

Final Report





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Introduction

The annual conference of the European Association for Sport Management (EASM), **26th EASM – The European Sport Management Conference**, was held in Malmö, Sweden, 5-8 September, 2018. The proud host of the conference was the Department of Sport Science at Malmö University.

Preparing for the conference was a long and demanding process during more than two and a half years. We were awarded the conference in March 2016, based on a successful bid. The concept of the conference was presented by the Local Organising Committee from Malmö already at the EASM Conference 2016 in Warsaw and in more detail at the EASM Conference 2017 in Bern. The preparations were especially intense during the six months before the conference, culminating in extreme activity the last weeks.

The conference in Malmö attracted around 500 delegates from 42 countries. Included in the conference concept was also a student seminar and PhD student seminar held prior to the conference. This year we had about 50 students and tutors from all over the world attending the student seminar, and 20 PhD students at the PhD student seminar.

The conference theme was: **Managing Sport in a Changing Europe**. The theme aimed to reflect ongoing processes of change and challenges within sport and society, including issues connected to migration, integration and globalisation. We believe that the conference theme:

- Was a highly relevant theme both from a sport and societal perspective.
- Had a clear connection to both the Malmö and international contexts.
- Facilitated excellent opportunities for co-operation between different sectors.
- Created an opportunity to challenge and develop the dominant traditions within sport management.

The theme, together with the general EASM topics, framed the conference. To get an overview of the rich and diverse content of the conference, please look at *The Book of Abstracts*.

We believe that Malmö and Malmö University formed a perfect setting for a sport management conference. The City of Malmö and the university both have an established history of raising challenging questions surrounding sport and society. We hope that all conference participants had the opportunity to experience the exciting and multi-cultural city of Malmö. Moreover, we hope that they gained insight into Swedish sport, Swedish sport management and the specific organisation of sport in Sweden.

Thank you to everyone who has contributed to a wonderful conference, including the hardworking Organising Committee in Malmö (LOC), the EASM Board, the Scientific Committee, our partners at the City of Malmö and Skåne Regional Sport Federation, the volonteers and those responsible for the student seminar and PhD student seminar. We are proud to say that the conference resulted in the first EASM Charter to be signed: EASM Conference Legacy – The Malmö Charter. On the closing banquet in historic city hall on September 8th, we handed over the relay baton to the hosts of the 27th European Sport Management Conference in Seville! We wish them all the best with the preparations.

Karin Book on behalf of the Local Organising Committee, Malmö, Sweden November 2018





Malmö Charter

Malmö is the first host city of an EASM Conference to have signed a commitment to sustain the legacy of the conference (Appendix 1).

The successful conference and partnership between the university, city and EASM have inspired the partners to introduce the Malmö charter and use the event to create a lasting legacy. Regular reports will be presented at future EASM Conferences on how sport management addresses challenges faced by the city.

During the closing banquet at the city hall, the Malmö Charter was signed by the Mayor of the City of Malmö, Mr. Kent Andersson, the Head of the Department of Sport Science of Malmö University, Torun Mattson, and the President of EASM, Vassil Girginov.

Sustainability

The LOC Malmö aimed at making the EASM conference as sustainable as possible. Malmö as a city is considered to have high sustainability standards which the delegates were informed of via our Facebook event site and newsletters. The delegates were for instance informed of and encouraged to walk or bike during their stay in Malmö.

Another sustainability statement was not to provide the delegates with any material products when registering in Malmö. That is, no conference folders and no conference bags (except for the students and tutors of the student seminar), only one A3 paper with the programme. Instead, all information was provided through the conference app, the conference website and on the notice board at the conference venue.

One source of waste production during the conference is excess food, as a result of no shows. On the last conference day there were a lot of leftovers from lunch. Therefore, the volunteers arranged for the food to be sent to shelters in Malmö. As a positive consequence, the food was not wasted.



Conference Committee

Jyri Backman Daniel Bjärsholm Karin Book, President Lovisa Broms Bo Carlsson Christopher Johansson, Malmö Convention Bureau Johan Norberg Gun Normark Stefan Walzel, EASM

Scientific Committee

Tim Breitbarth, EASM, Chair Bo Carlsson, Co-Chair Claas Christian Germelmann, EASM Johan Norberg H. Thomas R. Persson

EASM PhD Student Seminar

Johan Norberg Ulrik Wagner, Chair

EASM Student Seminar

Kelly Knez Mattias Melkersson Jakob Wikenstål (Student representative EASM Board)



Registration

Registration for the conference started on 5 April 2018. The LOC offered an early bird price for those individuals who purchased a full conference package at the latest on 29 June. From the 30th of July 2018 a standard conference fee was applied. The LOC also offered day packages for those individuals who only wanted to or could participate in some of the conference days. Also, these day package holders were able to purchase admission to the social programme by paying an additional fee. Additionally, presenting authors were obligated to register and pay the fee before the 10th of July. The table below presents the various conference packages, fees and details of each conference package.

Conference Package	Fee (SEK)	Details
EASM Full Package - Early Bird	4995	 Admission to EASM Conference Coffee breaks and lunches Conference documents
EASM Full Package - Standard	6500	 Opening Ceremony, Social Evening and Closing Banquet Annual EASM membership and subscription to ESMQ
EASM Student Seminar Package	6500	 Admission to EASM Student Seminar (full board) Admission to EASM Conference (full package) Accommodation 1-9 September
EASM Tutor Package	9500	 Admission to EASM Student Seminar (full board) Admission to EASM Conference (full package) Accommodation 1-9 September
EASM PhD Student Seminar Package	6000	 Admission to EASM PhD Student Seminar (incl. lunch and coffee breaks) Admission to EASM Conference (full package)
EASM Day Package 19		 Admission to EASM Conference (pre-selected day) Coffee breaks and lunch Conference documents
Opening Ceremony	400	- Programme and food
Social Evening	400	- Programme and food

Table 1. Conference packages, fees and details.

The used registration and submission system was ConfTool, which also was used in Bern previous year (2017). The first step of registration for participation was to create a user account in ConfTool. Since the system had been used in a prior conference, those who already had an existing user account, could use their accounts to register as participants. This year an additionally 439 individuals created new user accounts. Today there are 1.173 user accounts in ConfTool. In the second step of the registration, the users needed to select the package of their choice (see table 1), provide personal details (e.g., dietary requirements) as well as to select which social events they planned to attend. The final step of registration was payment. The primary payment method was credit card (Visa and Mastercard) but some requested to pay via invoice (66 participants) or cash (6 participants). These latter payments were coordinated in close cooperation with the LOC's financial department and most invoices included more than one participant.

By the time the conference started, 6 September, there were 492 participants registered in ConfTool of which 462 either had paid the conference fee (420) or did not need to pay fee (42) (e.g., EASM board members, LOC and partners); see Table 2. In addition to these 462 participants, there were some (30) participants who did not register via using ConfTool. These were practitioners from the Swedish sports movement and participanted only on the 6 September during the thematic session. In total, there were 492 participants during the 26th EASM – The European Sport Management Conference.

Participant	Statistics
Package	Number of participants
Full Package - Early Bird	289
Full Package - Standard	41
Day Package	54
Student seminar	51
Tutor Package	6
PhD Student Seminar	21
Practitioners from Sweden (not registered via ConfTool)	30
Total:	492

Table 2. Number of conference participants per conference package

The conference participants represented 42 countries. The two most represented countries were Germany and the United States with 59 participants each, Sweden excluded. However, actually there were participants from 49 countries represented as registered conference participants in ConfTool if also considering those who did not pay; see Table 3. As table 3 indicates there were, for example, 8 individuals from Ghana who had registered of which none paid the conference fee and nearly the same statistics applies for the Iranians. This fact is, for instance, due to the difficulties in receiving visa from the Swedish embassy.

Country	No. of registered participants	No. of paid (incl. free of charge) registered participants*
Albania	1	1
Algeria	3	1
Australia	16	16
Austria	4	4
Belgium	19	19
Brazil	3	3
Burkina Faso	1	0
Canada	11	11
Chile	1	1
China	5	3
Colombia	4	3

Cyprus	2	2
Czech Republic	3	3
Denmark	26	25
Finland	14	14
France	4	4
Germany	60	59
Ghana	8	0
Greece	5	5
Hong Kong	1	1
Hungary	4	4
Iran	8	2
Ireland	1	1
Israel	1	1
Italy	3	2
Japan	18	18
Laos	1	0
Lithuania	2	2
Luxembourg	2	2
Monaco	1	1
Morocco	1	0
Netherlands	39	39
New Zealand	1	1
Nigeria	2	0
Norway	18	18
Pakistan	1	0
Poland	5	5
Portugal	2	2
Russia	1	1
South Africa	2	2
South Korea	7	7
Spain	8	8
Sweden	71	70
Switzerland	14	14
Taiwan	9	9
Togo	1	0
Turkey	2	2
United Kingdom	47	47
United States	59	59
Total:	522	492

*42 Countries Table 3. Number of participants according to country

Scientific Programme

Scientific Committee

The EASM Conference 2018 Scientific Committee consisted of five members.

Tim Breitbarth, EASM, Chair Bo Carlsson, Co-Chair, LOC Claas Christian Germelmann, EASM Johan Norberg, LOC H. Thomas R. Persson, LOC

In addition to this Scientific Committee the *ESMQ New Researcher Award* had a special committee, consisted of Jörg Königstorfer, Chair (Technische Universität München), Johannes Berendt (German Sport University), Veerle De Bosscher (Vrije Universiteit Brussels), Paul Downward (Loughborough University), Vassil Girginov (Brunel University), Daniel Lock (Bournemouth University), Tim Pawlowski (University of Tübingen), Simon Shibli (Sheffield Hallam University) and Tracy Taylor (University of Technology Sydney).

Call for Papers

A Call for Papers was announced at the websites of EASM as well as on Facebook. In addition, a call was made at idrottsforum.org, in order to attract Scandinavian scholars in the field of sport management.

Reviewers

The Scientific Committee Chairs contacted possible reviewers in January 2017 via e-mail. The LOC created an account in ConfTool for those reviewers who didn't already have an account. Eventually, 120 reviewers (Appendix 2) agreed to review submissions for the conference. The reviewers received conference administration log-in instructions in March and a reminder to log into the system. As all reviews were to take place in the system, it was essential that the reviewers logged in.

Abstract Submission and the Reviewing Process

Initially, about 320 abstracts from all around the globe entered the comprehensive review process. The Scientific Committee allocated each submission according to the reviewers' requested topics, or, if the reviewers had not provided topic preferences, on their field of expertise. The reviewers reviewed each submission (except ESMQ New Researcher Award submissions) on a scale from one to ten, ten being the highest score. To guarantee the integrity of the reviews, each review was conducted as double-blind review. To further guarantee, the integrity and rightfulness of the reviews, track chairs, who were members of the extended Scientific Committee, supervised the reviews of their respective tracks. The tracks and the track chairs were:

Sport Governance and Policy – Johan Norberg Strategy, Leadership and Stakeholder Management in Sport – Sven Junghagen Sport Marketing – Tim Ströbel Sport Consumer Behaviour – Claas Christian Germelmann Sport Events and Tourism – Ruth Crabtree Sport, Media and Communication – Dino Numerato E-Sport and Technology – Daniel Lock Sport Facility Management – Peter Forsberg Sport Funding and Finance – Christopher Huth Legal and Ethical Aspects of Sport – Bo Carlsson Public Health and Physical Activity Management – Karin Book Sport Development and Socio-Cultural Perspectives – Siegfried Nagel Sport Management Education – PG Fahlström Broader, New and Critical Aspects of Sport Management – Bo Carlsson Malmö 2018 special track: Youth and Sport – Johan Norberg Poster submissions – H. Thomas R. Persson Workshops (all) – Tim Breitbarth

After all reviewers submitted their reviews to the conference administration system, the LOC announced the results of the reviews personally to all authors and co-authors via e-mail. The abstract submission results entailed three acceptance categories, Accepted, Accepted after revision and Poster. The Scientific Committee also rejected a small number of submissions at this stage. Several abstracts, that had to be revised in order to be accepted, were withdrawn. At the end, the Conference in Malmö, 2018, contained 245 abstracts for presentations at the Parallel Sessions (172), Workshops (44), and Poster Sessions (29).

Besides the fourteen standard thematic tracks (parallel sessions) and innovative poster session, the conference introduced a special track "Youth and Sport" which fitted very well with the current Swedish sport policy context. In addition, the *Malmö Thematic Symposia* was specifically designed to bridge research and practice.

The number of workshops became, at the end, eight at EASM 2018, which included:

- 1) The Progress of Ice Hockey in Light of Economic and Political Influences
- 2) Developing Disability Sport: Pathways from Participation to Excellence
- 3) Unpacking the Challenges of (Public) Management of 'Sport-for-all'-Facilities
- 4) Organisational Innovation in Sport for Development and Peace
- 5) New Age of Sport Management Education in Europe
- 6) ESMQ 2020 Special Issue Workshop: Exploring New Routes within Brand Research in ' Sport Management
- 7) Bern 2017 & Malmö 2018 Special Theme Workshop: Social Integration in and through Organised Sport
- 8) Play the Game Special Workshop: Good Governance and Tools for Change in Sport



Keynote Speakers

This year, the conference highlighted three keynote speakers from the academia, with a special introductionary speak (Maguire) as well as a keynote summarizing and ending up the conference (Weed). The last speak, ending up, was a novel approach at an EASM Conference.



Joseph Maguire "Power, Culture and Control: Identity, Jurisdiction, Migration and Recognition"



Veerle de Brosscher "Effective policies: measurement, evaluation and monitoring of effective strategies to develop elite sport in a changing Europe"



Mike Weed "Reflections on sport management, politics and claims made for sport"

Thematic Symposium — Rethinking "sport for all": Inclusion and integration(?)

The symposium was developed and hosted by the Department of Sport Science, Malmö University in co-operation with Skåne District Sport Federation.

The thematic symposium "Rethinking "sport for all": Inclusion and integration(?)" was developed on the basis of the conference theme (Managing Sport in a Changing Europe) in order to attract both researchers and practitioners, leaders and other people working in the field of sports. The symposium offered insights and perspectives of the Swedish sport model in times of change and shows how Swedish sport organisations and local communities meet challenges of inclusion and integration. The first part of the session was held in English and consisted of short presentations followed by a joint panel discussion. The panel consisted of:

Susanna Hedenborg, professor at the Department of Sport Science, Malmö University, who introduced the thematic symposium and chaired the first part of the session.

- Malin Eggertz Forsmark, The Department of Sports, Recreation and Leisure at the City of Malmö.
- Staffan Tapper, Malmö FF.
- Marcus Hansson, Cityidrott.
- Nicolas Lunabba, Helamalmö.
- Tomas Peterson, professor at the Department of Sport Science, Malmö University.

The second part of the symposium is a workshop aimed to practitioners, leaders and other involved in Swedish sport. This part will be held in Swedish. The aim is to deepen the discussion of inclusion and integration in Swedish sport. This part of the symposium will be held in Swedish. Lars Lagergren, associate professor at the Department of Sport Science, Malmö University, introduced the workshop and chaired the session.

Short Presentation & Poster Session

The Short Presentation & Poster Sessions were held on Friday, 7 September. Each presenter had handed in their poster and a USB-stick with their presentation upon registering at the conference and student volunteers assisted in uploading presentations and mounting posters on mount boards prior to the sessions. The session was made up of two times two parallel sessions, where each participant was given a 5-minute oral slot for their presentation to the audience. Each session was then followed by Q&As and discussion in front of each individual poster. Pre-selected chairs moderated the sessions and followed and assisted when necessary the Q&S and discussions.

Awards

ESMQ New Researcher Award:

Geoff Schoenberg, "Can Individuals Make a Difference? The Relationship Between Individual Behaviors and Board Functions"



EASM Best Conference Paper Award:

Seungmin Kang & Per G. Svensson, "Examining the Influence of Shared and Servant Leadership on Organizational Performance in Sport for Development and Peace"



EASM Best Conference Reviewer Award:

- Chris Horbel, University of Southern Denmark (DK)
- Do Young Pyun, Loughborough University (UK)
- Tracy Taylor, University of Technology Sydney (AU)
- Nicholas Theodorakis, Aristotle University of Thessaloniki (GR)



Social Programme

The social evening events (Opening Ceremony, Social Evening and Closing Banquet) were held within a few minutes walking from the conference venue Malmö Live.

September 5th 19:00: Opening Ceremony with a Malmö theme, followed by mingle and a tasty buffé and drinks took place at Orkanen, Malmö University. Skateboarders and traceurs (parkour) framed the ceremony. The programme contained the following:

- The conference president Karin Book welcomed on behalf of LOC and introduced the Malmö context, the conference programme and the LOC.
- The head of the Leisure Department (City of Malmö) Johan Hermansson talked about the sport and leisure challenges of Malmö and urban sport projects.
- Pro vice-chancellor Cecilia Christersson welcomed to the university.
- The EASM president Vassil Girginov welcomed on behalf of EASM.
- Mingle, finger-food and drinks in the lobby and restaurant.





September 6th 18:15: Social Evening with mingle buffet inspired by the multi-cultural Malmö, drinks, announcement of the winners of the management game, etc at Niagara, Malmö University.





September 8th **18:15: Closing Banquet** at the historic City hall, hosted by the City of Malmö and mayor Kent Andersson. The programme of the evening contained the following:

- Drinks and welcome to the City Hall and Malmö by Mayor Kent Andersson
- A three course dinner
- ESMQ New Researchers Award Ceremony
- EASM Conference Best Reviewer Award Ceremony
- EASM Conference Best Paper Award Ceremony
- The signing of the Malmö Charter
- Thank you LOC Malmö
- Hand over to Seville 2019
- Entertainment by Angelica Alm

Conferencier: Torun Mattsson, Head of the Department of Sport Science, Malmö University



Other Social and Sport Activities

A number of activities were offered to the delegates. Most of them took place on Friday September 7th as there was not any joint social evening programme that day.

Morning jogging

On Friday September 7th the conference delegates were welcomed to join our colleague Joakim Åkesson on his jogging tour along the canals around the city centre of Malmö. About 20 persons joined the 5 km long tour.

Golf

On Friday September 7th, Malmö Convention Bureau invited 20 conference delegates to try the driving range at the Hylliekroken Golf Center, with professional instructors teaching various techniques and performing fun exercises. Bus transport, clubs and balls were provided. Time: 15:30-16:30

City tour by foot

On Friday September 7th the conference delegates were offered a city tour by foot organised by the Malmö Convention Bureau in co-operation with In-sight Guiding. Time: 17:05-19:00. Maximum number of participants: 30.



Football match

On Saturday September 8th the delegates were offered free entrance to watch Sweden's most successful women's football club FC Rosengård play against the Stockholm team Djurgården in the highest National League. The match took place at the traditional sports ground Malmö IP at 15:00. Sponsor: FC Rosengård. 31 delegates took the chance.







PhD Student Seminar, 4– 5 September

The PhD Student Seminar was a two-day international seminar held prior to the EASM Conference, mainly organised by associate professor Ulrik Wagner (University of Southern Denmark). The seminar aimed at gathering doctoral sport management students from all over the world for mutual discussions and presentations of their research projects. An important element of the seminar was networking, to encourage the creation of future joint research projects across nations, and the establishment of fruitful social relations. The seminar took advantage of being located prior to the European Sport Management Conference by inviting leading scholars from the field of research to join the seminar as keynote speakers.

Application Process

In the first round of application for the seminar, the prospective PhD Student Seminar participants applied submitting a short presentation in ConfTool by 1 June 2018 at the latest (abstract of max. 400 words). In the short presentation, the applicants needed to briefly present a problem statement, research field, theoretical and methodological positions, the status of their project (e.g. at the beginning, halfway or at the end), the name of their supervisor, and their institutional affiliation. First time attendees were given priority.

Prof. Dr. Ulrik Wagner reviewed the submitted short presentations. As a prerequisite for participation, the accepted applicants needed to submit a short paper, which they then presented at the seminar, before 10th of August. The applicants submitted the short papers directly to Ulrik Wagner. 20 PhD Students participated in the PhD Student Seminar and in the EASM Conference in Malmö.

Programme and Keynotes Process

The PhD Student Seminar programme consisted of paper presentations, keynote, speeches, group work, discussions, and social programme. The papers presentations were led by three senior scholars: associate professor Ulrik Wagner (University of Southern Denmark), professor Samuel Todd (University of South Carolina) and assistant professor Chris Horbel (University of Southern Denmark). The keynote speakers represented various academic institutes.

Lectures was held by professor Veerle de Bosscher (Vrije Universiteit), professor Jörg Königstorfer (Technical University of Munich), associate professor Ulrik Wagner (University of Southern Denmark), professor Paul Downward (Loughborough University) and professor Johan R Norberg (Malmö University).

Student Seminar, 1 – 5 September

The EASM Student Seminar is a five-day pre-conference gathering consisting of international sport management students at both B.A and M.A levels. The Student Seminar and the general EASM-conference was both included in the admission fee, making the students part of the full conference experience. The overall intention with the Student Seminar was primarily aimed at enhancing sport management knowledge while cooperating in an international environment.

Package	Fee (SEK)	Specification
Student Seminar	6500	 EASM Student Seminar (full board) EASM Conference (Full Package)
Tutor	9500	- Accomodation 1 - 8 September

Table 4: Student Seminar fees and specifications.

The Student Seminar educational programme consisted of a management game (team projects), lectures and workshops related to the topic of the general conference theme. It also included field trips and a study visit, as well as social events and gatherings. Furthermore, given the number of leading experts and established researchers, the general EASM Conference provided a great opportunity for students to network and build professional contacts and relationships. The topic of the Student Seminar was based on the overall conference theme: *Managing Sport in a Changing Europe*. More specifically, the Student Seminar focused on questions regarding integration, racism and inclusion/exclusion in relations to sport management.

The management game was therefore inspired by the innovative and challenging context of Malmö, framed by integration, migration and multi-culturalism. In groups of five, the students conducted necessary research and analysis to fulfill the requirements of the management game. The overall intent of the management game was to identify a sports club that are/can work with management questions regarding inclusion, exclusion and integration. The challenge was thereafter to provide practical, real-world achievable and innovative suggestions on how the chosen sports club could either improve existing, or incorporate new, management incentives to aid integration, inclusion and work against exclusion and the potential benefits for both the club and society at large.

In addition to the management game and lectures, the students went to excursions/field trips where the trip to the football club Malmö FF was seen as the highpoint. In total, 50 students took part in the student seminar, representing 11 different nations. The nations with most students represented was the Netherlands and Germany. Long-way participating students were represented by Japan, Canada and Russia. Accompanying the students were 9 tutors represented by 3 nations.

Programme and Keynote Lectures

The student seminar took place at the Malmö University building Orkanen, a short walk from the main conference building Malmö Live. The programme (Appendix 3) included 10 lectures, field trips, social gatherings, sport activities, group work and tutoring. Sustainability was a key concept during the student seminar which was manifested in solely walking between venues, no printed-out papers (all information in digital form) and a zero food waste ideology. Lectures were all focused under the topical theme: *Managing Sport in a Changing Europe*. Key note lectures included:

- Professor Johan R. Norberg, PhD. Malmö University.
- Professor Susanna Hedenborg, PhD. Malmö University.
- Professor Sine Agergaard, PhD. Aarhus University.
- Staffan Tapper, Malmö FF. Manager, Football against Racism.

Management Game Presentations

All groups (10) presented their work during the final day of the Student Seminar. Divided into two parallel sessions, the students presented their work in front of panels consisting of the Student Seminar tutors together with representatives from Skåneidrotten (Scania Sports Federation) and Malmö Football Club (MFF). The best two groups were selected and thereafter given the opportunity to present their work during a management game finalists session at the main EASM conference. The winning group of the management game was presented during the social evening on the 6th of September by Ruth Crabtree (EASM Board), Aila Ahonen (EASM Board) and Mattias Melkersson (LOC). The winning group work had the title: E-sports is a sport, which aimed at fusing E-sports and traditional sporting activities with an integration and inclusion approach. The two finalist groups consisted of:

E-sports is a sport:

AEK for the Community:

Elisa Herold, German Sport University Cologne, Germany.

Malik Wilson, The Hague University of Applied Sciences, Luxembourg.

Mirinda Kidman, Amsterdam University of Applied Sciences, Netherlands.

Timo Ruuhijärvi, Haaga-Helia, Sport Development and Management, Finland.

Yiqi Yang, University of Ottawa, Canada.

Fiona Clarius, Hogeschool van Amsterdam, Netherlands.

Kathrin Furrer, University of Berne, Switzerland.

Emiel Schippers, Fontys University of Applied Sciences, Netherlands.

Felix Pföhler, German Sport University Cologne, Germany.

Josef Nilsson, Malmö University, Sweden.









Communication Activities

The LOC communication consisted of multiple channels. In addition to the most common channels as website, e-mail newsletter and social media (Facebook and Twitter), the LOC was able to reach prospective conference participants through its communication partners (e.g., EASM) and face-to-face marketing at other conferences, both national (e.g., SVEBI) and international (EASM 2017), and in various seminars in Sweden.

E-mail (newsletters)

The LOC sent 7 newsletters using the suggested (by the EASM board) email marketing service Mailchimp. These newsletters were sent out on 22 December, 7 February, 6 April, 18 April, 4 June, 15 June and 28 June. Recipients of these Mailchimp newsletters were major international scientific sport management association, people within the Swedish sport movement and sport confederation as well as past EASM Conference participants. Besides these bulk emails sent via Mailchimp, the bulk email function was used in ConfTool to provide (co-)authors, reviewers and registered participants with news and other important information, such as, various reminders, decision letters and deadlines; see Table 5 for all emails sent from LOC to various recipients using the bulk email function in ConfTool. Besides these emails, more decision emails were sent to presenters by the Scientific Committee.

Recipents	Date	No. of Emails sent
	14 February	118
Reviewers	27 April	157
	15 May	103
	23 May	54
	31 May	302
	12 June	125
Decision letters	12 June	3
	15 June	54
	6 July	61
Dester presenters	7 August	46
Poster presenters	6 September	47
	14 August	316
	17 August	322
	20 August	73
Participants	27 August	430
	4 September	456
	6 September	458
	14 September	461
Presenters	23 August	224
VISA applicants	27 August	16

Table 5. Bulk e-mails sent by LOC via ConfTool

Website

The EASM conference website (<u>www.easm2018.com</u>) contained complete information related to the conference. The LOC updated and added information on the site when necessary and many of the sent bulk emails contained links to the website.

Social Media

In February 2018, a Facebook event was created (<u>https://www.facebook.com/events/1973221436276278/</u>). Between February 8th and September 14th, 69 posts have been published about, for example, the conference and the city of Malmö. The event had 173 followers.

In March 2018 we also created a conference Twitter account (<u>https://twitter.com/EASM2018</u>). Altogether, 221 tweets have been posted to the 267 followers.

Conference App

The accompanying mobile app for the conference was developed with attendify and offered features such as the conference programme including abstracts, personalised schedule, maps of the venues, a list of speakers, sponsors and exhibitors. In addition, users of the app were able direct chat with each other and share photos, thoughts and comments on a social wall. The app was available for iOs, Android and as an online web-app. Besides these features, additional information about the city of Malmö, out-of-programme activities and meetings was communicated via the app. 266 delegates have downloaded the conference app. The most used feature was the conference programme with 7883 clicks.

Partners and Sponsors

The City of Malmö

The Department of Sports, Recreation and Leisure Malmö Convention Bureau The City of Malmö and Mayor Kent Andersson





event in Skåne event in skåne

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Skåne District Sport Federation













Student Support and Volunteers

Student Support

Students at Malmö University were highly involved during the conference, mainly as volunteers. Two master students attended the Student Master Seminar in Magglingen and Bern 2017 and brought their experiences and knowledge into the preparation for the 2018 conference in Malmö. One of these students worked as head of volunteers during the conference and the other one was selected as student representative in the EASM board. This made it possible for the LOC to reassure that experiences from the Student Seminar 2017 was considered in the project planning process of the conference 2018. It also brought a clear student perspective into the preparations for the Student Seminar. Two sport management students from Malmö University attended the 2018 Student Seminar.



Volunteers

16 students from Malmö University worked as volunteers during the conference and around 20 staff members from the Sport Science department worked as hosts during the parallel sessions. The 20 student volunteers were organized into three different working groups: Breakfast and catering -student seminar, Social- and sport activities -student seminar, Registration and hosts, conference. The volunteers had clear tasks prior to the event which was communicated during two volunteer meetings and by email. The volunteers got EASM 2018 T-shirts, meals during their working hours, a "thank you activity and dinner" and diplomas as a thank you for their amazing working efforts during the conference.

Tasks during Student Seminar:

- Breakfast and Catering:
 - Serve breakfast, Saturday 1 September Sunday 9 September
 - Serve dinner, Saturday 1 September and Sunday 2 September
- Social- and Sport Activities:
 - Organize social activities
 - Organize the welcome reception
 - Organize sport activities

Tasks during the Conference:

- Registration, Social activities and hosts:
 - Helpful during the registration
 - Hosts and technical support during parallel session and keynotes
 - Info desk, general guidance and support
 - Hosts during social activities and receptions



Appendices

Appendix 1 — Malmö Charter







EASM Conference Legacy: The Malmö Charter

The Department of Sport Science at Malmö University hosted the 26th EASM - The European Sport Management Conference, September 5th 2018. There were about 500 participants from 43 nations. In connection to the conference a Student Seminar with 50 students and a PhD Student Seminar with 21 PhD students took place. The conference theme was Managing Sport in a Changing Europe.

The city of Malmö with its growing population, social and economic challenges and innovative and progressive projects, solutions and sport environment, has worked as an inspiring and illustrative frame for the conference. Malmö recognises the role that sport and sport management can play in meeting the challenges of a modern city.

Malmö will become the first EASM Legacy Charter City and representatives of Malmö University will regularly report at future EASM Conferences on the use of sport management in responding to challenges faced by the city. The three partners, EASM, The University of Malmö and the City of Malmö have decided to introduce the concept of EASM Conference Legacy called 'The Malmö Charter'.

Based on the key discussions and conclusions reached during the conference, Malmö University and the City of Malmö will continue their cooperation and commit to EASM to continue the work on expanding the use of sport management principles and integrate sport management as a response to future challenges.

Malmö, September 8th 2018

Mayor/Chairman of the City Council, Malmö:

and Du de con

Kent Andersson

2555 (Girgin

President of EASM:

Vassil Girginov

Head of Department of Sport Science, Malmö University:

19un Matter

Torun Mattsson

Appendix 2 — **Reviewers**

Andrew Adams, Bournemouth University Aila Ahonen, JAMK University of Applied Sciences Christos Anagnostopoulos, Molde University College Bo Torbjörn Andersson, Malmö University Jyri Backman, Malmö University / Linnaeus University Thomas A. Baker III, University of Georgia Emmanuel Bayle, University of Lausanne Johannes Berendt, German Sport University Gerardo Bielons, Events GB Guillaume Bodet, University of Lyon Karin Book, Malmö University Anne Bourke, University College Dublin Tim Breitbarth, EASM Christoph Breuer, German Sport University Cologne Bo Carlsson, Linnaeus University Jean-Loup Chappelet University of Lausanne Shushu Chen, University of Birmingham Adam Cohen, University of Technology Sydney Ruth M. Crabtree, Northumbria University Inge Derom, Vrije Universiteit Brussel Marlene A. Dixon, Texas A&M University Mark Dodds, Suny Cortland Alison Doherty, Western University Harald Dolles, Molde University College Paul Downward, Loughborough University Guido Ellert, Macromedia University of Applied Sciences Eike Emrich, Saarland Josef Fahlen, Umeå University Per Göran Fahlström, Linnaeus University Jens Flatau, Christian-Albrechts-Universität Peter Forsberg, Southern University of Denmark/Danish Institute for Sports Studies Magnus Forslund, Linnaeus University Hallgeir Gammelsaeter, Molde University College Anna Gerke, Audencia Business School Claas Christian Germelmann, University of Bayreuth Vassil Girginov, Brunel University London Markus Gmür, University of Fribourg B. Christine Green, University of Illinois Reinhard Grohs, Seeburg Castle University Adriane Grubic, University of Texas Kirstin Hallmann, German Sport University Cologne Spencer John Harris, University of Colorado, Colorado Springs Zsolt Havran, Corvinus University of Budapest Ian Henry, Loughborough University Remco Hoekman, Mulier Institute / Radboud University Chris Horbel, University of Southern Denmark Gregor Hovemann, Leipzig Jens Høyer-Kruse, University of Southern Denmark Christopher Huth, University of Bayreuth

Bjarne Ibsen, University of Southern Denmark Evald Bundgaard Iversen, University of Southern Denmark Honorata Jakubowska, Adam Mickiewicz University in Poznań, Poland Sven Junghagen, Copenhagen Business School Kyriaki Kaplanidou, University of Florida Lisa Kihl, University of Minnesota Marie-Luise Klein, Ruhr-Universität Bochum Christoffer Klenk, University of Bern Thomas Könecke, Johannes Gutenberg University Mainz Thilo Kunkel, Temple University Reinhard Kunz, Universität Bayreuth Markus Kurscheidt, University of Bayreuth David FH Legg, Mount Royal University Kati Lehtonen, Research Center for Sport and Health Scineces Ho Keat Leng, Nanyang Technological University Hans Lichtsteiner, University of Fribourg Susanne Linnér, Linneus university Daniel Lock, Bournemouth University Elisavet Argyro Manoli, Loughborough University Michaël Mrkonjic, Swiss Federal Institute of Sport Magglingen SFISM Siegfried Nagel, University of Bern John Nauright, University of North Texas Johan Norberg, Malmö University Gerhard Nowak, IST - University of Applied Sciences Dino Numerato, Charles University Daniel James O'Brien, Bond University Daichi Oshimi, Tokai University Laila Susanne Ottesen, Copenhagen Dimitra Papadimitriou, University of Patras, Greece Tim Pawlowski, University of Tübingen H. Thomas R. Persson, Kristianstad University Tomas Peterson, Malmö University Florian Pfeffel, accadis Hochschule Bad Homburg University of Applied Sciences Daniel Plumley, Sheffield Hallam University Frank Pons, Université Laval Holger Preuss, Johannes Gutenberg University Mainz Marc Probst, Swiss Academy for Development Kari Puronaho, Haaga-Helia University of Applied Sciences Do Young Pyun, Loughborough University Risto Rasku, JAMK University of Applied Sciences B. David Ridpath, Ohio University Harold Albert Riemer, University of Regina Leigh Robinson, Cardiff Metropolitan University Guido Schafmeister, Sport Management Academy BT Torsten Schlesinger, Ruhr University Bochum Benoit Seguin, University of ottawa David Shilbury, Deakin University Roya Shokoohi, Hanze University of Applied Sciences Berit Skirstad, Norwegian School of Sport Sciences Sanela Škorić, University of Zagreb

Harry Arne Solberg, Norwegian University of Science and Technolocy Jens Peter Sørensen, UCN Aalborg Jürg Stettler, Lucerne University of Applied Sciences and Arts Maximilian Stieler, University of Bayreuth Rasmus K. Storm, Danish Institute for Sports Studies & NTNU Business School Tim Ströbel, University of Bern Per G. Svensson, Louisiana State University Marijke Taks, University of Ottawa Tracy Taylor, University of Technology Sydney Nicholas Theodorakis, Aristotle University of Thessaloniki Ansgar Thiel, University of Tübingen Lutz Thieme, Hochschule Koblenz Sebastian Uhrich, German Sport University Cologne Irena Valantine, Lithuanian Sports University Stefan Walzel, German Sport University Cologne Pamela Wicker, German Sport University Cologne Herbert J. Woratschek, University of Bayreuth Géraldine Zeimers, Ghent University & Universite catholique de Louvain

Appendix 3 — Student Seminar and Full Conference Programme

Time	Activity	Atlendeeys	Place
15:00-16:00	Check in - Malmo City Hostel	Students and Tutors	Malmo City Hostel
16:00-17:00	Registration	Students and Tutors	Malmé University Ortanen Lobby
17:00-18:30	Welcome and Introduction to the Management Game	Dr. K. Book Dr. M. Melkersson	Malmo University Ortanen
18:30-19:00	Welcome Drink	Dr. T. Mattason	Maimo University Orkanen OR:E430
19:00-20:00	Dinner		Malmö University Ortanen OR:B230
Sunday 2nd Sept	ember	30	
Time	Activity	Atlendee/s	Place
07:30-08:30	Breaktast Field Trip: Malmö FF - Football against	J-O, Kindvall	Packed breakfast on the go
09:30-14:06	Racism	G. Nazar	Maimö Stadium
15:00-16:30	Lecture: The Swedish Sport Movement and Sport Open	Prof. Dr. J. Norbeig	Malmö University Orkanen
16:30-17:30	Lecture: Race, Whiteness and Spon	5. Mashreghi Blank	Maimo University Orkanen
18:00-19:00	Sport Activity	Students and Tutors	Maimé University
19:30-20:30	Dinner		Malmo University Ortanea OR:8230
Monday 3rd Sep		Terretori	the state
Time 07:30-08:30	Activity Breakfast	Atlendeeys	Place Malmo University Orkanen OR:IDV
grant of the second	and the second	Shudante and Tuber	
08:30-09:00	Debriefing - MFF Field Trip	Students and Tutors	Maimő University STDRM
09:00-10:00	Lecture: STORM - About innovation	H. Ondrus	Maimó University STORM
10:00-10 30	Coffee break		Malmé University STORM
10:30-12:30	Group Work	Students	Maimó University STORM
12:30-13:30	tunch	-	Maimo University Orlanen Restaurent
13:30-14:30	Lecture: Staneidrotten - Integration and Inclusion	T. Tecle	Maimo University Orkanen
14:45-17:45	Field Trip: Visit Urban Sport Arenas	Students and Tutors	Various Locations
18:00-18:30	Group Debriefing	Students and Tutors	Maimó University Orkanen
18:30-19:30	Dinner		Malmo University Ortanen OR:B230
Tuesday 4th Sup	tombar		1
Time	Activity	Atlendes/s	Place
07:30-08:30	Breakfast		Malmo University Ortanen OR:IDV
08:30-10:06	Lucture: Inclusion and Exclusion in Sports	Prof. Dr. S. Hedenborg	Malmo Enversity Ortanen
10:00-10:30	Coffee break		Maime University
10:30-12:30	Group Wark	Students	Malmó University Orkanen
12:30-13:30	Lunch		Malmő Liniversity Ortanen Restaurant
13:30-15:00	Group Work	Students	Malmo University Ortanen
15:15-16:15	Lecture: Rethinking Sports and Integration	Prof. Dr. S. Agergaard	Maimo University Orkanen
16:15-17:30	Group Work	Students	Malmé University Orkanen
18:00-19:00	Sport Activity	Students and Tutors	Maliné University
19:30-20.30	Dinner		Malmo Liniversity Orkanen OR:B230
Wednesday 5th			
Time 07:30-08:30	Activity	Atlendee/s	Place Malmo Liniversity Orkanes OB (D)/
Concernant rate	Breakfast	for the second second	Malmó University Ortagen OR:IDV
08:30-09:00	Debriafing	Students and Tutors	Malmo University STDRM
09:00-10:00	Lecture: STORM - Innovation	i. Sjölander	Malimé University STORM
19:00-10:30	Coffee break		Malmo University STDRM
10:30-12:30	Group Work	Students	Maline University STDRM
12:30-13 30	Lunch		Maimö University Ortanen Restaurant
13:30-16:00	Management Game - Final Presentations	Students and Tutors	Maimo University Orkanen
17.00-19.06	Registration	EASM Main Conference	Maliné Live
19.00-21.00	Opening Caremony	EASM Main Conference	Malmó University Orkanen

day, 5 Septe ber 2018 17:00-19:00 19:00-21:00 ue: Malmö Live) Registra ion (co ony in Orkanen Opening cere Thursday, 6 September 2018 Registration (conference venue: Malmö Live) Room: High Live 1 08:00-08:45 09:00-09.40
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 Room: Live 2 Sport Marketing Chair: Tim Ströbel
 Room: Live 4
 Room: Live 5

 Sport, Media and Communication
 Sport Development and Socio-Cultural Chair: Elisavet Argyro Manoli

 Chair: Elisavet Argyro Manoli
 Perspectives

	Governance Observer" (associated project partner: EASM) Convenors: Jens Sejer Andersen, Arnout Geeraert	Chair: Rob Wilson	Chair: Lars Lagergren	Management in Sport Chair: Mary Papamiltiades	Chair: Tim Ströbel	Chair: Elisavet Argyro Manoli	Perspectives Chair: Siegfried Nagel
10:20	(Workshops are interactive conference formats individually designed by the Convenors; order and style of listed contributions can vary) National Sports Governance Observer (NSGO):	Investing in European Football Stocks: An Empirical Investigation from an Institutional Investor's Point of View (Prigge, Tegtmeier)	An Empirically-Based Operational Definition of Elite Sport System: A Country-Specific Panel Data Analysis of Olympic Success (Funahashi, Shibli, De Bosscher)	Innovative Cultures in Professional Sports: The Role of Servant Leadership in Fastering Employee Cooperation, Creativity, and Satisfaction (Swanson, Kent, Smith, Skinner)	Who Decides about Sponsorships? Exploring a Sport Sponsorship Decision-Making Model (Schoenberner, Woratschek, Buser)	Big Data Analysis of Major Elite Sport Events in The Netherlands. Case Studies of the 2017 UEFA Women's Championship and the Rabo EuroHockey Championships 2017 (Hover, Mol, Wassenaar)	How Do I Look? Gender Presentation in Intercollegiate Athletics (Gregg, Fairchild, Lee)
10:40	Benchmarking Governance in National Sport Organisations - The Examples of Denmark and Norway (Alm, Solenes, Gammelsæter, Egilsson)	Empirical Evidence Why Football Fans Invest Money into Their Club via Crowdlending and Crowdinvesting (Ratz, Grundy)	The Effect of Contextual Factors on an Elite Sporting System (Jacobs, De Bosscher, Scheerders, Venter)	Relationship among Cooperative Learning, Trust, and Team Effectiveness (Hsiao, Tsao)	On-site Sponsorship Leveraging Patterns of TOP and Domestic Partners: The Case of 2018 PyeongChang Winter Games (Ellis, Choi, Leopkey, Byun, Zinn)	Social Media Analytics for Chinese Professional Baseball League Fans: The Effect of Media Characteristics on Fan Engagement (Chen, Ma, Ma)	Community College vs. NCAA: The Case of a U.S. Women's Tennis Team with No U.S. Players (Butler, Wieber)
11:00	Main presenter: Geeraert Project national governance researchers: Belgium (Geeraert), Cyprus (Anagnostopoulos),	Football and Finance: Exploring the Capital Markets (Boccia, Santomier)	Elite Athletes' Attitudes Towards Drop Out (Hallmann, Breuer, Herold)	Collaborative Dynamics and Processes among Nonprofit Sport Organizations (Zeimers, Zintz, Willem)	Effects of Sponsorship Duration on Fans and Rivals Purchase Decision Process (Tsordia, Papadimitriou)	The Power of Self-Promotion: Twitter Followers and Guaranteed Purses in Professional Boxing (Chaplin, Brown, Harris)	Imagined Distance: The Role of Sport in Shaping and Maintaining Group Dynamics (Sugden, Adair)
11:20	Denmark (Alm), Netherlands (van Eekeren), Denmark (Alm), Netherlands (van Eekeren), Germany (Mittag, Putzmann, Müller-Schoell), Montenegro (Begovic), Norway (Gammelsæter, Salenes, Eqilsson), Poland (Zemura, Goldys),	The Development of a Valuation Model to Determine the Real Market Value of Professional Baseball Players (Park, Kwon, Kim, Jeon)	A Better Performance to Elite Student Athletes? The Case Study of School Athletic Class System in Taiwan (Su, Tsai, Cheng)	An Athiete's Attitude toward His Hometown: Professional Baseball Players' Display of Sense of Community as a Responsibility toward their Hometowns (Maeda, Tomiyama)	The Impact of Rivalry among Sport Teams on Sport Sponsorship Evaluation: Lessons from the German Bundesliga (Popp, Horbel, Klein, Rach)	The Footy Girls of Tumblr: How Women Communicate in the Online Football Fandom. Insights from The US, The UK, and Germany (Kunert)	The Moderating Rale of Sport Type between Sport Involvement and Quality of Life (Kim, Kaplanidou)
11:40	Brazil (Haas) Includes interactive panel debates: "From to theory to public policy recommendations" and "Methodological challenges and implications NSGO"	Understanding Soft Budget Constraint in Western-European and Central-Eastern- European Professional Football (Havran, Andrås)	Do Athletes Perceive Themselves to Be Role Models for Youngsters 7 A Multilevel Analysis (De Rycke, De Bosscher, Hallmann)		Model of Athlete-Torget Fit (MATF) (Holzleitner, Ellert)	Who is the Second Screen User – About an Unhatched Potentiol in Sports Marketing (P[effel, Ratz, Kexel)	How to Get 600.000 Danes More Physical Active (Broberg)
12:00-13:00		Lunch (hosted by Event in Skåne)					
13:00-14:40	Room: Live 2	Room: Live 1	Room: High Live 3	Room: Live 3	Room: Live 7	Room: Live 4	Room: Live 5

12:00-13:00		Lunch (hosted by Event in Skåne)					
13:00-14:40	Room: Live 2	Room: Live 1	Room: High Live 3	Room: Live 3	Room: Live 7	Room: Live 4	Room: Live 5
	Malmö Thematic Symposium "Rethinking 'Sport for All': Inclusion and Integration(?)" (English language) Chair: Susanna Hedenborg	ESMQ New Researcher Award Convenor: Jörg Königstorfer	Sport Governance and Policy Chair: Berit Skirstad	'Play the Game' Sport Governance Session Chair: Christina Friis Johansen	Sport Marketing Chair: Bastian Popp	Sport Events and Tourism Chair: Ruth Crabtree	Broader, New and Critical Aspects of Sport Management Chair: Irena Valantine
13:00	This symposia is being developed to attract those working in different types of sport organisations. You'll get the opportunity to gain	(Length and style of presentations in this session vary from presentations in other conference scientific tracks)	How to Professionalise in Non-Olympic National Sport Federations (Lang, Schlesinger, Ruoranen, Klenk, Bayle, Clausen, Giauque, Nagel)	A Multi-Level Legitimacy Analysis of the World Anti-Doping Agency (Read, Skinner, Lock, Houlihan)	Consumer Experience Quality in Participant Sports: An Empirical Examination of a Japanese Marathon Event (Yamaguchi, Yoshida)	Social World Influence on Event Satisfaction and Runner Behaviors (Newland, Aicher, Buning)	The Impact of Formula One on Regional Economies in Europe (Storm, Jakobsen, Nielsen
13:20	insight into the Swedish sport model in change and the way Swedish organisations deal with the challenges of inclusion and integration from different perspectives:	A Multi-Dimensional Framework as a New Way of Studying the Management of Olympic Volunteering (Olesya Nedvetskaya)	Origins of Institutional Practice and Institutional Work Perspectives on Performance Management of National Sport Organisations (Kasale)	The Global Governance of Anti-Doping: A View from Two Whistleblowers (Stepanova, Stepanov, Harris)	How Sport Events Create Value (Grohs, Pristach, Wieser)	Examining Residents Perceived Measures of Positive Event Impact Using Item Response Theory (Zhang, Byon, Svetina, Jang)	Fantasy Sport: Divided Loyalty or Unconditions Love for the Game (Fournier, Pons, Maltese)
13:40	Introduction by Susanna Hedenborg (Malmö University) Malin Eggertz Forsmark (The Department of Sports, Recreation and Leisure at the City of Malmö). The city of Malmö works, in co-	Can Individuals Make a Difference?: The Relationship Between Individual Behaviors and Board Functions (Geoff Schoenberg)	Assessing Olympic Legacy Claims: Evaluating Explanations of Causal Mechanisms and Policy Outcomes (Chen, Henry)	Honest Services Fraud: How a Little Known U.S. Statute is Battling Sport Corruption (Osborne, Dodds, Cebula)	Tagether Is Better - The Influence of Accompanying Persons along a Sporting Event on Preferences and Willingness to Pay (Woratschek, Kaiser)	Social Impact of Events on Residents: Comparing a Perception- Versus an Experienced-Based Assessment (Oshimi, Taks)	Football Fans' Perceptions on Video Assistant Refereeing (Winand, Schneiders)
14:00	operation with other actors, to find new ways to create sport- and leisure facilities and opportunities for people in a	Different Diseases Ask for Different Remedies. An Empirical Study and Theoretical Framework on Sport-Related and Betting-Related Match-	Delivery Forms and Value of Municipal Sport Services. Expenditure vs. Cost (García-Unanue, Felipe, De La Riva, Sánchez-Sánchez, Gallardo)	Sports Governance and Access to Justice (Westermark, Curran)	Innovation Strategy in Sport Sector: Evidence from Greek Fitness Clubs (Papaioannou, Kriemadis, Kourtesopoulou)	Volunteering at the Youth Olympic Games: More than a Distant Memory? (Wang, Derom, Theeboom)	Supporting Startups within a Sport Entrepreneurial Eco System (Hattink)
14:20	segregated city, The challenges are many, not least that the citizens access to sports and physical activity are influenced by structural factors such as saccencomics, gender and ethnicity. Staffan Taper (Maim) FFJ, With 20 Swederin mark accessful footback tab. The chevelopment and epication projects in scutters "Swederin Mark 100 K and scutters are such as a saccessful footback tab. The chevelopment and epication projects in scutters Swederin Mark 100 K and scutters are such as a saccessful footback tab. Marcas tensosin (Cayliard). With the sport citize to ada activities at two cost for children and adalescents in the city of children at the swedin for more more has been as a saccent and the saccent and the cathered is a to employee paramy people in depined areas. Thanso Thetesan (Profession, Alminh University) is carrently part of a research organisations and social entrepreneurship in sport.			The Governance, Metagovernance, Metagovernan and the Creation (New Organisational Forms within Canadian Sport (Dowling, Washington)	r Fran Customers to Partners: Criteria of Relationship Quilly Between Sponsor and Sponsee (GOtz)	Volunteer as the FINA World Championships: Phoning, Implementation and Evoluation (Perfeys)	Insight, Critique and Transformative Redefinition. Mukaj Sense of Sport Saced Intervention Programmes through the Lens of Critical Management (Adams, Harris)
14:40-15.20		Coffee	·		*	·	
15:20-17:00	Room: Live 2	Room: Live 1	Room: High Live 3	Room: Live 3	Room: Live 7	Room: Live 5	Room: Live 6
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15:20-17:00	Room: Live 2	Room: Live 1	Room: High Live 3	Room: Live 3	Room: Live 7	Room: Live 5	Room: Live 6
	Malmö Thematic Symposium "Rethinking 'Sport for All': Inclusion and Integration(?)"	Workshop "New Age of Sport Management Education in Europe"	Sport Governance and Policy Chair: Josef Fahlen	Strategy, Leadership and Stakeholder Management in Sport	Sport Consumer Behaviour Chair: Claas Christian Germelmann	Legal and Ethical Aspects of Sport Chair: Bo Carlsson	Sport Development and Socio-Cultural Perspectives
	(Swedish language) Chair: Lars Lagergren	Convenors: Jens Peter Sørensen, Kari Puronaho		Chair: Tracy Taylor			Chair: Simon Shibli
15:20	The aim is to deepen the discussion of inclusion and integration in Swedish sport. Please note that this session is being held in Swedish language.	(Workshops are interactive conference formats individually designed by the Convenors; order and style of listed contributions can vary) Invited contributors: Ole Christensen (Member	Process Consulting for Organizational Capacity in Voluntary Sport Clubs (Dijk, Waardenburg, Slender, Boven, De Jong)	Strategic Human Resource Management in Professional Soccer: Identifying the Reasons for High Turnover Rate and Ineffective Transfer Practice in the K-League (Yoon, Gang, Park, Pedersen)	Behaviaral Economics and Football – The (Ir)relevance of Outcome Uncertainty Reconsidered (Pawlowski)	Addressing Sexual Abuse and Institutional Liability in Olympic Sport (McCoy)	Analyzing the Negative Impact of Elite Sporting Culture behind Japanese Judo Elite Success (Wu, Nakamura, Iteya)
15:40	Hur ska den svensk idrottsrörelsen kunna leva upp till målen för Strategi 2025? Workshopen intar ett praktikerperspektiv genom att ställa sig frågan om hur föreningarna ute i landet påtar		Sport and Social Entrepreneurship in Sweden (Peterson, Bjärsholm, Gerrevall, Linnér, Norberg, Schenker)	Examining Staff Motivation in Sport for Development and Peace: An Application of the Multidimensional Work Motivation Scale (Otto, Svensson)	Psychometric Evaluation of a Measurement Model of Service Quality in Professional Football Spectator in Brazil (Barras Filho, Pedroso, Miranda, Silva, Sarmento)	Rule 40 versus European Competition Law: A New Challenge to an Ongoing Sponsorship Concern (Grady, Moorman)	Elite Sport and Sport for All: An Epistemological Paradax (de Cocq, De Bosscher, Derom, De Rycke)
16:00	sig ansvaret för "att barn, unga, vuxna och äldre väljer att idrotta i förening under hela livet" det vill säga även i praktiken bli den inkluderande och integrerande verksamhet som eftersträvas? Hur kan föreningar driva verksamheter som inte	Europe Project. Results from Spain (Gallardo, García-Unanue, Sánchez-Sánchez, Cabello,	What Do Sport Organizations in Canada and England DO to Integrate Immigrants in Sport? Implications for a Changing Europe (Hayday, Byers, Roy)	The Synergetic Impact of Management Processes and the Motivating Style of Board Members in Relation to Human Resources Capacity (De Clerck, Aelterman, Haerens, Willem)	Attendance of Active Football Fans in China: Evidence of a Survey Study (Kurscheidt, Ma)	An Examination of How Regulatory Frameworks Used to Control Procurement in the Public Sector Are, and Could Be, Applied to Control Procurement of Infrastructure for Major	Comparing the Practices of US Golf against a Global Model for Integrated Development of Mass and High Performance Sport: Perceptions of Coaches (Smolianov, Brophy Miles, O'Connor,
16:20	är direkt anpassade till den organiserade tävlingsidrotten eller elltsatsningar? Är det ens vad en förening i regel vill med sin verksamhet? Om samverkan med aktörer utanför idrottsrörelsen är lösningen, hur kan denna i så	Does Less Extensive Sport Management Education More Often Lead to Unemployment? (Skirstad, Nová) Sport Management Studies 2020 (Puronaho,	Research on Community Sports Provision, Residents' Satisfaction and Participation Community Sports Activities in China (Chen, Zhou)	Winem) Building Organisational Resilience in National Governing Bodies of Sport (Bostock)	Factors Affecting Alpine Skiing Participation in China prior to the Beijing 2022 Olympic Winter Games (Yang, Taks, Wang)	Sporting Events (Thurston, Arrowsmith) Exploring Overseas Basketball and the Exploitative Nature of the Business (Wright)	Stone, Dian, Schoen, Chen) The Significant Competence of Coaches and Managers in Developmental Environments in Sports (Fahlström, Linnér)
16:40	fall se ut Verkhopen offar til lart singe en genernom grund ev vårar utverkningsabete utfrån ideer, erforenheter och forskning.	apon mundjernim sludie 2004 pulniknik, talikilj Decade challenge: Are the Core Competences (or Sport Managers Remaining the Same? (Cingiene) New Age of Sport Management Education in Europe, The Care of Greene (Krast, Tiskani, Matsouka, Yfantidou, Astrapellos) Academic Sport Management Education in Karden to Sport Management Education Market and Higher Education (Adam, Wohlfart, Hovemann)	Are Soort Frederations: he Most Preferable Institutions to Organis Sport-Fac-All? (De Bock, Willem, Scheerder, Theeboom)	Exploring Opportunities and Challenges of Mempers in Sport. Cane Study of the Korean Sport and Olympic Committee (Byun, Leopley, Ellis)	Dees Ethoneentrison Motter to English Premier Frank Reistance to the 33th Game Concept (Lim, Kong, Pyun)	Sports and Bullishit: Philosophical and Ethical Asperts of Athletic Entertainment (Unsson)	Creating a Professional Women's Sport Competition: Contributions of Institutional Work (Encel, Phillips)
17:00-17:10	Break to move				1	1	
17:10-17:50	Room: High Live 3 EASM Student Seminar Presentations Chair: Mattias Melkersson	Room: Live 1 Workshop "New Age of Sport Management Education in Europe" Convenors: Jens Peter Sørensen, Karl Puronaho	Room: Live 9 ESMQ Editorial Board meeting Convenor: Paul Downward	~			
18:15-21:00 (doors open 18:00)	(incl. EASM	(Continued from above) Social evening in Niagara Distinguished Service Award, EASM Student Sem	(By invitation only, 1 hour)				

		Friday, 7 September 2018					
08:00-09:00	1	Registration (conference venue: Malmö Live)					
09:00-10:40	Room: Live 6	Room: Live 7	Room: High Live 3	Room: Live 1	Room: Live 2	Room: Live 4	Room: Live 5
	Public Health and Physical Activity Management Chair: Karin Book	Sport Management Education Chair: PG Fahlström	Sport Governance and Policy Chair: Sven Junghagen	Strategy, Leadership and Stakeholder Management in Sport Chair: Daniel Plumley	Sport Consumer Behaviour Chair: Kirstin Hallmann	Sport, Media and Communication Chair: Chris Horbel	Broader, New and Critical Aspects of Sport Management Chair: Bo Carlsson
9:00	Activity Interfaces: Breaking Down the Barriers	Exploring the Emergence of Sport and	Resistance to Board Renewal (Robinson, Taylor)	Course and Management of Latent Stages of	United We Stand? How and When Prototypical	Framing Athlete Activism: The Case of the	Does Corruption in Sport Corrode Social Capita
	at Public Activity Places (Book)	Entertainment Academic Programs and Examining the Commonalities and Differences (Gillentine, Shaomian)		Economic Crises: The Case of German Professional Football Clubs (Druker, Daumann)	Fan Behavior of Satellite Fans Improves Local Fans' Attitudes toward Them (Behrens, Uhrich)	National Football League Athletes' Anthem Protests (Sant, Wang)	(Manoli, Downward, Bandura, Foster)
9:20	How Does Street Level Bureaucracy Challenge the Implementation of Football Fitness? (Bennike, Ottesen)	Preparing Undergraduate Students for the Grass Roots of the Sport Management Practice: Sport Club Governance Data as a Proxy for	Controlling the 'Male Ego' and Other Discursive Practices in the Gendering of Sport Governance (De Haan)	The Impact of Value Creation on the Performance of Football Clubs in Colombia Mediated by Co-Innovation (Brand, Winand,	Consuming Sport, Producing Atmosphere: The Attraction of Sport Events from a Spectator Perspective (Hjelseth)	The Construction of National Identity at Major Sporting Events (Schröpfer, Grotz, Breuer)	Can We Fix The Match-Fixing Problem? – An Agent-Based Analysis (Sprenger, Westmattelmann, Eissler, Schewe)
9:40	Development of a Tool to Measure Possible Health Gains of Sport Events: Studying the Additionally Performed Physical Activity of a Mass Participation Running Event (van Genderen, Schoemaker)	Defining Curricula (Fahlen, Stenling) Sport Management Labour Market: Discrepancies Between Skills Offered by Graduates of An Academic Sport Management Programme and Skills Required by Employers of Sport Managers in Germany (Wohlfart, Adam, Hovemann)	The Length of Electoral Terms in National Sport Governing Bodies (Wojciechowski)	Perdono-Charry, Paradi, Quinchia) The Match-Day Event: Analysing Supplier Relationships in Professional Football (Egilsson, Dolles)	Brand Image and Fandom of Professional Football Clubs - An Enginical Study of Brand Characteristics and Facets of Fandom in Social Media for Germany as Point in Case (Hermann, Kola, Haumer)	Examining the Use of Social Media in the Process of Recruiting by National Collegiate Athletic Association Division I Golf Coaches (Miles, Burch, Pedersen)	Political Risks, Political Capital and the Russian Foatball World Cup: Who Were the Winners an Losers? (Piekarz)
10:00	Vault! A Parkour-Inspired Mobile Learning App (Johnsson, Fernandez, Linderman, Contreras, Appelqvist, Lindström)	Implementing Internationalization in Sport Management Programs: A Case Study of "The International Year of Cuba" at Western Kentucky University (Upright, Henson)	Steering Performance of International Sport Federations (Bayle, Clausen, Giauque, Lang, Schlesinger, Ruoranen, Klenk, Nagel)	Stakeholder Management in English Non-league Football: The Case of Dulwich Hamlet FC (Panton, Walters)	Metafandom: A Theory of Chronically Connected Leisure Communities (Larkin, Spalding, Ahn)	Virtual Family, Gap Holders, Toolbox and Online Club: Four Profiles of Online Communities in Organized Sports (Kuijsters, Goedee, Leenders)	The Current Status of Career Support Services for Active and Former Professional Athletes in Europe (Defruyt, Wylleman, Smismans, De Brandt)
10:20	Designing the Model of Sport for All in Iran (Ehsani, Saffari, Amiri)*	New Models of Delivery in Sports Management Education – The Use of Major Sporting Venues (Deane)	The Impact of Elite Sporting Success on National Pride in England (Shibli, Ramchandani, Davies, Downward, Bingham)	"You Cannot Tell Every League in the Country How to Organise Their Leagues" – The Implementation of a National Football Development Plan for the Republic Of Ireland (Finneaan. Littlewood. McArdle)	Exploring Empathy in Fan Responses to Athlete Behavior (Westberg, Stavros, Farrelly)	An Examination of Athlete Social Media Education Provided by National Governing Bodies of Sport (Geurin)	The Roles, Tasks and Competencies of European Career Support Providers (CSP's) within Professional Football (Smismans, Wylleman, Defruyt, De Brandt)

10:40-11:00		Coffee						
11:00-12:30	European Associatio	on for Sport Management General Assembly 2018	8 (Room: High Live 1)					
12:30-13:30		Lunch						
13:30-15.00	Room: Live 4	Room: Live 5	Room: Live 1	Room: Live 3	Room: Live 2	Room: Live 6	Room: Live 8	Room: Live 10
	Workshop "The Progress of Ice Hockey in Light	Workshop "Unpacking the Challenges of	Workshop "Organisational Innovation in Sport	ESMQ 2020 Special Issue Workshop "Exploring	Bern 2017 & Malmö 2018 Special Theme	Workshop "Developing Disability Sport:	Poster Session I	Poster Session II Chair: Mattias Melkersson
	of Economic and Political Influences"	(Public) Management of 'Sport-for-All'-	for Development and Peace"	New Routes Within Brand Research in Sport	Workshop "Social Integration in and through	Pathways from Participation to Excellence"	Chair: H. Thomas R. Persson	Chair: Mattias Melkersson
	Convenors: Bo Carlsson, Jyri Backman, Aila Ahonen	Facilities" Convenors: Bjarne Ibsen, Evald Bundgaard	Convenors: Per Svensson, Adam Cohen	Management" Convenors: Tim Ströbel, Claas Christian	Organised Sport" Convenors: Siegfried Nagel, Johan R. Norberg,	Convenors: Inge Derom, Jacqueline Patatas, Laura Misener, David Legg, Veerle De Bosscher		
	Anonen	Iversen, Jens Høyer-Kruse, Peter Forsberg		Germelmann	Torsten Schlesinger	caura miserier, bavio cegg, veene be bosscrier		
			Interactive conference formats individually designe	d by the Convenors: order and style of listed contr		-	(Starts with brief oral introduction	on of posters by respective authors)
	The Difficulties of Modernization: The Case of	Measuring the Utilisation of Sports-for-All		Influencer Marketing: The New Role of Athletes		Managing Para-Athletes' Experience and	The Relationships between the CSR, Social	Place Attachment in Sporting Event Participants:
	Swedish Bandy (Andersson)	Facilities (Iversen)	Richelieu)	as Human Brands (Cornwell)	Fitness Centers: Analysing Integrative and Disintegrative Practices (Cardone, Schlesinger)	Engagement with Sport Medicine in Large Scale Sport Event (Quinn, Misener)	Identities, Brand Equity, and Consumer Loyalty of Sport Consumers: A Study from Cross-	Case of Local Walking Event in Japan (Shun, Kozo)
	A Socio-Demographic Analysis of French Ice Hockey Participants: Which Opportunities for the Development of the Sport? (Routier,	Utilisation As Performance Measurement in Sports Facilities (Høyer-Kruse)	The Significance of Female Coaches and Leadership in SfD (Carney, Chawansky)	Talking About Sports Brands - How Our Social Media Conversations Reveal What We Say (Chadwick, Fenton, Dron, Ahmed)	Successful Achievement of Social Integration for Disabled People through Neighbourhood Sport	Developing Paralympic Athletes' Pathways: An Analysis of the Sport Policy Factors and the	National Perspectives (Ma, Kaplanidou, Chiang, Huang)	Practical study of sports events to solve social problems: A Study of Sports Garbage Pickup
	Gaudefroy, Bodet) The Development of Women's Professional Ice	Public Sports Facilities – Are They for the Public (van Bedaf)	 Innovation in Sport for Development And Peace: A Quantitative Analysis of Organizational Learning, Innovation Capacity, and Types of 	Sponsorship of Sport Mega Events: A Conceptual Approach for Creating Shared Value	Coaches in The Netherlands (Schrijvers, De Vries)	Involvement of Stakeholders (Patatas, De Bosscher)	Effects of Social Impact Through Sports on Sport Team and Club Management - Aspects of Community Attachment Point of View	Tournament in Japan (Aihara, Honda) The Development of Japanese Elite Sports
	Hockey in China: Using the Canadian League to	Different Meder of Operations of Sport	Social Innovations (Svensson, Mahoney)	(Cook, Biscaia, Papadas)	The Role of Organisational Capacity for the	Nature and Evolution of Paralympic Sponsors'	(Tomivama)	Policy: An Olympic Cycle-Based Diachronic
	Leverage Success for Beijing 2022 (Li. Nauright.	Facilities: Identifying Factors for Success and for	*Shortlisted for the EASM Best Conference	(COOK, BISCOID, Papadas)	Manaaement of the Social Integration of	Mature and Evolution of Paralympic Sponsors Motives (Fuchs, Dagengis, Séguin, Bodet)	(Tomyama)	Analysis (Hibino, Funahashi, Mano)
	Weiller-Abels)	Failure (Hoekman)	Paper Award 2018*	Measuring Consumer-Based Athlete Brand	Underrepresented Population Groups in		Motivations and Constraints as Predictors of	
				Equity and Its Relations with Identification,	European Sports Clubs (Elmose-Østerlund,	Invited discussant: Lisa Lundell (Parasport	Sport Media Consumption Substitution	The Monetary Valuation of Volunteer Coaches' Work: A Macro-Viewpoint Study (Ishiguro, Shoji,
	New Times in Swedish and Finnish Elite Ice Hockey: Business Groups Instead of Non-profit	Performance Measurement as a Management Tool for Sports Facility Managers (Forsberg)	Enhancing Civic Pride through a Government- Led Community Sport Event: A Case Study	Consumer Behaviour, and Attitudinal Brand Loyalty (Kajas)	Feiler, Breuer, Adler Zwahlen, Nagel)	Sweden)	Intention: A Preliminary Result from Taiwan Perspective (Hsu)	Work: A Macro-Viewpoint Study (Ishiguro, Shoji, Mano)
	Sport Clubs (Backman)		(Jones, Taylor, Wegner, Lopez)		Sports Clubs as a Medium for Integrating People	2		
	The Effect of Athlete Migration on Czech Ice Hockey: A 25 Year Study (Crossan)	Governance of Local Sports Policy: A Swedish Case Study in the Post-NPM Era (Sjöblom)	Examining the Influence of Shared and Servant Leadership on Organizational Performance in	Esport Extensions of Football Brands: Stakeholder Co-creation in Action (Bertschy, Muhlbacher, Desbordes)	with Migration Background and Disabilities (Nagel, Adler Zwahlen, Albrecht, Elmose-Østerlund)		A Study on the Use Intention of Mobile Reservation System for Spectating Korean Professional Baseball by Using TAM Model (Sa,	Other than Athletic Performance? The Pursuit of Student-Athletes' Academic Psychological Capital and Well-Being (Kim, Chin, Sung)
	Sport, Political Economy and Leveraging the		Sport for Development and Peace (Kang, Svensson) *Shortlisted for the EASM Best	Developing an Athlete Brand Identity Scale	Sport Experiences and Social Integration of		Lee, Lee, Kim)	A Study on Souvenirs Purchase of Pyeongchang
	Power of the Olympics: A case of South and		Conference Paper Award 2018*	(Lohneiss, Sotiriadou, Hill, Hallmann)	Women in/from Developing Countries (Alemu)		Motives and Outcomes of Consumer Intentions	Olympic Games by using Extended Goal-
	North Korean Ice Hockey (Kim, Nauright, Li)		Sport for Development and Peace	Brand Governance in Canadian Non-Profit Sport	Sport on (un)Even Terms? Government Support,		to Buy Wearable Sports Technology Products (Chang, Chadwick)	directed Behavior Model (Han, Kim, Lee, Lee)
	Mapping the Rink: Migration Patterns of Male		Programming: Struggles of Temporary Solutions		Youth Sport and the Social Gradient in Sweden			Public Acceptance of Competitive Sport Policy in
	and Female NCAA Division I Ice Hockey Student-		to Yield Permanent Change (Cohen, Taylor,	Narraine, Parent, Hoye) *Shortlisted for the	(Norberg, Åkesson)		Sponsorship of eSports teams: Antecedents and	Taiwan: Antecedents and Prediction (Chen)
	Athletes from North America and Europe (Turcott, Boolani, Smith)		Hanrahan)	EASM Best Conference Paper Award 2018*	Being Part of a Club Community - Sport and		the Moderator of Its Influence on Brand Image and Loyalty (Kim, Cheong, Now, Ryu, Kim)	Relationship Between Sport and Social Capital:
	(nece, bolien, shirty				Belonging? A Study of Refugees' Integration in Austrian Sports Clubs (Stura)		Experimenting Application of Futures Foresight	Considering by Individual Factors (Fujioka, Mano)
					Inclusion of Refugees in Norwegian Football		Knowledge to Business Idea Creation in an Educational Setting in Sports Business	Relationship Between Managers' Competency
					Clubs (Straume, Bachmann, Skrove)		(Saukkonen, Ahonen, Kreus)	and Knowledge Absorption with Entrepreneurship in the Taekwondo Federation
							Sportin Global – Disrupting the World of	Islamic Republic of Iran (Barnamehei, Safaei)*
							Recruiting In Sports (Vebenstad)	isume republic of num (burnamener, sujuer)
15:00-15:30		Coffee						
15:30-17:00	Room: Live 4	Room: Live 5	Room: Live 1	Room: Live 3	Room: Live 2	Room: Live 6	Room: Live 8	Room: Live 10
	Workshop "The Progress of Ice Hockey in Light	Workshop "Unpacking the Challenges of	Workshop "Organisational Innovation in Sport	ESMQ 2020 Special Issue Workshop "Exploring	Bern 2017 & Malmö 2018 Special Theme	ESMQ Editors' Workshop ""Do's and Don'ts n	Poster Session III	Poster Session IV
	of Economic and Political Influences" Convenors: Bo Carlsson, Jvri Backman, Aila	(Public) Management of 'Sport-for-All'- Facilities"	for Development and Peace"	New Routes Within Brand Research in Sport Management"	Workshop "Social Integration in and through Organised Sport"	the Publication Process: Thinking Strategically About Publication"	Chair: H. Thomas R. Persson	Chair: Mattias Melkersson
	Abonen	Convenors: Biarne Ibsen, Evald Bundgaard	Convenors: Per Svensson, Adam Conen	Convenors: Tim Ströbel, Claas Christian	Convenors: Siegfried Nagel, Torsten Schlesinger,			
	Anonen	Iversen, Jens Høyer-Kruse, Peter Forsberg		Germelmann	Johan R. Norberg	Pamela Wicker		
	(Continued from above)	(Continued from above)	(Continued from above)	(Continued from above)	(Continued from above)	The aim of the workshop will be to give	European Football Marketing and Brand	RFM Scoring to Measure Season Ticket Purchase
						potential authors - particularly new researchers	Recognition in America (Atwater, Baker)	Behavior Intention (Song, Byon)
						- an opportunity to better understand good practice in the submission and reviewing	Rethinking School Golf (Valta)	Use of Sport Facilities: Important Arenas for
						process, demonstrating originality and rigour.	netrinking school doily (Varia)	Sport Participation? (Rofoss)
						Specifically the workshop will cover working	Understanding the Travel Behaviour and Flow-	
						with past and present ESMQ Editors/Associate	on Tourism of Youth Sport Tourists (Buning,	Sport Policy and Women's Football: Analysis of
						Editors/Reviewers in submitting and responding to review, what is the scope of 'sport	Coble, Cassandra)	The Development Programs of Continental Football Federations (Barreira, Mazzei, Galatti)
						to review, what is the scope of 'sport' management' in selecting journals and horizon	Profile of a Participant in Triathlon Events	Football Federations (Barreira, Mazzei, Galatti)
						scanning for theoretical and empirical	(Tomanek)	Coach Migration: Emigration or Job Migration?
						innovation.		(Altieri, Mantovani, Marchioni)
							Volunteer Motivations Scale for International	
							Sporting Events: Translation and Initial Validation of the Portuguese Version	Antecedents of Members Retention in Fitness: Study of Fitness Clubs in Portugal (Gonçalves)
							(Bavaresco, de Oliveira, Santos, Mezzadri,	
							Carvalho)	The Impact of Service Quality in the Satisfaction
								and Perceived Value of Football Clubs about
							Olympic Games National Houses - A Case Study on Rio 2016 Summer and PyeongChang 2018	Soccer League Antioquia Service in Colombia (Correa Henao, Henao Colorado, Brand Ortiz)
							Winter Olympic Games (Tsukamoto, Takahashi)	
							Speaking with One Voice: Who Is "SPORT-	Testing Leisure Constraint Negotiation Model: An Analysis of Community Sport Participants in
							DEUTSCHLAND" and Who Does It Represent?	China (Zhou, Chen, Chen, Feng)
							(Trosien, Ratz)	
							Designing The Sport Development Model of Iran (Ghafouri)*	Explanation of the Value Chain for Sport Entrepreneurship in Sport Science Students (Mokhtari Dinani, Forsati, Norouzi)*
								(mountain Dillanii, Foisala, Noroazi)
							Identifying the Role of Education in the Process of Sport Development in Iran (Seraji, Ghafouri)*	
							The Impact of Ethics on the Purchasing Decision-Makina of Sports Consumers	
							(Mirfallah Nassiri, Souri, Divkan)*	
		Social gathering in the lobby bar						
17:00-19:00		Social gathering in the lobby bai						

Saturday, 8 September 2018 08:00-08:45 Registration (conference venue: Malmö Live) Room: High Live 1 Coffee Room: Live 8 09:40-10:20 10:20-12:00 Room: Live 7 Sport Marketing Chair: Andrea Geurir Room: Live 4 Sport Events and Tou Chair: Harald Dolle Room: Live 2 Sport Governance and Pol Chair: Annick Willem Room: High Live 4 Room: Live 6 Room: Live 2 Room: Live 8
Malmö 2018 Special Track "Youth & Sport"
Chair: Johan B. Northerg
Chair: Daniel Loc Chair: Peter Forsberg Smart Mega Events – How Have the IOC's "Ne Norm" Requirements Impacted the Sports Facility Concepts of the Cities Bidding to Host Children's Transition from Participation in Genre as a Moderator of the Effects of Modified Sport Programs to Club Sport Competition - A Longitudinal Study of Patterns in Internation Quan, givon, Zhang Vier, Giannaksi Vi Impact of NCAA Corruption on the Adidas Brand (Dodds, Heisy, Osborne, Cebulo) Happy Sport Tourist? (Wicker) 10:20 A servad Kange of Fundamental Movement Skills Insight in Fair Play and Violent Behaviour in Assessed in Applied Settings (Kannekens, Sport Using a Smartphone Application (Foor Control Levers of Robert SIMONS: Examples from Professional Ragby Clubs (Auge, Ramin) Ragby Clubs (Ragby Ramin) Ragby Clubs (Ragby Ragby Ramin) Ragby Clubs (Ragby Ragby Ramin) Ragby Clubs (Ragby Ragby Ragby Ramin) Ragby Clubs Ragby Ragby Ragby Ramin Ragby Clubs Ragby Ragby Ragby Ramin Ragby and Determinants (Eime, Harvey, Charity) the 2026 Olympic Winter Games? (Kaspar) One-Hundred Years of Rebranding Big-Time US College Sort. Analysis of the KCAA's Marketing Tardeavors (Southall, Nagel) Endeavors (Southall, Nagel) Co-Creating Brand Meaning: How Much, Ib the Southall Meaning: How Much, Ib the Southall meaning Atlanta Mayor Announces City Will Dema Turner Field: The Former Olympic Stadium (Mihalik, Boatwright, Mihalik) 10:40 Understanding the Distribution and Usage Patterns of Indoor Sports Facilities in the Netherlands: implications for Palicy and Practice (Schadherey, Neekaman) The Economic and Public Palicy Impacts of Sport-Anchored Real Estate Development (Rosentrueb, Zondiak, Bain) 11:00 Image Contribution of Youth Tournaments – Al A Cars Study of the impact of 360 Winual Overloaded Opportunity for Hosting Reality on the Destination image of the 1358 Societaris (Nex, Lee Spffell, Rati) (Minkik) Environmenti and Programmatic Interaction in a Youth Sport for Development Context Wegne, Biopp, Jones) Experimental Study on the Offerences of Sports Experimental Study on the Offerences (Sports Experimental Study on the Offerences (Sports Experiment Sudy on the Offerences (Koly) 11:20 A Study of Developing Indicators of Sport Cities In Taiwan (Tsai, Cheng, Su) of Endorser Race (Brown) Theodorasis) The Applicability of the Build Scale about Advertising to Sponsorship in Sport: Evidence from Two Different Consumer Groups (Pyun, Eng. Cho) A Policy Analysis of Player Acquisition Rules in Major League Soccer (Warren) Investmirauu, zuhalak, Bain) The Financial Feasibility, Sustainability and Profitability of University High Performance Centres within a Tertiary Institution Environment (Kotze) 11:40 Room: Live 6 Room: Live 7 Crossover Session: Youth, Sport, Culture Sport Management Education 13:00-14:40 Room: High Live 4 Sport Governance and Policy Room: Live 2 Sport Consumer Behaviour Room: Live 4 Sport Events and Tourism Room: Live 5 Broader, New and Critical Aspects of Sport Chair: Jana N Chair: Christos An Chair: Guillau Chair: Mariika Tak Chair: The Retibarth
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 Comparative Analysis of
 Empirical Study of the Career Progression
 Competitive Balance in Five European Football
 the Requirements for the Management of
 Leagues (Ramchandami, Plumiky, Bayes, Wilson) Professional Footballers (Kains, Schött,
 (Deferherer) Fan Shap or Not? The Impact of Fan Loyalty on The Purchase Decision (Habenstein) Event Host Country (Choi, Kim, Leopkey) 13:00

Developing a Rural Youth Sport Program: A Case
What Advantage Do Student athletes Expect in
Study of a Grassroots Basebal League
(Edwards, Basaro, Aricis, Bunk, Kuhlberg,
Tabukhano, Sawa, Fundhahi, Yakota,
Nakamura, Narako-Nokody
A Quiltative Examination of Sortish and
Review Constraint of Cord of Football Managers in
Poland (Nessel) Oberkiner)
 He Unintended Consequence of Financial Financi Financial Financial Financial Financial Financial 13:20 Team Success, Club Growth, and Long-Term Major Sport Events: Risk and Security Supporter Jones) across rive European Pootboll (Eaguest (Wilson, Journa and Dramsdom Swedsh) Salarbearding Calture and Dramsdom (Backstram) As born Mongers' Perspective (Pahnee, As bornington of Modivations and Constraints (Larverd State of Research: The Labour Marker Jos Synth Mongers' Theory and State of Research: The Cabour Marker Jos Synth Mongers' Perspective (Databaur Marker Jos Synth Mongers') (Passa) Relational Outcomes of Transactional and Non-Transactional Engagement for Sport Teams (Karg, McDonald) World Championship (Denstadli, Salberg) 13:40 (Karg, McDonald) Influence of Perceived Relationship Quality on Donor Behavior: Case of Professional Sport Charitable Nonprofit Organizations (Kim, Attitudes towards Olympic Gigantism: Evidence from Germany (Prüschenk, Kurscheidt) 14:00 Zhang) Sport, Culture and Opportunity: Building Which Competencies Da Active and Former Eilte Network Structures in Cause-Related Marketing Community Capacity Through Surfing (O'Brinn) Althetes Require to Optimise their Employability Collaborations in Beigian Footbalk A Social and Employment? (De Brandt, Welman, Network Analysis (Chrylinek, Willem) Can Involvement with the Olympic Games Affect Perceptions of Human (Olympic) Values? (Racha, Hong) 14:20 Sport Sponsorship as Engagement Platform (Buser, Woratschek, Schönberner) and Employment (Section 2007) Defruyt, Smismans) Coffee Room: High Live 1 **14:40-15.00** 15:00-15:40 19:00-22:00 (doors open 18:30) Closing banquet in Malmö City Hall Hosted by the City of Malmö and Mayor Kent Andersson (incl. ESMQ, New Researcher Award 2018, EASM Best Conference Reviewer Award 2018)