



Πανελλήνιος Σύνδεσμος Αθλητικών Οικονομολόγων και Στελεχών (ΓΣΑΟΣ)
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**22nd Annual International Conference on Sports:
Economic, Management, Marketing & Social Aspects
9-12 May 2022, Athens, Greece
Tentative Program (*Athens Local Time*)**

(Note: each presentation includes at least 10 minutes for questions and discussions if available)

Monday 9 May 2022

**09.00-09.30
Registration**

**09:30-10:00
Opening and Welcoming Remarks:**

- **Gregory T. Papanikos, President, ATINER**
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10:00-12:00 MORNING PRESENTATIONS (ROOM B)

- **Gregory T. Papanikos**, President, ATINER.
Title: An Ex-Post Analysis of the 2004 Olympic Effect. (Full Paper)
 - **Yann Carin**, Associate Professor, University of Lille, France.
Title: How Fear, Serendipity and Leadership Impact Change: The Case of Economic Models of the French Men's Professional Basketball Clubs.
 - **Mario Nicolliello**, Researcher, University of Genoa, Italy.
Title: The Impact of the Absence of Spectators on the Business Model of the Olympic Games.
 - **Ken Roberts**, Emeritus Professor, University of Liverpool, UK.
Title: Back to Normal? Time Use, Work and Leisure in The UK Before, During, Between And Following the Covid-19 Lockdowns.
 - **Ricardo Cardoso**, PhD Student, Lleida University, Spain.
Title: European Lex Sportiva – Myth or Reality?
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12:00-14:00 NOON PRESENTATIONS (ROOM A)

- **Junhao Hong**, Professor, State University of New York, USA.
Title: New Media-Generated Online Opinion Leaders in China and the Socio-Political Implications.
 - **Ricarda Drüeke**, Associate Professor, University of Salzburg, Austria.
Corinna Peil, Assistant Professor, University of Salzburg, Austria.
Title: Datafication on the Farm: An Exploration of Changing Practices of Professional Work and Everyday Life.
 - **Jakub Jakubowski**, Assistant Professor, Adam Mickiewicz University in Poznan, Poland.
Title: Youth Online Functioning (#Yoof) between Creation and Translocation.
 - **Hong Zeng**, Assistant Professor, Lingnan University, China.
Title: Entangling Bodily Discourses and Social Media: The Materialization of #MeToo in China.
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14:00-15:00

Lunch

15:00-16:30 AFTERNOON PRESENTATIONS (ROOM A)

- **Sam Coley**, Senior Lecturer, Birmingham City University, UK.
Title: UK Radio's Response to COVID-19: A Reappraisal of Radio as a 'Crisis' Medium through the Exploration of a Production Case Study.
 - **Klaus Schoenbach**, Honorary Professor/Honorary Fellow, Zeppelin University/University of Amsterdam, Germany/The Netherlands.
Title: Mixed Messages: Contradictory Images of the U.S. News Media – a Time-Lapse Study in a Year of Crises.
 - **Panagiota Koulouvari Rosenqvist**, Researcher, Stockholm School of Economics, Sweden.
Title: Communication Strategy with AI as Strategic Imperative, Challenging Existing Strategies, Business Models and Organizational Processes.
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16:30-18:00 AFTERNOON PRESENTATIONS (ROOM A)

- **Masudul Biswas**, Associate Professor, Loyola University Maryland, USA.
Title: Foreign-born Faculty Members' Teaching Experience in U.S. Mass Communication and Journalism Programs: How They Navigate Challenges.
 - **Shravan Regret Iyer**, PhD Student, Rutgers University, USA.
Title: Understanding How News Content Utilizes Experiential Media in COVID-19 Storytelling: Findings from a Content Analysis.
 - **Michael Damergis**, Lecturer, Iona College, USA.
Title: Smyrna: Paradise is Burning, the Asa K. Jennings Story.
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20:00-22:00
Greek Night

Tuesday 10 May 2022

07:30-10:30 Urban Walk

10:30-11:00

Jinah Seol, Professor, Korea National Open University, South Korea.

Title: Hyperlocal Cooperation between Local Creators and Local Broadcaster.

11:00-13:00 MORNING PRESENTATIONS (ROOM A)

- **Samuel Seaman**, Professor, Pepperdine University, USA.
Title: A Model of Music, Personality, and Media Messaging.
 - **Xheni Simaku**, Assistant Professor, Haliç University, Turkey.
Title: Generation Z Point of View about Cancel Culture: Activism or a New Power?
 - **Robert Bergland**, Associate Professor, Northwest Missouri State University, USA.
Kendrick Calfee, Student, Northwest Missouri State University, USA.
Elizabeth Brightwell, Northwest Missouri State University, USA.
Title: Not Dead Yet: The Impact of Social Media, Ad Revenue and COVID on U.S. College Newspapers.
 - **Sushreema Dutta Sensharma**, Associate Professor, University of Calcutta, India.
Title: Mohit Chattopadhyay's Plays: An Inspiring Communication.
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13:00-15:00 NOON PRESENTATIONS (ROOM A)

- **Brian Semujju**, Lecturer, Makerere University, Uganda.
Title: Looking at Uganda's Digital Divide through the Correlates of the Digital Literacy Spectrum.
 - **Maud Blose**, Lecturer, Durban University of Technology, South Africa.
Title: Exploring Gender Identities of Females in Durban as Represented and Negotiated through Stereotypes by South African Soap Operas Generations: The Legacy and Isidingo: The Need.
 - **Noura Al Obeidli**, Researcher, New York University, Abu Dhabi, UAE.
Title: Emirati Women Journalists: Bargaining with Patriarchy in Search of Equality.
 - **Lorenzo Dalvit**, Associate Professor, Rhodes University, South Africa.
Title: Towards a Decolonial Curriculum for a Critical Digital Media Masters Course in South Africa.
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15:00-16:00 Lunch

16:00-18:00 AFTERNOON PRESENTATIONS (ROOM A)

- **Amy Eperthener**, Assistant Athletic Trainer, Edinboro University, USA.
Title: Financial and Management Barriers to Safety Education in Youth Sports in the United States.
 - **Chevelle Hall**, Associate Professor, Virginia State University, USA.
Title: Preparing Students for the Sport Management Industry.
 - **Kostas Karadakis**, Associate Professor, Southern New Hampshire University, USA.
Maria Manus Painchaud, Retired Professor, Southern New Hampshire University, USA.
Title: The KSAs while Studying the Esport Industry that Lead to Employment.
 - **Giuseppe Luca De Luca Picione**, Professor, University of Naples Federico II, Italy.
Domenico Trezza, Research Fellow, University of Naples Federico II, Italy.
Title: Maradona. The Media Representation of a Neapolitan Myth.
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18:00-19:30 AFTERNOON PRESENTATIONS (ROOM A)

- **Abeer Bajandouh**, PhD Student, University of Leicester, UK.
Title: Environmental Portraits of Saudi Women Entrepreneurs: A Digital Ethnography Study on Instagram.
 - **Butler Cain**, Assistant Vice Provost, University of North Alabama, USA.
Title: Publicize, Pressure, and Protect: An Analysis of Journalism Advocacy Groups' Headline Responses to the 2021 Military Coup in Myanmar.
 - **Danilo Yanich**, Professor, University of Delaware, USA.
Title: Buying Political Reality in the United States.
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20:00-21:30
Dinner

Wednesday 11 May 2022

Educational Islands Cruise

Mycenae Visit

Thursday 12 May 2022

Delphi Tour
