

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)



**University of
South Australia**



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 – 9:05	<p style="text-align: center;">Conference Opening</p> <p style="text-align: center;">Facilitator: Ian O’Boyle, Conference Chair</p> <p style="text-align: center;">Professor Marie Wilson, Pro Vice Chancellor, Business and Law, UniSA Business School Associate Professor Clare Hanlon, SMAANZ President Welcome</p>
9:05 –9:30	<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>
9:30 – 9:55	<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>
10:00 – 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>Major and Mega events</i>	<i>Governance</i>	<i>Gender</i>
ROOM	H6-03	H6-09	H6-10	H6-11
CHAIR	<i>Ross Booth</i>	<i>Hunter Fajak</i>	<i>Geoff Schoenberg</i>	<i>Alison Doherty</i>
11:15am	Life satisfaction of German elite athletes in less commercialized sports <u>Pamela Wicker</u> , Sören Dallmeyer & Christoph Breuer	Do Mega-Events Matter? Exploring PERMA Impacts on Community Members <u>Jason Doyle</u> , Alana Thomson, Thilo Kunkel & Kevin Filo	The Changes of Interests in Sports and Sport Environment: Comparison Analysis between Japan and Korea <u>Jeong-Beom Hahm</u> , Tae-Ahn Kang & Hirotaka Matsuoka	Organizational Capacity for Gender Equity: A Multiple Case Study Examination of National Sport Organizations <u>Alison Doherty</u> & Swarali Patil
11:45am	Strategic Groups, Mobility Barriers and the Shooting-Star Phenomenon in Pro Team Sports Bill Gerrard	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 David Maralack	Abusing the third team; social norms that present unacceptable identities. <u>Stirling Sharpe</u> , Charles Mountfield, Craig Gribble & Richard Keegan	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) Catherine Ordway
12:15pm	The relationship between resilience and sporting success: An analysis among German competitive athletes of different performance levels <u>Maike Bruckes</u> , Daniel Westmattmann, Richard Hossiep, Nicola Rössler & Gerhard Schewe	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 <u>Alana Thomson</u> , Graham Cuskelly, Kristine Toohey, Millicent Kennelly, Paul Burton, Liz Fredline & Jason Doyle	Community sport governance: The “Integrated Board Strategic Cycle”. <u>Jordan Peel</u> , Sara Ward, Daniel Parnell & Paul Hooper	The sport of surveillance: athletic competition and intersex participation Daryl Adair
12:45pm	Explanation of Dynamics in Doping Behaviour via Social Simulation <u>Daniel Westmattmann</u> , Marius Sprenger & Gerhard Schewe	Perceived Event Impacts and Support for a Major Sport Event <u>Mel Johnston</u> , Michael Naylor & Geoff Dickson	Exploring occupational fraud in community sport: An international comparison <u>Lisa A. Kihl</u> , Katie Misener & Graham Cuskelly	Barriers to adolescent female participation in cricket <u>Jenna Fowlie</u> , Rochelle Eime & Katrina Griffiths
1.10pm – 1.55pm	Lunch (SMR Editorial Board Meeting. Room: H5-26)			

DAY ONE : THURSDAY 22nd NOVEMBER 2018

SESSION TWO

Hawke Building, UniSA, City West Campus

THEME	<i>Sport Industry Engagement</i>	<i>Social Media</i>	<i>Mega events</i>	<i>Governance</i>	<i>Sport Management</i>
ROOM	H6-03	H6-09	H6-10	H6-11	H6-12
CHAIR	<i>Stefan Walzel</i>	<i>Catherine Ordway</i>	<i>Pamela Wicker</i>	<i>Russell Hoye</i>	<i>Rochelle Eime</i>
2:00pm	<p>Sport Sponsoring Engagement – A dyadic analysis of sponsors' and sponsees' resource integration</p> <p><u>Herbert Woratschek</u>, Markus Buser, & Jan Schönberner</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</u> & Florian Kainz</p>	<p>The Architecture of Major Sport Event Leveraging: A Case Study of the Gold Coast 2018 Commonwealth Games</p> <p><u>Alison Doherty</u>, Lisa Gowthorp, Danny O'Brien & Laura Misener</p>	<p>Determinants of image fit: A study of sports and their governing organizations</p> <p><u>Kirstin Hallmann</u>, Nadja Giesen & Geoff Dickson</p>	<p>New Age of Sport Management Education in Europe (NASME project)</p> <p><u>Jana Nová</u> & Berit Skirstad</p>
2:30pm	<p>Market-driven Immorality: Should Nutritional Supplement and Sports Drinks Companies be Sponsoring Sport?</p> <p><u>Aaron C.T. Smith</u>, Constantino Stavros & Bob Stewart</p>	<p>On the same page? Examining executive-level perceptions of social media within national sport organizations</p> <p><u>Michael L. Naraine</u>, Milena M. Parent, Ashley Thompson, Russell Hoye, Marijke Taks & Benoit Séguin</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</u>, Seiichi Sakuno, Kazuhiko Kimura & Graham Cuskelly</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</u>, Lesley Ferkins & Ian O' Boyle</p>	<p>Approaching 'wicked problems' in sport management through the use of design thinking</p> <p><u>Greg Joachim</u>, Nico Schlenker, Stephen Frawley & Katie Schlenker</p>
3:00pm	<p>Evaluating long term impact of former participants of a sport for development and peace initiative</p> <p><u>Adam Cohen</u> & Elizabeth A. Taylor</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</u> & Satoshi Takahashi</p>	<p>Why is homophobic language so common in male team sport? The role of team and institutional norms</p> <p><u>Erik Denison</u>, Kerry O'Brien, Ruth Jeanes & Nick Faulkner</p>	<p>New design archetypes for Canadian NSOs</p> <p><u>Russell Hoye</u>, Milena M. Parent, Marijke Taks & Ashley Thompson</p>	<p>Assessing the Digital Maturity of Australian Sport</p> <p><u>Daryl Adair</u>, Paul Templeman & Linda Leung</p>
3:25pm – 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	Katie Rowe	Katharina Schöttl	David Shilbury	Richard Buning	Jamie Cleland
4:00pm	<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>Kirsty Forsdike</p>	<p>Exploring the Impact of Sports Facilities on Satisfaction and Revisit Intentions for Resort Visitors</p> <p><u>Hua Chang</u> & Chin-Yi Fang</p>	<p>Measuring social impacts of co-hosted sport events</p> <p>Stefan Walzel</p>	<p>Expanding the Concept of 'Fan-Actors' to Local Professional Sports Supporters: Hosting Overseas Visitors during Australian Football League Regular Season Games</p> <p><u>Eric C. Schwarz</u> & Aurélie Pankowiak</p>	<p>Assessing positive and negative social impacts of hosting mega a sport event</p> <p><u>Hiroataka Matsuoka</u>, Tae-Ahn Kang & Daichi Oshimi</p>
4:30pm	<p>Examining potential change in participant psychological connection in Touch Football participants.</p> <p><u>James White</u>, Olan Scott, Richard Keegan & Anthony Beaton</p>	<p>Exploring the Two Factors That Determine Customer Satisfaction and Loyalty in Sports Centres</p> <p><u>Pei-Chen Lin</u> & Chin-Yi Fang</p>	<p>Identifying a sport team's community initiatives that can make a social impact</p> <p><u>Lisa A. Kihl</u> & Yuhei Inoue</p>	<p>Multi-Sport Event Management: managing multiple delivery partners</p> <p><u>Trish Bradbury</u> & Somnath Bhattacharya</p>	<p>"It's not just cricket": exploring cricket spectator engagement, expectations and experiences in Aotearoa/New Zealand</p> <p><u>Richard K. Wright</u> & Hafsa Ali</p>
5:00pm	<p>The effectiveness of former-elite female athletes to promote sport and physical activity participation</p> <p><u>Shima Behnoosh</u>, Michael Naylor & Geoff Dickson</p>	<p>Market segmentation of customer base at English public sport centres by satisfaction with service quality</p> <p><u>Shia Ping Kung</u> & Themis Kokolakakis</p>	<p>Social Impact Capacity in Nonprofit Community Sport</p> <p><u>Katie Misener</u>, Kathy Babiak, Kristen Morrison, Patti Millar & Micheal Shier</p>	<p>The improving effect of Community Attribute and Service Quality on Recreational Benefits in Sports Event</p> <p><u>Chin-Huang Huang</u> & Chun-Chu Yeh</p>	<p>Paying the price: ticket purchasing at sports events</p> <p><u>Jessica Richards</u>, Keith D. Parry & Aila Khan</p>
5:30pm onwards	Free Social Evening				

DAY 2 : FRIDAY 23rd NOVEMBER, 2018

8:30am – 9:20am	<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>
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<p>SESSION FOUR</p> <p>Hawke Building, UniSA, City West Campus</p>
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THEME	Elite and professional sports	Fans and Spectators	Sport & Leisure	Marketing/ Consumer Behaviour	Social inclusion
ROOM	H6-03	H6-09	H6-10	H6-11	H6-12
CHAIR	Lisa Gowthorp	Jana Nová	Katherine Hoskyn	Stirling Sharpe	Erik Denison
9:30am	<p>Economic Value of Instant Replay Systems in Korean Professional Baseball League</p> <p><u>Taehee Kim</u>, Jaehyuk Cha, Heeryeong You, Rayoung Kim, & Kyungro Chang</p>	<p>Comparison among spectator segments: Focusing on knowledge of rugby and influence of hosting the 2019 Rugby World Cup</p> <p><u>Yukako Wada</u>, Hirotaka Matsuoka & Tae-Ahn Kang</p>	<p>Management Challenges and Benchmarks for Sport and Recreation Centres</p> <p>Chin Yi Fang</p>	<p>Conceptualisation and sizing the ‘sport market’</p> <p><u>Hunter Fujak</u>, Stephen Frawley, Daryl Adair</p>	<p>An Institutional Perspective of LGBT Inclusion in Cricket</p> <p><u>Ryan Storr</u>, Jonathan Robertson, Andrew Bakos & Danny O’Brien</p>
10:00am	<p>Does the Introduction of Bonus Points in the Sheffield Shield Lead to More Aggressive Cricket?</p> <p><u>Ross Booth</u>, Bryan Nyein & Robert Brooks</p>	<p>Motivational Factors Affecting Sport Fans’ Participation in UEFA Euro 2016 Soccer Championship</p> <p><u>Can Özgider</u> & M. Settar Koçak</p>	<p>The impact of leisure card or discounted admission on sports centres</p> <p><u>Shia Ping Kung</u> & Simon Shibli</p>	<p>Linking sentiment of unstructured text and consumer behaviour measures in sport services</p> <p><u>Adam Karg</u>, Heath McDonald & Chelsey Taylor</p>	<p>#SharingOurBeliefsNotHating: Framing discussions about religious freedoms in sport</p> <p><u>Ashleigh-Jane Thompson</u> & Geoff Dickson</p>
10:30am	<p>An examination of fan attitudes, brand perceptions, and attachment to a professional women’s sport team</p> <p><u>Henry Wear</u>, Jonathan Robertson & Bob Heere</p>	<p>What motivates wheelchair basketball spectators towards 2020 Tokyo Paralympic Games?</p> <p><u>Rei Yamashita</u>, Masaya Muneda, Yurie Miyamoto, Naoya Satake & Makoto Fujisaki</p>	<p>Exploring the Influencing Factors for Senior Citizens’ Willingness to Pay for Exercise in Sports Centres Outside of Free Welfare Hours</p> <p><u>Po-Yu Chen</u> & Chin-Yi Fang</p>	<p>Financial Wellbeing of women in sport</p> <p><u>Pamm Phillips</u> & Roslyn Russell</p>	<p>Community Sport as a method for migrant inclusion</p> <p><u>Richard Ajiee</u>, Richard Wright & Geoff Dickson</p>
10:55-11:25am	Morning tea				

DAY 2 : FRIDAY 23 rd NOVEMBER, 2018			
SESSION FIVE			
Hawke Building, UniSA, City West Campus			
THEME	<i>Marketing</i>	<i>Governance</i>	
ROOM	H6-03	H6-09	H6-12
CHAIR	<i>Adam Karg</i>	<i>Daryl Adair</i>	<i>Ian O'Boyle</i>
11:30am	African football: sport and spectacle Ian Glenn	International comparison between New Zealand and Japan of secondary school club sports <u>Tatsuru Nishio</u> , Kozo Tomiyama, Susan Hassall, Nigel Hotham & Marie Gordon	LPGA*USGA Girls Golf: A Case Study <u>Robbie Matz</u> & Jepkorir Rose Chepyator
12.00pm	Workshop: Empirical Generalisations in Marketing: What do they mean for Sport? Speakers: Byron Sharp, Director, Ehrenberg Bass Institute for Marketing Science (UniSA) Heath McDonald, Professor of Marketing (Swinburne University) Oliver Shawyer, GM Marketing & Digital, (Port Adelaide Football Club)	Workshop: The future of sport governance: A multi-disciplinary view from inside boardrooms Speakers: Geoff Schoenberg (Deakin University) David Shilbury (Deakin University) Katie Rowe (Deakin University) Michael Naraine (Deakin University)	SMR Editors Workshop The role of theory in sport management publications <u>Pamela Wicker & Sheranne Fairley</u> SMR Associate Editors
12:55-1:40pm	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	Adam Karg	Lisa Kihl	Alison Doherty	Can Ozdiger
1:45pm	<p align="center">Enlightening Talks</p> <p align="center">(see appendix)</p>	<p>The implications of female sport policy developments on the community sport sector</p> <p><u>Rochelle Eime</u>, Meghan Casey, Jenna Fowlie, Melanie Charity & Jack Harvey</p>	<p>Surfacing Implicit Leadership Theories in a Professional Sporting Context: A Comparison of Four Research Techniques in a Bundesliga Handball Club</p> <p><u>Jacqueline Mueller</u>, James Skinner, Steve Swanson & Jon Billsberry</p>	<p>Exploring the determinants of women's preferences toward sport marketing messages on Instagram</p> <p><u>Tzu-Chun Lin</u> & Chin-Yi Fang</p>
2:15pm		<p>Evaluating the compliance of Chinese national sport-related policy and practices with the World Anti-Doping Code</p> <p>YangKun</p>	<p>An introduction and guide to using sociograms as a data collection method to examine leadership and follower development in sport management</p> <p><u>Zack J. Damon</u> & Jon Welty Peachey</p>	<p>Exploring the Efficiency of Sport-Related Trade Shows</p> <p><u>Tsai-Hsuan Su</u> & Chin-Yi Fang</p>
2:45pm	<p>The Role of Perceived Value of Ticket Price in Attendance Intention</p> <p><u>Tae-Ahn Kang</u> & Hirotaka Matsuoka</p>	<p>Retention pattern in club-based tennis among children and adolescents</p> <p><u>Ambili N. Unni</u>, Rochelle Eime & Meghan Casey</p>	<p>Organizational Citizenship Behavior in Sports: Scale Development and Validation</p> <p><u>Seungmo Kim</u>, Jingdong Liu & Adam Love</p>	<p>Exploring the Antecedents of Choosing Live Streaming to Watch the Super Bowl</p> <p><u>Ching-Hua Hsu</u>, Chin-Yi Fang</p>
3:10pm-3:40pm	Afternoon tea			
3:45pm-4:45pm	<p>SMAANZ AGM Allan Scott Auditorium</p>			
6:15pm	<p>SMAANZ Conference Gala Dinner and Awards Ceremony, Adelaide Oval</p> <p>Dress Code: Semi Formal</p>			

Enlightening Talks

Day 2. Room H6-03. 1.45pm-3.10pm

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

GUIDELINES FOR SESSION CHAIRS AND PRESENTERS

Session Chairs make a real difference to the success of the Conference and we appreciate your efforts to make this and the entire conference a memorable one! We request all session chairs to follow this short code of practice to ensure all aspects of the sessions run as smoothly as possible. If, for any reason, you are unable to moderate your scheduled session, please find a replacement and notify: Dr Ian O'Boyle (Ian.O'Boyle@unisa.edu.au). Each presenter is responsible for loading their own PowerPoint file onto the presentation laptop. Please arrive at least 10 minutes before the start of the session in which you are presenting to ensure your PowerPoint loads successfully. Remote Presenters (slide clickers) are not provided, therefore please bring your own USB device should you require it.

SESSION FORMAT

The concurrent sessions are a series of 30 minutes blocks of time, organised thus:

- 20 minutes presentation
- 5 minutes Q&A
- 5 minutes preparation for next presenter and audience movement

RUNNING THE SESSION ON THE DAY

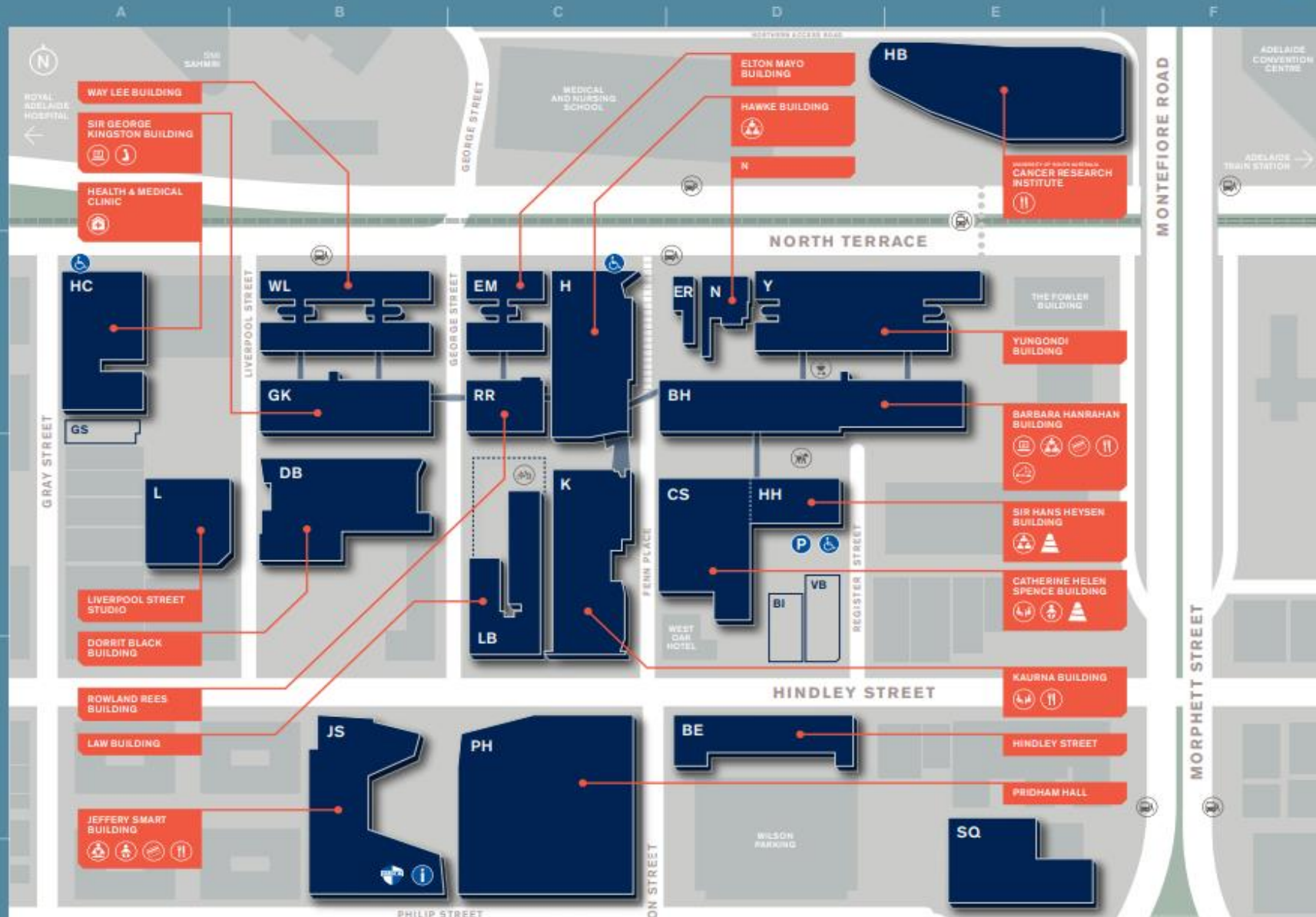
- Remember the day, time and location of the session you will be moderating and be at the room at least 10 minutes in advance.
- Meet and greet all the paper presenters before the session - explain your role and remind them that each of them will have 20 minutes to present plus 5 minutes for Q&A. At the beginning of the session, introduce the presenter to the audience and explain the running order. Please notify the presenter politely and discretely when they are reaching the end of their presentation time. You will be issued with '10 minutes', '5 minutes' and '1 minute' flashcards.
- If, at 20 minutes, the presenter is not finished but is clearly concluding allow them to run into their Q&A time. However, reduce the time allocated for questions accordingly to ensure that their total time (presentation + Q&A) does not exceed 25 minutes.
- If the presenter has not finished their presentation at the end of their allocated 25 minutes, you must intervene to stop them and allow no questions to ensure the next presentation can begin on time.
- Allow the audience to move between rooms during the 5 minutes 'preparation/movement periods' after each presentation so they can listen to the presentations that interest them. To ensure delegate satisfaction, it is important that you do not change the running order of presenters or move the timings of them.
- If a presenter is absent, please do not change the order of presentations (i.e. do not bring forward the next presentation). Simply wait for the half hour allocated to the absent presenter to pass, invite the audience to attend another session and then to return.
- During the sessions, there are 5 minutes allocated to allow people to change rooms and so it is important that sessions are started promptly and not delayed

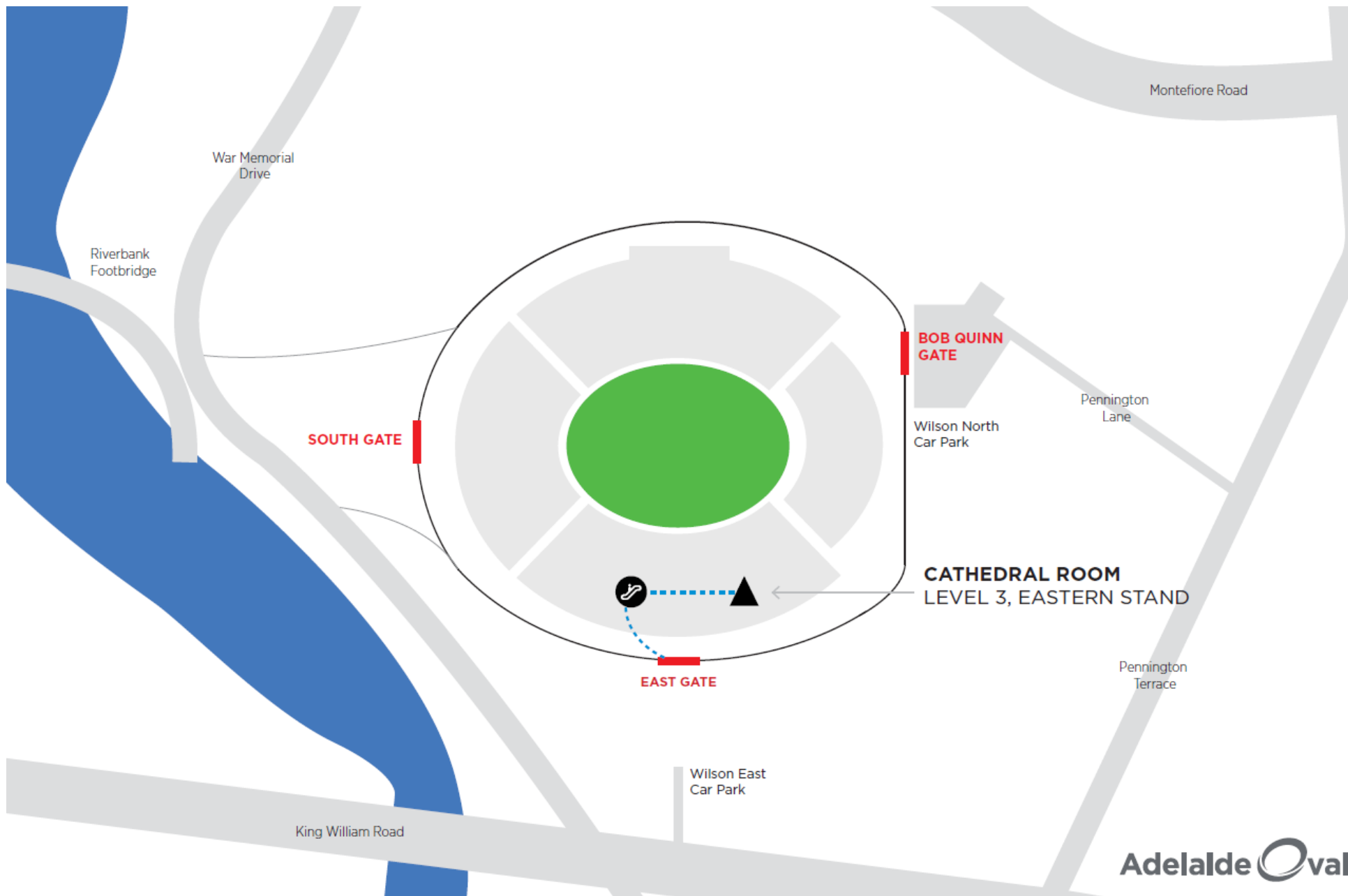
City West Campus

No Smoking on Campus



CCTV Cameras in Operation





Wi-Fi Access

For Wi-Fi access please click on the following link and follow the instructions: <https://guest.unisa.edu.au/>

The event name for Wi-Fi access is: **SMAANZ Conference Event**