2</sup>True Light Middle School of Hong Kong; <sup>3</sup>Indiana University-Purdue University Indianapolis

### **Aligning Brands and Values: The Impact of Brand and Consumer Fit on the Effectiveness of Corporate Social Responsibility Initiatives**

Cindy Lee<sup>1</sup>, Hyejin Bang<sup>2</sup>

<sup>1</sup>West Virginia University, United States of America; <sup>2</sup>Florida International University, United States of America

### **Strategic Planning of Professional Volleyball Teams. The Case Study of the Greek Volleyball League.**

Alkistis Papaioannou<sup>1</sup>, Dimosthenis Toumpos<sup>1</sup>, Georgia Yfantidou<sup>2</sup>, Panagiota Balaska<sup>3</sup>, Eleni Spyridopoulou<sup>2</sup>

<sup>1</sup>Hellenic Open University; <sup>2</sup>Democritus University of Thrace; <sup>3</sup>Aristotle University of Thessaloniki

### **Digital Business Models in Sport: Thematic mapping of the research field**

Mateusz Tomanek<sup>1</sup>, Andrzej Lis<sup>1</sup>, Igor Perechuda<sup>2</sup>

<sup>1</sup>Nicolaus Copernicus University in Torun, Poland; <sup>2</sup>LUNEX University of Applied Sciences, Luxemburg

### **The Impact Of Sponsorship Messages In Social Media Reels – An Internet-Based Experiment**

Jonas Schneider, Kathrin Kölbl

Duale Hochschule Baden-Württemberg (DHBW) Mannheim, Germany

### **Sports Organisation International Expansion Through Innovation: Esports Case within Product Placement Effectiveness context**

Edgaras Abromavicius, Vilma Cingiene

Mykolas Riomeris University, Lithuania

### **Sports Consumption Symbol---Gain Recognition In Consumption**

Feitao Xu

Soochow University, China, People's Republic of

### **Construction and Measurement of China's Sports Industry Chain Resilience Indicator System Based on Entropy Value Method**

Jingning Yang, Jianhui Dai, Haoxiang Sima

Soochow University, China, People's Republic of

### **Sponsorship and Fans' Attitude Towards It. What Works and What Doesn't When Sport Is Used as a Marketing Platform**

Mihaela Constantinescu, Andreea Orindaru, Andreea Pachițanu, Stefan Claudiu Caescu, Florina Botezatu

Bucharest University of Economic Studies, Romania

### **Analysis In Physical Fitness For Children With Disabilities In CHINA**

Die Huang<sup>1</sup>, Yanan Li<sup>2</sup>, Lujiao Zhu<sup>3</sup>

## **Software-Supported Controlling Of Football Sponsorships: Rational Or Nice To Have?**

**Thorsten Dum**

Hochschule Bonn-Rhein-Sieg - University of Applied Sciences, Germany

## **Evaluation Of A New International Bundled Elite Sports Event: The European Para Championships 2023**

**Paul Hover**

Mulier Instituut, Netherlands, The

## **Sport legislation and social inclusion -Focusing on the Fundamental Law of Sport in Japan and France-**

**Nobuki Ishii**

Setsunan Univercity, Japan

## **Sports as a Driving Force of Social Integration: The Influence of International Students' Adolescent Sports Experiences on Acculturation and their Adult Sports Participation**

**Sangbin Lee<sup>1</sup>, Dahui Kang<sup>1</sup>, Ji Su Choung<sup>1</sup>, Dongyeon Kim<sup>2</sup>, Choong Hoon Lim<sup>1</sup>**

<sup>1</sup>Seoul National University, Korea, Republic of (South Korea); <sup>2</sup>Western Reserve Academy, United States

## **A Comparative Analysis Study of the Impact of Sports Environment on Sports Economy in 106 Cities**

**Hiroto Shoji<sup>1</sup>, Kazuma Aoi<sup>1</sup>, Takuo Hayakawa<sup>2</sup>, Keiichiro Tanimoto<sup>3</sup>, Kei Kawashima<sup>4</sup>**

<sup>1</sup>Faculty of Health and Sports Science, Doshisha University; <sup>2</sup>Development Bank of Japan, Regional Research & Planning Department; <sup>3</sup>Nomura Research Institute, Ltd.; <sup>4</sup>Faculty of Economics, Kushiro Public University of Economics

## **Information Providers Vs Receivers. What Football Management Bodies Tell You About Their Achievements?**

**Michael Murgolo<sup>1</sup>, Igor Perechuda<sup>2</sup>, Patrizia Tettamanzi<sup>3</sup>**

<sup>1</sup>LIUC, Italy; <sup>2</sup>Lunex University, Luxembourg; <sup>3</sup>LIUC, Italy

## **Factors Influencing Sport Employee Job Satisfaction: A Systematic Review and Meta-Analysis**

**Na Young Ahn<sup>1</sup>, Seungmin Kang<sup>2</sup>**

<sup>1</sup>Bournemouth University, United Kingdom; <sup>2</sup>North Dakota State University, USA

## **The Effect of Team Identification on Brand Loyalty of Professional Football Clubs in the Metaverse: The Role of Perceived Value**

**Guo Yu<sup>1</sup>, Doyoung Pyun<sup>1</sup>, Jacqueline Mueller<sup>2</sup>, Argyro Elisavet Manoli<sup>3</sup>**

<sup>1</sup>Loughborough University, United Kingdom; <sup>2</sup>Loughborough University London, United Kingdom; <sup>3</sup>University of Bergamo, Italy

## **From Foreign Investments to Influencer Marketing: A Business Model Network Analysis of Italian Esports**

**Giorgio Portaluri<sup>1</sup>, Daniele Canini<sup>1</sup>, Rita Mura<sup>2</sup>, Francesca Vicentini<sup>1</sup>**

<sup>1</sup>University of Rome 'Foro Italico', Italy; <sup>2</sup>University of L'Aquila

## **The Power of Event Reputation: Perceived Quality, Organizational Support, and Future Volunteering Intentions among Volunteers at a Sport Mega-Event**

**Hyejin Bang<sup>1</sup>, Cindy Lee<sup>2</sup>**

<sup>1</sup>Florida International University, United States of America; <sup>2</sup>West Virginia University, United States of America

## **Using Curriculum Mapping Methods and Methods and Techniques to Build A College Level Sport Management Professional Preparation Curriculum**

**Robert Wayne Case**

Old Dominion University, United States of America

## **The Effects Of On-site And Remote Coaching On The Performance Of Counter Strike (CS2) Players And Teams**

**Heikki Peltonen, Perttu Leppä, Hanna Hauvala, Tuomas Rauhansalo**

University of Applied Science, Finland

## **Empowering Local Change Agents through Leadership Development in Sport for Development and Peace (SDP): Exploring the Experience of the Dream Together Master (DTM) Participants**

**Yohan Lee, Changwon Oh, Joon-ho Kang**

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

## **Home Stadium Advantage Away from Home**

**Szczepan Kościółek<sup>1</sup>, Adam Metelski<sup>2</sup>, Karolina Nessel<sup>1</sup>**

<sup>1</sup>Jagiellonian University in Krakow, Poland; <sup>2</sup>Poznan University of Economics, Poland

### **Contrasting Approaches: A Comparative Analysis of CONMEBOL and CONCACAF Countries' Football Coaching Licensing Programs**

**Michael Van Busse<sup>1</sup>, Raul Rosales Zavaletta<sup>2</sup>**

<sup>1</sup>Brock University, Canada; <sup>2</sup>Universidad Peruana de Ciencias Aplicadas, Peru

### **Did Tokyo 2020 Increase Physical Activity Among Adults in Japan?**

**Narumi Fujioka**

Hosei University, Japan

### **Legacy of the Olympic and Paralympic Rio 2016 Volunteer Program in Brazil**

**Felipe Pimenta de Souza<sup>1</sup>, Silvia Naccache<sup>3</sup>, Kelly Alves do Carmo<sup>3</sup>, Alexia Gignon<sup>2</sup>, Paola Lohmann<sup>4</sup>**

<sup>1</sup>Université Paris 1 Panthéon-Sorbonne, France; <sup>2</sup>Université Gustave Eiffel; <sup>3</sup>Corporate Volunteerism Study Group (GEVE-Brasil);

<sup>4</sup>Universidade Unigranrio

### **From the Perspective of the Social Economy: The Value of University Enterprise in a Super-aged Society — Focused on the Case Study of Korea National Sport University's 55+ Sports Center**

**Woo-Jin An, Chae-Hee Park, Jongchul Park, Il-Gwang Kim**

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

### **ICT Tools in a Sports Club's Management – Case Study from Slovakia**

**Dominika Toman, Matej Tomka**

University of Zilina, Slovak Republic

### **HR Training and Development in Sport Hotel Services**

**Eleni Spyridopoulou<sup>1</sup>, Georgia Yfantidou<sup>1</sup>, Alkistis Papaioannou<sup>2</sup>, Panagiota Balaska<sup>3</sup>**

<sup>1</sup>Democritus University of Thrace; <sup>2</sup>Hellenic Open University; <sup>3</sup>Aristotle University of Thessaloniki

## PS 3.1: 3.1 Sport Consumer Behaviour

Time: Wednesday, 04/Sept/2024: 2:30pm - 4:30pm · Location: A219 (60)  
Session Chair: Bingxu Cheng

2:30pm - 2:50pm

### Sport Fan Engagement on Social Media during Playoffs in Major League Baseball and the National Basketball Association: Natural Language Processing Approach

**Shu-Hao Chang, Yong Jae Ko**

University of Florida, United States of America

2:50pm - 3:10pm

### How To Win (Back) The Hearts And Minds Of Young Sports Fans: An Assessment Of Gen Z And Gen Alpha

**Fabian Ulrich, Luke Martin**

accadis Hochschule Bad Homburg, Germany

3:10pm - 3:30pm

### The Effectiveness of Sport Celebrity Endorsements on Social Media for Chinese Generation Z: A Case of Eileen Gu

**Rachel Guo, Alex Thurston**

Loughborough University, United Kingdom

3:30pm - 3:50pm

### A Comparison Between National And International Satellite Fans In Terms Of Motivations For Social Media Engagement And Its Impact On Fan Loyalty

**Valentin Nickolai<sup>1,2</sup>, Florian Pfeffel<sup>1</sup>, Christoph Kexel<sup>1</sup>**

<sup>1</sup>accadis Hochschule Bad Homburg, Germany; <sup>2</sup>Northumbria University Newcastle, UK

3:50pm - 4:10pm

### Age and Overconfidence Among Sports Bettors

**Brendan Dwyer<sup>1</sup>, Steve Shapiro<sup>2</sup>, Keshev Gupta<sup>2</sup>**

<sup>1</sup>Virginia Commonwealth University, United States of America; <sup>2</sup>University of South Carolina, United States of America

4:10pm - 4:30pm

### Investigating Football Fan's Second-Screening and Parallel-Screening Behaviour in a Real-World Setting

**Celina Gaedeke<sup>1</sup>, Anton Behrens<sup>1</sup>, Maria Ratz<sup>2</sup>, Florian Pfeffel<sup>2</sup>**

<sup>1</sup>Leipzig University, Germany; <sup>2</sup>accadis University of Applied Sciences, Germany

## PS 3.2: 3.2 Diversity and Inclusion Issues in Sport Management

Time: Wednesday, 04/Sept/2024: 2:30pm - 4:30pm · Location: A 221 (50)

Session Chair: Morgan Christine Rogers

2:30pm - 2:50pm

**She Knows Her Stuff (For a Woman)! Exploring Women's Experiences in Sports Media Organizations**

Swarali Hrishikesh Patil<sup>1</sup>, Lauren Hindman<sup>2</sup>

<sup>1</sup>Manchester Metropolitan University, United Kingdom; <sup>2</sup>Hofstra University

2:50pm - 3:10pm

**Integrating Women into the Game? Aspiration of Female Sport Participation within 'Sport for All' Policy in Saudi Arabia**

Nouf Abdullah Bamuhair, Richard Giulianotti, Carolynne Mason

Loughborough university, United Kingdom

3:10pm - 3:30pm

**Social Inclusion and Exclusion of Older Women in Physical Activity: An Intersectional Perspective**

Farzad Ghafouri<sup>1</sup>, Mahshid Gholipoor<sup>1</sup>, Holger Preuss<sup>2</sup>

<sup>1</sup>Allameh Tabataba'i University, Iran, Islamic Republic of; <sup>2</sup>Johannes Guttenberg University, Mainz, Germany

3:30pm - 3:50pm

**Worse For Women: Experiences of Faculty-to-Faculty Incivility Within Sport Management**

Heidi Grappendorf<sup>1</sup>, James Strode<sup>2</sup>, Peyton Stensland<sup>3</sup>, Jason Simmons<sup>4</sup>

<sup>1</sup>Western Carolina University, United States of America; <sup>2</sup>Ohio University, United States of America; <sup>3</sup>University of Cincinnati, United States of America; <sup>4</sup>University of Cincinnati, United States of America

3:50pm - 4:10pm **Warning: The presentations finish prior to the end of the session!**

**Investigating Discourses Concerning Women Cricketers In The Islamic Republic of Pakistan Through A Social Media Analysis**

Hazel Maxwell<sup>1</sup>, Michelle O'Shea<sup>1</sup>, Aila Khan<sup>1</sup>, Leah Tallon<sup>1</sup>, Simon Darcy<sup>2</sup>

<sup>1</sup>Western Sydney University, Australia; <sup>2</sup>University of Technology Sydney

## PS 3.3: 3.3 Sport Development and Socio-Cultural Perspectives

Time: Wednesday, 04/Sept/2024: 2:30pm - 4:30pm · Location: B019 (40)

Session Chair: Dalia Abdelrahman Farrag

2:30pm - 2:50pm

### Research Of The Experience Combination And Meaning Construction Of Basketball And Hip-Hop Dual Enthusiasts In China

Ce Zheng, Xiaoqian Richard Hu

Tsinghua University, China, People's Republic of

2:50pm - 3:10pm

### Antecedents of Organizational Capacity in Sport for Development

Per Svensson<sup>1</sup>, Ashlyn Hardie<sup>2</sup>, Brian McCullough<sup>3</sup>

<sup>1</sup>Louisiana State University, United States of America; <sup>2</sup>Clemson University, United States of America; <sup>3</sup>Texas A&M University, United States of America

3:10pm - 3:30pm

### Everyday Experiences Of Volunteer Board Members In Rural Sports Clubs

Kathrin Fahn, Ulrike Burmann

Humboldt - Universität zu Berlin, Germany

3:30pm - 3:50pm

### Dance and Sense of Community in the Context of the City of Culture

Jeongju Park, Doyoung Pyun, Carolynne Mason

Loughborough University, United Kingdom

3:50pm - 4:10pm

### Using a Decolonial Intersectional Lens to Identity Work and The Use of Rhetoric by Batswana Female Social Entrepreneurs in Sport

Denise Kamyuka, Laura Misener

Western University, Canada

4:10pm - 4:30pm

### Exploring Perspectives and Experiences of Philippines Women's National Team Heritage-Players and Supporters

Ashlyn Hardie<sup>1</sup>, Kristi Oshiro<sup>2</sup>, Marlene Dixon<sup>3</sup>

<sup>1</sup>Clemson University, USA; <sup>2</sup>Belmont University, USA; <sup>3</sup>Texas A&M University, USA

## PS 3.4: 3.4 Sustainability and Sport Management

Time: Wednesday, 04/Sept/2024: 2:30pm - 4:30pm · Location: B021-B023 (35)  
Session Chair: Christian Moesch

2:30pm - 2:50pm

### Green Play: Setting the Research Agenda for Environmental Sustainability in Sport Sponsorship

Tino Siegl<sup>1,2</sup>, Herbert Woratschek<sup>1</sup>, Castulus Kolo<sup>2</sup>

<sup>1</sup>University of Bayreuth, Germany; <sup>2</sup>Macromedia University of Applied Sciences

2:50pm - 3:10pm

### Climate Risks in Formula 1: "Drive to Survive?"

Walker J Ross<sup>1</sup>, Nicholas M Watanabe<sup>2</sup>, Madeleine Orr<sup>3</sup>, Sylvia Trendafilova<sup>4</sup>, Timothy Kellison<sup>5</sup>, Jamee Pelcher<sup>6</sup>, Jordan P Howell<sup>7</sup>, Zachary Rouhas<sup>7</sup>

<sup>1</sup>University of Edinburgh, United Kingdom; <sup>2</sup>University of South Carolina, United States; <sup>3</sup>University of Toronto, Canada; <sup>4</sup>University of Tennessee, Knoxville, United States; <sup>5</sup>Florida State University, United States; <sup>6</sup>University of West Florida, United States; <sup>7</sup>Rowan University, United States

3:10pm - 3:30pm

### Green Supply Chain Management in Football

Tiberio Daddi, Alessio Novi, Fabio Iraldo

S.Anna School of Advanced Studies, Italy

3:30pm - 3:50pm

### Corporate Social Responsibility in Chinese Professional Football: Insights into Consumer Perception and its Antecedents and Outcomes

Bingjie Wang, Do Young Pyun, Joe Piggin

Loughborough University, United Kingdom

3:50pm - 4:10pm

### A Specific Environment And Specific Regulations Within Swiss Professional Football

Zahid Mustafi, Emmanuel Bayle

Université de Lausanne, Switzerland

4:10pm - 4:30pm

### Corporate Social Responsibility and Legitimacy Management in Charitable Sport Foundations: Evidence from Major League Soccer Clubs

Rongtitya Rith<sup>1</sup>, Gareth J. Jones<sup>2</sup>, Bradley James Baker<sup>3</sup>, Riccardo Spinelli<sup>4</sup>

<sup>1</sup>Temple University (USA), University of Genoa (Italy); <sup>2</sup>Temple University (USA); <sup>3</sup>Temple University (USA); <sup>4</sup>University of Genoa (Italy)

## Workshop 6: Workshop 6 EDI in Sport Management

Time: Wednesday, 04/Sept/2024: 2:30pm - 4:30pm · Location: B015 (40)

### Critical Engagement with EDI in Sport Management: Identifying the Issues.

Caron Walpole<sup>1</sup>, Karin Book<sup>2</sup>, Simon Shibli<sup>3</sup>, Paul Downward<sup>1</sup>, Paul Kitchin<sup>4</sup>, Paul Donnelly<sup>4</sup>

<sup>1</sup>Loughborough University, England; <sup>2</sup>Malmö University, Sweden; <sup>3</sup>Sheffield Hallam University, England; <sup>4</sup>Ulster University, Northern Ireland

### Barriers To Inclusion For Disabled Football Fans: Implications For Inclusive Managerial Practices In English Football

Connor Penfold<sup>1</sup>, Paul Kitchin<sup>2</sup>, Paul Darby<sup>2</sup>

<sup>1</sup>University Campus of Football Business, United Kingdom; <sup>2</sup>School of Sport, Ulster University, United Kingdom

### Challenges in the Evaluation of Diversity and Inclusion: A Gaelic Athletic Association Case Study

Paul Donnelly<sup>1</sup>, David Barrett<sup>2</sup>, Geraldine McTavish<sup>3</sup>, Peter Horgan<sup>4</sup>, Tandy Haughey<sup>5</sup>, Ben Clements<sup>6</sup>, Orla Turnbull<sup>7</sup>, Laura Borrie<sup>8</sup>

<sup>1</sup>Ulster University, UK; <sup>2</sup>Sheffield Hallam University; <sup>3</sup>Gaelic Athletic Association; <sup>4</sup>Gaelic Athletic Association; <sup>5</sup>Ulster University, UK;

<sup>6</sup>Ulster University, UK; <sup>7</sup>Sheffield Hallam University; <sup>8</sup>Sheffield Hallam University

### Competitive Balance and Competitive Intensity in Men's and Women's National Team Football: An Analysis of UEFA Euro and its Qualifiers

Nicolas Scelles<sup>1</sup>, Aurélien François<sup>2</sup>, Maurizio Valenti<sup>1</sup>

<sup>1</sup>Manchester Metropolitan University, United Kingdom; <sup>2</sup>Université de Rouen, France

### Exploring Intersectionalities in Sport Participation in England

Paul Downward

Loughborough University, United Kingdom

### Measuring And Managing Equality, Diversity and Inclusion In The UK's Major Publicly Funded Sports Organisations

Simon Shibli

Sheffield Hallam University, United Kingdom

# Workshop 7: Workshop 7 Enhancing Delivery and Outcomes of International Sport Management Education: From Theory to Practice

*Time:* Wednesday, 04/Sept/2024: 2:30pm - 4:30pm · *Location:* B017-B020 (35)

## Enhancing Delivery and Outcomes of International Sport Management Education: From Theory to Practice

Marlene A. Dixon<sup>1</sup>, Arden Slavov<sup>5</sup>, Hongping Zhang<sup>6</sup>, Heather Gibson<sup>4</sup>, Becky Geyer<sup>1</sup>, Karen Danylchuk<sup>3</sup>, Alyssa Locklear<sup>1</sup>, Mark LaSota<sup>1</sup>, B Christine Green<sup>2</sup>, Marijke Taks<sup>3</sup>, Laurence Chalip<sup>2</sup>, Robert Baker<sup>2</sup>, Pamela H Baker<sup>2</sup>

<sup>1</sup>Texas A&M University, United States of America; <sup>2</sup>George Mason University; <sup>3</sup>University of Ottawa; <sup>4</sup>University of Florida; <sup>5</sup>Highpoint University; <sup>6</sup>University of Tennessee

## PS 4.1: 4.1 Best Conference Papers

*Time:* Wednesday, 04/Sept/2024: 5:00pm - 6:20pm · *Location:* Amphithéâtre  
*Session Chair:* Kostas Alexandris

**5:00pm - 5:20pm**

### **Assessing the Willingness to Pay for Different Types of Multi-Level Sustainability Labels in the German Sports Apparel Industry**

**Viktoria Spindler<sup>1,2</sup>, Holger Schunk<sup>1</sup>, Thomas Könecke<sup>2,3</sup>**

<sup>1</sup>Faculty of Design – Computer Science – Media, RheinMain University of Applied Sciences, 65195 Wiesbaden, Germany; <sup>2</sup>Policy in Sports & Physical Activity Research Group, KU Leuven, 3001 Leuven, Belgium; <sup>3</sup>iCERIS (interdisciplinary Centre for Ethics, Regulation and Integrity in Sport), KU Leuven, 3001 Leuven, Belgium

**5:20pm - 5:40pm**

### **Exploring Sustaining Fan Support: Social Comparison and Counterfactual Thinking Perspectives**

**Seongjin Yoo<sup>1</sup>, Yong Jae Ko<sup>2</sup>, Taeho Kim<sup>3</sup>**

<sup>1</sup>SUNY Cortland, United States of America; <sup>2</sup>University of Florida, United States of America; <sup>3</sup>University of North Florida, United States of America

**5:40pm - 6:00pm Warning: The presentations finish prior to the end of the session!**

### **Football Culture In Berlin: When The “Locksmith Boys” Surpassed The “Big City Club” And Moved Into The Champions League. A Qualitative Empirical Analysis of the Competition between 1. FC Union Berlin, Hertha BSC and BFC Dynamo.**

**Sören Bär, Markus Kurscheidt**

University of Bayreuth, Germany

## PS 4.2: 4.2 Sustainability and Sport Management

Time: Wednesday, 04/Sept/2024: 5:00pm - 6:20pm · Location: A219 (60)

Session Chair: Christoph Bühren

5:00pm - 5:20pm

### Managing Stakeholder Tension in the Hosting of a Major Ski Sprint Event in a Norwegian City

Elsa Kristiansen<sup>1</sup>, Barrie Houlihan<sup>2</sup>, Kristin Øhrmen Johnsen<sup>1</sup>, Birger Opstad<sup>1</sup>, Hans Anton Stubberud<sup>1</sup>

<sup>1</sup>University of South-Eastern Norway, Norway; <sup>2</sup>Loughborough University, UK

5:20pm - 5:40pm

### Fan Perceptions of Environmental Sustainability Initiatives in Football

Matthew Hutchinson, Sara Vestergren, Mina Cansiz, Lily Vokey, Sophia Majer, Jade Campbell, Kate Clarke

Keele University, United Kingdom

5:40pm - 6:00pm

### The Effects of the Sustainability Campaign on Sport Fans' Sustainability Behaviours: Focusing on the Level of Campaign and Attachment Points in the Context of the K-League

Kyuhyun Choi<sup>1</sup>, Dohee Lee<sup>1</sup>, Youngjin Hur<sup>2</sup>, Ju Young Lee<sup>3</sup>, Jin Park<sup>4</sup>, Alex Chinhoo Gang<sup>5</sup>

<sup>1</sup>Seoul National University, Korea, Republic of (South Korea); <sup>2</sup>Konkuk University, Korea, Republic of (South Korea); <sup>3</sup>The Citadel, United States; <sup>4</sup>Illinois State University, United States; <sup>5</sup>Washington State University, United States

6:00pm - 6:20pm

### Integrating Integrity: Environmental Communication in Sport

Josephine Gunilla Sofia Traberg, Chris Horbel

Norwegian School of Sport Sciences, Norway

## PS 4.3: 4.3 Broader, New and Critical Aspects of Sport Management

Time: Wednesday, 04/Sept/2024: 5:00pm - 6:20pm · Location: B021-B023 (35)

Session Chair: Tim Ströbel

5:00pm - 5:20pm

### **“How Much Do I Have To Give?” Consumer Perceptions Of Athlete Activism Sacrifice, Support And Authenticity**

**Francis O'Neill<sup>1</sup>, Tim Ströbel<sup>2</sup>, Geoff Dickson<sup>3</sup>, Ashleigh-Jane Thompson<sup>3</sup>**

<sup>1</sup>University of Bayreuth & La Trobe University; <sup>2</sup>University of Bayreuth; <sup>3</sup>La Trobe University

5:20pm - 5:40pm

### **Earn It, Spend It, Save It: Exploring the Financial Wellbeing of Canadian National Team Athletes**

**Swarali Hrishikesh Patil<sup>1</sup>, Alison Doherty<sup>2</sup>**

<sup>1</sup>Manchester Metropolitan University, United Kingdom; <sup>2</sup>Western University, Canada

5:40pm - 6:00pm

### **Understanding sport-based migration at the non-elite level: The case of Korean Taekwondo masters in the United States**

**NaRi Shin, DooJae Park**

University of Michigan, United States of America

6:00pm - 6:20pm

### **A Study on User Perceptions of Sports-Centric Digital Healthcare Services Through Topic Modeling and Sentiment Analysis: Focusing on Samsung Health**

**Juhwa Jang, Jongchul Park, Ilgwang Kim**

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

## PS 4.4: 4.4 Public Health and Physical Activity Management

Time: Wednesday, 04/Sept/2024: 5:00pm - 6:20pm · Location: B017-B020 (35)

Session Chair: Hallgeir Gammelsaeter

5:00pm - 5:20pm

### How Daily Work Experiences Affect Employee Biometrics within the Sport Industry

Matt R Huml, Peyton J Stensland, Gabriel J Sanders

University of Cincinnati, United States of America

5:20pm - 5:40pm

### The Football Academy. A Good Schooling?

Kjell M. Herskedal, Hallgeir Gammelsaeter

Molde university College, Norway

5:40pm - 6:00pm

### Effects Of Watching Professional Baseball Games On Mental Health Among University Students - Focusing On The Difference Between Watching The Games On site And Via Media

Kensuke Yasui<sup>1</sup>, Hiroto Shoji<sup>1</sup>, Ryoko Kawakami<sup>2</sup>, Keisuke Iwama<sup>3</sup>

<sup>1</sup>Doshisha University, Japan; <sup>2</sup>Physical Fitness Research Institute, Meiji Yasuda Life Foundation of Health and Welfare; <sup>3</sup>SEIBU LIONS,INC.

6:00pm - 6:20pm

### The Impact of Early Sports Specialization on Future Participation Intentions Among NCAA College Athletes

Rohan Prakash Kulasekara Pandian, Sandhya Manjunath, David J. Shonk

James Madison University

## PS 4.5: 4.5 Sport Consumer Behaviour

Time: Wednesday, 04/Sept/2024: 5:00pm - 6:20pm · Location: A 221 (50)  
Session Chair: Do Young Pyun

5:00pm - 5:20pm

**Game, Set, Event? Survey Evidence On German Tennis Spectators At Men's And Women's Tournaments**

**Markus Kurscheidt, Fabio Ferrauti, Christian Brandt, Kristoff Reichel**

University of Bayreuth, Germany

5:20pm - 5:40pm

**Study of Online Ticketing Behaviour of Premier League Spectators: Perspectives from the Stimulus-Organism-Response Theory and Technology Acceptance Model**

**Guo Yu<sup>1</sup>, Yu Song<sup>2</sup>, Jacqueline Mueller<sup>3</sup>**

<sup>1</sup>Loughborough University, United Kingdom; <sup>2</sup>Shanghai University of Sport, China; <sup>3</sup>Loughborough University London, United Kingdom

5:40pm - 6:00pm

**Generative Artificial Intelligence and Its Association with Online Fan Engagement in Sports**

**James Du, Amy C.H. Kim, Jeffrey D. James**

Florida State University, United States of America

6:00pm - 6:20pm

**Analyzing the Impact of Inspiration Porn in Advertising Using Disabled Athletes**

**Dae Hee Kwak<sup>1</sup>, Namkyeong Jang<sup>2</sup>**

<sup>1</sup>University of Michigan, United States of America; <sup>2</sup>Gangwon National University, Republic of Korea

## **PS 4.6: 4.6 Sport Governance, Sport Policy and Sport Law**

*Time:* Wednesday, 04/Sept/2024: 5:00pm - 6:20pm · *Location:* B015 (40)

*Session Chair:* Mathew Dowling

**5:00pm - 5:20pm**

### **Youth Sports Policy, Talent Identification, and Talent Development Systems: A Comparative Case Study Across Sports**

**Kari Descheemaeker<sup>1</sup>, Veerle De Bosscher<sup>1</sup>, Simon Shibli<sup>2</sup>, Maarten van Bottenburg<sup>3</sup>**

<sup>1</sup>Vrije Universiteit Brussel, Belgium; <sup>2</sup>Sheffield Hallam University, UK; <sup>3</sup>Utrecht University, The Netherlands

**5:20pm - 5:40pm**

### **Semi-Professional Sports Clubs as Hybrids – An Institutional Logics View on the Professionalisation Process**

**Romano Marco Keller-Meier<sup>1</sup>, Grazia Lang<sup>1</sup>, Raphael Stieger<sup>1</sup>, Torsten Schlesinger<sup>2</sup>, Luc Alexander Schulz<sup>2</sup>, Siegfried Nagel<sup>1</sup>**

<sup>1</sup>University of Bern, Switzerland; <sup>2</sup>University of Technology Chemnitz, Germany

**5:40pm - 6:00pm**

### **Why Are They The Favourites? Public Perceptions On Elite Athlete Role Model Characteristics And Behaviours**

**Lynn Praet, Sofie Smismans, Inge Derom, Veerle De Bosscher**

Vrije Universiteit Brussel, Belgium

**6:00pm - 6:20pm**

### **Elite Sports Under Pressure: Challenges In Upholding A Sound Elite Sport System**

**Koen Breedveld**

Haagse Hogeschool, Netherlands, The

## PS 4.7: 4.7 Sport Marketing and Sponsorship

Time: Wednesday, 04/Sept/2024: 5:00pm - 6:20pm · Location: B019 (40)  
Session Chair: Guillaume Bodet

5:00pm - 5:20pm

### Expressions of Pride: Consumer Responses to Sport Teams' LGBTQIA+ Advocacy on Facebook

**Bradley James Baker**, Pegah Sarkoohi

Temple University, United States of America

5:20pm - 5:40pm

### Surfing Nostalgia Waves: Examining the Effect of Nostalgia and Emotion on Brand Memory and Attitude While Watching Sports

Song-mi Song<sup>1</sup>, Hong Wei Yang<sup>2</sup>, **TaeSeok Kim**<sup>1</sup>, Choong Hoon Lim<sup>1</sup>

<sup>1</sup>Seoul National University, Korea, Republic of (South Korea); <sup>2</sup>The University of Suwon, Korea, Republic of (South Korea)

5:40pm - 6:00pm

### Green Media Messages in Motorsport? Examining NASCAR, F1 and the WRC's Environmental Approach

**Samuel Charles Tickell**<sup>1</sup>, Hans Erik Naess<sup>2</sup>

<sup>1</sup>University Münster, Germany; <sup>2</sup>Høyskolen Kristiania, Norway

6:00pm - 6:20pm

### Athlete's Personal Brand: Do We Need To Think About Social Responsibility?

**Karolina Deliautaite**<sup>1,2</sup>, Vejune Misikaite<sup>3</sup>, Inga Staskeviciute Butiene<sup>3</sup>

<sup>1</sup>Sport and Exercise Sciences Research Unit, Department of Psychology, Educational Science and Human Movement, University of Palermo, Palermo, Italy; <sup>2</sup>PhD Program in Health Promotion and Cognitive Sciences, University of Palermo, Palermo, Italy; <sup>3</sup>Lithuanian Sports University

## PS 5.1: 5.1 Sustainability and Sport Management

Time: Thursday, 05/Sept/2024: 11:30am - 1:30pm · Location: A219 (60)  
Session Chair: Matthew Hutchinson

11:30am - 11:50am

### Environmental Sustainability and the Olympics: A Critical Analysis of Past, Present, and Future

Anton Schulz, Jeffrey Alexander Graham, Sylvia Trendafilova, Ilna Arsova

University of Tennessee, Knoxville, United States of America

11:50am - 12:10pm

### The Revision of the Vilnius Definition of Sport and the Methodology for Constructing Sport Satellite Accounts (SSAs) in the EU.

Themistocles Kokolakis<sup>1</sup>, Guenter Grohall<sup>2</sup>, Anna Kleissner<sup>3</sup>

<sup>1</sup>Sheffield Hallam University, United Kingdom; <sup>2</sup>SpEA, Austria; <sup>3</sup>Economove, Austria

12:10pm - 12:30pm

### In search for 'climate positive' sport events: Assessing carbon emissions impact for the Brisbane 2032 Olympic Games

David M. Herold<sup>1</sup>, Moritz Rindermann<sup>2</sup>, Sohanur Rahman<sup>1</sup>, Christoph Buck<sup>2</sup>

<sup>1</sup>Queensland University of Technology, Australia; <sup>2</sup>University of Applied Sciences Augsburg

12:30pm - 12:50pm

### Sustainability in Sport Events: Carbon Footprint in a Canoe-kayak Competition

Charlotte Munsch<sup>1</sup>, Sylvia Trendafilova<sup>2</sup>, Carla Baly<sup>1</sup>, Pierre-Olaf Schut<sup>1</sup>

<sup>1</sup>Université Gustave Eiffel, France; <sup>2</sup>University of Tennessee-Knoxville US, United States of America

12:50pm - 1:10pm

### Evaluation Of The Sustainability Impact Of The UEFA EURO 2024 – Analysing The Expectations Of Residents In The FrankfurtRheinMain Metropolitan Region

Gerhard Trosien, Florian Pfeffel, Maria Ratz, Christian Kühner, Lena Knackstedt, Ahlborn Markus

accadis Hochschule Bad Homburg, Germany

1:10pm - 1:30pm

### The Development of a Model and Framework for Assessing Sustainability Performance in Major Sports Events: A Delphi Study

Ioannis Konstantopoulos<sup>1</sup>, Shreyya Rajagopal<sup>2</sup>, Leonie Brodmann<sup>2</sup>, David Gogishvili<sup>3</sup>, Lucie Schoch<sup>2</sup>, Markus Lang<sup>2</sup>, Martin Müller<sup>3</sup>, Stefano Caneppele<sup>1</sup>

<sup>1</sup>Faculty of Law, Criminal Justice and Public Administration, University of Lausanne, Switzerland; <sup>2</sup>Institut des Sciences du Sport, University of Lausanne, Switzerland; <sup>3</sup>Institut de Géographie et de Durabilité, Faculté des Géosciences et Environnement, University of Lausanne, Switzerland

## PS 5.2: 5.2 Sport Consumer Behaviour

Time: Thursday, 05/Sept/2024: 11:30am - 1:30pm · Location: A 221 (50)  
Session Chair: Dae Hee Kwak

11:30am - 11:50am

**The Impact Perceived Brand Community Character on Fan Loyalty through Organisational Citizenship Behaviour: A case of Shanghai Shenhua FC Fans**

Xin Zhang<sup>1</sup>, Tianfeng Lu<sup>2</sup>

<sup>1</sup>Loughborough university, United Kingdom; <sup>2</sup>Tongji University, China

11:50am - 12:10pm

**Exploring the Impact of Leadership Response Strategies on Athlete Brand Image and Fan Engagement in Professional Sports**

Donghyun Kim, Hyun-Woo Lee

Texas A&M University, United States of America

12:10pm - 12:30pm

**Analysis of the Match Between Team Support and Home Region Based on the Interaction of Professional Sports Fans' Place Attachment and Perceived Sports Knowledge and Exploration of Antecedent Variables of Team Preference**

Dahui Kang, Hyunjun Kim, Yoonsik Hong, Choonghoon Lim

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

12:30pm - 12:50pm

**Exploring the Relevance of UEFA EURO 2024 in the Indian Market: A Study of Fan Perceptions and Engagement**

Nishant Narayanan, Florian Pfeffel

accadis Hochschule, Germany

12:50pm - 1:10pm

**The Effect of Attribution of Athlete Migration on Fans' Responses: The Cases of Lionel Messi and Cristiano Ronaldo**

Lydia Yun, Junho Kim, Yong Jae Ko, Jieun Shin

University of Florida, United States of America

1:10pm - 1:30pm

**The Effect Of Fan-oriented Trash-talk On Behavioral Engagements Of Other Fans: The Role Of Pre-existing Attitudes Towards The Teams And Psychological Reactance**

Deukmook Bae, Stephen Shapiro

University of South Carolina, United States of America

## PS 5.3: 5.3 Sport Management Education

*Time:* Thursday, 05/Sept/2024: 11:30am - 1:30pm · *Location:* A225 (30)  
*Session Chair:* Mauro Palmero

**11:30am - 11:50am**

### **The Power of Inclusion: Creating a More Equitable Sport Management Field**

**Ashley Nicole Ryder<sup>1</sup>, Jillian McNiff Villemaire<sup>1</sup>, Elizabeth Gregg<sup>2</sup>**

<sup>1</sup>Flagler College, United States of America; <sup>2</sup>University of North Florida, United States of America

**11:50am - 12:10pm**

### **Sport Entrepreneurship: Its Time Has Come!**

**Robert Wayne Case**

Old Dominion University, United States of America

**12:10pm - 12:30pm**

### **Gambling With Their Future? Exploring The Prevalence And Normalization Of Gambling Among Sport Management Higher Education Students In The Netherlands**

**Jeroen A. G. Hairwassers<sup>1</sup>, Bart J. A. van Bezooijen<sup>1</sup>, Bram Constandt<sup>2</sup>**

<sup>1</sup>Fontys University of Applied Sciences, Netherlands, The; <sup>2</sup>Ghent University, Belgium

**12:30pm - 12:50pm Warning: The presentations finish prior to the end of the session!**

### **Dual Career – Young Athletes' Perspective on Education**

**Michal Varmus, Martin Mičiak, Roman Adámik**

University of Žilina, Slovak Republic

## PS 5.4: 5.4 Diversity and Inclusion Issues in Sport Management

Time: Thursday, 05/Sept/2024: 11:30am - 1:30pm · Location: B015 (40)

Session Chair: Eddie Mighten

11:30am - 11:50am

### Diversity and Inclusion Reporting Practices of Irish Sporting Organisations

Ailish M O' Brien<sup>1</sup>, Karen D Hennessy<sup>2</sup>

<sup>1</sup>SETU, Ireland; <sup>2</sup>SETU, Ireland

11:50am - 12:10pm

### Diversity and Inclusion in Campus Sport: A Practical Challenge

Do Young Pyun, Carolynne Mason, Bingjie Wang

Loughborough University, United Kingdom

12:10pm - 12:30pm

### Conceptualization of Diversity, Equity, and Inclusion from the Volunteer Perspective in Para-Sport Events

Shiro Yamaguchi<sup>1,2</sup>, Masaki Aoyama<sup>1</sup>, Hanae Endo<sup>3</sup>

<sup>1</sup>University of Marketing and Distribution Sciences, Japan; <sup>2</sup>Vrije Universiteit Brussel, Belgium; <sup>3</sup>Doshisha University, Japan

12:30pm - 12:50pm

### Exploring Factors of Diversity Mindsets in Sport: A Scoping Review

Na Young Ahn<sup>1</sup>, Seungmin Kang<sup>2</sup>, Jihyeon Oh<sup>3</sup>

<sup>1</sup>Bournemouth University, United Kingdom; <sup>2</sup>North Dakota State University, USA; <sup>3</sup>Pukyong National University, South Korea

12:50pm - 1:10pm **Warning: The presentations finish prior to the end of the session!**

### Exploring a Semi-Professional Women's Basketball Summer League Using LaVoi's Ecological-Intersectional Model

Morgan Rogers, Cari Din, Penny Werthner

University of Calgary, Canada

## PS 5.5: 5.5 Sport Tourism and Events

Time: Thursday, 05/Sept/2024: 11:30am - 1:30pm · Location: B017-B020 (35)

Session Chair: Jose Ramon Bonal

11:30am - 11:50am

### Volunteer Motivation, Experience and Outcomes at Chinese Mega Sport Events: A Longitudinal Approach

Chengxiang Lyu, Paul Downward, Jamie Kenyon, Doyoung Pyun

Loughborough University, United Kingdom

11:50am - 12:10pm

### National Multi-sport Events' Impact On Sport Federations And Local Communities

Christian Tolstrup Jensen

Malmö University, Sweden

12:10pm - 12:30pm

### Evolution of Residents' Perceptions of the Social Impact of the 2023 Pan American Games from an Individual and Community Perspective

David Parra-Camacho<sup>1</sup>, Gonzalo Bravo<sup>2</sup>, Daniel Duclos-Bastías<sup>3</sup>, José Miguel Vegara-Ferri<sup>4</sup>

<sup>1</sup>Universitat de València; <sup>2</sup>West Virginia University; <sup>3</sup>Pontificia Universidad Católica de Valparaíso; <sup>4</sup>Universidad de Murcia

12:30pm - 12:50pm

### Scoping Review on the Impact of Hosting Multiple and Recurring Sports Events in Short Periods

Ryuta Yoda

Manchester Metropolitan University, United Kingdom

12:50pm - 1:10pm **Warning: The presentations finish prior to the end of the session!**

### Perceived Value and Behavioral Intentions of Local Marathon Participants

Kozo Tomiyama<sup>1</sup>, Rong Rong<sup>2</sup>

<sup>1</sup>Osaka University of Health and Sport Sciences, Japan; <sup>2</sup>AOS Corporation

## PS 5.6: 5.6 Sport Development and Socio-Cultural Perspectives

Time: Thursday, 05/Sept/2024: 11:30am - 1:30pm · Location: B019 (40)  
Session Chair: Janine Partington

11:30am - 11:50am

### Cultural Differences and Global Migration in Professional Football

Zsolt Havran<sup>1</sup>, Diána Ivett Fűrész<sup>2</sup>, Ákos Jarjabka<sup>2</sup>

<sup>1</sup>Corvinus University of Budapest, Hungary; <sup>2</sup>University of Pécs, Hungary

11:50am - 12:10pm

### Success Against All Odds? Organizational And Performance Development In Scandinavian Elite Football

Kristian Kjølstad Sigvartsen

Nord university, Norway

12:10pm - 12:30pm

### Kick-Starting Desistance and Rehabilitation Processes Through Harnessing The Power Of Football

Carolynne Mason, Christopher Kay, Susan Hillyard, Lara Carter

Loughborough University, United Kingdom

12:30pm - 12:50pm

### Corporate Social Responsibility Within Professional Football: Brand Image Or Community Driven Objectives?

Robbie Millar<sup>1</sup>, Dr Jo Clarke<sup>2</sup>

<sup>1</sup>Sheffield Hallam University, United Kingdom; <sup>2</sup>Leeds Beckett University, United Kingdom

12:50pm - 1:10pm

### Player Perceptions On The Sense Of Community At Grassroots Football Clubs

Anees Ikramullah<sup>1</sup>, Matthew Hindmarsh<sup>2</sup>

<sup>1</sup>University of Westminster, United Kingdom; <sup>2</sup>Liverpool John Moores University, United Kingdom

1:10pm - 1:30pm

### The Career Work of Sport for Development and Peace Practitioners

Mitchell McSweeney, Erjia Guan, Landy Lu

University of Minnesota, United States of America

## PS 5.7: 5.7 Strategy, Leadership and Stakeholder Management in Sport

Time: Thursday, 05/Sept/2024: 11:30am - 1:30pm · Location: A224 (30)

Session Chair: Jan-Willem Van der Roest

11:30am - 11:50am

### Internationalization Strategies Of Large, Medium-sized, And Small Professional Football Clubs - An Assessment In Top European Leagues

Fabian Ulrich<sup>1</sup>, Jan Dimmer<sup>2</sup>

<sup>1</sup>accadis Hochschule Bad Homburg, Germany; <sup>2</sup>EDHEC Business School

11:50am - 12:10pm

### Exploring the Role of Political Astuteness Skills for Managers in Elite Women's Football.

Lauryn O'Callaghan, Seamus Kelly

University College Dublin, Ireland

12:10pm - 12:30pm

### The Influence Of Multi-club Ownership Models On The Sporting Performance And Financial Stability Of Football Clubs In Austria, Portugal And France

Robert Kaspar, Lukas Knauer

Seeburg Castle University, Austria

12:30pm - 12:50pm

### Dynamic Stakeholder Mapping: What The Future Holds For National Professional Sports Associations And Their Stakeholders

Alexandra Büchling, Sascha L. Schmidt

WHU Otto Beisheim School of Management, Germany

12:50pm - 1:10pm

### The Financial Playbook: Reassessing the Worth of NFL Draft Picks

Bryce Hadley<sup>1</sup>, Jun Kim<sup>2</sup>, Youngmin Yoon<sup>3</sup>

<sup>1</sup>Temple University, United States of America; <sup>2</sup>Arcadia University, United States of America; <sup>3</sup>University of North Texas, United States of America

1:10pm - 1:30pm

### Typology and Definition of Multi Club Ownership. A Conceptual and Learning Framework Development.

Michael Anagnostou<sup>1</sup>, Argyro-Elisavet Manoli<sup>2</sup>

<sup>1</sup>Loughborough University, United Kingdom; <sup>2</sup>University of Bergamo, Italy

## PS 5.8: 5.8 Sport Governance, Sport Policy and Sport Law

Time: Thursday, 05/Sept/2024: 11:30am - 1:30pm · Location: B021-B023 (35)

Session Chair: Kyle Rich

11:30am - 11:50am

### Establishing An Executive Office In Voluntary Sports Clubs – Causes, Forms And Consequences From A Governance Perspective

Raphael Stieger<sup>1</sup>, Grazia Lang<sup>1</sup>, Torsten Schlesinger<sup>2</sup>, Luc Schulz<sup>2</sup>, Romano Keller-Meier<sup>1</sup>, Siegfried Nagel<sup>1</sup>

<sup>1</sup>University of Bern, Switzerland; <sup>2</sup>TU Chemnitz, Germany

11:50am - 12:10pm

### Unravelling Democracy in National Sport Federations in Portugal.

Luiz Haas<sup>1</sup>, Abel Correia<sup>2</sup>, Gonzalo Bravo<sup>3</sup>

<sup>1</sup>Universidade Europeia, Portugal; <sup>2</sup>Universidade de Lisboa, Portugal; <sup>3</sup>West Virginia University, USA

12:10pm - 12:30pm

### Sport Policy Analysis in the Province of Quebec, Canada

Erik L. Lachance, Kyle Rich

Brock University, Canada

12:30pm - 12:50pm

### Local Level Response to Institutional Change in SafeSport Programming: A Case Study of US Figure Skating

Jingyi {Alice} Kang, Lisa Kihl

University of Minnesota, United States of America

12:50pm - 1:10pm

### A Comparative Analysis Of Sports Event Hosting Policies in 17 European Countries

Luna Van der Steen<sup>1</sup>, Inge Derom<sup>1</sup>, Jo Van Hoecke<sup>1</sup>, Marijke Taks<sup>2</sup>

<sup>1</sup>Vrije Universiteit Brussel; <sup>2</sup>University of Ottawa

1:10pm - 1:30pm

### How Virtual Sports Became Sports: A Case Study Of World Triathlon's And UCI's Legitimation Strategies Of Virtual Cycling As Disruptive Sport Innovation

Thibault Fouquaert<sup>1</sup>, Anne Tjønndal<sup>2</sup>, Tom De Clerck<sup>1</sup>, Annick Willem<sup>1</sup>

<sup>1</sup>Ghent University, Department of Movement and Sport Sciences, Ghent, Belgium; <sup>2</sup>Nord University, Faculty of Social Sciences, Bodø, Norway

## PS 6.1: 6.1 E-Sport, Innovation and Technology

Time: Thursday, 05/Sept/2024: 2:30pm - 4:30pm · Location: A225 (30)  
Session Chair: Anne Tjørndal

2:30pm - 2:50pm

### Esports Online Live Streaming vs On-site Consumption: A Comparison of Spectator Motivations and Market Segmentation

Sungkyung Kim, Hee Jung Hong

University of Stirling, United Kingdom

2:50pm - 3:10pm

### Riding the Digital Wave: Exploring Athletes' Adoption of Mixed-Reality Sports Platforms

Grzegorz Botwina<sup>1</sup>, Daniel Westmattelmann<sup>2</sup>, Hee Jung Hong<sup>3</sup>, Dimitrios Kolyperas<sup>3</sup>

<sup>1</sup>University of Warsaw, Poland; <sup>2</sup>University of Münster, Germany; <sup>3</sup>University of Stirling, UK

3:10pm - 3:30pm

### A Systematic Quantitative Literature Review of Innovation In Sport Management

Kristina Hoff<sup>1</sup>, Natalie Smith<sup>2</sup>

<sup>1</sup>Sacred Heart University, United States of America; <sup>2</sup>East Tennessee State University

3:30pm - 3:50pm

### Esports And Ecology: An Exploration Of How Esports Organizations and Teams Advocate In Favour Of Environmental Awareness And Sustainability

Giorgio Portaluri<sup>1</sup>, Beatrice Fratangeli<sup>1</sup>, Rita Mura<sup>2</sup>, Francesca Vicentini<sup>1</sup>

<sup>1</sup>University of Rome 'Foro Italico', Italy; <sup>2</sup>University of L'Aquila

3:50pm - 4:10pm

### The Modernization of Monitorization: Technological Adaption and Innovation as Mechanisms for Athlete Surveillance

Chris Corr<sup>1</sup>, Sarah Stokowski<sup>1</sup>, Amanda L. Paule-Koba<sup>2</sup>, Karina Jolly<sup>3</sup>, Richard M. Southall<sup>4</sup>

<sup>1</sup>Clemson University, United States of America; <sup>2</sup>Bowling Green State University, United States of America; <sup>3</sup>Georgia College & State University, United States of America; <sup>4</sup>University of South Carolina, United States of America

4:10pm - 4:30pm

### Toxic Behaviours In Esports Environments: An Integrative Review Of Literature

André Calapez<sup>1</sup>, Tiago Ribeiro<sup>1</sup>, Samuel López-Carril<sup>2</sup>

<sup>1</sup>University of Lisbon, Portugal; <sup>2</sup>Universidad de Castilla-La Mancha, Spain

## PS 6.2: 6.2 Olympic and Paralympic Games

Time: Thursday, 05/Sept/2024: 2:30pm - 4:30pm · Location: B015 (40)  
Session Chair: Angela Rizzo

**2:30pm - 2:50pm**

**Accessible Infrastructure and Social Inclusion: An Athletes' Perspective of the Rio 2016 Paralympic Games.**

**Rodrigo Feller, Haylee U. Mercado**

University of South Carolina, United States of America

**2:50pm - 3:10pm**

**Disability Discourses: Intentionally Misrepresenting Embodiment in Parasport Classification**

**Declan Downie<sup>1</sup>, Adam Purdy<sup>2</sup>, Liz Carlin<sup>1</sup>**

<sup>1</sup>The University of the West of Scotland, British Indian Ocean Territory (United Kingdom); <sup>2</sup>Western University, Ontario, Canada

**3:10pm - 3:30pm**

**Investigating Administrative Legacies From The Rio 2016 Paralympic Games And The Impacts on National Parasport Organisations**

**Carlos Eugenio Zardini Filho**

Griffith University, Australia

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

**Sustainability of the Olympic and Paralympic Games 2024**

**Holger Preuss**

Johannes Gutenberg-University Mainz, Germany

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

**The Volunteer Legacy of the Tokyo 2020 Olympic and Paralympic Games: Is volunteering at the Tokyo 2020 just "Once-in-a-life time" Experience?**

**Fumihiko Kaneko**

Ritsumeikan University, Japan

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

**User Motivations and Responses to Paralympic Content on Social Media: A Longitudinal Analysis Across Six Summer and Winter Games**

**Yoseph Z Mamo, Justin A Haegele**

Old Dominion University, United States of America

## PS 6.3: 6.3 Sustainability and Sport Management

Time: Thursday, 05/Sept/2024: 2:30pm - 4:30pm · Location: A 221 (50)

Session Chair: Gerhard Trosien

2:30pm - 2:50pm

### Environmental Threats to Sport Infrastructure: The Case of Waterfront Sport Venues

Walker J Ross<sup>1</sup>, Gidon Jakar<sup>2</sup>, Berk Uzun<sup>2</sup>

<sup>1</sup>University of Edinburgh, United Kingdom; <sup>2</sup>University of Florida, United States

2:50pm - 3:10pm

### Greenwashing in Sport: Insights, Gaps, and Implications

Josephine Gunilla Sofia Traberg

Norwegian School of Sport Sciences, Norway

3:10pm - 3:30pm

### The Dirty and Loud Side of the Football Bundesliga – An Analysis of Traffic Data

John A. Menge<sup>1</sup>, Christoph Bühren<sup>1</sup>, Hui Hwang<sup>2</sup>, Torsten Schlesinger<sup>3</sup>, Hyunwoong Pyun<sup>2</sup>

<sup>1</sup>Ruhr University Bochum, Germany; <sup>2</sup>Sungkyunkwan University, Korea; <sup>3</sup>Chemnitz University of Technology, Germany

3:30pm - 3:50pm

### Can Elite Sport Ever Be Sustainable? Exploring Degrowth As A Possible Pathway To Enhance Sustainability Practices In Elite Sport

James Thomas Bostock<sup>1</sup>, Pascal Stegmann<sup>3</sup>, Christian Moesch<sup>3</sup>, Attila Szathmári<sup>2</sup>, Andrea Emará<sup>4</sup>

<sup>1</sup>University of Derby, United Kingdom; <sup>2</sup>Corvinus University of Budapest; <sup>3</sup>University of Bern; <sup>4</sup>The Hague University of Applied Sciences

3:50pm - 4:10pm

### Highway To Hell\* Or A More Environmentally Sustainable Organising Of Elite Sport – The Case Of Sweden

H. Thomas R. Persson

Malmö University, Sweden

4:10pm - 4:30pm

### Critical Realism as a Lens for Analyzing Beijing 2022 Winter Sports Participation Legacy

Jingfan Zhou<sup>1</sup>, Athanasios {Sakis} Pappous<sup>1</sup>, Terri Byers<sup>2</sup>

<sup>1</sup>Department for Life Quality Studies, University of Bologna, Italy; <sup>2</sup>Faculty of Kinesiology, University of New Brunswick, Canada

## PS 6.4: 6.4 Sport Marketing and Sponsorship

Time: Thursday, 05/Sept/2024: 2:30pm - 4:30pm · Location: B017-B020 (35)  
Session Chair: Nick Burton

2:30pm - 2:50pm

### **"He's One of Our Own" - An Experimental Study Examining the Effects of Country of Origin and Club Levels on Fans Behavior and Purchase Intentions among Asian Fans of the German Bundesliga**

Matthias Anderski<sup>1,2</sup>, Pascal Stegmann<sup>3</sup>, Geoff Dickson<sup>2</sup>, Rachel Fuller<sup>4</sup>, Tim Ströbel<sup>1</sup>

<sup>1</sup>University of Bayreuth, Germany; <sup>2</sup>La Trobe University, Australia; <sup>3</sup>University of Bern, Switzerland; <sup>4</sup>Ehrenberg-Bass Institute, University of South Australia, Australia

2:50pm - 3:10pm

### **Football Fan Tokens Supporters And Detractors: Uncovering Football Fans' Views Towards Fan Tokens**

Argyro Elisavet Manoli<sup>1</sup>, Gabriele Murtas<sup>1</sup>, Kevin Dixon<sup>2</sup>, Georgios A. Antonopoulos<sup>3</sup>

<sup>1</sup>University of Bergamo, Italy; <sup>2</sup>Teesside University, UK; <sup>3</sup>Northumbria University, UK

3:10pm - 3:30pm

### **Do Fans Care? An Explorative Study on Soccer Fans' Perceptions About the Moral Appropriateness of Unhealthy Sports Sponsorships**

Katho Jacobs<sup>1,2</sup>, Steffi De Jans<sup>2</sup>, Tom Evens<sup>2,3</sup>, Bram Constandt<sup>1</sup>

<sup>1</sup>Department of Movement and Sports Sciences, Ghent University, Belgium; <sup>2</sup>Department of Communication Sciences, Ghent University, Belgium; <sup>3</sup>Interuniversity Microelectronics Centre (IMEC), Leuven, Belgium

3:30pm - 3:50pm

### **Teaming Up For Success: Partnership Objectives In Professional Sport Clubs**

Leonie Theus, Gerco van Dalfsen

Hanze University of Applied Sciences, Netherlands, The

3:50pm - 4:10pm

### **Analysing Commercial Representation by Football Agents in the Football Industry**

Bickram Ram

Loughborough University, United Kingdom

4:10pm - 4:30pm

### **Using Virtual Advertising for International Brand Positioning of European Football Team Sponsors**

Jill Kristin Paarsch, Reinhard Grohs

Seeburg Castle University, Austria

## **PS 6.5: 6.5 Diversity and Inclusion Issues in Sport Management**

*Time:* Thursday, 05/Sept/2024: 2:30pm - 4:30pm · *Location:* A219 (60)

*Session Chair:* Na Young Ahn

**2:30pm - 2:50pm**

**Underrepresentation in English Professional Football: Perspectives From 'The Silent Other'**

**Andrew Kiwomya<sup>1</sup>, Eddie Mightner<sup>2</sup>**

<sup>1</sup>Sheffield Hallam University, United Kingdom; <sup>2</sup>Loughborough University London, United Kingdom

**2:50pm - 3:10pm**

**NCAA Division I African American Student-Athletes: Opening Doors to Graduate Education**

**Bryan Romsa, Katelyn Romsa**

South Dakota State University, United States of America

**3:10pm - 3:30pm**

**Analyzing the Gender Pay Gap in Sports: A Mixed-Method Study on Academic and Public Discourses**

**Gaetano Spera, Gianluca Antonucci**

Department of Business Administration (DEA) - "G. d'Annunzio" University, Chieti-Pescara, Italy.

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

**Transgender Athletes and Elite-Level Sport: Making and Implementing Inclusion Policies**

**Alex Thurston<sup>1</sup>, Gemma Witcomb<sup>2</sup>, Barrie Houlihan<sup>3</sup>**

<sup>1</sup>Loughborough University, United Kingdom; <sup>2</sup>Loughborough University, United Kingdom; <sup>3</sup>Loughborough University, United Kingdom

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

**Women's Professional Team Sport Leagues – A continuum of development.**

**Tracy Taylor<sup>1</sup>, Samantha Marshall<sup>2</sup>, Clare Hanlon<sup>3</sup>**

<sup>1</sup>RMIT, Australia; <sup>2</sup>Victoria University; <sup>3</sup>Victoria University

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

**Revisiting Gender Differences in Sports Participation: Observed versus Unobserved Factors and Implications for Policy**

**Paul Downward**

Loughborough University, United Kingdom

## PS 6.6: 6.6 Sport, Media and Communication

Time: Thursday, 05/Sept/2024: 2:30pm - 4:30pm · Location: B021-B023 (35)  
Session Chair: Iliina Arsova

2:30pm - 2:50pm

### **Niche vs. Mainstream Sports Media Viewing: Analyzing Consumer Experiences in YouTube Sports Documentaries Through Topic Modeling and Sentiment Analysis**

Suyeon Jung<sup>1</sup>, Jordan Bass<sup>1</sup>, Austin Bogina<sup>1</sup>, Woo-young Lee<sup>2</sup>

<sup>1</sup>University of Kansas, United States of America; <sup>2</sup>University of Central Missouri, United States of America

2:50pm - 3:10pm

### **Conceptualising And Testing A Service Quality Measurement Model For Sport Broadcasting Via New Media**

Shanhang Sun, Doyoung Pyun, Serhat Yilmaz

Loughborough University, United Kingdom

3:10pm - 3:30pm

### **Beyond the Broadcast: Understanding Technology Adoption of Sport Broadcasting Technology in South Korea**

Sanghyeon Kim, Adam Karg, Tim Breitbarth, Katherine Raw

Swinburne University of Technology, Australia

3:30pm - 3:50pm

### **Piracy streaming: How And Why A Challenge For The Sport And Media Industry**

Harry Arne Solberg<sup>1</sup>, Jon Martin Denstadli<sup>1</sup>, Cornel Maria Nesseler<sup>2</sup>

<sup>1</sup>Norwegian University of Science and Technology, Trondheim, Norway; <sup>2</sup>University of Stavanger in Norway

3:50pm - 4:10pm

### **Digital Flourishing on Sports OTT Platforms: Motivation, Engagement, and Team Identification**

Suyeon Jung<sup>1</sup>, Hoyoon Jung<sup>2</sup>, Woo-young Lee<sup>3</sup>, Kyuhyun Choi<sup>4</sup>, Alex C. Gang<sup>5</sup>

<sup>1</sup>University of Kansas, United States of America; <sup>2</sup>Texas Tech University, United States of America; <sup>3</sup>University of Central Missouri, United States of America; <sup>4</sup>Seoul National University, South Korea; <sup>5</sup>Washington State University, United States of America

4:10pm - 4:30pm

### **Equity in Sports Media: A Case Study of Swiss Olympics Instagram Coverage of the 2022 Winter Olympics and Enhancing Engagement in Non-Medal Winning Sports Federations**

Larssyn Staley

Swiss Federal Institute of Sport Magglingen, Switzerland

## PS 6.7: 6.7 Broader, New and Critical Aspects of Sport Management

Time: Thursday, 05/Sept/2024: 2:30pm - 4:30pm · Location: A224 (30)  
Session Chair: Francis Spooner O'Neill

2:30pm - 2:50pm

### Measurement Invariance Reporting Practices in Sport Management: Methodological Issues in Cross-Group Comparison Analysis

Bomin Paek<sup>1</sup>, Brent D. Oja<sup>2</sup>, Susan Hutchinson<sup>3</sup>

<sup>1</sup>University of Kansas; <sup>2</sup>Louisiana State University; <sup>3</sup>University of Northern Colorado

2:50pm - 3:10pm

### Navigating the Rationalization of Qualitative Inquiry in the Neoliberal University: Strategies for Resistance and Survival in Sport Management Research

Joshua Isaac Newman<sup>1</sup>, Tarlan Chahardovali<sup>2</sup>, Roc Rochon<sup>3</sup>, Shushan Dai<sup>1</sup>

<sup>1</sup>Florida State University, United States of America; <sup>2</sup>University of South Carolina, United States of America; <sup>3</sup>University of Connecticut, United States of America

3:10pm - 3:30pm

### Winning Without Math – Implications Of The Abolition Of The Away Goals Rule In UEFA Club Competitions

Maximilian Meier-Röhn, Fabian Lehner, Adrian Lenz, Henning Bräuninger

Macromedia Munich, Germany

3:30pm - 3:50pm

### Connecting With Sports Fans: Gambling Marketing Strategies On Instagram

Bidav Tugçe<sup>1</sup>, Kerr Aphra<sup>1</sup>, Paul Kitchin<sup>2</sup>, McEvoy Erin<sup>3</sup>, O'Brennan John<sup>1</sup>

<sup>1</sup>Department of Sociology, Maynooth University, Ireland; <sup>2</sup>School of Sport, Ulster University, United Kingdom; <sup>3</sup>Management, Leadership and Marketing, Ulster University, United Kingdom

3:50pm - 4:10pm

### Effect Of Digital Economy On The Intelligentization Of National Fitness In Mainland Of China Sports Cities: The Threshold Effect

Haodong Zhang, Bo Yuan, Yan Zhu

Dalian University of Technology, China

4:10pm - 4:30pm

### Multi-Club Ownership: A New Business Model in Football

Adam Metelski<sup>1</sup>, Konstantin Kornakov<sup>2</sup>, Olivier Jarosz<sup>3</sup>

<sup>1</sup>Poznań University of Economics and Business, Poland; <sup>2</sup>LTT Sports, Scotland; <sup>3</sup>LTT Sports, Switzerland

## PS 6.8: 6.8 Sport Governance, Sport Policy and Sport Law

Time: Thursday, 05/Sept/2024: 2:30pm - 4:30pm · Location: B019 (40)  
Session Chair: Annick Willem

2:30pm - 2:50pm

### Organisational Change Within Sport Governing Bodies: The Role of Trust and Organisational Culture in Merger Decision-Making

Marcel Fahrner<sup>1</sup>, Lara Lesch<sup>2</sup>

<sup>1</sup>University of Tübingen, Germany; <sup>2</sup>Bielefeld University, Germany

2:50pm - 3:10pm

### Legitimacy Of Competing Golf Tournament Series: An Interview Study On Fan Perspectives

Christian Brandt, Heiko Heidenreich, Markus Kurscheidt

University of Bayreuth, Germany

3:10pm - 3:30pm

### Towards A More Differentiated Understanding Of Organisational Change – A Conceptual Framework For Cross-Case Processual Analysis Of Voluntary Sports Organisations

Grazia Lang<sup>1</sup>, Torsten Schlesinger<sup>2</sup>, Romano Keller-Meier<sup>1</sup>, Luc Schulz<sup>2</sup>, Raphael Stieger<sup>1</sup>, Siegfried Nagel<sup>1</sup>

<sup>1</sup>University of Bern, Switzerland; <sup>2</sup>Chemnitz University of Technology, Germany

3:30pm - 3:50pm

### Organizational Change in Hockey Canada: A Quantitative Analysis of Policy Impact?

Kevin Mongeon, Eric MacIntosh

University of Ottawa, Canada

3:50pm - 4:10pm

### Drivers and Barriers for HRM Gender DEI Policies in Sport Governing Bodies

Lara Lesch<sup>1</sup>, Erik L. Lachance<sup>2</sup>, Shannon Kerwin<sup>2</sup>, Pamela Wicker<sup>1</sup>

<sup>1</sup>Bielefeld University, Germany; <sup>2</sup>Brock University, Canada

4:10pm - 4:30pm

### Perceptions of Safe Sport Practices and Decision-Making in Canadian Community Sport Organizations

Katie E. Misener<sup>1</sup>, Alison Doherty<sup>2</sup>, Kaleigh Pennock<sup>1</sup>, Josh Llewellyn<sup>1</sup>

<sup>1</sup>University of Waterloo, Canada; <sup>2</sup>Western University, Canada

## PS 7.1: 7.1 Sport Tourism and Events

Time: Friday, 06/Sept/2024: 9:00am - 11:00am · Location: A225 (30)  
Session Chair: James Andrew Kenyon

9:00am - 9:20am

### Using a Smart-Phone Application to Market Sport Tourism: The Case of “Go Bike.”

Kostas Alexandris<sup>1</sup>, Apostolia Ntovoli<sup>1</sup>, Tsali Ourania<sup>1</sup>, Anoyrkati Eleni<sup>2</sup>, Myrovali Glykeria<sup>3</sup>, Thomas Karagiorgos<sup>1</sup>

<sup>1</sup>Aristotle University of Thessaloniki, Greece; <sup>2</sup>Coventry University, UK; <sup>3</sup>Centre for Research and Technology-Hellas / (CERTH/HIT)

9:20am - 9:40am

### Applying the Customer Experience Modeling Method in the Context of Running Events

Kyriaki Anastasiadou<sup>1</sup>, Nikolaos Theodorakis<sup>1</sup>, George Tsiolis<sup>2</sup>, Konstantinos Alexandris<sup>3</sup>, George Kosta<sup>4</sup>

<sup>1</sup>Aristotle University of Thessaloniki, Serres, Greece; <sup>2</sup>University of Crete, Rethymno, Greece; <sup>3</sup>Aristotle University of Thessaloniki, Thessaloniki, Greece; <sup>4</sup>Democritus University of Thrace, Komotini, Greece

9:40am - 10:00am

### Participant Segmentation in an International Marathon Using Unsupervised Machine Learning Techniques: A Case Study of the Madrid Popular Marathon

Iván Iván-Baragaño<sup>1</sup>, Benito Pérez-González<sup>2</sup>, Javier Del Arco<sup>1</sup>, Victor Jiménez Díaz-Benito<sup>1</sup>, José Bonal<sup>1</sup>

<sup>1</sup>Faculty of Sport Sciences, Universidad Europea de Madrid, Spain; <sup>2</sup>Faculty of Business and Communication, Universidad Internacional de La Rioja

10:00am - 10:20am

### Exploring Individual-level Knowledge Management to Help Sustain Major Sport Event Legacies

Jounghwa Son, Landy Lu, Lisa Kihl

University of Minnesota, United States of America

10:20am - 10:40am **Warning: The presentations finish prior to the end of the session!**

### Internationalization Strategies Of Leading Marathon Races

Juan L. Paramio-Salcines<sup>1</sup>, Ramón Llopis-Goig<sup>2</sup>, Jong-Chae Kim<sup>3</sup>

<sup>1</sup>Universidad Autónoma, Madrid, Spain; <sup>2</sup>Universidad de Valencia, Valencia, Spain; <sup>3</sup>Fairleigh Dickinson University, United States

## PS 7.2: 7.2 Diversity and Inclusion Issues in Sport Management

Time: Friday, 06/Sept/2024: 9:00am - 11:00am · Location: A 221 (50)  
Session Chair: Diána Ivett Fűrész

9:00am - 9:20am

### Willingness of Voluntary Sport Clubs to Implement/Develop Integration Programmes – A Typology Based on the Concept of Organisational Identity

Siegfried Nagel<sup>1</sup>, Josef Fahlén<sup>2</sup>, Cecilia Stenling<sup>2</sup>, Torsten Schlesinger<sup>3</sup>, Peter Ehnold<sup>4</sup>, Karsten Elmoose-Østerlund<sup>5</sup>, Andreas Gohritz<sup>4</sup>, Bjarne Ibsen<sup>5</sup>, Henning Jarck<sup>6</sup>, Ørnulf Seippel<sup>7</sup>, Åse Strandbu<sup>7</sup>, Alison Doherty<sup>8</sup>, Justin Robar<sup>8</sup>

<sup>1</sup>University of Bern, Switzerland; <sup>2</sup>Umea University, Sweden; <sup>3</sup>Chemnitz University of Technology, Germany; <sup>4</sup>IST University of Management Düsseldorf, Germany; <sup>5</sup>University of Southern Denmark, Denmark; <sup>6</sup>Ruhr University Bochum, Germany; <sup>7</sup>Norwegian School of Sports Sciences, Norway; <sup>8</sup>Western University, Canada

9:20am - 9:40am

### Between Eudemonia and Exhaustion: Emotion Management Among Sport Leaders Working with Social Inclusion

Hans Erik Næss<sup>1</sup>, Svendsen Mari<sup>2</sup>

<sup>1</sup>Kristiania University College; <sup>2</sup>Kristiania University College

9:40am - 10:00am

### Inclusion of Indigenous Peoples as a Legacy of a Cancelled Olympic Bid: Sámi in Norway

Dilara Valiyeva, Inge Hermanrud

Inland Norway University of Applied Sciences, Norway

10:00am - 10:20am

### How Team Faultlines Influence Organisational Performance In Diversified Sport Industry: The Synergistic Impact Of Multiple Diversity Attributes

Jiayao Qi<sup>1</sup>, Yinle Huang<sup>2</sup>

<sup>1</sup>University of South Carolina, United States of America; <sup>2</sup>University of Alberta, Canada

10:20am - 10:40am

### Performance Management in Public Sports Facilities

Umit Behrem

Leeds Beckett University, United Kingdom

10:40am - 11:00am

### Challenges of Active Aging: Exploring the Impact of Perceived Age Discrimination on Participation in Leisure Activities among Older Adults

Zahra Mohammadi, Sara Keshkar, Habib Honari, Gholamali Kargar, Farzad Ghafouri

Allameh Tabataba'i University, Iran, Islamic Republic of

## PS 7.3: 7.3 Sport Governance, Sport Policy and Sport Law

Time: Friday, 06/Sept/2024: 9:00am - 11:00am · Location: B017-B020 (35)  
Session Chair: Raphael Stieger

9:00am - 9:20am

### Ready or Not, AI is Coming to the Olympics: Legal and Marketing Considerations

Suji Kim, John Grady

University of South Carolina, United States of America

9:20am - 9:40am

### Will Puma Steal Olympic Gold? A Case Study of Rule 40 Implementation for Paris 2024

John Grady, Khalid Ballouli, Mickey Britt

University of South Carolina, United States of America

9:40am - 10:00am

### Safeguarding For Whom? A Critical Policy Analyse Of The IOC's Safeguarding Documents

Zohreh Abdollahkhani

University of South Eastern Norway, Norway

10:00am - 10:20am

### Exploring the Relation between Ethics Cultures and Fraud Occurrence in Community Sport Organizations.

Gema Souvenir<sup>1</sup>, Tom De Clerck<sup>1</sup>, Cleo Schyvinck<sup>1</sup>, Wim Hardyns<sup>2</sup>, Annick Willem<sup>1</sup>

<sup>1</sup>Department of Movement and Sport Sciences, Ghent University, Belgium; <sup>2</sup>Department of Criminology, Criminal Law and Social Law, Ghent University, Belgium

10:20am - 10:40am

### Analysis Of The Summer Olympic Games - A Cluster Analysis Of Hungary And Its Competitors 1996-2016

Erika Kendelényi-Gulyás, Ágoston Koch

Hungarian University of Sports Science, Hungary

10:40am - 11:00am

### Managing Ethical Behavior in Sports Organizations: An Exploration of Implementation Processes Defined in the Codes of Ethics of Leading Sports Organizations

Andres Meneses, Thomas Könecke

Faculty of Movement and Rehabilitation Sciences, KU Leuven, 3001 Leuven, Belgium

## PS 7.4: 7.4 Sport Development and Socio-Cultural Perspectives

Time: Friday, 06/Sept/2024: 9:00am - 11:00am · Location: B015 (40)  
Session Chair: Joanne Clarke

### Exploring Shared Experiences As Citizen Sport Diplomats: A Collaborative Self-Ethnography

Randall J. Griffiths<sup>1</sup>, Jacob K. Tingle<sup>2</sup>, Angela Breidenstein<sup>2</sup>

<sup>1</sup>University of the Incarnate Word; <sup>2</sup>Trinity University

### RAE at Womens Football in the BIG 5 Professional European Leagues

Benito Pérez González<sup>1</sup>, José Bonal Sánchez<sup>2</sup>, Pablo Burillo<sup>2</sup>, Álvaro Fernández Luna<sup>2</sup>, Jairo León Quismondo<sup>2</sup>

<sup>1</sup>Universidad Internacional de la Rioja, Spain; <sup>2</sup>Universidad Europea de Madrid, Spain

### Understanding University-Club Player Transitions: A Case Study on Female Rugby Union Players In England

Janine Partington, Alexander Bond

Leeds Beckett University, United Kingdom

### Leaders beyond sport: A comparative analysis of international and domestic National Collegiate Athletic Association athletes' leadership competencies

Karina Jolly<sup>1</sup>, Chris Corr<sup>2</sup>, Amanda L. Paule-Koba<sup>3</sup>, Nicole Sellars<sup>4</sup>

<sup>1</sup>Georgia College & State University, United States of America; <sup>2</sup>Clemson University, United States of America; <sup>3</sup>Bowling Green State University, United States of America; <sup>4</sup>Troy University, United States of America

### The College Choice Process of NCAA International Student-Athletes

Katelyn Romsa, Kaylin De Alemida, Bryan Romsa

South Dakota State University, United States of America

### What Works And Why In Place-Based Sport And Physical Activity Development: A Realist-Informed Evaluation Of 'Active Through Football'

Dan Bates

Leeds Beckett University, United Kingdom

## PS 7.5: 7.5 Sport Management Education

Time: Friday, 06/Sept/2024: 9:00am - 11:00am · Location: B021-B023 (35)

Session Chair: Bart van Bezooijen

9:00am - 9:20am

### What Can Determine a Person's Career in Sports Management? Case of Lithuania

Vilija Bite Fominiene, Inga Staskeviciute Butiene, Karolina Deliautaite, Irena Valantine

Lithuanian Sports University, Lithuania

9:20am - 9:40am

### Source Of Competencies And Knowledge Among Sport Industry Professionals In India With Limited Sport Management Higher Education

Sandhya Manjunath<sup>1</sup>, David Nichols<sup>2</sup>, Kimberly Miloch<sup>2</sup>, Laura Trujillo-Jenks<sup>2</sup>

<sup>1</sup>James Madison University, United States of America; <sup>2</sup>Texas Woman's University

9:40am - 10:00am

### "Investigation of Factors Affecting Learning Transfer in Developing Sport Environment: Case of Dream Together Master Program"

Jeehyun Kang, Joon-ho Kang

Seoul National Univ., Korea, Republic of (South Korea)

10:00am - 10:20am

### Sportification Approach for the Challenge of Social Inclusion

Sara Nosari, Amedeo Giani

University of Turin, Italy

10:20am - 10:40am Warning: The presentations finish prior to the end of the session!

### Discovering Best Practices for Teaching Critical Thinking to Sport Management Students

Paul E. Keiper, Wendi Zimmer

Texas A&M University, United States of America

## PS 7.6: 7.6 Sport Marketing and Sponsorship

Time: Friday, 06/Sept/2024: 9:00am - 11:00am · Location: B019 (40)  
Session Chair: Leonie Theus

9:00am - 9:20am

### Unpacking Sport Brand Co-creation: An Empirical Examination of Brand Co-creation Performances

Lars Brand, Matthias Anderski, Tim Ströbel

University of Bayreuth, Germany

9:20am - 9:40am

### Effectiveness Of Marketing Strategies For The Introduction Of Discgolf To The Market: The Case Of The Baltic States

Inga Staskeviciute Butiene, Mireta Jurgeleviciute

Lithuanian Sports University, Lithuania

9:40am - 10:00am

### Predicting Fans' Social Media Engagement: The Role of Brand Associations and Team Identification.

Yannis Lianopoulos<sup>1</sup>, Charitomeni Tsordia<sup>2</sup>, Vassilis Kassis<sup>3</sup>, Nicholas D. Theodorakis<sup>1</sup>, George Costa<sup>4</sup>

<sup>1</sup>Aristotle University of Thessaloniki, Greece; <sup>2</sup>The American College of Greece, Greece; <sup>3</sup>Hellenic Open University; <sup>4</sup>Democritus University of Thrace, Greece

10:00am - 10:20am

### The Effect of Fitness Center's Spatial Layout, Rapport with Trainer, and Consumers' Price Sensitivity on Satisfaction

Geumjeong Lim<sup>1</sup>, Hyunwoo Kim<sup>2</sup>, Heeyeon Park<sup>3</sup>

<sup>1</sup>Seoul National University, Korea, Republic of (South Korea); <sup>2</sup>Konkuk University, Korea, Republic of (South Korea); <sup>3</sup>Seoul National University, Korea, Republic of (South Korea)

10:20am - 10:40am Warning: The presentations finish prior to the end of the session!

### The Effects of Social Isolation and Perceived Ease of Use of Purchasing Online Tickets for Sports Games on Suicide Intentions of the Elderly

Hyunwoo Kim<sup>1</sup>, Geumjeong Lim<sup>2</sup>, Yoonsik Hong<sup>3</sup>

<sup>1</sup>Konkuk University, Korea, Republic of (South Korea); <sup>2</sup>Seoul National University, Korea, Republic of (South Korea); <sup>3</sup>Seoul National University, Korea, Republic of (South Korea)

## PS 7.7: 7.7 Sport Consumer Behaviour

Time: Friday, 06/Sept/2024: 9:00am - 11:00am · Location: A219 (60)

Session Chair: Anton Behrens

9:00am - 9:20am

### Time to Say Goodbye? - An Analysis of German Football Fans' Exit Tendencies

Martin Kaden<sup>1</sup>, Christian Brandt<sup>2</sup>, Sebastian Björn Bauers<sup>1</sup>, Gregor Hovemann<sup>1</sup>

<sup>1</sup>Department of Sport Economy and Sport Management, Leipzig University, Leipzig, Germany; <sup>2</sup>Bayreuth Center of Sport Science, University of Bayreuth, Bayreuth, Germany

9:20am - 9:40am

### The impact of the Alcohol Prohibition Policy in El Salvador's Football League and its Impact on Fan Satisfaction and Fan Consumerism.

Rodrigo Alejandro Arguello Roa, Ryuta Yoda

Manchester Metropolitan University, United Kingdom

9:40am - 10:00am

### A Conceptual Framework for Enhancing Sport Fans' Cultural Intelligence

Paul Yuseung Doh<sup>1</sup>, Chanwook Do<sup>1</sup>, Han Soo Kim<sup>2</sup>

<sup>1</sup>Texas A&M University, United States of America; <sup>2</sup>University of Central Arkansas, United States of America

10:00am - 10:20am

### Football Clubs as Facilitators of Regional Equity

Petri Jaakko Lintumäki, Ruben Anderlan, Lion Wetzel, Martin Schnitzer

University of Innsbruck, Austria

10:20am - 10:40am

### The Impact of BIRFing and CORFing on Reviewing and Switching Intentions: Mediating Effects of Hope and Anger and Moderating Effects of Sport Type

Dohee Lee, Hyunjung Song, Onyu Choi, Choong hoon Lim

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

10:40am - 11:00am

### True Desire from Far Away: Exploring the Antecedents of Fandom, Team Identification, and Loyalty of Hungarian NFL Satellite Fans

Attila Kajos

Corvinus University of Budapest, Hungary

## PS 8.1: 8.1 Sport, Media and Communication

Time: Friday, 06/Sept/2024: 11:30am - 1:30pm · Location: A224 (30)  
Session Chair: Shanhang Sun

11:30am - 11:50am

**When Sport Scandals go Beyond Sport: Media Analysis of the 2023 Rubiales Controversy**

Pim Verschuuren, Noemi Garcia-Arjona

VIPS2 - Université Rennes 2, France

11:50am - 12:10pm

**Discriminatory Online Abuse in Women's Sport: A Longitudinal Examination**

Lauren Burch<sup>1</sup>, Andrea Geurin<sup>1</sup>, Emily Hayday<sup>1</sup>, Thomas Baker<sup>2</sup>

<sup>1</sup>Loughborough University London, United Kingdom; <sup>2</sup>University of Georgia

12:10pm - 12:30pm

**Changing Careers For High-level Athletes: Gender-differentiated Media Coverage?**

Elodie Saraiva

Université Gustave Eiffel, France

12:30pm - 12:50pm

**Beyond Viewing: Exploring Individual Motivations and Attitudinal Responses to Women's Sport on Social Media**

Yoseph Zemedede Mamo, Lynn Ridinger

Old Dominion University, United States of America

12:50pm - 1:10pm

**The Self-presentation of Sportswomen on Digital Social Networks: Between Protest Positioning and Economic Stakes**

Marion Philippe, Emma Joli, Samuel Pradier

Université Gustave-Eiffel, France

1:10pm - 1:30pm

**Beyond Women Climbing in Skirts: Media Framing of Choluta Mountaineers**

Iliana Arsova, Lars Dzikus, Anton Schulz

University of Tennessee Knoxville, United States of America

## PS 8.2: 8.2 Diversity and Inclusion Issues in Sport Management

Time: Friday, 06/Sept/2024: 11:30am - 1:30pm · Location: A 221 (50)

Session Chair: Mari Svendsen

11:30am - 11:50am

### **Building Community Inclusion and Sense of Belonging Through Sport: Insights for Managing Sport Development Practice.**

Haydn Morgan, Andrew Manley, Anthony Bush

University of Bath, UK

11:50am - 12:10pm

### **Building Capacity In Collegiate Disability Sport Programmes: An Examination Of The University of Michigan's Adaptive Sport Programme**

Christine Lynn Maleske<sup>1</sup>, Stacy-Lynn Sant<sup>2</sup>

<sup>1</sup>Wayne State University, United States of America; <sup>2</sup>University of Michigan, United States of America

12:10pm - 12:30pm

### **Sport Club Practice and Perspectives on Disability Inclusion**

Mel Johnston<sup>1</sup>, Sophie Leveridge<sup>2</sup>, Rebecca Scott<sup>3</sup>, Michael Naylor<sup>4</sup>, Linden Moore<sup>1</sup>

<sup>1</sup>Auckland University of Technology; <sup>2</sup>Special Olympics; <sup>3</sup>Sport New Zealand; <sup>4</sup>Loughborough University

12:30pm - 12:50pm

### **Measuring Social Inclusion Through Sport**

Diána Ivett Fűrész<sup>1</sup>, James P Strode<sup>2</sup>, Gábor Rappai<sup>1</sup>

<sup>1</sup>University of Pecs, Hungary; <sup>2</sup>Ohio University

12:50pm - 1:10pm

### **Participants' Experiences of Low Threshold Inclusive Sport and Cultural Activities for Women – a Case Study from Norway**

Solveig Straume

Molde University College, Norway

1:10pm - 1:30pm

### **Sport Events with a Purpose: A Case Study of UCI Cycling World Championships**

Gayle McPherson<sup>1</sup>, David McGillivray<sup>1</sup>, Laura Misener<sup>2</sup>

<sup>1</sup>University of The West of Scotland; <sup>2</sup>Western University

## PS 8.3: 8.3 Sustainability and Sport Management

Time: Friday, 06/Sept/2024: 11:30am - 1:30pm · Location: A219 (60)  
Session Chair: Kijae Chae

11:30am - 11:50am

### Do Professional Sport Organisations Walk the Talk? An Investigation of Tensions Related to Corporate Social Responsibility Implementation Structures

Marie B De Cock, Cleo Schyvinck, Annick Willem, Bram Constandt  
Ghent University, Belgium

11:50am - 12:10pm

### Game Changers: Environmental Sustainability Change Processes in Sport Organizations

Siri Børset Solstad, Chris Horbel  
Norwegian School of Sport Sciences, Norway

12:10pm - 12:30pm

### Understanding Key Drivers Of Sustainable Travel Behaviour – A Focus On The European Association Of Sport Management Conference

Nicole Koenig-Lewis<sup>1</sup>, Andrea Collins<sup>1</sup>, Ioannis Konstantopoulos<sup>2</sup>, Martin Schnitzer<sup>3</sup>, Brian P. McCullough<sup>4</sup>  
<sup>1</sup>Cardiff University, United Kingdom; <sup>2</sup>University of Lausanne, Switzerland; <sup>3</sup>University of Innsbruck, Austria; <sup>4</sup>Texas A&M University, USA

12:30pm - 12:50pm

### Understanding Social Sustainability: A Systematic Literature Review Towards Developing a Framework of Indicators for Staging Future Mega Sport Events.

Stefaan Van Waes<sup>1</sup>, Fred Lemke<sup>1</sup>, Ingrid Molderez<sup>2</sup>, Johan Eyckmans<sup>2</sup>  
<sup>1</sup>Vlerick Business school,; <sup>2</sup>Katholieke Universiteit Leuven

12:50pm - 1:10pm

### Climate Change Perceptions and Pro-Environmental Behaviours Among EPL Fans in China and Hong Kong

James Andrew Kenyon, Nick Lumley-Smith, Zijian Zheng  
Loughborough University, United Kingdom

1:10pm - 1:30pm

### Exploring the Environmental Impacts of Sport: a Life Cycle Assessment (LCA) of a Multi-day Sport Event

Tiberio Daddi, Alessio Novi, Fabio Iraldo  
S.Anna School of Advanced Studies, Italy

## PS 8.4: 8.4 Sport Development and Socio-Cultural Perspectives

Time: Friday, 06/Sept/2024: 11:30am - 1:30pm · Location: B015 (40)

Session Chair: Alvaro Fernandez-Luna

11:30am - 11:50am

### Public Experiences, Capital Building, and Support for Sport Events – The Case of the Asian Men's Handball Qualification for Paris 2024 Olympic Games

Claudio Rocha<sup>1</sup>, Dalia Farrag<sup>2</sup>, Vassil Girginov<sup>3</sup>, Marwa Ghanem<sup>2</sup>, Othman Al Thawadi<sup>2</sup>

<sup>1</sup>University of Stirling, United Kingdom; <sup>2</sup>Qatar University; <sup>3</sup>Brunel University

11:50am - 12:10pm

### Understanding the factors influencing participation and/or non-participation of adult male Rugby Union Players in England

Joanne Clarke, Alex Bond, Janine Partington, Thadeu Gasparetto

Leeds Beckett University, United Kingdom

12:10pm - 12:30pm

### The Way of Harmony: A Study of the Regional Image of the Opening Ceremony of the 4th Asian Para Games Hangzhou, China

Yan Zhu, Qiuzhen Tang, Houwen Cao

Dalian University of Technology, China, People's Republic of

12:30pm - 12:50pm

### Role Models in Motion: Daiane dos Santos' Impact on Gymnastics and Youth Development in Brazil

William Ferraz de Santana, Kyriaki Kaplanidou

University of Florida, United States of America

12:50pm - 1:10pm

### 'He Comes From A Family Where Abuse And Drugs Was Just The Norm': Shared Experiences As Cultural Capital For Mentors Working At Sport For Development Programmes In Underserved Communities

Caron Walpole<sup>1</sup>, Carolynne Mason<sup>1</sup>, Tarryn Godfrey<sup>2</sup>

<sup>1</sup>Loughborough University; <sup>2</sup>Brunel University London

1:10pm - 1:30pm

### Olympic Career Development: Strategic Approaches to Post-Sport Transitions in Europe and South America.

Susan Indira Egoavil, Christopher Hautbois

Paris Saclay University

## PS 8.5: 8.5 Strategy, Leadership and Stakeholder Management in Sport

Time: Friday, 06/Sept/2024: 11:30am - 1:30pm · Location: B017-B020 (35)

Session Chair: Lauren Burch

11:30am - 11:50am

### Conceptualisation and Analysis of a Federation Advisory Program for Voluntary Sports Clubs

Marisa Moser, Matthias Buser, Nagel Siegfried

University of Bern, Switzerland

11:50am - 12:10pm

### Professionalization of Corporate Social Responsibility in Dutch football

Jan-Willem Van der Roest<sup>1,2</sup>, Frank Van Eekeren<sup>2</sup>

<sup>1</sup>Amsterdam University of Applied Sciences, Netherlands, The; <sup>2</sup>Utrecht University

12:10pm - 12:30pm

### Resiliency in Community-Based Nonprofit Sport Organizations

Géraldine Zeimers<sup>1</sup>, Per G. Svensson<sup>2</sup>

<sup>1</sup>UC Louvain, Belgium; <sup>2</sup>Louisiana State University, United States of America

12:30pm - 12:50pm

### Comparative Analysis of Sport Systems: Examining Structure, Strategies, and Public Funding in Relation to Olympic Outcomes in Hungary, Poland, Slovakia, and Romania

Fateme Zare, Krisztina Sisa, Nikoletta Sipos-Onyestyák, Péter Szabó

Hungarian University of Sports Science, Hungary

12:50pm - 1:10pm

### Corporate Social Responsibility in Chinese Sport: A Qualitative Analysis of Stakeholder Perceptions

Zhe Wang, Daniel Read, Lauren Burch

Loughborough University, United Kingdom

1:10pm - 1:30pm

### Challenges in Digital Knowledge Management

Sebastian Merten<sup>1,2,3</sup>, Sascha L. Schmidt<sup>1</sup>, Mathieu Winand<sup>2,3</sup>

<sup>1</sup>WHU – Otto Beisheim School of Management, Center for Sports and Management, 40233 Düsseldorf, Germany; <sup>2</sup>LUNEX, Department of Management, 50, Avenue du Parc des Sports, L-4671 Differdange, Luxembourg; <sup>3</sup>Luxembourg Health & Sport Sciences Research Institute A.s.b.l., 50, Avenue du Parc des Sports, Differdange, L-4671, Luxembourg

## PS 8.6: 8.6 E-Sport, Innovation and Technology

Time: Friday, 06/Sept/2024: 11:30am - 1:30pm · Location: B021-B023 (35)  
Session Chair: Anna Gerke

11:30am - 11:50am

### Make or Buy? From decision-making to performance: The case of E-League 1 Uber Eats

Mickael Terrien<sup>1</sup>, De Moor William<sup>2</sup>, Durand Christophe<sup>2</sup>

<sup>1</sup>University of Lausanne, Switzerland; <sup>2</sup>Université de Caen Normandie, France

11:50am - 12:10pm

### Technological, Individual, and Organizational Determinants of Sport Managers' Perception of Digital Technologies Degree of Innovativeness for Sport Organizations – A Quantitative Study

Pascal Stegmann<sup>1</sup>, Arthur Lefebvre<sup>2</sup>, Géraldine Zeimers<sup>2</sup>

<sup>1</sup>Institute of Sport Science, University of Bern, Switzerland; <sup>2</sup>Louvain Research Institute in Management and Organization, Université Catholique de Louvain

12:10pm - 12:30pm

### Spontaneous Recall of Esports Sponsoring Brands in Spain: a Cross-sectional Study Using RandomForest Technique

Alvaro Fernandez-Luna, Jairo Leon-Quismondo, Mercedes Leguina, Pablo Burillo, Ricardo Macias, Iyan Ivan-Baragaño

Universidad Europea de Madrid. Faculty of Sport Sciences, Spain

12:30pm - 12:50pm

### The Gendering of Technological Innovations in Sports Coaching and Refereeing

Anne Tjønndal, Sigbjørn Skirbekk, Egil Rogstad, Stian Røsten

Nord University, Norway

12:50pm - 1:10pm **Warning: The presentations finish prior to the end of the session!**

### Exploring the Health and Wellbeing Needs of Older Adults and Evaluating a Hybrid Programme for Older Adults

Hee Jung Hong, Sungkyung Kim, Caitlin Rattray, Ross Walker

University of Stirling, United Kingdom

## **PS 8.7: 8.7 Sport Governance, Sport Policy and Sport Law**

*Time:* Friday, 06/Sept/2024: 11:30am - 1:30pm · *Location:* B019 (40)

*Session Chair:* Zohreh Abdollahkhani

**11:30am - 11:50am**

### **Institutional Work in Response to Criminal Interference in Community Sport Organizations**

**Maarten van Bottenburg<sup>1</sup>, Inge Claringbould<sup>2</sup>**

<sup>1</sup>Utrecht University, School of Governance, the Netherlands; <sup>2</sup>Utrecht University, School of Governance, the Netherlands

**11:50am - 12:10pm**

### **Investigating the Legitimation Work of the UEFA Financial Fair Play**

**Liwei Jiang, Jinsu Byun, Joon Sung Lee**

Yonsei University, Korea, Republic of (South Korea)

**12:10pm - 12:30pm**

### **A Concept For The Implementation Of Transfer Fees in North American Sports**

**Robert Romano**

St. John's University, United States of America

**12:30pm - 12:50pm**

### **The Use of Football Refereeing Technology Among Referee**

**Sixu Deng**

Waseda University, Japan

**12:50pm - 1:10pm**

### **Linking Professionalisation and Volunteering in Voluntary Sports Clubs – Benefits and Challenges**

**Siegfried Nagel<sup>1</sup>, Romano Keller-Meier<sup>1</sup>, Grazia Lang<sup>1</sup>, Luc Schulz<sup>2</sup>, Raphael Stieger<sup>1</sup>, Torsten Schlesinger<sup>2</sup>**

<sup>1</sup>University of Bern, Switzerland; <sup>2</sup>Chemnitz University of Technology, Germany

**1:10pm - 1:30pm**

### **Evolving our Understanding of Safe Sport Education: Studying Canadian Safe Sport Resources and Instruction**

**Michael Van Busse, Kirsty Spence, Olan Scott, Curtis Fogel, Ryan Clutterbuck, Taylor McKee**

Brock University, Canada

## **PS 9.1: 9.1 ESMQ New Research Award**

*Time:* Friday, 06/Sept/2024: 3:40pm - 5:00pm · *Location:* Amphithéâtre

*Session Chair:* Kathy Babiak

*Session Chair:* Simon Shibli

**3:40pm - 4:00pm**

### **Advancing the Global-Local Nexus: The Spatiotemporal Interface for the Effect of the Sport Industry on Community Resilience**

**Changwook Kim<sup>1</sup>, Jinwon Kim<sup>2</sup>, Inoue Yuhei<sup>3</sup>**

<sup>1</sup>Brock University, Canada; <sup>2</sup>University of Florida, United States; <sup>3</sup>Manchester Metropolitan University, United Kingdom

**4:00pm - 4:20pm**

### **What Does a Network of Sports Fans Look Like? A Study on the Formation of Social Networks and Information Diffusion**

**Hong Wei Yang<sup>1</sup>, Song Mi Song<sup>2</sup>, Choong Hoon Lim<sup>2</sup>**

<sup>1</sup>The University of Suwon; <sup>2</sup>Seoul National University

**4:20pm - 4:40pm Warning: The presentations finish prior to the end of the session!**

### **Theorizing Non-Profit Sport Organization Board Decision Making**

**Erik L. Lachance<sup>1</sup>, Shannon Kerwin<sup>1</sup>, Russell Hoye<sup>2</sup>**

<sup>1</sup>Brock University, Canada; <sup>2</sup>La Trobe University, Australia

## PS 9.2: 9.2 Broader, New and Critical Aspects of Sport Management

Time: Friday, 06/Sept/2024: 3:40pm - 5:00pm · Location: A224 (30)

Session Chair: Joshua Isaac Newman

3:40pm - 4:00pm

### Impact of Sport Mega-event on Socioeconomically Vulnerable Residents in Small Host Regions

Chan Hyeon Hur<sup>1</sup>, Nicholas M. Watanabe<sup>1</sup>, Grace Yan<sup>1</sup>, Brian P. Soebbing<sup>2</sup>

<sup>1</sup>University of South Carolina, United States of America; <sup>2</sup>University of Alberta, Canada

4:00pm - 4:20pm

### Mental Well-Being Support Expectations of Future Sport Employees

Wendi Kamman Zimmer<sup>1</sup>, Peter Boedeker<sup>2</sup>

<sup>1</sup>Texas A&M University, United States of America; <sup>2</sup>Baylor College of Medicine, United States of America

4:20pm - 4:40pm

### Exercise at Work: Managing Promising Visions in a Troublesome Reality – an Example of Distributed Leadership

Ulrik Wagner, Marie Overbye

University of Copenhagen, Denmark

4:40pm - 5:00pm

### The Dilemma Of Community Sports Collaborative Governance And The Cracking Path Choice- -based On SFIC Model Analysis

Kun Wang<sup>1</sup>, 滨雁 汤<sup>2</sup>, Jianhui Dai<sup>3</sup>, Shenghe Yang<sup>4</sup>

<sup>1</sup>Soochow University,china; <sup>2</sup>Soochow University,China; <sup>3</sup>Soochow University, China, People's Republic of; <sup>4</sup>Soochow University, China, People's Republic of

## **PS 9.3: 9.3 Sustainability and Sport Management**

*Time:* Friday, 06/Sept/2024: 3:40pm - 5:00pm · *Location:* A219 (60)  
*Session Chair:* Andrea Collins

**3:40pm - 4:00pm**

**Navigating the Playing Field: Reimagining the Sports Industry in the Face of Accelerated Climate Change**

**Attila Szathmári**

Corvinus University of Budapest

**4:00pm - 4:20pm**

**Co-Creation Of Value Among Brands And Customers To Promote Circularity – A Case Study Within The Sportswear Industry**

**Frederic Dreher, Tim Ströbel**

University of Bayreuth, Germany

**4:20pm - 4:40pm**

**An Exploratory Analysis Of Interorganisational Relationships Towards Circular Economy And Their Motives: Insights From Smaller Players In The Sporting Goods Industry**

**Anna Gerke<sup>1</sup>, Maureen Benson-Rea<sup>2</sup>, Denis Odlin<sup>2</sup>**

<sup>1</sup>Audencia, France; <sup>2</sup>University of Auckland, New Zealand

**4:40pm - 5:00pm**

**How to reduce sports teams employees' turnover intention? The Effect of ESG Management on Sport Teams Employees' Psychology Capital and Turnover Intention: Moderating Effect of Perceived Fan Support**

**Kijae Chae, Choon-hoon Lim**

SEOUL NATIONAL UNIVERSITY, Korea, Republic of (South Korea)

## PS 9.4: 9.4 Sport Consumer Behaviour

*Time:* Friday, 06/Sept/2024: 3:40pm - 5:00pm · *Location:* B019 (40)

*Session Chair:* Ryuta Yoda

**3:40pm - 4:00pm**

### **Moderation of Identification with the Driver in the Influence of Motives on Word of Mouth: An Analysis of Brazilian Formula 1 Fans**

Yves Miranda<sup>1</sup>, Marcos Barros Filho<sup>1</sup>, Rui Biscaia<sup>2</sup>, Carlos Augusto Mulatinho de Queiroz Pedroso<sup>1</sup>

<sup>1</sup>University of Pernambuco, Brazil; <sup>2</sup>University of Bath, United Kingdom

**4:00pm - 4:20pm Warning: The presentations finish prior to the end of the session!**

### **Robots 'Talking' Over the World? Sports Commentary and Artificial Intelligence**

Aravind Reghunathan<sup>1</sup>, Daniel Lock<sup>2</sup>, James Obiegbu<sup>2</sup>

<sup>1</sup>Loughborough University London, United Kingdom; <sup>2</sup>Bournemouth University, United Kingdom

## PS 9.5: 9.5 Sport Management Education

Time: Friday, 06/Sept/2024: 3:40pm - 5:00pm · Location: B017-B020 (35)

Session Chair: Irena Valantine

3:40pm - 4:00pm

### **Application of Experiential Learning Activities in Sport Management Class: Effectiveness of Industry-Coupled Problem-Based Learning (IC-PBL) Course**

Sung-Bae Roger Park<sup>1</sup>, Taken Kwon<sup>2</sup>, Jong-Sung Lee<sup>3</sup>, Shin-Jae Hyun<sup>4</sup>

<sup>1</sup>Hanyang University, Korea, Republic of (South Korea); <sup>2</sup>Kyungil University, Republic of (South Korea); <sup>3</sup>Hanyang University, Korea, Republic of (South Korea); <sup>4</sup>Hanyang University, Korea, Republic of (South Korea)

4:00pm - 4:20pm

### **“Experience is Knowledge”: A Multi-faceted Approach in Enhancing Sport Marketing Education through Active Experiential Learning**

Goun Ji

University of Louisiana at Monroe, United States of America

4:20pm - 4:40pm

### **Beyond the Lecture: Active & Experiential Learning Strategies for Sport Management Instructors**

Jillian McNiff Villemare, Ashley Ryder, Michelle Woodhouse, Paula Seymour, Blen Solomon, Dana Hart

Flagler College, United States of America

4:40pm - 5:00pm

### **Examining Employer and Student Perceptions of a Sports Sales Experiential Learning Project**

Hailey Daehnke<sup>1</sup>, Sabrina Reed<sup>2</sup>

<sup>1</sup>University of Hertfordshire, United Kingdom; <sup>2</sup>University of Southern Mississippi, USA

## PS 9.6: 9.6 Diversity and Inclusion Issues in Sport Management

Time: Friday, 06/Sept/2024: 3:40pm - 5:00pm · Location: A 221 (50)

Session Chair: Claudio Rocha

3:40pm - 4:00pm

### Funding Sport-Based Youth Development Programs in the Global North and Global South

Jason Francis, Christine Wegner

University of Florida, United States of America

4:00pm - 4:20pm

### Let's Play: Social Impact of Sports Participation on Children with Hydrocephalus

Richard Opara Ajiee<sup>1</sup>, Mistura Kehinde<sup>2</sup>, Geoff Dickson<sup>3</sup>

<sup>1</sup>Auckland University of Technology, New Zealand; <sup>2</sup>Lead City University, Nigeria; <sup>3</sup>La Trobe University, Australia

4:20pm - 4:40pm

### Sport Event Management and Inclusive Higher Education

Barbra Nalani Butler<sup>1</sup>, Neil Duchac<sup>2</sup>, Sarah Stokowski<sup>3</sup>

<sup>1</sup>Kennesaw State University, United States of America; <sup>2</sup>Kennesaw State University, United States of America; <sup>3</sup>Clemson University, United States of America

4:40pm - 5:00pm

### Youth Co-Determination and Organized Sports in Norway

Siri Børset Solstad, Gun Annika Viola Bodemar

Norwegian School of Sport Sciences, Norway

## PS 9.7: 9.7 Olympic and Paralympic Games

Time: Friday, 06/Sept/2024: 3:40pm - 5:00pm · Location: B021-B023 (35)

Session Chair: Liz Carlin

3:40pm - 4:00pm

### Critical Realism as a Lens for Analyzing Beijing 2022 Winter Sports Participation Legacy

Jingfan Zhou<sup>1</sup>, Sakis Pappous<sup>1</sup>, Terri Byers<sup>2</sup>

<sup>1</sup>Department for Life Quality Studies, University of Bologna, Italy; <sup>2</sup>Faculty of Kinesiology, University of New Brunswick, Canada

4:00pm - 4:20pm

### Paris 2024: The world's most sustainable Olympic Games? Beyond legacy, Assessing Perspective on Sustainability Efforts and its impact on intention to act

Rafah Akoum, Narjiss Mekaoui

CY Ileps - CY Cergy Paris Université, France

4:20pm - 4:40pm

### A Critical Policy Discourse Analysis of Environmental Sustainability in the Olympic Games

Alison Cain, Michael Callan

University of Hertfordshire, United Kingdom

4:40pm - 5:00pm

### NOlympics Anywhere: Building a transnational anti-Olympic movement

Adam Talbot

UWS, United Kingdom