SMAANZ CONFERENCE 2016

Wednesday, November 23 - Friday November 25
AUT University City Campus
Sir Paul Reeves (WG) Building - corner of Governor Fitzroy Place & Mayoral Drive

Contact Us:
smaanz@aut.ac.nz

WEDNESDAY 23 NOVEMBER

10:00-11:00am  TOUR AUT Millennium Sport Complex

11:00am-3:00pm  HIGHER DEGREE RESEARCH STUDENT WORKSHOP AUT Millennium

3:00-4:00pm  TOUR AUT Millennium Sport Complex

4:00-4:30pm

5:00-6:00pm  CONFERENCE REGISTRATION Sir Paul Reeves (WG) Building - Main Foyer

6:00-7:00pm

7:00-8:00pm  WELCOME EVENT Sir Paul Reeves (WG) Building - Main Foyer
# THURSDAY 24 NOVEMBER  MORNING

## CONFERENCE REGISTRATION
Sir Paul Reeves (WG) Building Main Foyer - AUT University City Campus (55 Wellesley St. East, AUCKLAND CBD)

## 8:00 - 8:30am

### WAVE ROOM - Conference Welcome
**CHAIR** - DICKSON

Derek McCormack (AUT University Vice-Chancellor) & Professor Mark Orams (Head of School of Sport and Recreation)

## 8:30-10:00am

### WAVE ROOM - Leadership in Sport: A New Generation of Thinking
**CHAIR** - FERKINS

**Keynote** Keven Mealamu (New Zealand Rugby)

**Panel Discussion** Dr. Farah Palmer (Massey University), Professor Brad Jackson (Victoria University), Dave Adams (Sport New Zealand), Dr. Sarah Sandley (Aktive Auckland)

## 10:00-10:30am

### MORNING TEA

## 10.30-11:30am

### WORKSHOP 1 Examining ownership structures in Australian and New Zealand professional sport clubs
**Professor David Shilbury** (Deakin University), **Mark Cameron** (Auckland Cricket), **Assoc. Professor Lesley Ferkins** (AUT University), **Trevor Meiklejohn** (Unitec), **Ben Corbett** (Loughborough University), **Katie Dee**, **Gaye Bryham**, **Tracy Molloy** (AUT University) & **Adam Karg** (Deakin University)

### WORKSHOP 2 Understanding capacity to serve: Connecting research in community sport
**Professor Alison Doherty** (Western University) & **Dr. Katie Misener** (University of Waterloo)

## 11:30am-12:00pm

### WAVE ROOM - Governance
**CHAIR** - SHILBURY

**The Governance Wheel™: A new visualisation of the governance stage and all its players**

**Tracy Molloy**, Assoc. Professor **Geoff Dickson** & Assoc. Professor Lesley Ferkins (AUT University)

### WG 902 - Hubs
**CHAIR** - WRIGHT

**Sports partnerships through ‘sports hubs’ in New Zealand**

**Dr. Koji Kobayashi**, **Peter Burley** & Dr. **Roslyn Kerr** (Lincoln University)

### WG 903 - Older Adults
**CHAIR** - ASHE

**The rise of the silver-surfers: Challenges and opportunities in the growth of surfing by older people**

**Professor Mark Orams** (AUT University)

### WG 907 - Inclusion
**CHAIR** - RAE

**Anti-homophobia policies in New Zealand Sport**

**Dr. Sally Shaw** (University of Otago)

### WG 908 - Sport Policy
**CHAIR** - DE BOSSCHER

**Strategic management in high performance sport organisations: Insights from the balanced scorecard and SPLISS**

**Dr. Trish Bradbury** (Massey University) & **Dr. Winnie O'Grady** (University of Auckland)

## 12:00-1:00pm

### LUNCH
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 1:00-1:30pm  | **WG 902** - Marketing  
CHAIR: HALLMANN  
Empirical evidence for the sport value framework: The bridging role of the sport cluster concept in sport marketing theory  
Gerke, Woratschek & Dickson |
| 1:00-1:30pm  | **WG 903** - Fans  
CHAIR: KENNELLY  
Baseball fans’ psychophysiological responses to crisis situations in professional baseball  
Won & Bae |
| 1:00-1:30pm  | **WG 903A** - Leadership  
CHAIR: BRYHAM  
Emotionally intelligent leadership in sport management: Is it on your radar?  
Dee, Bryham & Ferkins |
| 1:00-1:30pm  | **WG 906** - Media  
CHAIR: KARG  
Media consumption and supportive work environments predict LGBTQ championing  
Melton & Cunningham |
| 1:00-1:30pm  | **WG 907** - Entrepreneurship  
CHAIR: LAMONT  
Developing entrepreneurial behaviour, skills and competencies in sports management  
Polyakova & Kipper |
| 1:00-1:30pm  | **WG 908** - Governance  
CHAIR: MOLLOY  
The way things are done: Boardroom climate in Australian State Sport Organisations  
Schoenberg |
| 1:30-2:00pm  | Examining mediating effects of exercise self-identity and constraint negotiation in the planned behaviour of Curves circuit exercise participants  
Yeh & Gau |
| 1:30-2:00pm  | The influence of endorsers’ credibility on advertising effects and repurchase intention: An example of fitness personal trainer as endorser  
Wu, Chou & S-M Ma |
| 1:30-2:00pm  | The impacts of social and cultural context on sport fans motivation: Qualitative research  
Hyunh, Filo & Lock |
| 1:30-2:00pm  | A transformational leader revitalised a sport governing body by embracing a new vision  
Kato |
| 1:30-2:00pm  | Social media marketing and capitalisation opportunities in professional sports: An empirical success factor analysis in the German Premier Football League  
Kamins & Haupt |
| 1:30-2:00pm  | Entrepreneurial athletes: An exploration of athlete transitions to entrepreneurs  
Hayes, Riot, Geurin & Auld |
| 1:30-2:00pm  | Governance of sport clubs in New Zealand: Existing structures, processes and potential models  
Hill, Kerr & Kobayashi |
| 2:00-2:30pm  | The influence of endorsers’ credibility on advertising effects and repurchase intention: An example of fitness personal trainer as endorser  
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Hill, Kerr & Kobayashi |
| 3:00-3:30pm  | **WG 902** - Elite  
CHAIR: SCHENDBERG  
Measurement of competitive balance in NSW premiership rugby and the impact of the player pays system  
Bond |
| 3:00-3:30pm  | **WG 903** - Team ID  
CHAIR: ALI  
Two psychological avenues to shape team identification: Sports fans belong to and own a team  
Maeda & Sumida |
| 3:00-3:30pm  | **WG 903A** - Leadership  
CHAIR: DEE  
Leadership development: Implications and opportunities for teaching leadership in sport management programs  
Worse |
| 3:00-3:30pm  | **WG 906** - Media  
CHAIR: FIJAK  
Framing the 2015 Rugby World Cup: An analysis of Australian and New Zealand newspaper coverage  
Scott, Vincent, Harris, Sharpe & Beaton |
| 3:00-3:30pm  | **WG 907** - Development  
CHAIR: FILO  
Sport for social cohesion: Exploring impacts and influences  
Raw, Sherry & Rowe |
| 3:00-3:30pm  | **WG 908** - Management  
CHAIR: T. TAYLOR  
Successful strategies for communicating the value of sport management programs to university administrators  
Andrew |
| 3:30-4:00pm  | Strategy for excellence in sport: The downside of Canada’s Own the Podium from the athlete’s perspective  
Pattenden & Thibault |
| 3:30-4:00pm  | Psychometric evaluation of the Team Identification scale in spectator sport events and its cross-cultural validity  
Hsu, S-C Ma & Kaplanidou |
| 3:30-4:00pm  | Leadership development: Implications and opportunities for teaching leadership in sport management programs  
Worse |
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| 3:30-4:00pm  | Successful strategies for communicating the value of sport management programs to university administrators  
Andrew |
| 4:00-4:30pm  | Design thinking and sport (for) development: Maximising social capital  
Joachim, Schulenkorf, Frawley & Schlenker |
| 4:00-4:30pm  | Where is home? Kinesiology vs. Business  
Burt & Menaker |
| 4:00-4:30pm  | SMR EDITOR WORKSHOP: Best Practices in Academic Reviewing: Insights from Past, Present and Future SMR Editors  
Professor Alison Doherty, Professor George Cunningham, Professor Tracy Taylor |
| 6pm onwards  | Social & Free Evening  
SMAANZ |
# FRIDAY 25 NOVEMBER MORNING

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Chair/Supervisor</th>
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<tr>
<td>8:30-9:00am</td>
<td><strong>WG 902 - Commonwealth Games</strong>&lt;br&gt;Chair - Bogatov&lt;br&gt;Measuring resident support and the use of referenda for hosting the Commonwealth Games in Auckland&lt;br&gt;Johnston, Dickson &amp; Naylor</td>
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<td><strong>WG 903 - Branding in Sport</strong>&lt;br&gt;Chair - Gordon&lt;br&gt;Branding through athletes: The role of athlete-team brand personality alignment in team evaluation&lt;br&gt;Ahn &amp; Kang</td>
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<td><strong>WG 903A - Sport Management</strong>&lt;br&gt;Chair - D. Wilson&lt;br&gt;The relationship between performance assessment and budget allocation of the foundation-funded programs: A case study on the Korea Sports Promotion Foundation Park &amp; Kim</td>
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<td><strong>WG 906 - Events</strong>&lt;br&gt;Chair - P. Thomas&lt;br&gt;“Running for community good”: The Two Oceans Marathon and social impact in Cape Town&lt;br&gt;Maralack</td>
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<td><strong>WG 907 - Sport Marketing</strong>&lt;br&gt;Chair - Schwarz&lt;br&gt;Investing the dynamics of customer engagement within a sport context using an experimental design&lt;br&gt;Fehrer, Woratschek, Gernemann &amp; Brodie</td>
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<td><strong>WG 908 - Sport Management</strong>&lt;br&gt;Chair - Hoskyln&lt;br&gt;Is it wrong to be right? Do left-sided players in the Australian Football League (AFL) have a competitive advantage? Allen, Booth &amp; Brooks</td>
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<td>9:00-9:30am</td>
<td><strong>The role of Youth Games on pre-elite athletes’ performances and transition to the Commonwealth Games</strong>&lt;br&gt;Macintosh &amp; Sotiriadou&lt;br&gt;Developing a brand association scale for professional sport teams&lt;br&gt;Wada &amp; Matsuoka</td>
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<td><strong>Not just a game anymore: How esports can take over the sports world</strong>&lt;br&gt;Gawrysiak&lt;br&gt;Individual and structural factors affecting time allocation of volunteers at sport events&lt;br&gt;Hallmann, Downward &amp; Dickson</td>
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<td><strong>A comparison of charity sponsorship and sport event sponsorship in the mass sport event context</strong>&lt;br&gt;Fechner, Filo &amp; Geurin&lt;br&gt;Mission statements of UK Summer Olympic sport organisations: An exploratory study of strategy and governance alignment M. Taylor</td>
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<td>9:30-10:00am</td>
<td><strong>The networks behind an active legacy: The case of the 2018 Commonwealth Games</strong>&lt;br&gt;Kennelly&lt;br&gt; Athlete/Team brand identity and brand image: A systematic literature review&lt;br&gt;Lohweiss, Sotiriadou &amp; Hill</td>
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<td><strong>Rethinking sports management: Integrating the dynamic capability approach</strong>&lt;br&gt;Bruckes &amp; Schewe&lt;br&gt;Event rights holders perceptions of destination image and service quality: Impact on an emerging sport tourism market&lt;br&gt;Williams</td>
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<td><strong>An exploration of the gender and career status of athlete endorsers in social marketing</strong>&lt;br&gt;Behnoosh, Naylor &amp; Dickson&lt;br&gt;Determining legacy: How soon is too soon? Hatlem</td>
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<td>10:00-10:30am</td>
<td><strong>MORNING TEA</strong>&lt;br&gt;</td>
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<td>10:30-11:00am</td>
<td><strong>WG 902 - AWARDWINNERS</strong>&lt;br&gt;Chair - Hanlon&lt;br&gt;Sustainability and sport, turning rhetoric into reality: The case of Project Lifefoot, New Zealand&lt;br&gt;Orams</td>
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<td><strong>WG 903 - Sport Management</strong>&lt;br&gt;Chair - P. Thomas&lt;br&gt;Exploring the market development of a “new” sport: Contributions of equipment manufacturers and retailers&lt;br&gt;Dolles &amp; Gabrielson</td>
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<td><strong>WG 903A - Sport Marketing</strong>&lt;br&gt;Chair - Behnowsh&lt;br&gt;Ethnicity and sport preference: Implications for future Australian sport consumption&lt;br&gt;Fujak, Frawley &amp; Schulenkerf</td>
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<td><strong>WG 906 - Sport Management</strong>&lt;br&gt;Chair - AJee&lt;br&gt;Corporate social responsibility in professional team sport organisations: An integrative review&lt;br&gt;Walzel &amp; Robertson</td>
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<td><strong>WG 907 - CSR</strong>&lt;br&gt;Chair - Hoskyln&lt;br&gt;Measuring community expectations of CSR in Chinese professional football&lt;br&gt;Schwarz &amp; Liu</td>
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<td><strong>WG 908 - Sport Management</strong>&lt;br&gt;Chair - D. Wilson&lt;br&gt;Experiences of elite female athletes in disability sport and implications for practice&lt;br&gt;Seal</td>
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<td>11:00-11:30am</td>
<td><strong>STUDENT RESEARCH AWARD</strong>&lt;br&gt;Trouble in paradise? Sport, stereotypes and ethno-racial formation in Fiji&lt;br&gt;Sugden, Schulenkerf (Supervisor), Adair (Supervisor) &amp; Edwards (Supervisor)&lt;br&gt;I’ll be there for you: Spousal supporters of amateur endurance athletes&lt;br&gt;Lamont, Kennelly &amp; Moyle&lt;br&gt;Conceptualisation of the ‘Marketing Mix 4 Ps’ for masters sports events: Comparison between Japan and Australia&lt;br&gt;Yamakita, Chohohara, Sonoda &amp; Matsumura&lt;br&gt;Sport as a complex business ecosystem: A theoretical lens for understanding digital co-evolution in sport&lt;br&gt;Templeman</td>
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<td><strong>BEST PAPER</strong>&lt;br&gt;Bias against Latin and African American job applicants&lt;br&gt;Steward &amp; Cunningham&lt;br&gt;Examining the precursors of sport diversity attitudes&lt;br&gt;Lin &amp; Gau</td>
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<td><strong>LUNCH</strong>&lt;br&gt;</td>
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<td>11:30am-12:00pm</td>
<td><strong>Impact of perceived CSR on consumer-based brand equity</strong>&lt;br&gt;Gordon &amp; Oja&lt;br&gt;The impact of perceived CSR on consumer-based brand equity</td>
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<td><strong>Understanding Japanese conceptualisations of volunteering</strong>&lt;br&gt;Fairley, Yamaguchi &amp; Ito</td>
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# Friday 25 November Afternoon

**Keynote** Associate Professor Veerle de Bosscher (Vrije Universiteit Brussel)

| 1:00-2:00pm | WG 902 - Community Sport  
**Chair** - Seal | WG 903 - Sponsorship  
**Chair** - Bruyne | WG 903A - Women in Sport  
**Chair** - Johnston | WG 906 - Sport Management  
**Chair** - Thibaudeau | WG 907 - Participant Sport  
**Chair** - Behnoosh | WG 908 - Critical Incidents in Sport  
**Chair** - Shaw |
|---|---|---|---|---|---|---|---|
| **1:00-2:30pm** | LGBTQ parents' experiences of community youth sport organisations  
Trussell | Sport sponsorship from a small business perspective  
Harnett | Continuing participation in sport: An examination of women in rugby union Bigby & Naylor | Institutional complexity in sport organisations: The cases of the Portuguese and Australian triathlon federations  
Pedras, T. Taylor & Frawley | Are they 'worth their weight in gold'? Sport for older adults: Benefits and barriers of their participation for sporting organisations  
Jenkins, Elme, Westerbeek, O'Sullivan & van Uffelen | Match fixing, sport integrity and responsibility shift: The role of ideas in contemporary sports betting governance  
Tak, Westmattelmann, Hokamp & Schewe |
| **2:30-3:00pm** | Understanding community sport as a school of generosity among youth  
Misener | Sponsor awareness, attitudes and purchase intentions: A multi-context approach  
Ali, Naylor & Dickson | Modifying rules for target populations: The AFL national women’s league  
Encel, Phillips, Brown & Vanderloo | High performance sport management and the role of gender in the coach-athlete relationship  
de Haan & Sotiradou | Competence, motivation and senior track and field participation in Australia: Why do athletes continue?  
Nolan, Riot & Geurin | Slippy Eels: A thematic analysis of NRL supporters’ responses to the Parramatta Eels salary cap scandal  
Nairn, Annabel & Nelson |
| **3:00-3:30pm** | Economic value of community club-based sport in Australia  
Gratton, Lock, Cuskelly, Skinner, Toohey & Kokolakakis | Preliminary results of a conceptual framework of sponsorship accountability  
France | Alternative delivery models for women’s participation in sport: The case of mountain biking  
Caijenben, Turkein, Dickson & Rowe | Typologies of sport clusters based on socio-economic proximity  
Gerke & Dalla Pria | The influence of triathletes’ serious leisure traits on sport constraints, involvement and participation  
Chou, Wu & S-M Ma | Urine trouble: The use of humour in reactions to critical sport incidents  
L. Hoeber, G. Hoeber, Wood & Snelgrove |
| **3:30-4:00pm** | Contribution of community sports to the integration of migrants  
Ajiee, Wright & Dickson | The moderating effects of sincerity and ubiquity on the relationship between sponsorship fit and sponsorship evaluation  
Kang & Matsuoka | Keeping the door open with her shoulder: Feminist hermeneutics and focus groups in sport management research  
Rae | Self-initiated expatriation in sports: Conceptualising the international supply chain  
Egliston & Dollies | Changes in sport participation following the transition to tertiary study  
O. Wilson, Walters, Naylor & Clarke | An agent-based analysis of the fight against doping  
Westmattelmann, Hakamp & Schewe |
| **4:00-4:30pm** | | | | | | |
| **4:30-5:30pm** | | | | | | |
| **5:30-6:30pm** | SMAANZ AWARDS & COCKTAILS  
Sir Paul Reeves (WG) Building LOWER FOYER | | | | | |
| **7:30pm onwards** | SMAANZ CONFERENCE DINNER  
CREW CLUB - 149 Quay St, Auckland Viaduct | | | | | |