

# 6<sup>TH</sup> INTERNATIONAL SPORT BUSINESS SYMPOSIUM BUENOS AIRES

SEPTEMBER 4 <sup>TH</sup>	RESEARCH PAPERS					PRACTICAL PAPERS/ RESEARCH DISCUSSIONS		
TIME	ROOM 1	ROOM 2	ROOM 3	ROOM 4				
9:30-10:00	WELCOME & CHECK IN							
10:00-10:25	<b>OPENING</b> Holger Preuss (Welcome, Moderation) Alberto Edgardo Barbieri, Vice Rector University of Buenos Aires, Dean Faculty of Economics							
10:25-10:55	<b>KEY NOTE I</b> Michael Payne - former IOC Marketing and Broadcast Right Director (GBR)   Challenges and Opportunities facing the next IOC President							
10:55-11:00	SHORT BREAK TO CHANGE ROOMS							
11:00-12:10	<b>OLYMPIC SPECTATORS</b>	Creating a scale to measure and evaluate the image of the Olympic Games among onsite spectators   Kaplanidou (USA)	<b>BIDDING</b>	Hosting the Olympic Games Again Should 'Veteran' Cities Be Prepared to Bid and Win Again   Burton (USA), Kaspar (AUT)	<b>YOUTH OLYMPIC GAMES</b>	IOC's 'Legacy Rule': Innsbruck's YOG 2012 interpretation   Thoeni (AUT)		
		Consumer Behaviors at London 2012 Olympics   Ekmekci (TUR), Berber (TUR), Turco (USA)		Olympic Games Bid Procedure. Opportunities For Abuse   Markin, Nureev (RUS)		<b>WORKSHOP</b>	Socio-economic effects of the Youth Olympic Winter Games Innsbruck 2012   Thoeni, Schnitzer (AUT)	
		Discussion (30 min.)		Discussion (30 min.)			The Winter Youth Olympic Games 2012 in Innsbruck: The contemporary approach - practitioner contribution   Groborsch (AUT)	
12:10-14:00	LUNCH							
14:00-14:30	<b>KEY NOTE II</b> B.V.P Rao - President Clean Sports India (IND)   Indian Olympic Movement at Cross Roads							
14:30-14:35	SHORT BREAK TO CHANGE ROOMS							
14:35-15:45	<b>HUMAN RESOURCES</b>	Employment Effects if the Olympic Games Atlanta 1996 Reconsidered   Maennig (GER), Feddersen (DEN)	<b>ORGANISATION OF THE GAMES</b>	Barcelona 1992 to London 2012 Olympics: Progress in City and Transport legacy and sustainability   Bovy (SUI)	<b>OLYMPIC EDUCATION</b>	Olympic Spirit through education- 49 years of ITK   Hodeck, Eckert-Lindhammer (GER)		
		Volunteer (hi)stories London 2012   Adi, Sadd (GBR)		Managing the divergent interests of the IOC and OCOGs. A principal-agent framework   Heisey, Fay (USA)		<b>MIXED</b>	A sustainable approach to regular and GRI Olympic Games' reports from 1992 to 2010  Yara (BRA)	
		Discussion (30 min.)		Discussion (30 min.)			Value of Gold Olympic Medal in the Czech Republic   Kotab (CZE)	
15:45-16:00	COFFEE BREAK							
16:00-17:10	<b>SOCIOLOGY</b>	Setting the Stage' Host Management Challenges and Print Media Evaluation of the London 2012 Opening Ceremony   Kerr, Emery (AUS)	<b>ENVIRONMENT</b>	Environment of the brazilian sports structures in the Pre-Olympic Games Rio 2016   Barros, Bastos, Almeida, Oliva (BRA)	<b>DOPING</b>	Constellations of Socio-Economic Doping and Enhancement in the Olympics   Koenecke, Schubert (GER)		
		Evaluating the Hang-Over Effect- Assessing the Olympics After the Games are Over   Hiller (CAN)		The Contribution of the FIFA World Cup and the Olympic Games to Green Economy   Preuss (GER)		<b>MIXED</b>	Sports Marketing   Vicente (ARG)	
		Discussion (30 min.)		Discussion (30 min.)			Argentina Federation of Sports for the Blind   Baranosky, Barnes (ARG)	
17:10-17:40	COFFEE BREAK							
17:40-18:10	<b>KEY NOTE III</b> Dr.Klaus Schormann - President of International Union of Modern Pentathlon (GER)   Challenges to keep being an Olympic Sport							
18:10-18:15	<b>CLOSING</b> Holger Preuss							
20:30	SYMPOSIUM CLOSING DINNER							