



3RD WASM CONFERENCE

CONFERENCE GUIDE



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THE WORLD VOICE OF SPORT MANAGEMENT

GREETINGS



Greetings Sport Management Colleagues!

On behalf of the World Association for Sport Management (WASM), I am delighted to extend a warm welcome to our Third WASM conference hosted by Universidad Santo Tomás in Santiago, Chile October 16-19, 2019. Conference host Rodrigo Andrés Alvarado Strange, Director of the Sport Science Institut of Santo Tomás University, conference coordinator Gerardo Bielons, Director of Events GB, Scientific Program Co-Chairs Brenda Pitts and James Zhang, and the WASM conference team have been working diligently to plan an outstanding program with the theme “The World Voice of Sport Management”.

Our previous two conferences in Madrid, Spain (2014) and Kaunas, Lithuania (2017) attracted participants from over 40 countries and we are confident that Santiago will prove to be another outstanding success. We look forward to seeing you in the beautiful city of Santiago!

Karen Danylchuk

President of the World Association for Sport Management



On behalf of the Sports Science Institute of the University of Santo Tomás, it is a great pleasure and a privilege, to host the WASM World Conference 2019, in our 10th anniversary. This institute was created with the mission of developing advanced human capital, as well as generating and spreading knowledge for the sports development, in a joint work with the Olympic Committee of Chile.

We believe that the conference topic called “The World Voice of Sport Management”, it perfectly reflects what we expect from this congress to be, the meeting of many voices throughout the world, that gives a global view to the development of sports management, particularly since this is the first time this conference will takes place in America.

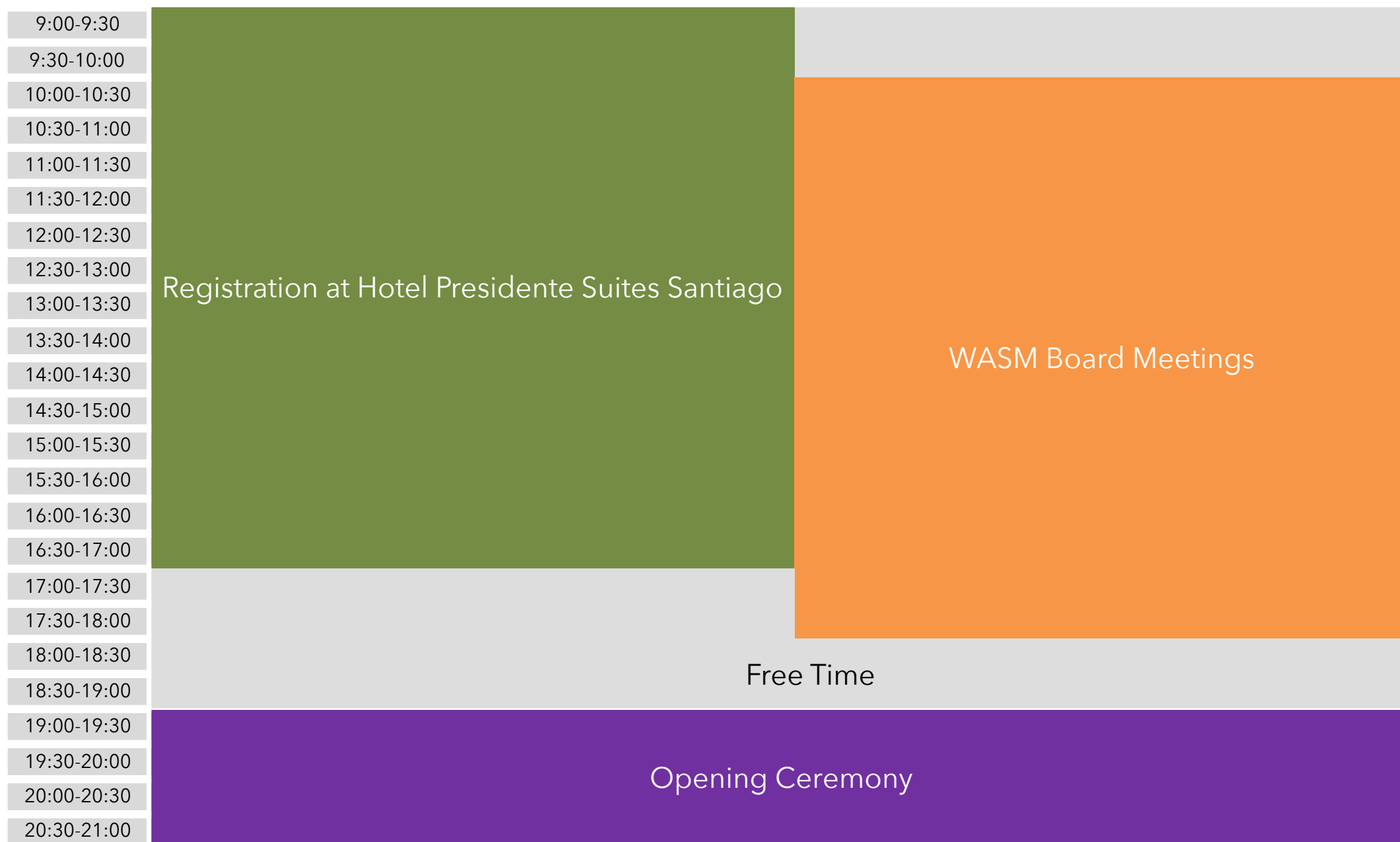
Our country has been taking important steps and assuming great challenges in the sports field, crowned with its designation as host of the Pan American Games in 2023. We are working on a strong scientific and social program to offer the best opportunities for your professional, academic and networking development, as well as to offer the opportunity to discover the beauty and energy of our country and our capital, Santiago.

We look forward to see you at the WASM 2019 World Conference.

Rodrigo Alvarado

Director of the Sports Science Institute

Wednesday, October 16



PROGRAMME SESSIONS

Thursday, October 17 (Registration All Day)

8:30-9:30	Main Room Keynote Speaker - Patrick Nally : A Practitioner's View of Sport Marketing Industry.					
9:30-10:00	Coffee Break					
Parallel Sessions	Parallel Sessions					
Rooms	Main hall	Auditorium	Room 2042	Room 2043	Room 2044	Room 2045
10:00-10:30	The reformation of table tennis regulations - A view from commercialisation and professionalisation Botu Kwesi, Pei-yun WU Taiwan	Product Communication in Sports Entities: Comparative Analysis of CONMEBOL- Libertadores and UEFA-Champions League Cases Roger Brinkmann, Ary Rocco Brazil	How are Sport Sponsorship Decisions Made? - Revealing a Hidden Agenda in Managers' Decision-Making Jan Schoenberger, Herbert Woratschek, Guido Ellert Germany	Model of a professional football club cash flow Tomas Ruda, Jan Sima Czech Republic	Análisis de la Calidad de Gimnasios privados del estado de Colima (Analysis of the quality of private gyms in the state of Colima) Isela Guadalupe Ramos Carranza, Salma Nayelly Gutierrez Urzua, Javier Almazán Del Pozo, Rosa Elena Medina Rodriguez Mexico	Innovations in sport official training and development Guy Bradbury, Trish Bradbury Canada
10:30-11:00	Narco-futbol: The integration of drug cartels into football clubs. Sonia Scibor, James Skinner, Lisa Kihl England	SRO Based on the Rating of Performamnce of a Sport School Dmitry Arkalov, Andrey Litvin, Alexandr Ryabcev Russia	The influence of brand leardership on the effectiveness of sports sponsorship Manuel Alonso Dos Santos, Mario Alguacil, Carlos Pérez Campos Chile	Research on the Integrated Development Model of Ice and Snow Industry and Tourism Industry in China Ruiying Shi, Tao Yang China	Competence-oriented Teaching in Sport Management Higher Education in Germany Olivia Wohlfart, Sandy Adam, Gregor Hovemann Germany	Models of Implementation of Athletes' Dual Career: Gap Analysis between Practice and EU Guidelines Inga Staskeviciute Butiene, Irena Valentine Lithuania
11:00-11:30	Research on the Construction of Public Sports Service System in China Jian Dai, Xiaoqiang Shi China	Modern Contract Theory Application in the Mechanism Reform of Public Stadium in China Ning Chen, Dongmao Ye China	More than Moneyball: How to Bring Sports Analytics to the Classroom N. David Pifer USA	Good Governance In National Sport Organisations: Case of Lithuania Irena Valentine, Ingrida Grigaliunaite, Edvinas Eimontas Lithuania	Rio de Janeiro and the 2016 Olympics: A Long-Lasting Legacy Gabriele Mielke Germany	Recruitment and Retention in Sport: Unpacking the Meaning of "Fun" Christine Green, Marlene Dixon, Arden Anderson USA
11:30-12:00	Performance of Local Government's National Fitness Public Service in China: Evaluation Model Construction, Empirical Study and Promoting Path Xiaoqiang Shi, Jian Dai China	Parallels and Divergence in Sport Migration: A Quantitative World Systems Analysis Tomas Ruda, William Crossan Czech Republic	An Integrated Framework for Delivering Olympic Education Programs Bonnie Tiell, Sebastian Keitel USA	Fitness Consumer Segmentation Based On Perceived Quality And Service Experience Jerónimo García-Fernández, Silvia Martelo-Landroguez, Rosa Díaz-Martín, Gabriel Cepeda-Carrión Spain	Rio 2016 Olympic Games: Impact Of Global Sponsor Activation Actions On The Brand Awareness Of Spectators Eduardo de Oliveira Cruz Carlassara, Pedro Lucas Leite Parolini, Ary José Rocco Brazil	Sport for Health: Understanding the meaning of sport on a small Caribbean island Bob Heere, Kimberly Greaux, Matthew Walker USA
12:00-12:30	Case Study: Analysis of the new Sport Legislation in Ecuador Evelyn Su Jara-Pazmino, Ciro Pazmino USA	Synergy - the case of sailing the OSEP canoe across the Pacific Islands Sainimili Saukuru Fiji	The management of the new soccer arenas in Brazil: a study of São Paulo and Porto Alegre's installations Leonardo Riso Cavalini, Leandro Mazzei Brazil	Pushed Motivations and Perceived Image; Pulled to Promotions: Investigation of motivation, perceived image, promotion and demotivation to visit Pro Football Hall of Fame Doorí Song, Mark Lyberger, Brian Yim USA	All Blacks and Brazil: All Black's brand influence in Brazilian rugby fans Ivan Furegato Moraes, Luis Henrique Torquato Vanucc, Ary José Rocco Júnior Brazil	Management implications in the axiology of the judging in rhythmic gymnastics: A case study Rosa Lopez de D'Amico, Mayerlith Calderon Venezuela
12:30-13:30	Lunch					
13:30-15:00	Main Room Special Session: "Sport Management Perspectives from around the Globe" - Karen Danylchuk (WASM President)					
15:00-20:00	Santa Rita Winery Tour					
20:00-22:00	Social Evening (on your own)					

Friday, October 18 (Registration All Day)

9:00-9:30	Main Room					
9:30-10:00	Keynote Speaker - Dr. Flávia da Cunha Bastos (São Paulo University): Sport Management in Latin America and the World Scenario.					
10:00-10:30	Coffee Break					
10:30-12:30	Main Room WASM Annual General Meeting					
12:30-13:30	Lunch					
Parallel Sessions	Parallel Sessions					
Rooms	Main hall	Auditorium	Room 2042	Room 2043	Room 2044	Room 2045
13:30-14:00	Thinking Strategically About French Professional Football Clubs Mickael Terrien, Carin Yann France	Living in a Diverse World: The Olympic Movement David Waters USA	Sport embeddedness as bias: Can ‘experts’ create effective marketing messages to attract new participants? Christine Green, Marijke Taks, Laurence Chalip, Laura Misener USA	The influence of service quality on favorable behavioral intentions in Brazilian professional football context Marcos Antonio Barros Filho, Carlos Augusto Mulatinho de Queiroz Pedroso, Yves de Holanda Batista Miranda, Victor Henrique Rodrigues Silva, Luiz Claudio Laurentino, Claudia Diaé, José Pedro Sarmento Brazil	Soccer Clubs' Marketing Communication in Brazil, Latin America and North America: relationship with target audiences Carlos Henrique Padeiro, Ary José Rocco Júnior, Karla Caldas Ehrenberg Brazil	Factores claves en la gestión sistémica del deporte (Key factors in the systemic management of sport) Leonardo Salvucci (Seminar) Argentina
14:00-14:30	Research on the Heritage Learning of National Folk Sporting Events under "One Belt, One Road" background Cuixia Yi, Tao Yang China	Indicators of a new architecture for sports facilities: results of a comparative analysis between two Brazilian Arenas Camila Forcellini Brazil	Customer Engagement And Perceived Quality As Determinants Of Loyalty: The Case Of The Fitness Boutique Model Jerónimo García-Fernández García-Fernández, Pablo Gálvez-Ruiz, James J. Zhang, Brenda G. Pitts, Moisés Grimaldi-Puyana Spain	Impact Of Servicescape On Behavioral Responses At Japanese Professional Baseball Events Yasuhiro Watanabe, Tyreal Qian, James Zhang, Koji Matsumoto Japan	Tracking Public Opinion of the United States Olympic Committee Brian Mihalik USA	
14:30-15:00	Structure and organization of marketing departments at Brazilian football clubs: reality and models Ivan Furegato Moraes, Ary José Rocco Júnior, Flávia da Cunha Bastos Brazil	Community Manager, Un Nuevo Profesional Para Que El Deporte Se Conozca (Community Manager, a new professional to make sport known) Guillermo León Zapata Montoya Colombia	Football Spectators Satisfaction with Game and Service: A Comparative Study Luiz Claudio Laurentino, Marcos Antonio Barros Filho, Yves de Holanda Batista Miranda, Victor Henrique Rodrigues Silva, Vera Lucia Samico Rocha, Carlos Augusto Mulatinho de Queiroz Pedroso Brazil	Generational differences in the utilization of Social Media for sport purposes – A Case Study Jana Nova Czech Republic	Scientific research in sports communication: A review of published literature related to social media and sport in the IJSC Roger Brinkmann, Ary Rocco Brazil	El deporte, la Recreación, la actividad física y el aprovechamiento del tiempo libre - una mirada al deporte social comunitario en el departamento del Meta - Colombia (Sport, recreation, physical activity, and the use of free time—a look at the sport social community of the Meta department) jose alejandro aguirre villa Colombia
15:00-15:30	Coffee Break					
15:30-16:00	Institutional Logics, Organizational Hybridity, and Comprehensive Sports Facility Development Projects Daniel Mason, Taryn Barry, Robert Trzonkowski Canada	La influencia de los resultados deportivos en el valor de las acciones de los clubes de fútbol profesional (The influence of sport scores on the value of professional soccer club shares) Julio Quispe Peru	Investment for the Future: The Consumption of Children's Off-campus Private Sport Tutoring in China Liangjun ZHOU, Xiaoying CHEN China	Brazilian Women's football Championship: The current state after CONMBOL and CBF regulation through the manager's opinion Vítor Principe, Carla Rocha Araujo, Maria José Carvalho, Rodrigo Gomes de Souza Vale, Rodolfo de Alkmim Moreira Nunes Brazil	Good Governance in elite sports in Colombia: Comparisons among athletes and executives. Mauricio Hernández Londoño South Korea	Mega Sports Events – only feasible in Metropolitan Regions? Challenges and Chances for new Cooperation. A Comparison between China and Germany. (Seminar) Peter Bittler, Gerhard Trosien, Stephanie Wirth China
16:00-16:30	Corporate Social Responsibility (CSR) through the lens of Institutional Communication (IC): A Comparison between Male Basketball Leagues in Brazil and Italy Ary José Rocco Junior, Manuela Picariello Brazil	Triggers Of The Loyalty Of Parents Towards A Sports Program For Their Children Andres Colorado Colombia	Sport Service Quality Model Defined for Private Day Care Centers Tomas Ruda Czechia	Working Conditions In Lithuanian Women'S Basketball League Teams Rasa Kreivyte, Irena Valentine Lithuania	The Governance of co-hosted sport events and the impacts for the society Stefan Walzel, Manuel Eickhoff Germany	
16:30-17:00	Developing a conceptual model for determining governance quality in professional football membership clubs in Germany Sandy Adam, Joachim Lammert, Gregor Hovemann Germany	Limitations For Intersetoriality In The Management Of Municipal Sport Marco Aurélio Santos, Elisabete Santos Freire, Marcelo Pereira de Lima, Márcio Pereira Brazil	The Value of a Second Language in the Sport Business Industry Jaime Orejan, Andy Gillentine USA	Hyperandrogenism And The laaf Gender Verification Regulations: Are They Really Designed To “Ensure Fair And Meaningful Competition”? Barbara Osborne, John Wolohan USA	Economic impact: An element to make decisions during the organization of sport events: Case study of the European Badminton Championship (elite and amateur) Jordi Seguí-Urbaneja, Cecilia Bahamonde-Pérez, David Cabello-Manrique Spain	Gestión De Proyectos Deportivos Utilizando La Técnica De Redes (Management of sport projects using the networking technique) Oscar Hurtado, Carlos Florez, Rafael Bautista Colombia
17:00-18:30	Free Time for Discovering Santiago					
18:30-22:00	Social Evening (on your own)					

PROGRAMME SESSIONS

Saturday, October 19

Parallel Sessions	Parallel Sessions					
Rooms	Main hall	Auditorium	Room 2042	Room 2043	Room 2044	Room 2045
8:30-9:00	Protecting the commercial value of modern elite sport: arguments for a European Sport Specific Event Right. Simon Gardiner England	Examining the Emergence of Joint Bids in the Olympic Games Becca Leopkey, Jinsu Byun, Dana Ellis, Kristina Hoff USA	Rivalry in the Indian Premier League B. David Tyler, Joe Cobbs, Shaun Star USA	Actors and Interests in the eSport Eco System Gerald Fritz, Mathias Schubert Germany	Regional Model of Financial and Economic Support of Sports Andrey Litvin, Dmitry Arkalov, Valentina Shulikovskaya Russia	Esport: The New Frontier in Sport Sponsorship Markus Buser, Lukas Galiski, Herbert Woratschek, Claas Christian Germelmann Germany
9:00-9:30	An Examination of Olympic Studies Centers Across the Globe Brian Mihalik, Alexia Lopes, Linda Mihalik USA	Career development through a sports qualification program in Germany - A qualitative study of alumni in Chile and Uruguay Michael Fuchs, Wohlfart Olivia, Hodeck Alexander, Sandy Adam Germany	The Role of Culture in International Sport Jaime Orejan USA	Competition between high-altitude adventure tourism destinations (Mt-Blanc, Kilimanjaro, Aconcagua, Everest) Michel Raspaud France	Responding to Organizational Complexity through Hybridity: A Case Study of a Kenyan Sport for Development Program Marlene Dixon, Per Svensson USA	Emerging Legal Issues in Esports Mark Nagel, Matt Brown USA
9:30-10:00	Coffee Break					
10:00-11:00	Main Room Keynote Speaker - Luis Manfredi (CEO of the Football Professional League of Ecuador): La Liga World Business Expansion.					
Parallel Sessions	Parallel Sessions					
Rooms	Main hall	Auditorium	Room 2042	Room 2043	Room 2044	Room 2045
11:00-11:30	Developing A Sport Tourism Participation Model for Thailand Sid Terason Thailand	Internationalisation in sport management education - sweat on the right back Claire Powell Netherlands	Messages of Role Socialization: Strengthening Role Salience without Role Engulfment Arden Anderson, Marlene Dixon USA	A Review of Violent Fan-Player Interactions and the Quest for Excitement Jeffrey Levine, Brian Menaker, Dale Sheptak USA	Scale Development & Questionnaire Design in the Global Sport Management Setting Eddie T. C. Lam (Training Workshop) USA	Career Transition from Sport Management Professor to Administrator: Experiences and Perspectives Karen Danylchuk, James Thoma, James Zhang, Robert Baker, Laurence Chalip (Seminar) Canada
11:30-12:00	Sports Events Evaluation in the Global Sports Marketplace Tian Chen, Maowei Xu China	Triumphs and Challenges of Faculty-Led Study Abroad Colleen Colles, Anita Moorman, Heidi Grappendorf, Heidi Parker, Annemarie Farrell USA	Intra and interorganizational knowledge creation in sport organizations Alexandre Arantes, Ivan Furegato, Flávia Bastos Brazil	The motivation, perception of values and future behavior of Brazilian volunteers in sports events Gustavo Bavaresco, Thiago Santos, Fernando Mezzadri, Maria Carvalho Portugal		
12:00-12:30	Indicators for measuring the effectiveness and impact of hosting mid-size international sport events in Taiwan Yu Huang, Chien-Ming Hsu Taiwan	Academic Stakeholder Alliances: A Strategy to Advance, Broaden and Enhance Sport Management Academic Programs Andy Gillentine, Bob Baker, Matt Brown USA	Research on the Influence Mechanism of National Folk Sports to Tourism Destination under "One Belt, One Road" background Tao YANG China	Sports Managers in the EU- and BRICS Countries. Comparisons of Biographies, Careers and Global Challenges. Gerhard Trosien, Maria Ratz, Florian Pfeffel, Peter Bittler Germany		
12:30-13:30	Lunch					
13:30-14:30	Poster Presentation Session					
Parallel Sessions	Parallel Sessions					
Rooms	Main hall	Auditorium	Room 2042	Room 2043	Room 2044	Room 2045
14:30-15:00	Research on the Interactive Development of China's National Folk Sports with Tourism Industry of Tourism Destination Cuixia Yi, Tao Yang China	Sport Facilities For Participation Sport: A Management Process Proposal For Brazilian Reality Cacilda Amaral, Flávia Bastos, Leandro Mazzei Brazil	Legal Solutions for the Gender Pay Gap in Professional Sport Barbara Osborne USA	Reforming Sport Management Education in Taiwan Noah Yang Hsu Taiwan	Publishing in SSCI journals in sport management (Workshop) James J. Zhang, Sheranne Fairley, Marlen Dixon, Chris Green, Marijke Taks, Geoff Dickson, Laurence Chalip USA	back-up session
15:00-15:30	How the female basketball players will be coaches? - Identifying the most influential factors by Social Cognitive Career Theory- Akane Mikura, Etsuko Ogasawara Japan	Comparison between football clubs and the amateur tennis players in Antioquia, Colombia, about the service quality impact on satisfaction and perceived value Laura Henao Colorado, Silvana Janeth Correa Henao, Jorge Ivan Brand Ortiz Colombia	Entrepreneurial intent and orientation among cohorts of a university-accredited sport business management certificate program in Malawi Anneliese Goslin, Darlene Kluka, Karolina Nessel South Africa	Career patterns of marketing managers in top European football clubs Karolina Nessel Poland		back-up session
15:30-16:00	Coffee Break					
16:00-16:30	Soft Power Theory in International Sport Mega-Events Keunsu Han, J.C. Kim USA	Neuromarketing aplicado a la medición del impacto publicitario durante un streaming de eSports (Neuromarketing applied to the measurement of the impact of advertising during eSports streaming) Frano Giakoni, Daniel Duclos, Francisco Segado, Aarón Manzanares Spain	Achieving Objectives of Brand Strategy Through Sponsorship Activation: A Case Study of the 2014 Ryder Cup Yunchao Bai, Jing Yang China	Political Maneuvers in Management of Sports in Kenya Andanje Mwisukha, Peter Wanderi Mwangi Kenya	How can a golf club ensure its financial future? New service development, new corporate identity, and transitions management. Geoff Dickson, Anjum Chaudhry, Anna Gerke Australia	back-up session
16:30-17:00	Team management structure provides a cultural framework that drives performance in New Zealand Rugby Francisco Serrano New Zealand	Coaching And Design Thinking For Managing The Sport - A Systematic Review Raquel Nakamura, Ivan Furegato Moraes, Cacilda Amaral, Flávia Bastos Brazil	Segmenting Social Media Users of Professional Sport Teams Adam Karg Australia	Career Decision-Making Process Of Us Paralympians Itoh Maki, Mary Hums, Marlene Bjornsrud Japan	An Analysis of the Presentations of the World Association for Sport Management Conferences: 2014 Spain, 2017 Lithuania, and 2019 Chile - Implications and Recommendations for the Future Brenda Pitts, James J. Zhang USA	back-up session
17:00-20:00	Free Time					
20:00-22:00	Closing Dinner at Peumayen BordoRio					

Number	Country	Category	Author(s)	Affiliation	Title
1	USA	Poster presentation	Euisoo Kim, James J. Zhang	University of Georgia	Can positive media coverage on diversity enhance consumption of the Ladies Professional Golf Association (LPGA)?
2	USA	Poster presentation	Sungwon Kim, Daniel Connaughton, Michael Sagas	St. John's University; University of Florida	An examination of concussion management practices in high school girls' soccer
3	Colombia	Poster presentation	Martha Cecilia Sandino Rodriguez	Institución Universitaria Escuela Nacional del Deporte	Deporte y Responsabilidad social: Caso Club Deportivo Colombia, 2019 (Sport and Social Responsibility: The case of the Colombian Sport Club, 2019)
4	USA	Poster presentation	David Zinn	Misericordia University	Preparing sport management students for a global sport industry: A comparison of international courses and study abroad requirements in sport management curriculums in the United States
5	USA	Poster presentation	Kyle Conkle, Ye Hoon Lee, Boyun Woo	University of North Alabama; Hankuk University of Foreign Studies; Endicott College	Autonomy-supportive coaching style, needs satisfaction, and athlete satisfaction: A meta-analysis
6	Brazil	Poster presentation	Rene Fender, Flávia Bastos	School of Physical Education and Sport - University of Sao Paulo	Assessment tools as inductors of good governance practices in the Brazilian national governing bodies
7	Japan	Poster presentation	Yasuhiro Watanabe, James Zhang	Hiroshima University of Economics; University of Georgia	The influence of parents' attitude and expectation on youth sport participation: The focus on sense of fiscal burden
8	Brazil	Poster presentation	Marina Lima Sodr�, Fl�via da Cunha Bastos	University of S�o Paulo	Organizational culture and Olympic values: An NGO case study
9	China	Poster presentation	Yu Chen, Yizhuo Ouyang	University of Finance and Economics	Influence factors of opinion leaders on the effect of sports crisis information transmission from self - media environment
10	USA	Poster presentation	Deborah Breiter Terry, Jeannie Hahm, Asli Tasci	University of Central Florida	Mega sport events and destinations: Implications for marketing
11	Brazil	Poster presentation	Kleber Augusto Ribeiro, Thiago Santos, Sara Maria Barreto Dias, Emmanuel Carneiro, Marcia Sousa	Instituto Federal de Educa��o, Ci�ncia e Tecnologia do Cear� - Brasil; Universidade Federal do Paran�; Instituto Federal de Educa��o, Ci�ncia e Tecnologia do Cear� - Brasil; Secretaria de Esporte e Juventude do Estado do Cear�;	The manager of sports organizations of Fortaleza City - CE, Brazil
12	USA	Poster presentation	Cindy Lee, Hyejin Bang, Boyun Woo	West Virginia University; Florida International University; Endicott College	Influencing factors on consumers' reaction to a professional sport team's CSR activities
13	USA	Poster presentation	Lauren Johnson, James Zhang	University of Georgia	Engaging international sport leaders and scholars and creating a globalized sport business academic program
14	USA	Poster presentation	Soyoun Lim, Younghan Lee, Chih-Chia Chen, Mi-Lyang Kim	Mississippi State University; Soonchunhyang University	Identifying attributes of a unified sport program that enhance Psychological Empowerment for participants, volunteers, and coaches
15	USA	Poster presentation	Eddie T. C. Lam	Cleveland State University	Factors affecting spectators' decision in attending minor league baseball home games
16	China	Poster presentation	Wei Gao	Wuhan University of Science and Technology	The sport marketing strategy of internet company: A case study of HUAWEI
17	USA	Poster presentation	Ruiying Shi, Tao Yang	University of Georgia	The study on the development path of sports tourism industry in China
18	USA	Poster presentation	Minkil Kim, James Zhang	Troy University; University of Georgia	Impact of Taekwondo on youth development
19	Iran	Poster presentation	Amir Seyed Akbarzadeh, Morteza Azimzadeh, Javad Salehi Fadradi	Ferdowsi University of Mashhad	Investigating the spectators' attention to the advertisement of sponsors in the logo transition in badminton tournaments using the eye tracker
20	Mexico	Poster presentation	Maria de Jesus Gatica, Oswaldo Ceballos Gurrola, Rosa Elena Medina Rodriguez, Mariana Su�rez Perez, Oddete Moreno Muci�o	Universidad Autonoma de Nuevo Leon	Soccer industry: Commercialization of professional players
21	Brazil	Poster presentation	Kleber Augusto Ribeiro, Sara Maria Barreto Dias, Nayana Albuquerque, Raquel Ferreira Silva	Instituto Federal De Educa��o, Ci�ncia E Tecnologia Do Cear�	Areninas project: A new public space of leisure in the city of Fortaleza - Brazil
22	Brazil	Poster presentation	Carla Rocha Araujo, Vitor Principe, Maria Jos� Carvalho, Rodrigo Gomes de Souza, Vale Rodolfo de Alkmim Moreira Nunes	Laboratory of Exercise and Sports (LABES), Rio de Janeiro State University; Postgraduate Program in Exercise and Sport Sciences, Rio de Janeiro State University; Faculty of Sport at State University of Porto (FADEUP)	The women football athletes' opinion regarding Brazilian Championship after the CONMBOL and CBF regulation.
23	Mexico	Poster presentation	Mariana Su�rez P�rez, Rosa Elena Medina Rodriguez, Oswaldo Ceballos Gurrola, Mar�a de Jes�s Piza�a Gatica, Oddete Moreno Muci�o	Universidad Aut�noma de Nuevo Le�n	Women's satisfaction with the facilities and physical-sporting programs in a penitentiary center
25	USA	Poster presentation	Brenda Pitts	Georgia State University	Case studies for the sport marketing course: Where to find them & how to use them
25	Iran	Poster presentation	Sara Keshkar, Gholam Ali Kargar, Mohammad Hosein Ghorbani	Allameh Tabataba'i University	Analysis of the status of swimming and preventive factors of the Tehran citizens in swimming sport
26	Iran	Poster presentation	Sara Keshkar, Akbar Farid Fathi, Mohammad Hosein Ghorbani	Allameh Tabataba'i University	Investigating the preventive factors of the publicized of the field of swimming and the presentation of the solution
27	Iran	Poster presentation	Sara Keshkar, Hamid Ghasemi, Hosein Ghorbani	Allameh Tabataba'i University; Pnu tehran mohammad	The role of mass media in publicize swimming in Iran
28	USA	Poster presentation	Andrew Kim, James J. Zhang	University of Georgia	Social media motivation of mixed martial arts fans influence on purchase intention with the mediating effect of fan identification: A review of literature



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SOCIAL EVENTS

OPENING CEREMONY



Place: Palacio Cousiño

Date: Wednesday 16th October

Time: 7pm

Address: Calle Dieciocho 438, Santiago, Región Metropolitana, Chile.

How to arrive from partner hoteles: Taxi or Metro Line 1 until Los Heroes stop and changing to Line 2 stopping at Toesca.

Dress Code: Smart Casual

SANTA RITA VINEYARD TRIP (Optional Visit-Extra Cost)



Date: Thursday 17th October

Time: A shuttle from the conference venue will depart to the vineyard at 3pm.

Reservations: contactoempresas@turistik.cl - Code: 3°CMMD

Discover this historic winery located at the feet of the Andes and within one of the most important wine producing areas of the country, the Maipo valley. You'll explore the winery's modern bottling plant and the oldest wine cellars of the country which during Chile's independence sheltered the 120 brave patriots who were lead by Bernardo O'Higgins.

CLOSING DINNER



Place: Peumayen Borderío Restaurant (typical Chilean place).

Date: Saturday 19th October

Time: 8pm

Address: Av. San Josemaría Escrivá de Balaguer 6400, L 2, Vitacura, Región Metropolitana, Chile.

How to arrive from partner hotels: preferable by taxi.

Dress Code: Smart Casual.