

<b>REGISTRATION DAY: WEDNESDAY 29 NOVEMBER 2017</b>	
<b>11:30am-4:30pm</b>	<b>HDR STUDENT WORKSHOP</b> (Griffith University, Gold Coast Campus) <b>GOLF DAY</b> (Emerald Lakes, Gold Coast)
<b>5:00pm-7pm</b>	<b>Welcome Function</b> Red Zone @Griffith University, Gold Coast Campus (Conference registration available) OAM Duncan Free and Naomi McCarthy

<b>DAY 1</b>	<b>THURSDAY 30<sup>TH</sup> NOV. 2017</b> <b>LOCATION: MANTRA ON VIEW HOTEL</b>
7am-8am	SMAANZ Editorial Board Meeting
7am-8am	Conference Registration – At Mantra on View
8am-8:15am	<b>Conference Opening</b> Associate Professor Clare Hanlon, SMAANZ President Welcome Professor Graham Cuskelly, Head of Department of Tourism, Sport and Hotel Management Welcome Facilitator: Conference Chair, Associate Professor Popi Sotiriadou
8:15am – 8:20am	<b>Launch of SMAANZ Mentoring Program</b>
8:20am–8:45am	SMAANZ Best Paper Award Presentation PD Dr. Pamela Wicker - German Sport University, Cologne, Germany <i>“The Carbon Footprint of Active Sport Participants”</i>
8:45am – 9:10am	SMAANZ Student Research Award Presentation Mel Johnston - Auckland University of Technology, Auckland, New Zealand <i>“The Impact of Civic Duty and Political Cynicism on Support for Event Intention to Participate in a Major Sport Event Referendum”</i>
9:10am- 9:35am	SMAANZ Industry Engagement Award Presentation Eric Schwarz - Victoria University <i>“Research Agreement – Moving from Local to Global: Engaging New Customers by Connecting International Tourists to Local through Professional Sports”</i>
9:35am-10:00am	<b>Morning tea</b>

**DAY ONE : THURSDAY 30<sup>TH</sup> NOVEMBER 2017**

**SESSION ONE**

10:00am	<b>Industry Keynote:</b>  <b>Mr Mark Peters</b>  Chief Executive Officer of the Gold Coast 2018 Commonwealth Games Corporation				
THEME	<b><i>Elite and Professional Sports</i></b>	<b><i>Marketing</i></b>	<b><i>Sport for Development</i></b>	<b><i>Governance</i></b>	<b><i>Gender</i></b>
VENUE	Boulevard 1	Boulevard 2	Boulevard 3	Palm 1	Palm 2
CHAIR					
10:45am	The Influence of a “Go Between” Individual in Organisational Creativity: A Social Network Analysis of a Professional Sport Organisation  <b><i>Natalie L. Smith &amp; B. Christine Green</i></b>	Brand Awareness and Brand Image of Soccer Shoes: Survey Among Youth Players  <b><i>Junya Fujimoto</i></b>	External Factors Associated with Innovation in Sport for Development and Peace  <b><i>Per Svensson &amp; Marion Hambrick</i></b>	The Enforcement Pyramid and the Regulation of Betting-Motivated Corruption in Australian Sport  <b><i>Reynald Lastra, Christine Bond, Caroline Riot, Jason Saunders &amp; Jeff Greenhill</i></b>	“Stage 3 of @letour is Kicking Off Today, But Where Are the Women?”: An Exploration of Women’s Place in #tdf Tweets  <b><i>Larena Hoeber, Sally Shaw &amp; Katie Rowe</i></b>
11:15am	“The Winner Takes it All”: Managing Athlete Support in Stressful Environments, A Case Study of New Zealand Open Boxing  <b><i>Philippa Thomas, Richard Wright &amp; Tony Oldham</i></b>	Profiling Sport Rejecters  <b><i>Heath McDonald &amp; Daniel Funk</i></b>	Building Resilience through Sport: Developing Student Mentors  <b><i>Francesca Gable &amp; Laura Misener</i></b>	Exploring Governance Design and Dynamics for New and Emerging Sports: The Case of New Zealand Stand Up Paddling  <b><i>Trevor Meiklejohn, Lesley Ferkins &amp; Ian O’ Boyle</i></b>	Exclusion and Inclusion in Puzzling Together the NSO-board: Hierarchies of Criteria in Board Nomination Processes  <b><i>Cecilia Stenling, Josef Fahlen, Anna-Maria Strittmatter, Trygve Broch &amp; Eivind Kille</i></b>
11:45am	The Development of the Athletic Identity Addiction Scale for Current and Former Elite Athletes  <b><i>Matt R. Huml &amp; Calvin Nite</i></b>	Examining Characteristics of Soccer Fans in Relation to Overall Support Intention  <b><i>Tomo Tokuyama &amp; Junko Deguchi</i></b>	Organisational Capacity and Local Contexts in Sport for Development  <b><i>Per Svensson, Lewis Faulk &amp; Fredrik Andersson</i></b>	Interorganisational Networks (ION) and Resource Dependence Theory (RDT): Literature Review and Sport Management Research Opportunities  <b><i>Subhasree Mukherjee &amp; Deepak Dhayanithy</i></b>	Interpreting the Effects of Gendered Informal Promotion and Retention Practices on Women’s and Men’s Sport Management Careers  <b><i>Michelle O’Shea, Kristine Toohey, Simone Fullagar &amp; Millicent Kennelly</i></b>
12.15pm	<b>Lunch</b>				

DAY ONE : THURSDAY 30<sup>TH</sup> NOVEMBER 2017

SESSION TWO

THEME	<i>High Performance</i>	<i>Social Media</i>	<i>Event Management</i>	<i>Governance</i>	<i>Gender in Sport</i>
VENUE	Boulevard 1	Boulevard 2	Boulevard 3	Palm 1	Palm 2
CHAIR					<b>Sally Shaw</b>
1:00pm	<p><b>World Cafe: Managing High Performance Sport Systems, Athletes, Entourage and Mega Events (GC2018)</b></p> <p><b>Chair:</b> Popi Sotiriadou</p> <p><b>Panel:</b> David Shilbury, Pamela Wicker, Aaron Aslop, Eric MacIntosh</p>	<p>#EnterToWinNow!: Rules Continue to Evolve for Sales Promotions on Social Media</p> <p><b>Steve McKelvey</b></p>	<p>Setting the Bar Too High? A Critique of Sporting Hyperchallenge Events</p> <p><b>Matthew Lamont &amp; Millicent Kennelly</b></p>	<p>Is Good Governance a Universal Principle?</p> <p><b>Suhardi Alias &amp; Leigh Robinson</b></p>	<p>Exploring empowerment and gender norms in a sport for development program in Papua New Guinea</p> <p><b>Emma Seal &amp; Emma Sherry</b></p> <p>Family and Sport Fandom: What Roles Have Mothers Played in Socialisation?</p> <p><b>Katie Sveinson, Larena Hoerber, Shannon Kerwin &amp; Craig Hyatt</b></p>
2:00pm	<p>An Action-Research Approach Towards a High-Performance Sport University</p> <p><b>Bridie Kean, Jeff Greenhill, Florin Oprescu &amp; Michele Verdonck</b></p>	<p>A Decade Later: Social Media and Sport Research Review</p> <p><b>Matthew Blaszk &amp; Chad Witkemper</b></p>	<p>Game Day Alters Crime Pattern in Sport Venues' Vicinities</p> <p><b>Brian E. Menaker, Devan A. McGranahan, &amp; R. Dale Sheptak Jr.</b></p>	<p>Modernisation of Athletics in Oman: Between Global Pressures and Local Dynamics</p> <p><b>Abdul Rahim Al Droushi</b></p>	<p>Differentiated Approaches to Organisational Change: The Impact of a New Women's League on Participant Clubs</p> <p><b>Chelsey Taylor, Adam Karg &amp; Katie Rowe</b></p>
2:30pm	<p>Managing High Performance Sport: Factors Influencing the Role of New Zealand High Performance Directors</p> <p><b>Trish Bradbury &amp; Travis White</b></p>	<p>Social Media Games: How do Athletes use Social Media during Major Sport Events?</p> <p><b>Michelle Hayes, Caroline Riot, Kevin Filo &amp; Andrea Geurin</b></p>	<p>Relationship of Sporting Events and Visitor Perceptions on Visitation Intention to a Coastal Community</p> <p><b>Leon J. Mohan, Lionel Thomas Jr. &amp; Dene Williamson</b></p>	<p>A Conceptual Framework of Transparency for Sport Organisations</p> <p><b>Pavel Král</b></p>	<p>The Athlete as Social Media Entrepreneur: Branding Strategies of Female Paralympians</p> <p><b>Kim Toffoletti</b></p>
3:00pm	Afternoon tea				

**DAY ONE : THURSDAY 30<sup>TH</sup> NOVEMBER 2017**

**SESSION THREE**

THEME	<i>High Performance</i>	<i>Marketing</i>	<i>Sport Development</i>	<i>Current Issues in Sport</i>	<i>Gender in Sport</i>
VENUE	Boulevard 1	Boulevard 2	Boulevard 3	Palm 1	Palm 2
CHAIR					<b>Rubi Cury</b>
3:30pm	The Influence of the Games Environment on Young and Pre-elite Athlete Performance and Retention in the Sport System  <b><u>Eric MacIntosh &amp; Popi Sotiriadou</u></b>	The Effectiveness of CSR Initiatives of the Master-Brand versus the Sub-Brand  <b><u>Joris Drayer, Thilo Kunkel, Greg Greenhalgh &amp; Joseph E. Mahan</u></b>	The Cost of Organised Sport: Increasing Sport Participation in NSW  <b><u>Michelle Cull &amp; Keith D. Parry</u></b>	'A Champion Sport Off the Diamond': An Investigation of the Interorganisational Structure and Relationships of Softball New Zealand  <b><u>Rachel Murphy &amp; Koji Kobayashi</u></b>	Social Capital and the Community Sports Club: An Ethnographic Study of a Metropolitan Field Hockey Club Exploring Women's Experiences over Time  <b><u>Kirsty Forsdike, Timothy Marjoribanks &amp; Anne Maree Sawyer</u></b>
4:00pm	EnLightening Talks  Chair: Kevin Filo	Digital Definitions of Ambush Marketing: Examining Online Media Representation of Ambush Marketing around the Rio 2016 Olympic Games  <b><u>Dana Ellis</u></b>	Navigating Two Worlds – Pacific Island Perspectives and Contributions to leadership in non-playing rugby roles  <b><u>Gaye Bryham, Lesley Ferkins &amp; Katie Dee</u></b>	Impact of Network Partner on Firm Performance: Big-5 European Soccer League Player Transfers in a Resource Dependence Framework  <b><u>Subhasree Mukherjee &amp; Deepak Dhayanithy</u></b>	Gender Differences in Occupational Turnover from Sport  <b><u>George B. Cunningham, Marlene A. Dixon, Na Young Ahn &amp; Arden Anderson</u></b>
4:30pm		The Impact of Cause Sponsorship on the Sponsor in a Mass Participatory Sport Event Context  <b><u>David Fechner, Kevin Filo &amp; Sacha Reid</u></b>	Social Entrepreneurship over Time: Assessing Gained Skills and Sustainability  <b><u>Adam Cohen &amp; Jon Welty Peachey</u></b>	Unpicking Match-fixing: a Two-country Analysis  <b><u>Argyro Elisavet Manoli</u></b>	Building Capacity of Local Sport Clubs to Increase Female Participation  <b><u>Clare Hanlon, Alison Doherty, Patti Millar &amp; Melinda Craike</u></b>
5 : 0 0 – 6:00pm	<b>SMR Editor Workshop</b> Professor George Cunningham, SMR Editor				
6:30pm onwards	Barefoot Lawn Bowls at Southport – <b>Andrew Thrush</b> moderator or Free afternoon				

DAY 2 : FRIDAY 1<sup>ST</sup> DECEMBER, 2017

SESSION FOUR

THEME	<i>Event Management</i>	<i>Fans and Spectators</i>	<i>Sport for Development</i>	<i>Marketing</i>	<i>Olympics and Mega Events</i>
VENUE	Boulevard 1	Boulevard 2	Boulevard 3	Palm 1	Palm 2
CHAIR					
8:00am	Leveraging Sport Events for Soft Power: The Case of Australia and the 2015 AFC Asian Cup  <b><i>Vitor Sobral, Paul Michael Brannagan &amp; Sheranne Fairley</i></b>	Effects of Relative Size and Homogeneity of Sport Fan Base on Potential Fans' Behavioral Intentions  <b><i>Akira Asada &amp; Yong Jae Ko</i></b>	Building Capacity for Sport Development: Parental Perceptions of Participation Benefits  <b><i>Laura Misener, Marijke Taks, B. Christine Green &amp; Laurence Chalip</i></b>	Gamification Through Fantasy Sports  <b><i>Markus Buser, Herbert Woratschek &amp; Johanna Mühlbeyer</i></b>	Loading Up the Bases: A Case Study of Baseball New Zealand in the Lead Up to the 2020 Olympics  <b><i>Rachel J. Batty</i></b>
8:30am	Understanding Planning and Policy to Secure Social Legacies from Large-scale Sport Events: Preliminary Findings from the Glasgow 2014 Commonwealth Games  <b><i>Alana Thomson, Graham Cuskelly, Kristine Toohey, Millicent Kennelly, Paul Burton &amp; Liz Fredline</i></b>	The Effect of Marquee Players on Sports Demand: A-League of Soccer Superstars  <b><i>Lachlan Glascott, Ross Booth, &amp; Robert Brooks</i></b>	Program Quality of the School-based Extracurricular Sport Programs - on Program Retention, School Adjustment, and Life Satisfaction  <b><i>Yoonhee Park</i></b>	The 'Floating' Role of Marketing in Football Clubs  <b><i>Argyro Elisavet Manoli</i></b>	Strategic Chaos and Entrepreneurial Opportunity at Rio 2016  <b><i>Mike Duignan &amp; Danny O'Brien</i></b>
9:00am	A Tale of Two: A Comparative Case Study Investigating Entrepreneurial Approaches to Participation Based Sports Events in New Zealand  <b><i>Cindy Wiersma</i></b>	Newspaper as a Vehicle for Fan Participation in the Management of the Fiji Rugby Union  Aue Te Ava & Jeremy Dorovolomo	Sport for Social Cohesion: Impacts and Challenges  <b><i>Katherine Raw, Emma Sherry &amp; Katie Rowe</i></b>	Sport as a Platform: Reimagining Sport in the Digital Age  <b><i>Paul Templeman, Linda Leung, Christos Pitelis &amp; Daryl Adair</i></b>	Relaying Rio through an Australian Gaze: Australian Nationalistic Broadcast Focus in the 2016 Summer Olympic Games  <b><i>Olan Scott, Andrew Billings, Qingru Xu, Stirling Sharpe &amp; Melvin Lewis</i></b>
9:30am	The Multi-faceted Relationship Value of Motorsports Events: The Isle of Man Motorcycle Road Races  <b><i>Harald Dolles &amp; Mark Dibben</i></b>	The Visual Consumption of Mediated Sport  <b><i>Aaron Smith, Constantino Stavro &amp; Hiba Lopez-Gonzalez</i></b>	Entrepreneurial Development of China's Professional Sport Clubs: The Case of Hunan Yongsheng, NBL  <b><i>Ning (Chris) Chen, Herb de Vries &amp; Xueli Wang</i></b>	Member's Retention in Fitness: Contribution of the Quality of Services, Expectations, Satisfaction in Life and in the Club  <b><i>Celina Gonçalves, Marisa Sousa, Gustavo Paibe, Maria José Carvalho</i></b>	A Conceptual Framework for Leveraging Stakeholder Engagement to Maximise Legacy Outcomes for a Mega Sport Event  <b><i>Louise Stariha, Kristine Toohey &amp; Millicent Kennelly</i></b>

10:00-10:30am	Morning tea
---------------	-------------

DAY 2 : FRIDAY 1 <sup>ST</sup> DECEMBER, 2017					
SESSION FIVE					
THEME	<i>Governance</i>	<i>Marketing</i>	<i>Sport Policy and Development</i>	<i>Mixed Topics</i>	<i>Entrepreneurship &amp; Social Responsibility</i>
VENUE	Boulevard 1	Boulevard 2	Boulevard 3	Palm 1	Palm 2
CHAIR					
10:30am	Ignoring Engrained Logics: The Failed Institutionalisation of the Inaugural Professional Rugby Competition in the USA <b>Calvin Nite &amp; John Nauright</b>	A Multidimensional Profile of Direct Sport Spectator Enduring and Situational Involvement and Neo-Tribal Response: A Case Study of the Australian Football League in Tasmania <b>Anthony James</b>	Regulatory Theory and Sport Policy Research <b>Russell Hoye</b>	Connecting the Dots: A Social Network Analysis of Canadian National Sport Organisations and their Stakeholders <b>Michael Naraine &amp; Milena Parent</b>	Creating Enterprising Graduates within Sport Management <b>Jo Marsden-Heathcote &amp; Judith Langdon</b>
11:00am	<b>Workshop Educational Programs for GC2018 and Tokyo2020</b> <b>Chairs:</b> Ebbe Daigo and Jos de Schepper	Optimising Tickets for Sport Event Attendees: An Empirical Analysis in German Basketball <b>Mario Kaiser, Tim Ströbel &amp; Herbert Woratschek</b>	Defining Policy Priorities for Sport in Malta: Insight into a Commonwealth Member Micro-state Dawn Aquilina	The Modernisation of Bobby Dodd Stadium at Historic Grant Field <b>Chad Seifried</b>	From a Charitable Trust to a Social Enterprise: Balancing Social Missions and Economic Imperatives for Community Sport Development in New Zealand <b>Koji Kobayashi, Peter Burley &amp; Roslyn Kerr</b>
11:30am	<b>Experts:</b> Terry Gallagher and Kazuhiko Kimura	Athlete Branding – Examining the Role of Self-brand Connection <b>Thilo Kunkel, Rui Biscaia, Akiko Arai, &amp; Kwame Agyemang</b>	Adaptable Design Thinking (aDT) for Sport Management <b>Greg Joachim, Nico Schülenkorf, Stephen Frawley &amp; Katie Schlenker</b>	Relationships Between Psychological Contract, Satisfaction, Commitment, and Turnover Intention of Athletic Personnel: Moderating Role of Psychological Contract Breach <b>Doyeon Won, Gonzalo Bravo &amp; Weisheng Chiu</b>	Institutional Work and Social Change in Sport Management <b>Jonathan Robertson, Andrew Bakos &amp; Danny O'Brien</b>
12:00-1:00pm	Lunch				

DAY 2 : FRIDAY 1<sup>ST</sup> DECEMBER, 2017

SESSION SIX

1:00-2:00pm	<b>Academic Keynote:</b> <b>Associate Professor Daniel O'Brien</b> Bond University, Australia				
THEME	<b><i>Gender in Sport</i></b>	<b><i>Marketing</i></b>	<b><i>Volunteering</i></b>	<b><i>Sport &amp; Community</i></b>	
VENUE	Boulevard 1	Boulevard 2	Boulevard 3	Palm 1	Palm 2
CHAIR					
2:00pm	We're on Each Other's Team: Comparing the Social Media Tribes of AFL and AFLW Teams  <b><i><u>Michael Naraine, Ann Pegoraro &amp; Henry Wear</u></i></b>	New Team, New Brand, New Fans: A Longitudinal Examination of Brand Associations as Drivers of Team Identity  <b><i><u>Henry Wear &amp; Bob Heere</u></i></b>	Determinants of a Sport Volunteer's Happiness  <b><i><u>Kirstin Hallmann, Geoff Dickson &amp; Lea Rossi</u></i></b>	Using Sport Event to Create a Sense of Community: Charity Sport Event Managers' Perspectives  <b><i><u>Ebe Daigo &amp; Kevin Filo</u></i></b>	
2:30pm	EnLightening Talks  Chair: Kevin Filo	Exploring Integrated Marketing Communication Gaps in the Not for Profit Sport System  <b><i><u>Damien Whitburn, Adam Karg &amp; Paul Turner</u></i></b>	An Analysis of Motivation and Psychological Contracts in Sport Event Volunteerism  <b><i><u>Eunjung Kim, Graham Cuskelly &amp; Liz Fredline</u></i></b>	"If I Was Sitting Next to An Under 18 I'd Offer Him a Beer": Team and Club Influence on Minors' Alcohol-related Behaviours in Community Sport Clubs  <b><i><u>Holly Thompson, Josephine Previte, Sarah Kelly &amp; Adrian Kelly</u></i></b>	
3:00pm		Examining Facebook Live Streaming: The case of the Queensland Maroons  <b><i><u>Sarah Wymer, Andrew Martin &amp; Ashleigh Thompson</u></i></b>	Using Multi-dimensional Frameworks as a New Way of Studying Olympic Volunteering  <b><i><u>Olesya Nedvetskaya</u></i></b>	Sport City Planning and Lessons for New Entrants  <b><i><u>Nick Pye</u></i></b>	
3:30pm-4:00pm	Afternoon tea				
4:pm-5:00pm	SMAANZ AGM				
5:45pm 7pm start	SMAANZ Conference Gala Dinner and Awards Ceremony @ Skypoint Deck Q1 Dress Code: Semi Formal				