



SMAANZ CONFERENCE PROGRAMME 2007



FRIDAY, 30TH NOVEMBER – MORNING SESSIONS

| | WAIHEKE ROOM | BAY ROOM | PALM ROOM | LOFT ROOM |
|------------------|--|--|--|---|
| 8.00 | WELCOME & KEYNOTE | | | |
| 8.20 | Nick Hill – SPARC CEO <i>Sport management in New Zealand: convenient and inconvenient truths</i> | | | |
| SESSION 1 | | | | |
| | Isomorphism and Legitimacy | Open Session | Sport Spectators | Media I |
| 9.15 | Geoff Dickson, Sean Phelps <i>Seeking legitimacy in a name: New Zealand's Ice Blacks and Ice Fernz</i> | Eric Forsyth <i>Interscholastic sports: convenient and inconvenient truths</i> | Guido Schafmeister, Herbert Woratschek, Reinhard Kunz <i>Segmenting the sport spectator market</i> | Andrea N. Eagleman <i>The U.S. Congressional Steroid Hearing: an analysis of newspaper coverage</i> |
| 9.45 | Sean Phelps <i>Isomorphism and choice and development of an international sport federation: a review of the international triathlon union</i> | Pamm Kellett <i>Identifying the constituents of sport museums – setting a research agenda</i> | Anthony Kerr <i>"You'll never walk alone" – team ID and the satellite supporter (Liverpool F.C.)</i> | Paul Turner <i>Press operations at the Commonwealth Games</i> |
| 10.15 | MORNING TEA | | | |
| SESSION 2 | | | | |
| | Volunteers | Outcome Uncertainty | Marketing and PR | Methods |
| 10.45 | Roy Dhurup, Babs Surujjal <i>Volunteers' perceptions of benefits derived from volunteering: an exploratory study</i> | Daniel A. Rascher, Mark S. Nagel, Matthew T. Brown, Chad D. McEvoy <i>Exploring the myth that a better seed in the NCAA men's basketball tournament results in an ex ante higher payout</i> | Maria Hopwood, Dave Arthur <i>Keeping the customer at arm's length - how not to use public relations in sport</i> | Do Young Pyun, Jin-Wook Han <i>Test of normality and data transformations in sport management research</i> |
| 11.15 | Sally Shaw PART 1 <i>"It was all 'Smile for Dunedin!": event volunteer experiences at the 2006 ACC Thinksafe New Zealand Masters Games</i> | Trevor Meiklejohn <i>Competitive balance and sustainability issues for New Zealand provincial rugby: 1986 - present</i> | Maria Hopwood <i>It's football but not as you know it – using public relations to promote the beautiful game in Australia</i> | Irene Ryan <i>Resisting the "colonizing mentality" – an inconvenient truth?</i> |
| 11.45 | Justine B. Allen, Sally A. Shaw PART 2 <i>"Everyone rolls up their sleeves and mucks in": exploring volunteers' motivational climate of a sporting event</i> | Tzu-Yi Kao, Hsiao-Yun Yeh, Shau-Yun Kang, Jui-Chia Chen <i>Predicting the demand of the recreation and sport industry in Taiwan</i> | Ron Garland, Roger Brooksbank, David Taylor, Sam Fullerton <i>Marketing planning in Australasian golf clubs</i> | Sean Phelps <i>Surviving in a positivistic world: social construction in organizational theory clubs</i> |
| 12.15 | LUNCH | | | |

FRIDAY, 30TH NOVEMBER – AFTERNOON SESSIONS

| | WAIHEKE ROOM | BAY ROOM | PALM ROOM | |
|------------------|--|--|--|--|
| SESSION 3 | | | | |
| | Media 2 | Governance | Participation and Physical Activity | |
| 1.15 | Olan Scott, Dwight Zakus, Brad Hill <i>National sport discourses and the 2006 FIFA World Cup</i> | Chien Mu Yeh, Tracy Taylor, Russell Hoye <i>Board roles in non-profit sport organisations with a dual board system</i> | Hsiao-Yun Yeh, Shau-Yun Kang, Tzu-Yi Kao, Chin-Hung Yu <i>Sport for all policy in Taiwan and other countries</i> | |
| 1.45 | Andrea N. Eagleman, Erin L. McNary <i>Examining equity in newspaper, magazine, and web coverage of the 2006 Winter Olympics</i> | Lesley Ferkins, David Shilbury, Gael McDonald <i>The truth about strategic boards: inconvenient yet practical</i> | D. Hodgetts, K Joyner, K Mummery, M Duncan, A Dobele <i>Viral social marketing: an examination of AD perception and forwarding behaviour based on physical activity</i> | |
| 2.15 | Tom Cole, Pi-Shen Seet <i>Aggressive cognitions and state hostility from the affects of violent sports media</i> | Ross Booth <i>The influence of governance and management on the capacity for revenue-raising by sporting organizations in Australia</i> | Phillip Georgios, Popi Sotiriadou <i>Exploring the processes of attracting cycling members in Australia: an organisational perspective</i> | |
| 2.45 | AFTERNOON TEA | | | |
| SESSION 4 | | | | |
| | Policy | Bums on Seats | Sponsorship | |
| 3.15 | Michael Sam <i>The inconvenient wickedness of governing sport</i> | Anthony A. Beaton, Kevin Filo, Daniel C. Funk <i>Achieving parsimony in sport consumer motivations</i> | Norm O'Reilly, George Foster <i>High risk sponsorship evaluation</i> | |
| 3.45 | Matthew Nicholson, Russell Hoye <i>Australian sport policy: the use and abuse of the social capital concept</i> | Paul Muller, Dave Arthur <i>The free ticket myth</i> | Adam Karg <i>Sport sponsorship management: major Australian sponsor practices in objective setting and measurement</i> | |
| 4.15 | Russell Hoye <i>Regulatory reform of sports betting in Victoria</i> | Marketing | Dana Ellis, Benoit Seguin, Norm O'Reilly <i>Ambush marketing in Canada: an update</i> | |
| | | Karen E Danylchuk <i>The obesity issue: Is it a dilemma for sport marketers?</i> | | |
| 6.45 | GARDEN BBQ DINNER AT THE DUNES FUNCTION CENTRE (SHUTTLE BUSES DEPART RESORT, 6.30PM) | | | |

SATURDAY, 1ST DECEMBER – MORNING SESSIONS

| | WAIHEKE ROOM | BAY ROOM | PALM ROOM | LOFT ROOM |
|------------------|--|--|--|---|
| SESSION 5 | | | | |
| | Corporate Social Responsibility | Fitness Centres and Movement | Sports Law 1 | Open Session |
| 8.15 | Sheila Nguyen <i>Conceptualising a typology for corporate social responsibility of sport entities</i> | Bree E. Hallett, James A. Dimmock, Robert J. Grove <i>Attitude toward overweight individuals among fitness centre employees: an examination of contextual effects</i> | Vicky Martin <i>Implementation of policies and procedures within athletic departments for the safety and well-being of the student athletes from harassment</i> | Hendrick S. Kriek <i>Psychological momentum in rugby: an archival analysis of Super 14 results</i> |
| 8.45 | Greg Dingle <i>Playing the carbon game: recent developments in carbon constraint and implications for sport</i> | Kjell – Åge Gotvassli <i>How we understand intentional movements that make up sport? Rationality or mind body connection and intuition?</i> | Malgorzata Wasilewicz, Paul Jonson <i>Sport management and “loss of enjoyment” compensation</i> | Megat Ahmad Kamaluddin <i>Current practice and future needs of sport leadership in Malaysia</i> |
| 9.15 | Nico Scholenkorf <i>A convenient truth: sport events as a vehicle for intercommunity development</i> | James Edward Smith, Duncan Murray <i>The importance of service quality measures and barriers to exercise in retention within Australian private health clubs</i> | Kai-li Wang <i>What does the right of publicity protect?: an empirical study in professional sport in Taiwan</i> | Wirdati Radzi <i>The ball is in the court: a review of sport-related cases in Malaysia</i> |
| 9.45 | MORNING TEA | | | |
| SESSION 6 | | | | |
| | Leadership | Education | Sports Law & Security | |
| 10.15 | Sue Brown <i>Understanding the ways women lead in Australian sport</i> | Popi Sotiriadou <i>Enhancing the role of cooperative education in sport management</i> | Thomas Cieslak, Zhu Zhang <i>Game day security at Australian sport stadiums: a case study of eight venues</i> | |
| 10.45 | Berit Skirstad <i>Is the time ripe for radical gender quotas in sport leadership?</i> | Keith W. Lambrecht <i>The benefits of study abroad courses: Beijing, China summer 2007 (Convenient truth)</i> | Terry Woods <i>Sport-related dispute mechanisms</i> | |
| 11.15 | SMAANZ Student Research Award Jeff Greenhill <i>Career pathways for female coaches: Why are improvement strategies not working?</i> | Vicky Martin <i>Challenge students by linking theoretical marketing knowledge to hands-on application</i> | Daryl Adair, Bob Stewart, Jason Mazanov <i>There will be a price to pay: the future of sports drug testing in Australia</i> | |
| 11.45 | TEASER TOPICS: Sue Emerson - Unitec New Zealand | | | |
| 12.15 | LUNCH | | | |

SATURDAY, 1ST DECEMBER – AFTERNOON SESSIONS

| | WAIHEKE ROOM | BAY ROOM | PALM ROOM | |
|------------------|--|---|---|--|
| SESSION 7 | | | | |
| | Olympic and Commonwealth Games | Brand Image | Professional Sport | |
| 1.15 | J.G.U. Van Wyk, A. E. Goslin <i>Status of knowledge of aspiring sport managers relative to the Olympic movement</i> | Shih-Hung Lin, Wang Han Chung <i>Study on the effect of brand image on customer loyalty of badminton racket consumers in Taipei City</i> | Babs Surujlal <i>Compensation of professional sport coaches in South Africa</i> | |
| 1.45 | Zhu Zhang, Bob Stewart <i>Explaining a nation's performance at the Olympics: a managerial perspective</i> | Lai Hsieh Chun, Liou Yuh-Feng <i>A path analysis study of brand image, product involvement, perceived risk and purchase intentions of consumers toward Nike Sports products</i> | John Davies <i>Franchises in sport</i> | |
| 2.15 | J. Piggin, S. Jackson, M. Lewis <i>So where do gold medals come from? Policy problems and medal targets at the Commonwealth Games</i> | Herbert Woratschek, Tim Ströbel <i>Brand creation of professional sport organisations – the truth about the implementation of brand strategies from a managerial perspective</i> | Volunteers T. Engelberg, J. Skinner, D. Zakus <i>What does "commitment" mean to volunteers in junior sporting organisations?</i> | |
| 2.45 | AFTERNOON TEA | | | |
| SESSION 8 | | | | |
| | Event Management | Service Quality and Satisfaction | Globalisation and Sports Finance | |
| 3.15 | Kevin Filo, Dan Funk, Danny O'Brien <i>The influence of charity on motivations for participation in sport events</i> | Keith W. Lambrecht <i>PGA tournament spectator satisfaction study</i> | Mark S. Nagel, Dan A. Rascher, Ross Booth, Troels Trelsen <i>Globalization and sport finance: what is true and what is myth?</i> | |
| 3.45 | M. Kennelly, K. Toohey, D. Zakus <i>Getting gold in the crowd: collaborating with private sport tour operations from the perspective of Australian national sport organisations</i> | Wen Yu-chi, Hsia-Ling Tai <i>A study of consumer perceived service quality of momentum sports' goods stores in Shilin District of Taipei City</i> | Cameron Yorke <i>Targeting dopes!</i> | |
| 4.15 | T. Bradbury, A. Asquith, E Faapoi, A. Cardow <i>Auckland under the global spotlight in 2011: the Rugby World Cup bonanza</i> | Szu-Chia Peng, Liou, Yuh-Feng <i>A study of path analysis of perceived service quality, perceived value model, attractiveness of alternative modes and repurchase intentions based on the super basketball league spectators</i> | David Carson, Michael Smyth <i>A multipurpose sports stadium for Northern Ireland: political correctness or sporting madness</i> | |
| 4.45 | SMAANZ AGM | | | |
| 7.00 | CONFERENCE DINNER AT THE DUNES FUNCTION CENTRE (SHUTTLE BUSES DEPART RESORT, 6.45pm) | | | |

PROGRAMME AT A GLANCE

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| <p>Thursday 29th November</p> | <p>12.00 Registration Desk opens (Resort lobby area)</p> <p>1.00 Optional Excursions (meet at Registration Desk)</p> <ul style="list-style-type: none"> ▪ Golf (your \$55.00 ticket includes 9 holes, club/trundler hire, transport) ▪ Wineries Tour (your \$55 ticket includes tasting at several local wineries, transport and guide) <p>5.00 Poolside Welcome Function (Resort bar and poolside)</p> <p>7.00 Dinner at island restaurants (see flyer inside pack for options)</p> | |
| <p>Friday 30th November</p> | <p>Conference Programme Day 1</p> | <p>8.00am Welcome</p> <p>8.20am Keynote</p> <p>8.50am Concurrent Sessions</p> <p>6.30pm Bus departs for Dinner</p> <p>6.45pm Garden BBQ Dinner</p> |
| <p>Saturday 1st December</p> | <p>Conference Programme Day 2</p> | <p>8.15am Concurrent Sessions</p> <p>11.45am Teaser Topics</p> <p>4.45pm SMAANZ AGM</p> <p>6.45pm Bus departs for Dinner</p> <p>7.00pm Conference Dinner</p> |
| <p>Sunday 2nd December</p> | <p>Post Graduate Seminar</p> | <p>9.00am Breakfast Seminar</p> |