

**XIV IASE/4<sup>th</sup> ESEA CONFERENCE – Final Programme**  
**Location: Clore Management Centre Building,**  
**Birkbeck College, University of London**  
**Torrington Square – London WC1**

**PROGRAMME - Wednesday 5<sup>th</sup> September**

Time	<b>Room: B01</b>	
18.00-20.00	<b>Opening</b>	<b>Chair: Sean Hamil, Birkbeck College:</b> The Economics & Governance of English Football: “The Americans are Coming” but are they spending their money wisely? – A Debate

# XIV IASE/4th ESEA CONFERENCE

## PROGRAMME - Day 1 - Thursday 6<sup>th</sup> September

Time	Room B01	Room G01	Room 203	Room 101
9:00-9:25	Welcome & Check in			
9.25-9.30	<b>Welcome: Dr Linda Trenberth, Chair of the Management Department, Birkbeck College, University of London; President of ESEA – Professor Stefan Szymanski; President of IASE; Professor Placido Rodriguez Guerreo.</b>			
9.30-10.30	<b>Opening Plenary – Thomas Junod , Education and Universities Manager, UEFA: Developing Education Partnerships Between a Major Sporting Federation – UEFA - and the University Sport Economics and Sport Business Community</b>			
10.30-10.45	<b>Coffee break</b>			
	Session 1			
10.45-12.15	<p><b><u>Corruption in Sport</u></b></p> <p><b>Chair:</b> Sean Hamil</p> <ul style="list-style-type: none"> <li>• <b>Deveciouglu, S.:</b> The economic effects of match-fixing in Turkish football.</li> <li>• <b>Buraimo, B., Migali, G. and Simmons, R.:</b> Corruption does not pay – an analysis of consumer response to Italy’s Calciopoli scandal.</li> <li>• <b>Breuer, C., and Hallman, K.</b> The relative costs of elite sports’ dark side.</li> </ul>	<p><b><u>Attendance Drivers</u></b></p> <p><b>Chair:</b> John Siegfried</p> <ul style="list-style-type: none"> <li>• <b>Paul, R. J and Wilson, M.:</b> Novelty effects of highly touted prospects - major and minor league attendance analysis of the Kansas City Royals baseball club.</li> <li>• <b>Caruso, R. and Di Domizio, M.:</b> Hooliganism and stadium attendance in Italy – evidence from the period 1962-2011.</li> <li>• <b>Paul, R. J. and Weinbach, A. P.:</b> Fireworks saturation and attendance in Major and Minor League Baseball.</li> </ul>	<p><b><u>Sport Participation</u></b></p> <p><b>Chair:</b> Stefan Szymanski</p> <ul style="list-style-type: none"> <li>• <b>Huang, H. and Ruseski, J. E.:</b> Relationship between sport participation (physical activity), health and happiness - evidence from Canada.</li> <li>• <b>Kokolakaki, T., Lera-Lopez, F. and Castellanos, P.:</b> Sports’ participation in the English regions.</li> <li>• <b>Downward, P., Hallmann, K. and Pawlowski, T.:</b> Parental Impact on sports’ participation: an economic analysis.</li> </ul>	
12:15-13:15	Lunch			
	Session 2			
13:15-14:45	<p><b><u>Financial Fair Play</u></b></p> <p><b>Chair:</b> Sean Hamil</p> <ul style="list-style-type: none"> <li>• <b>Szymanski, S.:</b> Insolvency in English football: Irrational exuberance or negative productivity shocks</li> <li>• <b>Madden, P.:</b> Welfare economics of “Financial Fair Play” in a sports’ league with benefactor owners.</li> </ul> <p><b>Duration [13.15 – 14.15]</b></p>	<p><b><u>Contract Duration and Performance</u></b></p> <p><b>Chair:</b> Paul Downward</p> <ul style="list-style-type: none"> <li>• <b>Carmichael, F., Rossi, G. and Simmons, R.:</b> Contract duration and players’ performance in Italian Serie A.</li> <li>• <b>Frick, B. and Goeke, F.:</b> Career duration and career success in German professional football – survival analysis with single and competing risk models.</li> <li>• <b>Larson, D. and Maxcy, J. G.:</b> Individual post- contractual opportunism in a team context: professional road cyclists’ labor market shuffle.</li> </ul>	<p><b><u>Evaluating Team Performance</u></b></p> <p><b>Chair:</b> Christoph Breuer</p> <ul style="list-style-type: none"> <li>• <b>Van Reeth, D., Rogge, N. and Van Puyenbroeck, T.:</b> Performance evaluation of Tour de France cycling teams using DEA.</li> <li>• <b>Espita-Escuer, M.A. and Garcia-Cebran, L.I.:</b> Team improvement in the UEFA Champions League: an application of data envelopment analysis.</li> <li>• <b>Maxcy, J. G.:</b> Efficiency, human capital skill sets and managerial performance in FBS college football: can we suggest who to “can” and predict a successful successor?</li> </ul>	
14:45-15:00	<b>Coffee break</b>			

	Session 3					
15:00-16:30	<p><b><u>Revenue Sharing</u></b></p> <p>Chair: <b>Sean Hamil</b></p>	<ul style="list-style-type: none"> <li>• <b>Kesenne, S.:</b> Which pool sharing arrangements?</li> <li>• <b>Salaga, S., Ostfield, A. and Winfree, J.:</b> Revenue sharing with heterogeneous investments in sports' leagues.</li> <li>• <b>Andreff, W.:</b> Why do we need a disequilibrium model of European open professional sports leagues?</li> </ul>	<p><b><u>Sponsorship, Economic Value and Sport in a Time of Recession</u></b></p> <p>Chair: <b>Paul Downward</b></p>	<ul style="list-style-type: none"> <li>• <b>Taks, M. and Ragoen, J.:</b> Coping with recession in the ski-industry – a suppliers' and consumers' perspective.</li> <li>• <b>Breuer, C. and Rumpf, C.:</b> The economic value of sport sponsorships based on the economics of attention.</li> <li>• <b>Scelles, N., Helleu, B., Durand, C. and Bonnal, L.:</b> Determinants of professional sports' values in the United States and in Europe – comparison between sports over the period of 2004-2011.</li> </ul>	<p><b><u>Competitive Balance as a Success Driver</u></b></p> <p>Chair: <b>Placido Rodriquez Guerrero</b></p>	<ul style="list-style-type: none"> <li>• <b>Judde, C., Booth, R. and Brooks, R.:</b> Second place is first of the losers – an analysis of competitive balance in Formula One.</li> <li>• <b>Pawlowski, T. and Budzinski, O.:</b> On the monetary value of competitive balance – an analysis of European soccer fans' perceptions.</li> </ul> <p><b>Duration [15.00 – 16.00]</b></p>
16:30-16:45	<b>Coffee break</b>					
16:45-18:00	<b>Plenary Session – Mr Bill Bush, Director of Communications &amp; Public Policy, the English Premier League -The League Design of the Premier League: The Key Factors Driving the Competition's Success</b>					
18:00-20:00	<p><b>Annual General Meetings:</b></p> <p><b>ESEA – 18.00 – 19.00</b></p> <p><b>IASE – 19.00 – 20.00</b></p>					
20:30-23:00	<b>Conference Dinner</b>					

# **XIV IASE/ 4<sup>th</sup> ESEA CONFERENCE**

**PROGRAMME - Day 2 - Friday 7<sup>th</sup> September**

Time	Room B01	Room G01	Room 203	Room 101			
9.00-10.30	Session 1						
	<p><b><u>Gambling and Sport &amp; Miscellaneous</u></b></p> <p><b>Chair:</b> <b>John Siegried</b></p>	<ul style="list-style-type: none"> <li>• <b>Weinbach, A., Humphreys, B. R. and Paul, R. J.:</b> Bettor biases and the “Home-Underdog” bias in the NFL.</li> <li>• <b>Koning, R.:</b> Informational efficiency of a betting exchange.</li> <li>• <b>Frick, B. and Scheel, F.:</b> Fly like an eagle – career duration in the FIS Ski Jumping World Cup, 1980-2011.</li> </ul>	<p><b><u>Market Power and Discrimination</u></b></p> <p><b>Chair:</b> <b>Giambattista Rossi</b></p>	<ul style="list-style-type: none"> <li>• <b>Lackner, M. and Zulehner, C.:</b> Market power, rent-sharing and discrimination – using data from US collegiate sports.</li> <li>• <b>Mongeon, K. and Longley, N.:</b> A test for ethnicity discrimination amongst referees in the NHL – analyzing extreme micro-level data.</li> <li>• <b>Brochard, J. F.:</b> A test for market power of sports agents in the French professional basketball leagues.</li> </ul>	<p><b><u>Governance</u></b></p> <p><b>Chair:</b> <b>Sean Hamil</b></p>	<ul style="list-style-type: none"> <li>• <b>Nova, J.:</b> Good governance in sport – let’s start from the academic standards.</li> <li>• <b>Tenreiro, F.:</b> The economics of sports’ federations: how to measure the sport capital of Europe, United States or China?</li> <li>• <b>Barget, E. and Chavinier, S.:</b> The financing of amateur sport – are French clubs representatives of the third sector institutions?</li> </ul>	<p><b><u>Sport Events and Visitor Consumption</u></b></p> <p><b>Chair:</b> <b>Placido Guerrero Rodriguez</b></p>
10:30-10:45	<b>Coffee break</b>						
10:45-12:15	Session 2						
	<p><b><u>Competition Design</u></b></p> <p><b>Chair:</b> <b>Sean Hamil</b></p>	<ul style="list-style-type: none"> <li>• <b>Humphreys, B. and Ruseski, J.:</b> The athletics’ arms race – theory and evidence of non-price competition from the NCAA.</li> <li>• <b>Frick, B. and Humphreys, B.:</b> Prize structure and performance – evidence from NASCAR.</li> <li>• <b>Barget, E., Llorca, M., and Teste, T.:</b> Incentive effects in women’s professional tennis tournaments – empirical evidence from the Top 30 WTA players.</li> </ul>	<p><b><u>Talent Organisation</u></b></p> <p><b>Chair:</b> <b>Stefan Szymanski</b></p>	<ul style="list-style-type: none"> <li>• <b>Brown, A.:</b> Examining agency conflict in horse-racing.</li> <li>• <b>Schokkaert, J., Swinnen, J. and Vandemoortele, T.:</b> The impact of development on recruitment strategies of football clubs.</li> <li>• <b>Nielsen, K. &amp; Storm, R.:</b> Is India the Exception? The Impact of Economic Growth on the Competitiveness of National Elite Sport Systems</li> </ul>	<p><b><u>Broadcasting &amp; Sport</u></b></p> <p><b>Chair:</b> <b>Paul Downward</b></p>	<ul style="list-style-type: none"> <li>• <b>Pieper, J., Verbeek, E. and Franck, E.:</b> Informational asymmetry among buyers as a rationale for vertical integration – FIFA’s market-or-sell decision about the World Cup TV rights.</li> <li>• <b>Perez, L., Puente, V. and Rodriguez, P.:</b> A panel data analysis of the free-to-air football matches – the case of the Spanish La Liga.</li> <li>• <b>Rosch, J.:</b> Platform Bias: the Case of the ASP World Tour.</li> </ul>	
12:15-13:15	Lunch						

Time	Room B01	Room G01	Room 203	Room 101
	Session 3			
13.15-14.45	<p><b>Miscellaneous</b></p> <p><b>Chair:</b> John Siegfried</p> <ul style="list-style-type: none"> <li>• <b>Muniz, C., Rodriguez, P. and Suarez, M.:</b> Sports and cultural habits by gender – An application through count data models.</li> <li>• <b>Downward, P. and Rasciute, S.:</b> Does sport participation actually promote health? Challenges for sports' policy and provision.</li> <li>• <b>De Boer, W.:</b> Price elasticity and voluntary work in sports clubs – new empirical findings.</li> </ul>	<p><b>Bidding for Mega Events: Associated Issues &amp; Miscellaneous</b></p> <p><b>Chair:</b> Stefan Szymanski</p> <ul style="list-style-type: none"> <li>• <b>Skripnik, A. and Burkin, E.:</b> The Olympic way for developing countries: the road to nowhere.</li> <li>• <b>Szymanski, S., Matheson, V. and Peeters, T.:</b> If you build it where will they come from?: international tourist arrivals and the South African World Cup.</li> <li>• <b>O'Sullivan, P.:</b> Asymmetric doping effects and sanctions in sporting contests.</li> </ul>	<p><b>Human Capital and Remuneration</b></p> <p><b>Chair:</b> Giambattista Rossi</p> <ul style="list-style-type: none"> <li>• <b>Frick, B. and Goeke, F.:</b> Personnel, turnover and team performance – evidence from the German Bundesliga.</li> <li>• <b>Depken, C. and Luremann, J.:</b> Wage disparity, collective bargaining agreement and team performance – an empirical analysis of the NHL.</li> <li>• <b>Feddersen, A.:</b> Causality between team payroll and team performance – evidence from the German Bundesliga.</li> </ul>	
14:45-15:00	<b>Coffee break</b>			
15:00-16:30	<b>Concluding Plenary – Chair: Professor Wladimir Andreff. Speaker: Professor Stefan Szymanski: A Sport Economics Submission to the European Sport Forum: A Debate</b>			
17.00-11.00	<b>Tour of Historic East London Public Houses</b>			