

Bond University
Research Repository



Understanding how sport organisations can leverage Esports

Wang, Dongqi; Fairley, Sheranne; O'Brien, Danny

Licence:
Free to read

[Link to output in Bond University research repository.](#)

Recommended citation(APA):
Wang, D., Fairley, S., & O'Brien, D. (2023). *Understanding how sport organisations can leverage Esports*. Abstract from 4TH WORLD ASSOCIATION FOR SPORT MANAGEMENT WORLD CONFERENCE , Doha, Qatar.

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

For more information, or if you believe that this document breaches copyright, please contact the Bond University research repository coordinator.



جامعة قطر
QATAR UNIVERSITY



جامعة
حمد بن خليفة
HAMAD BIN KHALIFA
UNIVERSITY
عضو في مؤسسة قطر
Member of Qatar Foundation

4th WASM World association for Sport Management Conference, 5-8 March 2023, Qatar University and Hamad Bin Khalifa University

Conference venue location: <https://goo.gl/maps/B8zun95ac1WKEKsG7>

Student seminar venue location: <https://goo.gl/maps/jkBQjb4TEmu2VVmf7>

Saturday (04.03.2023) Student Seminar

09:00-9:30	Registration – Venue: Hamad Bin Khalifa University
09:30-9:40	Welcome and Introduction – <i>Dr. Christos Anagnostopoulos, HBKU</i>
9:45-10:15	Topic 1 - Scenario Planning and Futures in Sport Dr. Michael Linley, Senior Research Fellow, Victory University and Managing Director BrandCapital International
10:15-10:45	Topic 2 – Emerging Researcher Reflections Dr. Nadia Adnan, Assistant Prof., Prince Mohammad bin Fahd University Dr. Khoudjia HouHou, Post-doc Researcher, Marketic Lab, HEC Algiers Business School <i>Moderated by Prof. Urmilla Bob, University of KwaZulu-Natal</i>
10:45-11:15	Topic 3 - PhD Journeys from across the Globe Mohammed Ilaiwi, University of Valencia Mohammad Al-Thani, Loughborough University Saad Alshamari, University of South Carolina <i>Moderated by Dr. Tarlan Chahardovali, UoSC</i>
11:15-11:30	Q&A and students mingling with guest speakers
11:30-12:00	Group project: the What and How? – Dr Christos Anagnostopoulos
12:00-13:00	Lunch Break & Pray Time
13:00-15:00	Groups working on their projects Roving coaches: Dr. Christos Anagnostopoulos, HBKU Dr. Tarlan Chahardovali, UofSC Prof. Urmilla Bob, UKZN Dr. Senaid Salem Al-Marri, QU
15:00-16:30	Group presentations (12 minutes per group, followed by 3 minutes for questions)
16:30-16:45	Closing

Sunday (05.03.2023)

10:00-18:00

WASM Board Meeting

14:00-19:00

Aspire Tour/ Museum Tour

17:30-19:00

Registration

19:00-21:30

Welcome Reception (3-2-1 Qatar Olympic and Sports Museum)

Prof. Karen Danylchuk, WASM President

Mr. Abdullah Al Mulla, Director of 3-2-1 Qatar Olympic Sports Museum (QOSM)

Dr. Ruth Crabtree, WASM Vice-President

Prof. Ahmed Al-Emadi, Co-Chair of Organizing Committee (QU)

Dr. Kamilla Swart, Co-Chair of Organizing Committee (HBKU)

Monday (06.03.2023)

08:00-08:30	Registration & Morning Coffee							
08:30-09:30	Official Opening							
	<i>Remarks by</i> H.E. Mr. Mohamed bin Yousef Abudelnrahman Almana Member of Shoura Council and first Vice-President of Qatar National Olympic Committee on behalf of His Excellency Sheikh Joaan bin Hamad Al-Thani, President of the Qatar Olympic Committee							
	<i>Remarks by</i> Dr. Hassan Al-Derham, President of Qatar University (QU)							
	<i>Remarks by</i> Dr. Ahmad M. Hasnah, President of Hamad Bin Khalifa University (HBKU)							
	<i>Remarks by</i> Prof. Karen Danylchuk, President of World Association for Sport Management (WASM)							
	<i>Remarks by</i> H.E. EU Ambassador to the State of Qatar, Dr. Cristian Tudor							
09:30-10:30	Message by H.E. Hassan Al Thawadi, Secretary General of the Supreme Committee for Delivery and Legacy [Room: Auditorium] [Chair: WASM President]							
	Panel Discussion A - Legacy of the 2022 FIFA World Cup™ and the Arab Region H.E. Nasser Al Khater, CEO of the FIFA World Cup Qatar 2022 LLC_ Marie-Jose Tayah, Technical Specialist, International Labour Organization Massimiliano Montanari, CEO, International Centre for Sport Security_ Khaleel I. Al-Jabir, Director, Qatar Olympic Academy_ Dr. Matt Brown, Chair, Department of Sport and Entertainment Management, University of South Carolina							
10:30-11:00	Coffee Break & Pray Time							
11:00-12:00	Parallel sessions							
	Room	Room	Room	Room	Room	Room	Room	Room
	Stadium 974 (B309)	Al Bayt Stadium (B306)	Khalifa International Stadium (B302)	Education City Stadium (B309)	Al Thumama Stadium (B303)	Ahmad Bin Ali Stadium (B304)	Al Janoub Stadium (B311)	Lusail Stadium (B305)
	Global Sport Management Teaching Excellence Series	Sport Marketing & Consumer Behavior	Sport Events & Tourism	Sport Governance & Social Responsibility	Innovation & Technology in Sport	Strategy, Leadership & Stakeholder Management	Sport Finance & Economics	Professional Presentation
	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair
	Ruth Crabtree	Kostas Alexandris	Wadih Ishac	Christos Anagnostopoulos	Donna Wong	Brendon Knott	Olga Polyakova	James Zhang
11:00-11:20	Engagement Typologies Within Higher Education: Do You Know Your Students? Ruth Crabtree, United Kingdom	Systematic Literature Review on the Satellite Fan Segment; Valentin Nickolai, Florian Pfeffel, Germany	It's Complicated: Sport Travel During COVID-19; Angela Hayslett, Katharine Nohr, United States	Social Responsibility in Professional Sports: The Current State of Knowledge; Matthias Pfister, Germany	Technological and Digital Innovation Entity- Relationships in Sport and the Olympic Games Ecosystem; Popi Sotiriadou, Hesham Rostami, Australia	Sustaining Multi-Organizational Collaboratives in Sport for Development: Insights from a Longitudinal Study; Per Svensson, United States	The New Normal: Covid-19's Financial Impact on Sport Business; Matthew Brown, United States	Qatar Olympic and Sports Museum - Activating A Nation; Latifa Al-Kuwari, Danijel Saric, Moses Oluchiri Amonje
11:20-11:40	Global Teaching Excellence – The Challenge of an European Vital City; Gerco Van Dalfsen, Netherlands	Examining the Impact of Sporting Events on Citywide Crime Patterns; Brian Menaker, Francisco Haces Fernandez, United States	The COVID-19 Pandemic and Leisure Providers – Challenges, Opportunities and Adaption Strategies for Ski Area Operators in Austria; Robert Steiger, Lukas Graiff, Mike Peters, Martin Schnitzer, Austria	Running Club Membership and its Influence on Social Capital and Quality of Life among Runners; Kyriaki Kaplanidou, United States, Shang-Chun Ma, Taiwan	Analysis of Advertising Effectiveness in eSport Events using Neuromarketing Techniques; Frano Giakoni, Chile; Francisco Segado, Aarón Manzanares, Spain	Strategies in Fostering Loyalty Programmes - An Empirical Analysis of the European Football Market; Lukas Kimpel, Thorsten Dum, Holger Sievert, Germany	Large Scale Sports Events – Are they Worth the Money? If so – Why? Harry Arne Solberg, Jon Martin Denstadli, Norway	Cricket Facility Development in Qatar – A Case Study; Qamar Khan, Kamilla Swart, Qatar

11:40-12:00	The Positive Impact of the COVID-19 Pandemic on the Creation and Transference of Knowledge in Public Sports Management in Brazil; Leandro Fleck, Roberto De Vasconcellos, Caroline Monacci, Alex Fabiano Dutra Farias, Luiz Carlos Nery, Brazil	Perceived Quality and Customer Engagement In the Spanish Fitness Sector: The Impact on Relationships according to the Fitness Business Models; Pablo Gálvez-Ruiz, Ignacio Cepeda-Carrión, Salvador Angosto, Moisés Grimaldi-Puyana, Jerónimo García-Fernández, Spain	The 2022 Beijing Olympic Winter Games and the Development of Alpine Skiing in China – Will it be a Sustainable Sports Tourism And Leisure Management Success Story? Robert Kaspar, Austria; Hermann Winkler, Italy	Non-Profit Sports Club Volunteers: Same, Same but Different or One and the Same? Kirstin Hallmann, Svenja Feiler, Christoph Breuer, Germany	Crowd Management Models and Technologies: How to be Prepared for Qatar's 2022 World Cup; William George, Mohammed Yaqot, Brenno Menezes, Tareq Al-Ansari, Kamilla Swart, Qatar	Unpacking the Antecedents of Employee Engagement in Sport for Development; Per Svensson, Shinhee Jeong, Brad Shuck, United States	Private Equities Love Sports (and transform it?); Gerhard Trosien, Maria Ratz, Fabian Ulrich, Germany	After FIFA World Cup, What's Next for Sport Tech Firms in Qatar Adel Saad, Skora, Qatar
12:00-13:30	Lunch Break							
13:30-14:30	Parallel sessions							
	Room	Room	Room	Room	Room	Room	Room	Room
	Stadium 974 (B309)	Al Bayt Stadium (B306)	Khalifa International Stadium (B302)	Education City Stadium (B309)	Al Thumama Stadium (B303)	Ahmad Bin Ali Stadium (B304)	Al Janoub Stadium (B311)	Lusail Stadium (B305)
	Global Sport Management Teaching Excellence Series	Sport Marketing & Consumer Behavior	Sport Events & Tourism	Sport Governance & Social Responsibility	Innovation & Technology in Sport	Strategy, Leadership & Stakeholder Management	Sport Finance & Economics	Lightening talk/Professional Presentation
	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair
	Gerco van Dalfsen	Andre Richelieu	Kyriaki Kaplanidou	Dan Connaughton	Tarlan Chahardovali	Samuel Lopez	Harry Arne Solberg	James Zhang
13:30-13:50	Rethinking Sport Leadership Knowledge: An Insight on the Current State of Sport Management and Business Courses in Higher Education, Majd Megheirkouni, UK	Comparative Analysis of Football Fan and Public Audience Loyalties in Qatar with those from Key European Markets in light of FIFA World Cup Qatar 2022; Tilman Engel, Gerald Fritz, Germany	Sports Tourism Governance as a Mechanism of Investment in the Global Sports Business Market; Atallah Trif, Soumia Teniou, Algeria	Factors required for the Implementation of a Successful National Elite Sport Policy; Nadim Nassif, Lebanon	Understanding the eSports Landscape; Donna Wong, Japan; Yue Meng-Lewis, United Kingdom	Internationalization Strategies of Large, Medium-Sized, and Small Professional Football Clubs - A European Assessment; Fabian Ulrich, Jan Dimmer, Florian Pfeffel, Maria Ratz, Germany	Brazilian Soccer: The Operation and Use of Stadiums during the Pandemic; Rômulo Meira Reis, Silvio Costa Telles, Brazil; André Dionísio Sesinando, Mário Coelho Teixeira, Portugal	The Chinese Winter Sport Ambitions Beyond Beijing 2022 Winter Olympics - Will it be a Sustainable Industry, Sport Tourism and Public Health Success Story? Hermann Winkler, Italy
13:50-14:10	Applicability of an Executive Coaching Process in A Brazilian Non-Profit Sport Organization, Raquel Vieira Nakamura, Flávia Da Cunha Bastos, Brazil;	Evaluation of Consumer-Focused Outcomes in the Context of eSports Sponsorship; Olga Polyakova, United Kingdom; Kostas Alexandris, Greece	Social Media Promotional Strategies of the 2022 Winter Olympic Games; Simon Licen, United States; Nastja Cermelj, Slovenia	The Numbers Game: Quantifying Sport Governance; Vassil Girginov, United Kingdom	Understanding how Sport Organisations can Leverage eSports, Dongqi Wang, Sheranne Fairley, Daniel O'Brien, Australia	Toward a Crisis Decision Making Model for Professional Sport Executives; Robert Lyons Jr., E. Newton Jackson Jr., USA	Does Money Really Shoot Goals? An Empirical Investigation of the Extent To which Team Value, Sport Performance and Club Wealth are Interrelated in Soccer - in National Versus International Competitive Environments; Johannes Heil, Tino Harth-Brinkmann, Castulus Kolo, Germany	Disconnected Networks: Understanding and Optimizing Sport Migration Networks in Semi-Periphery Countries, William Crossan, Czech

14:10-14:30	The Contribution of Contextualized Learning in Sport Organizations; Francisco Serrano Romero, New Zealand	Rivalry Dispersion Theory: Are Multiple Rivals Good for Society?; Joe Cobbs, United States; Shaun Star, India; David Tyler, United States	Legacy of Major Sporting Events for Disadvantaged Individuals and Communities: A Systematic Review; Xiao Liang, Shushu Chen, Mary Quinton, Jet Veldhuijzen Van Zanten, Zhaoyu Duan, Barnaby Carter, Andrew Heyes, Abdullah Alharbi, Mark Lee, United Kingdom	The Codification of Good Governance in Sport: Assessing Compliance Mechanisms; Vassos Koutsioundas, Loukas Glyptis, Cyprus, Greg Botwina, Christos Anagnostopoulos, Qatar	Promoting Bicycle Tourism through Technology in Greece: Profiling Bicycle Tourists for Developing a Smart Phone Application; K. Alexandris, T. Karagiorogos, A. Ntovoli, E. Anoyrkati, Greece	Leveraging Major Sports' Success towards Hosting World's Mega-Sport Events: A Qatar 2022 Outlook; Paola Lohmann, Brazil Mohammed Yaqot, Brenno Menezes, Qatar, Deborah Zouain Brazil, Kamilla Swart, Qatar	Influence of a Mega Sporting Event on the Entrepreneurial Ecosystem of the Host Country; Rauf Mammadov, Spain	Pandemic Legal Issues for Sports Organizations; Katharine Nohr, Angela Hayslett, United States
14:30-15:00	Coffee Break							
15:00-16:15	Special Session: "Sport Management Perspectives from around the Globe" [Room: Auditorium] [Chair: Karen Danychuk]							
	Karen Danylchuk (WASM President)_Cheng-Nan Kang (AASM)_Frano Giakoni (ALGEDE)_Oluwaseun Omotayo (ASMA)_Vassil Girginov (EASM)_Erianne Weight (NASSM)_Melody Johnston (SMAANZ)							
17:00-20:00	Qatar Foundation Sport Tour and departure to Souq Waqif							
20:00	Free Evening							

Tuesday (07.03.2023)

08:30-09:00	Registration & Morning Coffee							
09:00-10:00	Parallel sessions							
	Room	Room	Room	Room	Room	Room	Room	Room
	Stadium 974 (B309)	Al Bayt Stadium (B306)	Khalifa International Stadium (B302)	Education City Stadium (B309)	Al Thumama Stadium (B303)	Ahmad Bin Ali Stadium (B304)	Al Janoub Stadium (B311)	Lusail Stadium (B305)
	Contemporary Topics in Sport Management	Sport Marketing & Consumer Behavior	Sport Events & Tourism	Sport Governance & Social Responsibility	Innovation & Technology in Sport/ Professional Practice	Symposium: Scientific Development and Leadership	Sport Finance & Economics	Symposium: Promoting the Science of Sport Management
	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair
	Mahfoud Amara	Gerard Akindes	Katja Sonkeng	Greg Botwina	Kamilla Swart	Geoff Dickson	Matthew Brown	Vassil Girginov
09:00-09:20	Attitudes Towards Volunteerism and Motives & Intentions to Participate in Mega-Sporting Events: Volunteers & Non-Volunteers, Yara Ali, Othman Al-Thawadi, Kamilla Swart, Qatar	Understanding Sports Consumption and Motivations during COVID-19 Pandemic in Qatar; Marah Ahmed Sawali, Lolwa Al-Kaabi, Abdolrahman Al-Obaidly, Mohamed Slim Ben Mimoun, Othman Althawadi, Qatar	Perception Precedes Reality: Residents Assessment of Legacies Left from the Rio 2016 Olympic Games; Rodrigo Feller, Haylee U. Mercado, United States	Youth Sport Parents' Perceptions of Concussion Legislation: What Needs to be Improved? Sungwon Kim, Daniel Connaughton, USA	The NBA's Digital Transformation: An Explanatory Case Study; James Santomier, United States, Harald Dolles, Norway, Reinhard Kunz, Germany	Symposium Scientific Development of Sport Management in Latin America; Rosa López De D'Amico	(Retired) Sports Athletes Turned Sports Owners. Under 40 (Years Old) - Over 100 (Millions Income); Florian Pfeffel, Gerhard Trosien, Maria Ratz, Fabian Ulrich, Tilman Engel, Germany	
09:20-09:40	The College Sports Long Game: An Exploration of the Negative Effects of Time to Transition and Career Identity Development on the Psychosocial Functioning of Former College Athletes in Middle Adulthood; Michael Sagas, Elodie Wendling, United States	Analysis of International Competitiveness of Taiwanese Baseball; Cheng-Nan Kang, Hsin-Ru Chiang, Taiwan	Domestic Legacy Impact of Mega Sport Events as Expected by Local Sport Stakeholders and Residents - FIFA World Cup 2022 Qatar; Gerald Fritz, Tilman Engel, Germany	The Role of Endurance Sports in Healing from Mental Trauma and Improvement of Well-Being – A Management Approach; Eid Al-Bordaini, Kamilla Swart, Qatar; Stephen Shapiro, United States	The Exponential Global Growth of eSports; Katharine Nohr, United States	Symposium Teaching And Assessing Leadership: Linking the Social Construction of Leadership Strengths and Their Shadows; Geoff Dickson	From Team Owners to City Builders: The Rise of Sport-Anchored Urban Development; Judith Grant Long, United States	Symposium Promoting the Science of Sport Management
09:40-10:00	Training: a Determinant of the Success of the Post-Sport Career of Moroccan Footballers; Amina Azmi, Abderrahim Rharib, Morocco	'Sportainment': Sport in the Era of the Spectacle; Andre Richelieu; Canada	Aspire Academy, a National Sport Development with a Global Outreach; Wadih Ishac, Gerard Akindes, Senaid Al-Marri, Qatar	Managing Sports Organizations to be Better Prepared for Taking on New Risks and Adjusting to New Norms; Kishore Gopinathan, India	eSports in the GCC – Challenges and Opportunities Elie Honain, Quest, Qatar	Using LinkedIn in Sport Management Education: A Students' Perspective; Samuel López-Carril, María Huertas González-Serrano, Spain, Christos Anagnostopoulos, Qatar	How can India become a Key Stakeholder in Sport Global Marketplace? Suresh Jha, Amritesh Amritesh, India	
10:00-10:30	Coffee Break & Pray Time							
10:30-11:30	Keynote Speech with Panel Discussion - B [Auditorium] [Chair: Dr Kamilla Swart]							
	<p style="text-align: center;"> Dr. Mezna Al Marzooqi - Director General of Leaders Development Institute, Ministry of Sport, Kingdom of Saudi Arabia: Advancing Women in Sport – Globally, Regionally and Locally Dr. Talar Sahsuvaroglu, Sustainability and Environment Senior Manager, Supreme Committee for Delivery and Legacy _Nada Mohammad Wafa (OLY), Secretary General of QOC Athletes' Commission_ Dr. Meshael Batarfi, Head of Sport Management, University of Business and Technology, Jeddah, Saudi Arabi_Ingrid Vanherle, General Director, Women's Football & External Affairs, Futsal and eSports, Standard de Liège_Prof. Karen Danylchuk, WASM President </p>							

11:30-12:30	Prof. Dr. Zafar U. Ahmed - Founder and Editor-in-Chief: Journal for Global Business Advancement & Journal for International Business & Entrepreneurship Development: Special Issue Publication							
12:30-13:30	Lunch Break							
13:30-15:00	WASM General Meeting [Auditorium] [Chair: WASM President]							
15:00-16:00	Parallel sessions							
	Room	Room	Room	Room	Room	Room	Room	Room
	Stadium 974 (B309)	Al Bayt Stadium (B306)	Khalifa International Stadium (B302)	Education City Stadium (B309)	Al Thumama Stadium (B303)	Ahmad Bin Ali Stadium (B304)	Al Janoub Stadium (B311)	Lusail Stadium (B305)
	<i>Strategy, Leadership & Stakeholder Management</i>	<i>Sport Marketing & Consumer Behavior</i>	<i>Sport Events & Tourism</i>	<i>Sport Governance & Social Responsibility</i>	<i>Workshop: Sustainability in Sport</i>	<i>Symposium: Developing Character to Enhance Leadership Judgment in Sport</i>	<i>Sport Finance & Economics</i>	<i>Symposium International Centre for Sport Security (ICSS)</i>
	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chairs	Session's Chair	Session's Chair
	Michael Sagas	Mohamed SIm Ben Mimoun	Urmilla Bob	Greg Botwina	Talar Sahsuvaroglu	Corey Crossan & Karen Danylchuk	Terje Gaustad	Massimiliano Montanari
15:00-15:20	Football Academies in Africa: Football Development or Underdevelopment? Gerard Akindes, Qatar	Positive Vibes of Ons Jabeur within the Coronavirus Crisis in Tunisia: Netnographic Study; Ines Bahri Hammami, Qatar; Salma-Ines Daou, Tunisia	Exploring the Impact of hosting a Sport Mega-Event on Women's Organized Sport Participation: The Case of the Qatar 2022 World Cup; Saad Alshamari, Rodrigo Feller, Stephen Shapiro, United States	The Future of the '50 Plus 1'-Rule in German Football; Maria Ratz, Fabian Ulrich, Florian Pfeffel, Germany	<i>Sustainability and the 2022 FIFA World Cup</i> <i>Farah Osmani: Sustainability and Procurement</i> <i>Lakshmi Suryan: Sustainability and the FIFA Fan Fest</i>	<i>Symposium Developing Character to Enhance Leadership Judgment in Sport</i>	Paris Saint-Germain: Myth as a Brand Lever; Amr Alem, France	<i>Symposium Building civil society organizations to preserve the purity of sport</i>
15:20-15:40	When COVID-19 Meets Competitive Balance – Trends and Effects in European Football; Christian Geyer, Germany	Factors Affecting High School Football Game Attendance: Perceptions of Non-Participants; Eddie Lam, Matthew Ziemnik, United States	Fan Perceptions of Incompetence and Explicit Bias in AFL Umpiring; Geoff Dickson, Darshan Bist, Australia	Antecedents and Outcomes of CSR within Developing Countries Sport Context; Yoseph Mamo, United States, Girmachew Mengesha, Christos Anagnostopoulos, Qatar	<i>Maya Nachabe: Sustainability and Refillable Water Stations</i> <i>Orjan Lundberg: Sustainability and Innovation</i>		Economic Impact of Covid-19 in the Spanish Fitness Sector: A Longitudinal Analysis; Manel Valcarce-Torrente, Jerónimo García-Fernández, Spain	
15:40-16:00	Kick-Off FIFA 2022: Measuring Sports and Event Management Students' Engagement During Covid-19 In Qatar; Shaheema Hameed Kunhimon, Girish Nair, Swati Prasad, Richelle Arugay, Qatar	Relationship Marketing in Social Media: An Examination of NFL Teams' Instagram Use; Wenche Wang, United States	The Legacy of Sport Events for Emerging Nations; Brendon Knott, South Africa, Cem Tinaz, The Netherlands	The Development of a Conceptual Model of Corporate Social Responsibility of Chinese Super League Clubs; Bingjie Wang, Do Young Pyun, United Kingdom	<i>Talar Sahsuvaroglu: Sustainability and Circular Solutions</i>		Structures and Processes of Sports Rights Transactions; Terje Gaustad, Harry Arne Solberg, Norway	
16:00-17:00	Workshop: Sport Volunteering and the 2022 FIFA World Cup; Athanasios Strigas, Nasser Almogaseeb, Khoudjia Houhou							
16:00-17:00	Workshop: Techniques in Scale Development: A Global Sport Management Perspective; Eddie Lam							

Wednesday (08.03.2023)

08:30-09:00	Registration & Morning Coffee							
09:00-10:00	Parallel sessions							
	Room	Room	Room	Room	Room	Room	Room	Room
	Stadium 974 (B309)	Al Bayt Stadium (B306)	Khalifa International Stadium (B302)	Education City Stadium (B309)	Al Thumama Stadium (B303)	Ahmad Bin Ali Stadium (B304)	Al Janoub Stadium (B311)	Lusail Stadium (B305)
	Strategy, Leadership & Stakeholder Management	Sport Marketing & Consumer Behavior	Sport Events & Tourism	Sport Governance & Social Responsibility	Special Talk	Workshop	Special Session – Case Studies of Sport Management in Japan	Contemporary Topics in Sport Management
	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair	Session's Chair
	Per Svensson	Michael Linley	Robert Kaspar	Heidi Grappendorf	Annemarie Farrell	Geoff Dickson	Shintaro Sato	Brian Menaker
09:00-09:20	Development of Organisational Culture as a Support for the Application of Knowledge Flow in Long Term Planning in the Sports Field; Luiz Carlos Nery, André Dionísio Sestinando, Mário Coelho Teixeira, Portugal	Value Creation, Under-Marketing, and Anti-Marketing of Women's Sport: A Case Study Analysis of Women's Football in the United States; Tarlan Chahardovali, Joshua I. Newman, USA	FIFA 2022: Qatar, The Legacy; M. Walid Qoronfleh, United States; Sawsan Mohammed, Qatar; Musthafa Mohamed Essa, Oman	FIFA and the Regulation of Football Contracts: No Football is Not a Free Market; Walid Ben Salah, United Arab Emirates	The Athlete Advantage: Deliberate Practice in Sport as a Pathway to Expertise Development in Industry; Erianne A. Weight	Workshops A and B: "Half An Idea" Dialogues Between Emergent and Established Scholars	Nature Connectedness and Mental Health among Skiing Participants in Japan: A 2-Wave Longitudinal Survey; Yunfan Wu, Shintaro Sato, Japan	Green Environmental Sustainability in the Future of Sports Facilities; John Bae, United States
09:20-09:40	Purpose Driven & Sustainable Strategy in Football; Oleksandr Kucheriavyi, Switzerland	Newspaper Coverage of Sport in China, Slovenia and The United States; Simon Licen, United States; Luleiya Huang, Bin Xiao, Xuemei Bi, China	The Effect of The World Cup 2022 on Sustainability Projects in Qatar; Osama Mahd, Ghassan H. Mardini, Qatar	The Impact of World Cup 2022 on The Inclusion and Diversity of The Human Resources Policies: Perspective of Qatari Listed Firms; Ghassan H. Mardini, Osama Mahd, Qatar	Identifying Unique Brand Associations for A Women's Major Sport Event; Max Maddocks-Henderson, Michael Naylor, Melody Johnston, New Zealand		A Case of Japan-Sweden Youth Baseball Friendship Program: Potential Relationship between Grassroots Sport Partnership and Internal Engagement at JTB Corporation; Vanessa Asell-Tsuruga, Shintaro Sato, Japan	Adopting the Theory of Planned Behavior to Analyze Social Leverage Behaviors at Local Sporting Events; Fei Gao, James J, Zhang, USA
09:40-10:00	21st Century Spectator Risk Management; Katharine Nohr, Angela Hayslett, United States	Impacts of the COVID-19 Pandemic on Sports Participation in South Africa; Urmilla Bob, Suveshnee Munien, South Africa	Linking Physical Education Teachers' Self-Efficacy with Their Perception of New Curriculum Quality: The Mediating Role of Teacher Engagement; Hiam Algharabat, Raed Algharabat, Qatar	The Impact of Residents' Trust in The Government on Their Support to FIFA World Cup 2022; Nusarath Mohamed Kutty, Othman Mohammed O Al Thawadi, Qatar	How did they do it? Explaining soaring WNBA viewership during the COVID-19 pandemic; Annemarie Farrell, Heidi Grappendorf, United States		Student Athlete Well-Being Framework (SAWBF): An Empirical Examination of Elite College Student Athletes; Shintaro Sato, Keita Kinoshita, Midori Kondo, Yuki Yabunaka, Yeko Yamada, Hironobu Tsuchiya, Japan	Gym Members' Loyalty in Qatar: A Comparison Between Sports Marketing Path and Sports Psychology Path; Aza Sid Lemine, Mohamed Slim Ben Mimoun, Raed Al-Gharabat, Qatar; Ainsworth Bailey, United States
9:00-10:00	<p style="text-align: center;">Special Session (Invitation Only) Advancing Sport Management Education in the GCC – Bridging the Gap between Academia and Industry [Auditorium] [Chair: Dr. Mahfoud Amara]</p> <p style="text-align: center;">Facilitators: Dr. Matt Brown, Departmental Chair Sport and Entertainment Management, UoSC_Prof. Vassil Girginov, EASM President</p> <p>Speakers: Prof. Saleh Salim Mohamed Al-Busaidi, Dean, College of Education, Sultan Qaboos University_ Dr. Hussain Almkaimi, Instructor, Public Authority for Applied Education and Training, Kuwait_Dr. Ra'id Shomali, Professor of Marketing, Arab American University Palestine_ Prof. Marco Cardinale, Executive Director of Research and Scientific Support, Aspetar_ Engineer Fahad Juma, Director of Strategy and Project_Department, Qatar Olympic Committee_Cesar Wazen, Director, International Affairs Office, QU_Elie Honain, Quest/ Qatar eSports Federation_ Dr. Zafar Ahmed, President of Academy for Global Business Advancement_ Dr. Meshal Batarfi, Head of Department, Sport Management University of Business and Technology, Jeddah, Saudi Arabia_ Dr Ahmed Abbassi, Executive Director of Competitions and Football, Development at the Qatar Stars League (QSL)</p>							

10:00-10:30 **Coffee Break**

10:30-11:30 **Keynote Speech with Panel Discussion - C** [Auditorium] [Chair: Dr. Christos Anagnostopoulos]
Prof. Dr. Holger Preuss - Professor of Sport Economics and Sport Sociology at the Johannes Gutenberg University Mainz: The Future of Sport – Reflecting the Time of Change
Abdulla Al Mulla, Director, 3-2-1 Qatar Olympic and Sports Museum_ENG Fahad Juma, Director of Strategy and Projects Department, Qatar Olympic Committee_Dr. Ahmed Abbassi, Executive Director of Competitions and Football Development, Qatar Stars League_Amro Al Hamad, CEO Qatar Motor and Motorcycle Federation (QMMF)_Dr. Nayef Nahar H A Al-Shamari, Director of Ibn Khaldon Center for Humanities and Social Studies, Qatar University_ Dr. Angelos Lenos, Deputy Head of Mission, Delegation of the European Union to Qatar

11:30-12:30 **Special Session: Past and future of sport in GCC region In Arabic (with simultaneous translation in English) - D** [Auditorium] [Chair: Dr. Othman Al-Thawadi]
Dr. Abdullah Alghassab, Assistant Dean of Academic Affair, Basic Education College, The Public Authority for Applied Education and Training, Kuwait_ Dr. Abdullateef Bukhari, Professor of Physical Education, Umm Al-Qura University, KSA_ Dr. Mansoor Al-Tauqi, Sport Consultant, Ministry of Culture Sport & Youth Sultanate of Oman_ Prof. Abdulrahman Sayyar, Professor of Physical Education, University of Bahrain_Dr. Senaid Al-Marri, Assistant Professor of Sport Management, Qatar University

12:30-13:30 **Poster Presentation Session (with coffee served)**

13:30-15:00 **Lunch Break**

15:00-16:00 **Parallel sessions**

	Room	Room	Room	Room	Room	Room	Room	Room
	Stadium 974 (B309)	Al Bayt Stadium (B306)	Khalifa International Stadium (B302)	Education City Stadium (B309)	Al Thumama Stadium (B303)	Ahmad Bin Ali Stadium (B304)	Al Janoub Stadium (B311)	Lusail Stadium (B305)
	Strategy, Leadership & Stakeholder Management	Sport Marketing & Consumer Behavior	Symposium: Environmental Sustainability in the Running Business	Sport Governance & Social Responsibility	Workshop	Workshop	Special Session	Contemporary Topics in Sport Management
	Session's Chair	Session's Chair	Session's Chairs	Session's Chair	Session's Chairs	Session's Chairs	Session's Chairs	Session's Chair
	David Tyler	Michael Linley	K. Huang, F. Kuo, J. Chen & H. S. Wang	Rosa Lopez de D' Amico	Angela Hayslett & Katharine Nohr	James J. Zhang, Dan Connaughton & Trish Bradbury	Dr. Christos Anagnostopoulos	John Sungwon Bae
15:00-15:20	Leadership Styles in Sports Management: Study of the Effects on the Motivation of Sport Technicians in Portuguese Municipalities; André Dionísio Sestinando, Mário Coelho Teixeira, Portugal	Understanding Brand Equity for New Created Sport Teams: The Case of Pakistan Super League; Kaiyana Bakali, Mohammad Nael Shaath, Muhammad Asad Ullah, Turkan Alshaibi, Mohamed Slim Ben Mimoun, Hatem El-Gohary, Qatar	Symposium: Environmental Sustainability in the Running Business	Social Capital and Hedonic Well-Being in Sports and Physical Activities: A Systematic Review; Yi Zhang, Keita Kinoshita, Shintaro Sato, Japan	Practicing an Emergency Response in a Sport Facility	Global Perspective of Grant Applications in Sport Management	The Integration of Hip Hop Culture and Olympic Sport: The Significance of Breaking Entry at Olympic Games brings to the Taiwanese Street Dance Community; Kuan-Yu Chen, Taiwan	Sport in Times of Crisis: Impact of the COVID-19 Pandemic on the Sport and Physical Exercise Habits of College Students at SEC Member Institutions; Katja Sonkeng, Jepkorir-Rose Chepyator-Thomson, United States
15:20-15:40	The Influence of Sports Career on Retirement Planning Among Moroccan Professional Footballers; Abderrahim Rharib, Younes El Hassani, Morocco	Football Fandom in the Age Of Covid-19: Assessing Attitudes and Intentions Towards Attendance at the 2022 FIFA World Cup; Mahfoud Amara, Wadih Ishac, Sara Mehanna Al-Naimi, Mohammed Abdulla Q.F. Thani, Qatar; Simon Chadwick, France		The Role of Perceived Organizational Support (POS) and Perceived Benefits and Costs of Volunteering on Volunteers' Attitudinal Outcomes; Cindy Lee, Doyeon Won, United States; Weisheng Chiu, Hong Kong; Hyejin Bang, United States			Exploring the Expectations of Athletes in the Kingdom of Saudi Arabia: Met-Expectations of Athletic Justice, Satisfaction, and Commitment; Seungmo Kim, China, Majed Alahmad, Saudi Arabia, Taeyeon Oh, South Korea, Adam Love, United States	Exploring Social Media Celebrities Influence in Qatari Consumers' Behavior during COVID19 Pandemic: A Focus on Sport Consumption; Goda Jurgelione, Maram Yousif Oqbi, Mariam Khalid Balooch, Reem Alkahlout, Mohamed Slim Ben Mimoun, Qatar; Ainsworth Bailey, United States
15:40-16:00	Do Management Teams Throughout New Zealand Rugby Apply a Learning Organisation Model to	Exploring the Impact of 'Non-Mega Sports' events on Place Image Branding: A Case Study of Saudi Arabia;		Comparative Analysis of Paralympic Athletes COVID-19 Related Difficulties and Perceived Coping			The Effect of Team Achievements, Team Pride and Team Identification on Football Fans Purchase Intentions: A	

	Drive Performance? Francisco Serrano Romero, New Zealand	Amer Alajmi, Richard Giulianotti, James A. Kenyon, Thomas Fletcher, United Kingdom		Management; Courage Adenyoh, Oluwaseun Omotayo, Frank Kusi, Ghana				Comparison Study between Real Madrid Fans in Spain and Qatar; Abdolrahman Al-Obaidly, Mohamed Slim Ben Mimoun, Qatar; Ainsworth Anthony Bailey, United States
16:00-19:00	Free and Prayer Time							
19:00-22:00	Closing Banquet							

Poster Session/ Wednesday 12:30-13:30	
Number	Title
1.	Exploring Experiences of the Sport Tourism Stakeholders during the Covid-19 Pandemic; Mona Mirehie, United States
2.	Future of Sporting Event Management in Post-Pandemic: Challenges and Implications; Shamma Aldosari, Qatar
3.	Impact of Perceived Functional and Image Fit on Consumer-Focused Effectiveness for New NBA Sponsorship; Wen-Hao Winston Chou, James J. Zhang, United States
4.	Impact of Fans' Perception of Paid Sport Streaming Service Quality; Andrew Kim, Ryan Turcott, Minhong Kim, & James J. Zhang, United States
5.	Volunteer Coaches as a Critical Segment of Human Resources for Youth and Amateur Sports: A Review of Literature; Brett A. Anderson, James J. Zhang, United States
6.	Mind the Gap: Bridging Fun Value Gaps to Increase Retention in Youth Sport Clubs; William Crossan, Jiří Mudrák, Czech Republic
7.	The application of Integrated and Developmental Perspective towards Sport Fan Identity; Yoonki Chun, Michael Sagas, Elodie Wendling, United States
8.	Accelerated Impact of Technology on Golf Consumers during the Pandemic: A Review of Literature; Sam Shouyu Chen, Fei Gao, James J. Zhang, United States
9.	Leveraging Sport-Mediated Self-Branding to Enhance Senior Generation Z's Well-Being; Jerred Junqi Wang, Bo Li, James Zhang, United States
10.	Searching for Effective Operational Mechanism of Youth Sport Business Enterprises in China: The Case of Shanghai Cao Yanhua Table Tennis School, Yi Zhang, Chen Fan, China
11.	Qualitative Text Analysis on the Evolution Features of China's Sports Industry Policy; Shangjun Zou, Songhui You, Zhiyuan Wang, China
12.	Assimilation, Femininity, and Image: U.S. Media Spectators' Intention to Watch LPGA Tournaments; Euisoo Kim, United States; Yunduk Jeong, South Korea; Hannah H. Bo, James J. Zhang, United States
13.	National Clinical Guideline: Management of Dental Injuries in Professional Sport; Rasmeh Al Huneiti, Huda Al-Katheeri, Bushra Saeed, Rasha Nusr, Qatar
14.	Utilizing SMART Goal Management Principles to Assist International Students Enrolled in an U.S. University's Sport Management Program: A Shared Mentorship Experience; Hannah H. Bo, James J. Zhang, United States
15.	International Volunteers' Perceptions and Experiences of Qatar from the FIFA Arab Cup on the Road to 2022: The Case of Branding Qatar as a Sport Tourism Destination; Muhammad Muneeb Ur Rehman, Kamilla Swart, Qatar, Stephen Shapiro, United States
16.	Hosting the 2020 ITTF Finals during the Pandemic: Experience and Insights for Successful Event Staging and COVID-19 Prevention and Control; Jin Zha, Dendke Zou, China
17.	Impact of COVID-19 Measures at Japanese Professional Baseball Games in times of COVID-19: The Mediating Role of Affective Response and the Moderating Role of COVID-19 Concerns; Yasuhiro Watanabe, Japan, James J. Zhang, United States
18.	Global Presence of Indian Sport Management Research; Sandhya Manjunath, United States
19.	The Growth of Badminton as a Global Sport and the Global Domination of Asian Teams, Players, Sponsorship and Event Management of Badminton Team Events, Asian Individual Open Badminton Championships and Asian Badminton Brands in the World, 1934-2022; Lim Peng Han, Singapore
20.	Having Competitive Balance or Not: A Critical Issue for Chinese Professional Sports Leagues; William Weizhe Li, Troy T. Zhao, James J. Zhang, United States
21.	Professional and Personal Capital of Saudi Sport Industry Workforce and the Impact on Quality of Work and Life; Elodie Wendling, Michael Sagas, United States; Mohammed Ali
22.	Golf Tournament Sustainability: A Case Study of the 2021 Commercial Bank Qatar Masters; Mohammad Al Kayal, Kamilla Swart, Qatar
23.	The Significance of Urban Planning in Sport Management: A Reciprocal Relationship; Troy T. Zhao, Fei Gao, James J. Zhang, United States
24.	A Vehicle to Deliver Competitive Balance? The Case of the European Super League; Daniel Plumley, Rob Wilson, Girish Ramchandani, United Kingdom
25.	Understanding the Cricket Craze in Qatar via the Theory of Planned Behavior Perspective; Qamar Sadiq Khan, Qatar, Umer Hussain, United States, Kamilla Swart, Qatar
26.	Integrating Sports and Medicine in China: An Exploratory Inquiry; Yuanli Chen, China, James J. Zhang, USA
27.	Sports Television Broadcasting in the MENA Region: Public Service Broadcasters vs. beIN Sports; Eden Wangari, Fatma Oueslati, Gerard Akindes, Qatar
28.	Team' Pride Feelings and e-wom: An Empirical Examination of La Liga fans in Qatar; Sara Alghanim, Sara Mohammad, Mohamed Slim Ben Mimoun, Qatar
29.	Poor Management in Ghanaian Football Clubs Causing Migration; Mariama Bukari, Gerard Akindes, Qatar
30.	The Impact of Professional Football Game on Urban Economy Development: Evidence from Chinese Professional Football Leagues; Zhiyuan Wang, Chongyuan Bi, China
31.	Investment in Sport: Fans' Impressions of Qatar 2022?; Ernest Yeboah Acheampong, Ellis Kofi Akwaa-Sekyi, Ghana

32.	Gamified and Online Activities for Learning to Support Player Development Managers (PDM): Existing Practices in Training; Inga Staškevičiūtė-Butienė, Irena Valantinė, Lithuania, Tsiatsos Thrasyvoulos , Stella Douka, Greece, Lidia López, Spain, Andreas Avgerinos, Cyprus
33.	The Career Trajectory of Sports Managers in Lithuania Based on Life Histories; Valantinė Irena, Fominienė Bitė Vilija, Staškevičiūtė-Butienė Inga, Dieliautaitė Karolina, Lithuania
34.	Employee Attitude to Teamwork in Sport Organizations: Case of Lithuania; V. B. Fominiene, K. Mejerytė-Narkevičienė, Lithuania
35.	eSports and Olympism, a Tricky Relationship? A Scoping Review; Samuel López-Carril, Spain, Tiago Ribeiro, Portugal, Jaime Amor, Spain
36.	TED Talks in Sport Management Classes to Develop Students' Entrepreneurial Skills and Intentions; Samuel López-Carril, María Rodríguez-García, Alejandro Lara-Bocanegra, Spain
37.	Case Study of Spectator Perceptions of Newly Enacted Visible Security Procedures; Angela Hayslett, United States
38.	Female Participation in Sport in The Gulf; Amal Saleh, Kamilla Swart, Qatar; Haylee Mercado, United States
39.	The Regulation of Intellectual Property in the Field of Sport; Chaker Mzoughi, Qatar
40.	Adapting the Marketing Mix Across Culture; Jaime Orejan, United States