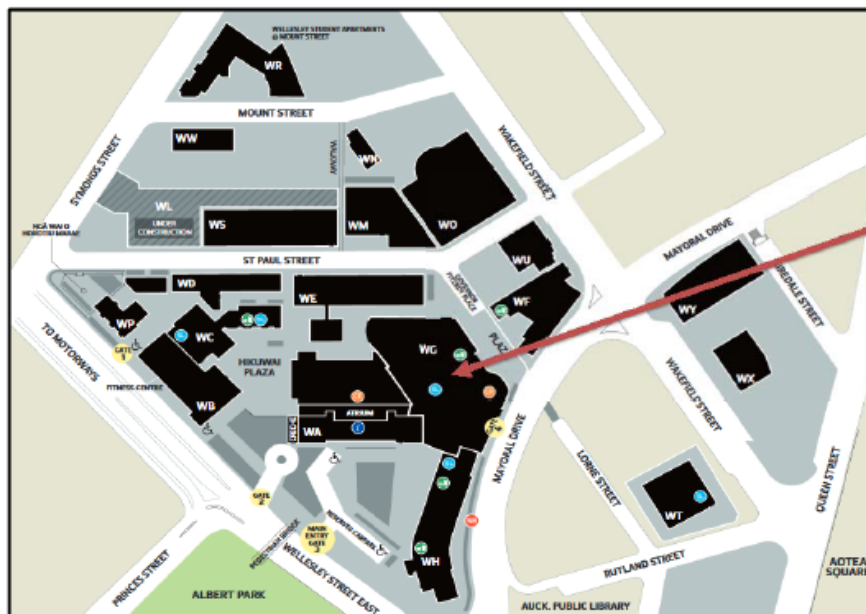


SMAANZ CONFERENCE 2016

Wednesday, November 23 - Friday November 25

AUT University City Campus

Sir Paul Reeves (WG) Building - corner of Governor Fitzroy Place & Mayoral Drive



Sir Paul Reeves (WG) Building

Contact Us:
smaanz@aut.ac.nz



WEDNESDAY 23 NOVEMBER

10:00-11:00am	TOUR AUT Millenium Sport Complex	GOLF Muriwai Golf Club
11:00am-3:00pm	HIGHER DEGREE RESEARCH STUDENT WORKSHOP AUT Millenium	
3:00-4:00pm	TOUR AUT Millenium Sport Complex	SMAANZ BOARD MEETING Sir Paul Reeves (WG) Building - Room WG902
4:00-4:30pm	CONFERENCE REGISTRATION Sir Paul Reeves (WG) Building - Main Foyer	
5:00-6:00pm		
6:00-7:00pm		
7:00-8:00pm	WELCOME EVENT Sir Paul Reeves (WG) Building - Main Foyer	



THURSDAY 24 NOVEMBER MORNING

**SPORT SECTOR
SPECIAL PROGRAM**

7:30-8:00am	<p align="center">CONFERENCE REGISTRATION Sir Paul Reeves (WG) Building Main Foyer - AUT University City Campus (55 Wellesley St. East, AUCKLAND CBD)</p>				
8:00 - 8:30am	<p align="center">WAVE ROOM - Conference Welcome <i>CHAIR - DICKSON</i></p> <p align="center">Lex Henry (Auckland University of Technology Pro-Chancellor) & Professor Mark Orams (Head of School of Sport and Recreation)</p>				
8:30-10:00am	<p align="center">WAVE ROOM - Leadership in Sport: A New Generation of Thinking <i>CHAIR - FERKINS</i></p> <p align="center">Keynote Keven Mealamu (New Zealand Rugby)</p> <p align="center">Panel Discussion Dr. Farah Palmer (Massey University), Professor Brad Jackson (Victoria University), Dave Adams (Sport New Zealand), Dr. Sarah Sandley (Aktive Auckland)</p>				
10:00-10:30am	<p align="center">MORNING TEA</p>				
10.30-11:30am	<p align="center">WAVE ROOM - Professional Sport</p> <p>WORKSHOP 1 <i>Examining ownership structures in Australian and New Zealand professional sport clubs</i> 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)</p>			<p align="center">WG 902 - Community Sport</p> <p>WORKSHOP 2 <i>Understanding capacity to serve: Connecting research in community sport</i> Professor Alison Doherty (Western University) & Dr. Katie Misener (University of Waterloo)</p>	
11:30am-12:00pm	<p align="center">WAVE ROOM - Governance <i>CHAIR - SHILBURY</i></p> <p>The Governance Wheel™: A new visualisation of the governance stage and all its players Tracy Molloy, Assoc. Professor Geoff Dickson & Assoc. Professor Lesley Ferkins (Auckland University of Technology)</p>	<p align="center">WG 902 - Hubs <i>CHAIR - WRIGHT</i></p> <p>Sports partnerships through 'sports hubs' in New Zealand Dr. Koji Kobayashi, Peter Burley & Dr. Roslyn Kerr (Lincoln University)</p>	<p align="center">WG 903 - Older Adults <i>CHAIR - AUJEE</i></p> <p>The rise of the silver-surfers: Challenges and opportunities in the growth of surfing by older people Professor Mark Orams (Auckland University of Technology)</p>	<p align="center">WG 907 - Inclusion <i>CHAIR - RAE</i></p> <p>Anti-homophobia policies in New Zealand Sport Dr. Sally Shaw (University of Otago)</p>	<p align="center">WG 908 - Sport Policy <i>CHAIR - DE BOSSCHER</i></p> <p>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)</p>
12:00-1:00pm	<p align="center">LUNCH</p>				



THURSDAY 24 NOVEMBER AFTERNOON

1:00-1:30pm	WG 902 - Marketing <small>CHAIR - HALLMANN</small> <i>Empirical evidence for the sport value framework: The bridging role of the sport cluster concept in sport marketing theory</i> Gerke, Woratschek & Dickson	WG 903 - Fans <small>CHAIR - KENNELLY</small> <i>Baseball fans' psychophysiological responses to crisis situations in professional baseball</i> Won & Bae	WG 903A - Leadership <small>CHAIR - BRYHAM</small> <i>Emotionally intelligent leadership in sport management: Is it on your radar?</i> Dee, Bryham & Ferkins	WG 906 - Media <small>CHAIR - KARG</small> <i>Media consumption and supportive work environments predict LGBT championing</i> Melton & Cunningham	WG 907 - Entrepreneurship <small>CHAIR - LAMONT</small> <i>Developing entrepreneurial behaviour, skills and competencies in sports management</i> Polyakova & Klapper	WG 908 - Governance <small>CHAIR - MOLLOY</small> <i>The way things are done: Boardroom climate in Australian State Sport Organisations</i> Schoenberg
1:30-2:00pm	<i>Examining mediating effects of exercise self-identity and constraint negotiation in the planned behaviour of Curves circuit exercise participants</i> Yeh & Gau	<i>Antecedents and consequences of fans' satisfaction</i> Muneda, Matsuoka & Kang	<i>From player to coach: Linguistic indicators of leadership emergence in a distributed leadership structure</i> N. Wilson	<i>Robbing from the rich to give the needy? A thematic analysis of the illegal streaming of the Parker v. Takam fight</i> Annabell, Nairn & Nelson	<i>Investigating entrepreneurial activity in motorsports - The case of the landspeed record attempt in New Zealand</i> Dolles & Dibben	<i>Exploring governance design options for new and emerging sports: The case of stand up paddling in New Zealand</i> - Meiklejohn, Ferkins & O'Boyle
2:00-2:30pm	<i>The influence of endorsers' credibility on advertising effects and repurchase intention: An example of fitness personal trainer as endorser</i> Wu, Chou & S-M Ma	<i>The impacts of social and cultural context on sport fans motivation: Qualitative research</i> Huynh, Filo & Lock	<i>A transformational leader revitalised a sport governing body by embracing a new vision</i> Kato	<i>Social media marketing and capitalisation opportunities in professional sports: An empirical success factor analysis in the German Premier Football League</i> Kainz & Haupt	<i>Entrepreneurial athletes: An exploration of athlete transitions to entrepreneurs</i> Hayes, Riot, Geurin & Auld	<i>Governance of sport clubs in New Zealand: Existing structures, processes and potential models</i> S. Hill, Kerr & Kobayashi
2:30-3:00pm	<i>Influences of image fit between host city and sporting events and city image toward residents' attachment to host city</i> Oshimi & Harada	<i>Do the structural constraints in sporting spectatorship belong to several phases? Testing the levels by attendance frequency</i> Yamashita, Adachi & Harada	<i>A conceptual model for leadership and character development interventions through sport: Development and empirical testing using mixed methods</i> Tan	<i>Should we YouKu, VK, Kaskus, Zing & Rappler our organisations? Assessing global digital reach to support your international objectives</i> M. Taylor	<i>You pay you play: The emergence of commercial sport event delivery models in New Zealand</i> Wiersma	<i>A quantitative analysis of soccer fans' opinions on governance: Towards a new typology</i> Garcia & Llopis-Goig
3:00-3:30pm	AFTERNOON TEA					
3:30-4:00pm	WG 902 - Elite <small>CHAIR - SCHOENBERG</small> <i>Measurement of competitive balance in NSW premiership rugby and the impact of the player points system</i> Bond	WG 903 - Team ID <small>CHAIR - ALI</small> <i>Two psychological avenues to shape team identification: Sports fans belong to and own a team</i> Maeda & Sumida	WG 903A - Leadership <small>CHAIR - DEE</small> <i>Leadership development: Implications and opportunities for teaching leadership in sport management programs</i> Weese	WG 906 - Media <small>CHAIR - FUJAK</small> <i>Framing the 2015 Rugby World Cup: An analysis of Australian and New Zealand newspaper coverage</i> Scott, Vincent, Harris, Sharpe & Beaton	WG 907 - Development <small>CHAIR - FILO</small> <i>Sport for social cohesion: Exploring impacts and influences</i> Raw, Sherry & Rowe	WG 908 - Management <small>CHAIR- T. TAYLOR</small> <i>Successful strategies for communicating the value of sport management programs to university administrators</i> Andrew
4:00-4:30pm	<i>Strategy for excellence in sport: The downside of Canada's Own the Podium from the athlete's perspective</i> Pattenden & Thibault	<i>Psychometric evaluation of the Team Identification scale in spectator sport events and its cross-cultural validity</i> Hsu, S-C Ma & Kaplanidou			<i>Design thinking and sport (for) development: Maximising social capital</i> Joachim, Schlenker, Frawley & Schlenker	<i>Where is home? Kinesiology vs. Business</i> Burt & Menaker
4:30-5:30pm	WAVE ROOM <u>SMR EDITOR WORKSHOP</u> <i>Best Practices in Academic Reviewing: Insights from Past, Present and Future SMR Editors</i> Professor Alison Doherty, Professor George Cunningham, Professor Tracy Taylor					
6pm onwards	SOCIAL ACTIVITIES & FREE EVENING					



FRIDAY 25 NOVEMBER MORNING

8:30-9:00am	WG 902 - Commonwealth Games <small>CHAIR - P. THOMAS</small> <i>Measuring resident support and the use of referenda for hosting the Commonwealth Games in Auckland</i> Johnston, Dickson & Naylor	WG 903 - Branding in Sport <small>CHAIR - GORDON</small> <i>Branding through athletes: The role of athlete-team brand personality alignment in team evaluation</i> Ahn & Kang	WG 903A - Sport Management <small>CHAIR - O. WILSON</small> The relationship between performance assessment and budget allocation of the foundation-funded programs: A case study on the Korea Sports Promotion Foundation Park & Kim	WG 906 - Events <small>CHAIR - BOGATOV</small> <i>"Running for community good": The Two Oceans Marathon and social impact in Cape Town</i> Maralack	WG 907 - Sport Marketing <small>CHAIR - SCHWARZ</small> <i>Investing the dynamics of customer engagement within a sport context using an experimental design</i> Fehrer, Woratschek, Germelmann & Brodie	WG 908 - Sport Management <small>CHAIR - HOSKYN</small> <i>Is it wrong to be right? Do left-sided players in the Australian Football League (AFL) have a competitive advantage?</i> Allen, Booth & Brooks
9:00-9:30am	<i>The role of Youth Games on pre-elite athletes' performances and transition to the Commonwealth Games</i> MacIntosh & Sotiriadou	<i>Developing a brand association scale for professional sport teams</i> Wada & Matsuoka	<i>Not just a game anymore: How esports can take over the sports world</i> Gawrysiak	<i>Individual and structural factors affecting time allocation of volunteers at sport events</i> Hallmann, Downward & Dickson	<i>A comparison of charity sponsorship and sport event sponsorship in the mass sport event context</i> Fechner, Filo & Geurin	<i>Mission statements of UK Summer Olympic sport organisations: An exploratory study of strategy and governance alignment</i> M. Taylor
9:30-10:00am	<i>The networks behind an active legacy: The case of the 2018 Commonwealth Games</i> Kennelly	<i>Athlete/Team brand identity and brand image: A systematic literature review</i> Lohneiss, Sotiriadou & B. Hill	<i>Rethinking sports management: Integrating the dynamic capability approach</i> Bruckes & Schewe	<i>Event rights holders perceptions of destination image and service quality: Impact on an emerging sport tourism market</i> Williams	<i>An exploration of the gender and career status of athlete endorsers in social marketing</i> Behnoosh, Naylor & Dickson	<i>Determining legacy: How soon is too soon?</i> Hatlem
10:00-10:30am	MORNING TEA					
10.30-11:00am	WG 902 - AWARD WINNERS <small>CHAIR - HANLON</small>	WG 903 - Sport Management <small>CHAIR - P. THOMAS</small> <i>Sustainability and sport, turning rhetoric into reality: The case of Project Litefoot, New Zealand</i> Orams	WG 903A - Sport Marketing <small>CHAIR - BEHNOOSH</small> <i>Exploring the market development of a "new" sport: Contributions of equipment manufacturers and retailers</i> Dolles & Gabrielsson	WG 906 - Sport Management <small>CHAIR - AJIEE</small> <i>Ethnicity and sport preference: Implications for future Australian sport consumption</i> Fujak, Frawley & Schlenker	WG 907 - CSR <small>CHAIR - HOSKYN</small> <i>Corporate social responsibility in professional team sport organisations: An integrative review</i> Walzel & Robertson	WG 908 - Sport Management <small>CHAIR - O. WILSON</small> <i>Experiences of elite female athletes in disability sport and implications for practice</i> Seal
11:00-11:30am	STUDENT RESEARCH AWARD <i>Trouble in paradise? Sport, stereotypes and ethno-racial formation in Fiji</i> Sugden, Schlenker (Supervisor), Adair (Supervisor) & Edwards (Supervisor)	<i>I'll be there for you: Spousal supporters of amateur endurance athletes</i> Lamont, Kennelly & Moyle	<i>Conceptualisation of the 'Marketing Mix 4 P's' for masters sports events: Comparison between Japan and Australia</i> Yamakita, Chogohara, Sonoda & Matsumura	<i>Sport as a complex business ecosystem: A theoretical lens for understanding digital co-evolution in sport</i> Templeman	<i>Measuring community expectations of CSR in Chinese professional football</i> Schwarz & Liu	<i>Exploring material culture associated with official sport fan apparel: A cross-national comparison</i> Sveinson & L. Hoerber
11:30am-12:00pm	BEST PAPER <i>Bias against Latina and African American job applicants</i> Steward & Cunningham	Examining the precursors of sport diversity attitudes Lin & Gau			<i>The impact of perceived CSR on consumer-based brand equity</i> Gordon & Oja	<i>Understanding Japanese conceptualisations of volunteering</i> Fairley, Yamaguchi & Ito
12:00-1:00pm	LUNCH					



FRIDAY 25 NOVEMBER AFTERNOON

WAVE ROOM - Sport Policy

1:00-2:00pm

Keynote Associate Professor Veerle de Bosscher (Vrije Universiteit Brussel)

CHAIR - DICKSON

2:00-2:30pm

WG 902 - Community Sport

CHAIR - SEAL

LGBTQ parents' experiences of community youth sport organisations
Trussell

WG 903 - Sponsorship

CHAIR - BRUFFY

Sport sponsorship from a small business perspective Harnett

WG 903A - Women in Sport

CHAIR - JOHNSTON

Continuing participation in sport: An examination of women in rugby union
Biggsby & Naylor

WG 906 - Sport Management

CHAIR - THIBAUT

Institutional complexity in sport organisations: The cases of the Portuguese and Australian triathlon federations Pedras, T. Taylor & Frawley

WG 907 - Participant Sport

CHAIR - BEHNOOSH

Are they 'worth their weight in gold'?
Sport for older adults: Benefits and barriers of their participation for sporting organisations Jenkin, Elme, Westerbeek, O'Sullivan & van Uffelen

WG 908 - Critical Incidents in Sport

CHAIR - SHAW

Match fixing, sport integrity and responsibility shift: The role of ideas in contemporary sports-betting governance Tak

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 & Sotriadou

Competence, motivation and senior track and field participation in Australia: Why do athletes continue? Nolan, Riot & Geurin

Slippery Eels: A thematic analysis of NRL supporters' responses to the Parramatta Eels salary cap scandal Nairn, Annabell & Nelson

3:00-3:30pm

AFTERNOON TEA

3:30-4:00pm

Economic value of community club-based sport in Australia Gratton, Lock, Cuskelly, Skinner, Toohey & Kokolakis

Preliminary results of a conceptual framework of sponsorship accountability
France

Alternative delivery models for women's participation in sport: The case of mountain biking Curgenvin, Ferkins, 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, O. Hoeber, Wood & Snelgrove

4:00-4:30pm

Contribution of community sports to the integration of migrants Ajjee, 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 Egilsson & Dolles

Changes in sport participation following the transition to tertiary study O. Wilson, Walters, Naylor & Clarke

An agent-based analysis of the fight against doping Westmattmann, Hokamp & Schewe

4:30-5:30pm

SMAANZ AGM WAVE ROOM

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