FRIDAY, 30TH NOVEMBER – MORNING SESSIONS

	ROOM 1	ROOM 2	ROOM 3	ROOM 4
SESSION 1				
	Isomorphism and Legitimacy	**Brand Image**	**Sport Spectators**	**Open Session 1**
8.20	Nick Hill – SPARC CEO *Sport management in New Zealand: convenient and inconvenient truths*			
8.50	Geoff Dickson, Sean Phelps *Seeking legitimacy in a name: New Zealand's Ice Blacks and Ice Fernz*	Shih-Hung Lin, Wang Han Chung *Study on the effect of brand image on customer loyalty of badminton racket consumers in Taipei city*	Guido Schafmeister, Herbert Woratschek, Reinhard Kunz *Segmenting the sport spectator market*	Eric Forsyth *Interscholastic sports: Convenient and inconvenient truths*
9.20	Sean Phelps *Isomorphism and Choice and Development of an international sport federation: a review of the international triathlon union*	Lai Hsieh Chun, Liou Yuh-Feng *A path analysis study of brand image, product involvement, perceived risk and purchase intentions of consumers toward Nike Sports products*	Andrew Kerr *"You'll never walk alone" – team ID and the satellite supporter (Liverpool F.C.)*	*Pamm Kellett* *Identifying the constituents of sport museums – Setting a research agenda*
10.15	**MORNING TEA**			
SESSION 2				
	Volunteers	**Outcome Uncertainty**	**Marketing and PR**	**Sport in Taiwan**
10.45	Roy Dhurup, Babs Surujlal *Volunteers' perceptions of benefits derived from volunteering: an exploratory study*	Daniel A. Rascher, Mark S. Nagel, Matthew T. Brown, Chad D. McEvoy *Exploring the myth that a better seed in the NCAA men's basketball tournament results in an* ex ante *higher payout*	Maria Hopwood, Dave Arthur *Keeping the customer at arm's length - how not to use public relations in sport*	Tzu-Yi Kao, Hsiao-Yun Yeh, Shau-Yun Kang, Jui-Chia Chen *Predicting the demand of the recreation and sport industry in Taiwan*
11.15	Sally Shaw PART 1 *"It was all 'Smile for Dunedin!'": event volunteer experiences at the 2006 ACC Thinksafe New Zealand Masters games*	Trevor Meiklejohn *Competitive balance and sustainability issues for New Zealand provincial rugby: 1986 - present*	Maria Hopwood *It's football but not as you know it – using public relations to promote the beautiful game in Australia*	Chin-Hung Yu, Chi-Wen Chen, Kai-Chieh Chen, Hung-Yan Chen *Sport industry performance appraisal systems in Taiwan*
11.45	Justine B. Allen, Sally A. Shaw PART 2	Hendrick S. Kriek *Psychological momentum in rugby: an archival analysis of Super 14 results*	Ron Garland, Roger Brooksbank, David Taylor, Sam Fullerton *Marketing planning in Australasian golf clubs*	Chi-Wen Chen, Fen-Ching Tsai, Chin-Hsung Kao *The issues and coping strategies for the development of recreational sport services industry in Taiwan*

	“Everyone rolls up their sleeves and mucks in”: exploring volunteers’ motivational climate of a sporting event			
12.15	**LUNCH**			

FRIDAY, 30TH NOVEMBER – AFTERNOON SESSIONS

	ROOM 1	ROOM 2	ROOM 3	ROOM 4
SESSION 3				
	Media I	**Governance**	**Participation and Physical Activity**	**Methods**
1.15	Olan Scott, Dwight Zakus, Brad Hill *National sport discourses and the 2006 FIFA World Cup*	Chien Mu Yeh, Tracy Taylor, Russell Hoye *Board roles in non-profit sport organisations with a duel board system*	Hsiao-Yun Yeh, Shau-Yun Kang, Tzu-Yi Kao, Chin-Hung Yu *Sport for All policy in Taiwan and other countries*	Sean Phelps *Surviving in a positivistic world: social construction in organizational theory*
1.45	Andrea N. Eagleman, Erin L. McNary *Examing equity in newspaper, magazine, and web coverage of the 2006 Winter Olympics*	Lesley Ferkins *The truth about strategic boards: inconvenient yet practical*	D. Hodgetts, K Joyner, K Mummery, M Duncan, A Dobele *Viral social marketing: an examination of AD perception and forwarding behaviour based on physical activity*	Irene Ryan *Resisting the "colonizing mentalisty" – an inconvenient truth?*
2.15	Tom Cole, Pi-Shen Seet *Aggressive cognitions and state hostility from the affects of violent sports media*	Ross Booth *The influence of governance and management on the capacity for revenue-raising by sporting organizations in Australia*	Phillip Georgios, Popi Sotiriadou *Exploring the processes of attracting cycling members in Australia: an organisational perspective*	Do Young Pyun, Jin-Wook Han *Test of normality and data transformations in sport management research*
2.45	**AFTERNOON TEA**			
SESSION 4				
	Policy	**Bums on Seats**	**Sponsorship**	
3.15	Michael Sam *The inconvenient wickedness of governing sport*	Anthony A. Beaton, Kevin Filo, Daniel C. Funk *Achieving parsimony in sport consumer motivations*	Norm O'Reilly, George Foster *High risk sponsorship evaluation*	
3.45	Matthew Nicholson, Russell Hoye *Australian sport policy: the use and abuse of the social capital concept*	Paul Muller, Dave Arthur *The free ticket myth*	Adam Karg *Sport sponsorship management: major Australian sponsor practices in objective setting and measurement*	
4.15	Russell Hoye *Regulatory reform of sports betting in Victoria*		Dana Ellis, Benoit Seguin, Norm O'Reilly *Ambush marketing in Canada: an update*	

SATURDAY, 1ST DECEMBER – MORNING SESSIONS

	ROOM 1	ROOM 2	ROOM 3	ROOM 4
SESSION 5				
	Corporate Social Responsibility	**Media II**	**Sports Law I**	**Fitness Centres and Movement**
8.15	Sheila Nguyen *Conceptualising a typology for corporate social responsibility of sport entities*	Andrea N. Eagleman *The U.S. Congressional Steroid Hearing: an analysis of newspaper coverage*	Vicky Martin *Implementation of policies and procedures within athletic departments for the safety and well-being of the student athletes from harassment*	Bree E. Hallett, James A. Dimmock, Robert J. Grove *Attitude toward overweight individuals among fitness centre employees: an examination of contextual effects*
8.45	Greg Dingle *Playing the carbon game: recent developments in carbon constraint and implications for sport*	Paul Turner *Press operations at the Commonwealth Games*	Malgorzata Wasilewicz, Paul Jonson *Sport management and "loss of enjoyment" compensation*	James Edward Smith, Duncan Murray *The importance of service quality measures and barriers to exercise in retention within Australian private health clubs*
9.15	Nico Schulenkorf *A convenient truth: sport events as a vehicle for* intercommunity *development*		Kai-li Wang *What does the right of publicity protect?: an empirical study in professional sport in Taiwan*	Kjell – Åge Gotvassli *How we understand intentional movements that make up sport? Rationality or mind body connection and intuition?*
9.45	**MORNING TEA**			
SESSION 6				
	Leadership	**Stadiums and events**	**Sports Law II**	**Education**
10.15	Megat Ahmad Kamaluddin *Current practice and future needs of sport leadership in Malaysia*	*Thomas Cieslak, Zhu Zhang* *Game day security at Australian sport stadiums: A case study of eight venues*	Wirdati Radzi *The ball is in the court: a review of sport-related cases in Malaysia*	Popi Sotiriadou *Enhancing the role of cooperative education in sport management*
10.45	Berit Skirstad *Is the time ripe for radical gender quotas in sport leadership?*	*David Carson, Michael Smyth* *A multipurpose sports stadium for Northern Ireland: Political correctness or sporting madness*	Terry Woods *Sport-related dispute mechanisms*	Keith W. Lambrecht *The benefits of study abroad courses: Beijing, China summer 2007 (Convenient truth)*
11.15	Sue Brown *Understanding the ways women lead in Australian sport*	Kevin Filo, Dan Funk, Danny O'Brien *The Influence of charity on motivations for participation in sport events*	Daryl Adair, Bob Stewart, Jason Mazanov *There will be a price to pay: the future of sports drug testing in Australia*	Vicky Martin *Challenge students by linking theoretical marketing knowledge to hands-on application*
11.45	**DEBATE**			
12.15	**LUNCH**			

SATURDAY, 1ST DECEMBER – AFTERNOON SESSIONS				
	ROOM 1	**ROOM 2**	**ROOM 3**	**ROOM 4**
SESSION 7				
	Olympic and Commonwealth Games	**Human Resource Management**	**Professional Sport**	**Open Session 4**
1.15	J.G.U. Van Wyk, A. E. Goslin *Status of knowledge of aspiring sport managers relative to the Olympic movement*	A.R. Elahi *The identification of basic barriers to create learning organizations in Iran's national sport federations*	Babs Surujlal *Compensation of professional sport coaches in South Africa*	
1.45	Zhu Zhang, Bob Stewart *Explaining a nation's performance at the Olympics: a managerial perspective*	Lisa Miller, Robert Baker *Inconvenient truth: student-athletes rate coaches lower on altruistic leadership*	Herbert Woratschek, Tim Ströbel *Brand creation of professional sport organisations – the truth about the implementation of brand strategies from a managerial perspective*	
2.15	J. Piggin, S. Jackson, M. Lewis *So where do gold medals come from? Policy problems and medal targets at the Commonwealth Games*	T. Engelberg, J. Skinner, D. Zakus *What does "commitment" mean to volunteers in junior sporting organisations?*	John Davies *Franchises in sport*	
2.45	**AFTERNOON TEA**			
SESSION 8				
	Event Management	**Service Quality and Satisfaction**	**Globalisation and Sports Finance**	
3.15	Hung-Yan, Kai-Chieh & Chi-Wen Chen *Critical successful factors in staging international sports games in Taiwan*	Keith W. Lambrecht *PGA tournament spectator satisfaction study*	Mark S. Nagel, Dan A. Rascher, Ross Booth, Troels Trelsen *Globalization and sport finance: what is true and what is myth?*	
3.45	M. Kennelly, K. Toohey, D. Zakus *Getting gold in the crowd: collaborating with private sport tour operations from the perspective of Australian national sport organisations*	Ye-Chi Wen, Hsia-Ling Tai *A study of consumer perceived service quality of momentum sports' goods stores in Shilin district of Taipei city*		
4.15	T. Bradbury, A. Asquith, E Faapoi, A. Cardow *Auckland under the global spotlight in 2011: the Rugby World Cup bonanza*	Szu-Chia Peng, Liou, Yuh-Feng *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*		
4.45	**SMAANZ AGM**			