

REGISTRATION DAY: WEDNESDAY 21st NOVEMBER 2018

9.30am-4:00pm

HDR STUDENT WORKSHOP (H6-03, Hawke Building, UniSA, City West Campus)
GOLF DAY (North Adelaide Golf Course (south course), Adelaide)
ADELAIDE OVAL TOUR (Adelaide, South Australia)

6:00pm-8:00pm

Welcome Function
Pridham Hall, UniSA, City West Campus (Conference registration available)

DAY 1	<p style="text-align: center;">THURSDAY 22nd November 2018 LOCATION: Allan Scott Auditorium, UniSA, City West Campus</p>
8:00am-8:45am	<p style="text-align: center;">Conference registration – Allan Scott Auditorium, UniSA, City West Campus</p>
8:45 – 9:00	<p style="text-align: center;">Conference Opening</p> <p style="text-align: center;">Associate Professor Clare Hanlon, SMAANZ President Welcome Professor Marie Wilson, Pro Vice Chancellor, Business and Law, UniSA Business School Facilitator: Ian O’Boyle, Conference Chair</p>
9:00 –9:25	<p style="text-align: center;">SMAANZ Best Paper Award Presentation</p> <p style="text-align: center;">Dr Claudio M Rocha, University of Stirling. <i>“Temporal variations in the relationship between positive legacies and support: A longitudinal case study in Rio 2016 Olympic Games.”</i></p>
9:25 – 9:50	<p style="text-align: center;">SMAANZ Industry Engagement Award Presentation</p> <p style="text-align: center;">Dr Rachel J. Batty - Massey University, New Zealand <i>“Strategically Loading the Bases: A case study of New Zealand Baseball.”</i></p>
9:50 – 10:45	<p style="text-align: center;">Industry Panel Session</p> <p style="text-align: center;">Minister Corey Wingard, Minister for Recreation, Sport, and Racing Jacob Holmes, General Secretary, Australian Athlete’s Alliance Bronwyn Klei, General Manager, Adelaide Strikers Facilitator: Nick Takos</p>
10:45 – 11.10	<p style="text-align: center;">Morning tea</p>

DAY ONE : THURSDAY 22nd NOVEMBER 2018

SESSION ONE

Hawke Building, UniSA, City West Campus

THEME	<i>Elite and Professional Sports</i>	<i>Mega events</i>	<i>Governance</i>	<i>Gender</i>
ROOM	H6-03	H6-09	H6-10	H6-11
CHAIR				
11:15am	<p>Life satisfaction of German elite athletes in less commercialized sports</p> <p><u>Pamela Wicker, Sören Dallmeyer & Christoph Breuer</u></p>	<p>Do Mega-Events Matter? Exploring PERMA Impacts on Community Members</p> <p><u>Jason Doyle, 6 Thomson, Thilo Kunkel & Kevin Filo</u></p>	<p>New design archetypes for Canadian NSOs</p> <p><u>Russell Hoye, Milena M. Parent, Marijke Taks & Ashley Thompson</u></p>	<p>Organizational Capacity for Gender Equity: A Multiple Case Study Examination of National Sport Organizations</p> <p><u>Alison Doherty & Swarali Patil</u></p>
11:45am	<p>Strategic Groups, Mobility Barriers and the Shooting-Star Phenomenon in Pro Team Sports</p> <p><u>Bill Gerrard</u></p>	<p>Temporal variations in the relationship between positive legacies and support: A longitudinal case study in Rio 2016 Olympic Games</p> <p><u>Claudio M. Rocha</u></p>	<p>Abusing the third team; social norms that present unacceptable identities.</p> <p><u>Stirling Sharpe, Charles Mountifield, Craig Gribble & Richard Keegan</u></p>	<p>How to structurally incorporate gender equality within culturally patriarchal systems, when those currently in power benefit from maintaining the status quo? Case study: Football Federation of Australia (FFA)</p> <p><u>Catherine Ordway</u></p>
12:15pm	<p>The relationship between resilience and sporting success: An analysis among German competitive athletes of different performance levels</p> <p><u>Maïke Bruckes, Daniel Westmattmann, Richard Hossiep, Nicola Rössler & Gerhard Schewe</u></p>	<p>Planning and policy to secure facility legacies from a large-scale sport event: Preliminary findings from the Gold Coast 2018 Commonwealth Games and the Coomera Indoor Sport Centre</p> <p><u>Alana Thomson, Graham Cuskelly, Kristine Toohey, Millicent Kennelly, Paul Burton, Liz Fredline & Jason Doyle</u></p>	<p>Community sport governance: The “Integrated Board Strategic Cycle”.</p> <p><u>Jordan Peel, Sara Ward, Daniel Parnell & Paul Hooper</u></p>	<p>The sport of surveillance: athletic competition and intersex participation</p> <p><u>Daryl Adair</u></p>
12:45pm	<p>Explanation of Dynamics in Doping Behaviour via Social Simulation</p> <p><u>Daniel Westmattmann, Marius Sprenger & Gerhard Schewe</u></p>	<p>Rhetoric and reality: How will the 2018 Commonwealth Games deliver a lasting legacy for Aboriginal people and Torres Strait Islanders?</p> <p><u>Michelle O’Shea</u></p>	<p>Impacts of Sensory and Cognitive Reality on Enjoyment, Usefulness, and Satisfaction in Virtual Reality Sports</p> <p><u>Jungmin Lee, Young Jun Kim, Heeryeong You, Taehee Kim & Kyungro Chang</u></p>	<p>Barriers to adolescent female participation in cricket</p> <p><u>Jenna Fowlie, Rochelle Eime & Katrina Griffiths</u></p>
1.15pm – 1.55pm	Lunch			

DAY ONE : THURSDAY 22nd NOVEMBER 2018

SESSION TWO

Hawke Building, UniSA, City West Campus

THEME	Sport Industry Engagement	Social Media	Mega events	Governance	Sport Management
ROOM	H6-03	H6-09	H6-10	H6-11	H6-12
CHAIR					
2:00pm	<p>Sport Sponsoring Engagement – A dyadic analysis of sponsors' and sponsees' resource integration</p> <p><u>Herbert Woratschek, Markus Buser, & Jan Schönberner</u></p>	<p>Sponsor Integration in Social Media Communication in Professional Football - An Empirical Analysis of the Success Factors and the " financial value "of Social Media Marketing Activities</p> <p><u>Katharina Schöttl & Florian Kainz</u></p>	<p>The Architecture of Major Sport Event Leveraging: A Case Study of the Gold Coast 2018 Commonwealth Games</p> <p><u>Alison Doherty, Lisa Gowthorp, Danny O'Brien & Laura Misener</u></p>	<p>Determinants of image fit: A study of sports and their governing organizations</p> <p><u>Kirstin Hallmann, Nadja Giesen & Geoff Dickson</u></p>	<p>New Age of Sport Management Education in Europe (NASME project)</p> <p><u>Jana Nová & Berit Skirstad</u></p>
2:30pm	<p>Market-driven Immorality: Should Nutritional Supplement and Sports Drinks Companies be Sponsoring Sport?</p> <p><u>Aaron C.T. Smith, Constantino Stavros & Bob Stewart</u></p>	<p>On the same page? Examining executive-level perceptions of social media within national sport organizations</p> <p><u>Michael L. Naraine, Milena M. Parent, Ashley Thompson, Russell Hoye, Marijke Taks & Benoit Séguin</u></p>	<p>The Influence of mega sports event on university students' sport values: A case study of the commonwealth games and a future vision for Tokyo 2020</p> <p><u>Ebe Daigo, Seiichi Sakuno, Kazuhiko Kimura & Graham Cuskelly</u></p>	<p>How can governance design options be developed for new and emerging sports? The case of Stand Up Paddling in New Zealand.</p> <p><u>Trevor Meiklejohn, Lesley Ferkins & Ian O' Boyle</u></p>	<p>Approaching 'wicked problems' in sport management through the use of design thinking</p> <p><u>Greg Joachim, Nico Schülenkorf, Stephen Frawley & Katie Schlenker</u></p>
3:00pm	<p>Evaluating long term impact of former participants of a sport for development and peace initiative</p> <p><u>Adam Cohen & Elizabeth A. Taylor</u></p>	<p>Examining impacts of the IOC's "relaxation" of Rule 40: Comparing Olympians' social media activities in London 2012 and Rio 2016 Olympic Games</p> <p><u>Akiko Arai & Satoshi Takahashi</u></p>	<p>The Olympics contribute to world peace: Observations of opinions leading up to and during the Pyeongchang Winter Olympics and what may be a paradoxical notion</p> <p><u>Stirling Sharpe & Charles Mountifield</u></p>		<p>Assessing the Digital Maturity of Australian Sport</p> <p><u>Daryl Adair, Paul Templeman & Linda Leung</u></p>
3:30pm – 3:55pm	Afternoon tea				

DAY ONE : THURSDAY 22nd NOVEMBER 2018

SESSION THREE

Hawke Building, UniSA, City West Campus

THEME	<i>Participation</i>	<i>Service quality and satisfaction</i>	<i>Social impact</i>	<i>Tourism and events</i>	<i>Marketing</i>
ROOM	H6-03	H6-09	H6-10	H6-11	H6-12
CHAIR					
4:00pm	Health trackers, Indigenous women and participation in sport and physical activity <u>Michelle O'Shea</u>	Exploring the Impact of Sports Facilities on Satisfaction and Revisit Intentions for Resort Visitors <u>Hua Chang & Chin-Yi Fang</u>	Measuring social impacts of co-hosted sport events <u>Stefan Walzel</u>	Expanding the Concept of 'Fan-Actors' to Local Professional Sports Supporters: Hosting Overseas Visitors during Australian Football League Regular Season Games <u>Eric C. Schwarz & Aurélie Pankowiak</u>	An examination of fan attitudes, brand perceptions, and attachment to a professional women's sport team <u>Henry Wear, Jonathan Robertson & Bob Heere</u>
4:30pm	Examining potential change in participant psychological connection in Touch Football participants. <u>James White, Olan Scott, Richard Keegan & Anthony Beaton</u>	Exploring the Two Factors That Determine Customer Satisfaction and Loyalty in Sports Centres <u>Pei-Chen Lin & Chin-Yi Fang</u>	Identifying a sport team's community initiatives that can make a social impact <u>Lisa A. Kihl & Yuhei Inoue</u>	<i>Multi-Sport Event Management: managing multiple delivery partners</i> <u>Trish Bradbury</u>	The Role of Perceived Value of Ticket Price in Attendance Intention <u>Tae-Ahn Kang & Hirotaka Matsuoka</u>
5:00pm	The effectiveness of former-elite female athletes to promote sport and physical activity participation <u>Shima Behnoosh, Michael Naylor & Geoff Dickson</u>	Market segmentation of customer base at English public sport centres by satisfaction with service quality <u>Shia Ping Kung & Themis Kokolakis</u>	Social Impact Capacity in Nonprofit Community Sport <u>Katie Misener, Kathy Babiak, Kristen Morrison, Patti Millar & Micheal Shier</u>		Paying the price: ticket purchasing at sports events <u>Jessica Richards, Keith D. Parry & Aila Khan</u>
5:30pm onwards	Free Social Evening				

DAY 2 : FRIDAY 23rd NOVEMBER, 2018

8:30am – 9:25am	<p>Academic Keynote</p> <p>Professor Russel Hoye</p> <p><i>“Three tenets of sport management research: Relevance, rigour, and impact.”</i></p> <p>Room: Allan Scott Auditorium</p>
--------------------	---

SESSION FOUR
Hawke Building, UniSA, City West Campus

THEME	<i>Elite and professional sports</i>	<i>Fans and Spectators</i>	<i>Sport & Leisure</i>	<i>Marketing/ Consumer Behaviour</i>	<i>Social inclusion</i>
ROOM	H6-03	H6-09	H6-10	H6-11	H6-12
CHAIR					
9:30am	<p>Economic Value of Instant Replay Systems in Korean Professional Baseball League</p> <p><i>Taehee Kim, Jaehyuk Cha, Heeryeong You, Rayoung Kim, & Kyungro Chang</i></p>	<p>Comparison among spectator segments: Focusing on knowledge of rugby and influence of hosting the 2019 Rugby World Cup</p> <p><i>Yukako Wada, Hirotaka Matsuoka & Tae-Ahn Kang</i></p>	<p>Management Challenges and Benchmarks for Sport and Recreation Centres</p> <p><i>Chin Yi Fang</i></p>	<p>Conceptualisation and sizing the ‘sport market’</p> <p><i>Hunter Fujak, Stephen Frawley, Daryl Adair</i></p>	<p>An Institutional Perspective of LGBT Inclusion in Cricket</p> <p><i>Ryan Storr, Jonathan Robertson, Andrew Bakos & Danny O’Brien</i></p>
10:00am	<p>Does the Introduction of Bonus Points in the Sheffield Shield Lead to More Aggressive Cricket?</p> <p><i>Ross Booth, Bryan Nyein & Robert Brooks</i></p>	<p>Motivational Factors Affecting Sport Fans’ Participation in UEFA Euro 2016 Soccer Championship</p> <p><i>Can Özgider & M. Settar Koçak</i></p>	<p>The impact of leisure card or discounted admission on sports centres</p> <p><i>Shia Ping Kung & Simon Shibli</i></p>	<p>Linking sentiment of unstructured text and consumer behaviour measures in sport services</p> <p><i>Adam Karg, Heath McDonald & Chelsey Taylor</i></p>	<p>#SharingOurBeliefsIsNotHating: Framing discussions about religious freedoms in sport</p> <p><i>Ashleigh-Jane Thompson & Geoff Dickson</i></p>
10:30am		<p>What motivates wheelchair basketball spectators towards 2020 Tokyo Paralympic Games?</p> <p><i>Masaya Muneda, Rei Yamashita, Yurie Miyamoto, Naoya Satake & Makoto Fujisaki</i></p>	<p>Exploring the Influencing Factors for Senior Citizens’ Willingness to Pay for Exercise in Sports Centres Outside of Free Welfare Hours</p> <p><i>Po-Yu Chen & Chin-Yi Fang</i></p>	<p>Studying Spectators’ Motives and Behaviours for Women’s Chinese Basketball Association (WCBA)</p> <p><i>Ning (Chris) Chen & Xueli Wang</i></p>	<p>Community Sport as a method for migrant inclusion</p> <p><i>Richard Ajjee, Richard Wright & Geoff Dickson</i></p>
11:00- 11:25am	Morning tea				

DAY 2 : FRIDAY 23rd NOVEMBER, 2018

SESSION FIVE

Hawke Building, UniSA, City West Campus

THEME	<i>Marketing</i>	<i>Governance</i>	<i>Women in sports</i>	<i>Sport & Community</i>	<i>Event Management</i>
ROOM	H6-03	H6-09	H6-10	H6-11	H6-12
CHAIR					
11:30am	<p>Workshop: Empirical Generalisations in Marketing: What do they mean for Sport?</p> <p>Speakers: Byron Sharp, Director, Ehrenberg Bass Institute for Marketing Science (UniSA)</p> <p>Heath McDonald, Professor of Marketing (Swinburne University)</p> <p>Oliver Shawyer, GM Marketing & Digital, Port Adelaide Football Club</p>	<p>Workshop: The future of sport governance: A multi-disciplinary view from inside boardrooms</p> <p>Speakers: Geoff Schoenberg (Deakin University)</p> <p>David Shilbury (Deakin University)</p> <p>Katie Rowe (Deakin University)</p> <p>Michael Naraine (Deakin University)</p>	<p>Financial Wellbeing of women in sport</p> <p><u>Pamm Phillips & Roslyn Russell</u></p>	<p>The Changes of Interests in Sports and Sport Environment: Comparison Analysis between Japan and Korea</p> <p><u>Jeong-Beom Hahm, Tae-Ahn Kang & Hirotaka Matsuoka</u></p>	<p>Exploring the Antecedents of Choosing Live Streaming to Watch the Super Bowl</p> <p><u>Ching-Hua Hsu, Chin-Yi Fang</u></p>
12:00pm			<p>A fine line between research and emotional baggage: the challenges of autoethnography in exploring women's experiences of sport and mental health</p> <p><u>Kirsty Forsdike</u></p>	<p>International comparison between New Zealand and Japan of secondary school club sports</p> <p><u>Tatsuru Nishio, Kozo Tomiyama, Susan Hassall, Nigel Hotham & Marie Gordon</u></p>	<p>The impact of safety legislation on major sport event volunteer management systems: An examination of two mass participation cycling and road running events in Cape Town, South Africa</p> <p><u>David Maralack</u></p>
12.30pm	<p>African football: sport and spectacle</p> <p><u>Ian Glenn</u></p>		<p>LPGA*USGA Girls Golf: A Case Study</p> <p><u>Robbie Matz & Jepkorir Rose Chepyator</u></p>	<p>The improving effect of Community Attribute and Service Quality on Recreational Benefits in Sports Event</p> <p><u>Chin-Huang Huang & Chun-Chu Yeh</u></p>	<p>Perceived Event Impacts and Support for a Major Sport Event</p> <p><u>Mel Johnston, Michael Naylor & Geoff Dickson</u></p>
1:00-1:40pm	Lunch				

DAY 2 : FRIDAY 23rd NOVEMBER, 2018

SESSION SIX

Hawke Building, UniSA, City West Campus

THEME	<i>Enlightening Talks</i>	<i>Governance and Policy</i>	<i>Organisational behaviour</i>	<i>Marketing</i>
ROOM	H6-03	H6-09	H6-10	H6-11
CHAIR				
1:45pm	Enlightening Talks (see appendix)	The implications of female sport policy developments on the community sport sector <u>Rochelle Eime, Meghan Casey, Jenna Fowlie, Melanie Charity & Jack Harvey</u>	Surfacing Implicit Leadership Theories in a Professional Sporting Context: A Comparison of Four Research Techniques in a Bundesliga Handball Club <u>Jacqueline Mueller, James Skinner, Steve Swanson & Jon Billsberry</u>	Exploring the determinants of women's preferences toward sport marketing messages on Instagram <u>Tzu-Chun Lin & Chin-Yi Fang</u>
2:15pm		Evaluating the compliance of Chinese national sport-related policy and practices with the World Anti-Doping Code <u>YangKun</u>	An introduction and guide to using sociograms as a data collection method to examine leadership and follower development in sport management <u>Zack J. Damon & Jon Welty Peachey</u>	Exploring the Efficiency of Sport-Related Trade Shows <u>Tsai-Hsuan Su & Chin-Yi Fang</u>
2:45pm		Exploring occupational fraud in community sport: An international comparison <u>Lisa A. Kihl, Katie Misener & Graham Cuskelly</u>	Organizational Citizenship Behavior in Sports: Scale Development and Validation <u>Seungmo Kim, Jingdong Liu & Adam Love</u>	
3:15pm-3:40pm	Afternoon tea			
3:45pm-4:45pm	SMAANZ AGM Allan Scott Auditorium			
6:30pm	SMAANZ Conference Gala Dinner and Awards Ceremony, Adelaide Oval Dress Code: Semi Formal			

Enlightening Talks

Day 2 1.45pm-3.15pm

The Volunteer Legacy of the 2015 FIFA Women's World Cup, 3 years on

Tracey J. Dickson, Simon Darcy & Caitlin Pentifallo Gadd

Sport [for] development as an innovation challenge for undergraduate design thinking students

Greg Joachim

The impact of gamification in health/fitness mobile applications on user responses

Young Jun Kim, Jungmin Lee, Rayoung Kim, Taehee Kim & Kyungro Chang

'Taming Lions in the Land of the Long White Cloud': exploring the legacies and lessons learned from hosting two 'once-in-a-lifetime' sport tourism experiences.

Richard Keith Wright, Kelly MaCallum, Koji Kobayashi & Willem Coetzee

Making Sport Management Matter More

Bill Gerrard

Can institutional theory explain social change?

Jonathan Robertson, Ryan Storr, Andrew Bakos, Danny O'Brien

Australian High-Performance Sport – What the hell are we doing?

Lisa Gowthorp