



## CALL FOR ABSTRACTS

5th International Sport Business Symposium - London  
Tuesday, August 7, 2012  
Birkbeck College, London

The Olympic Games is the most prestigious sport event in the world which provides extraordinary sporting, social, cultural and environmental opportunities for the host city, region and country. This host city must make a colossal effort to not only fulfill all requirements to stage the Games, but also maximize the economic, social, environmental, political, and structural benefits that an Olympic Games can offer.

Hosting an Olympic Games can boost businesses, create new enterprises and improve upon existing city relations, promote the international image of host cities, accelerate urban redevelopment, and much more. It can enable changes, which might normally take several decades. This opportunity, however, is directly shadowed by risks and challenges during the preparation, operation, and legacy phases of the Games. Mismanagement, crowding-out, sunk costs and displacements of parts of the community are also possible effects from Olympic Games that need to be considered.

It is already a tradition for Olympic scholars to meet for a symposium during the Olympic Games. Once again we eagerly invite you to present your latest Olympic related sport (business) research for one day on Tuesday, August 7, 2012. Birkbeck College, University of London, will be the host of our meeting, entitled the 5th International Sport Business Symposium.

Symposia often were held for specific occasions, the first famous one in 416 BC. The Greek symposium was a key Hellenic social institution. It was a forum to debate, plot, boast, or simply to revel with others and that is also our intention. Olympic scholars from all over the world will gather to exchange thoughts, present their Olympic work and to spend a good time together. However, those that would like to present at the symposium will have to submit their abstracts and will be picked through a double blind review process.

This "call for abstracts" is directed to researchers of all disciplines. The 5<sup>th</sup> International Sport Business Symposium calls for research papers directly related to the business of the Olympic Games; the upcoming 2012 London Olympic Games, as well as prior and future Olympic, Youth, and Paralympic Games. Papers about Olympic media, legacy,

tourism, consumers, organizations, finance, economics, environment, Paralympics, politics and other Olympic-related topics are welcome. The official language for abstracts and the Symposium is English.

An abstract (max. 600 words) and a one page Curriculum Vitae should be submitted via e-mail by January 15, 2012 to Dr. Holger Preuss, E-mail: [preuss@uni-mainz.de](mailto:preuss@uni-mainz.de)

There will be a double blind review process of the abstracts. Acceptance will be announced by February 15, 2012. Abstracts or any full papers sent via electronic mail by June 1st, 2012 will appear in the official Symposium Proceedings.

We look forward to receiving your abstract and seeing you in London.

With kind regards,

Holger Preuss	Professor, Sport Sociology & Sport Economics, University of Mainz
Iain MacRury Sean Hamil	Associate Dean, School of arts and Digital Industries, UEL Director, Birkbeck Sport Business Centre, Birkbeck College, University of London
Jean-Jacques Gouguet	Professor, Economist, Centre de Droit et d' Economie du Sport (CDES), University of Limoges
Benoît Séguin,	Professor of Sport Management, University of Ottawa

NOTE: Please be reminded that many visitors are expected in London for the Olympic Games. The Symposium Organizing Committee cannot offer any service to find accommodation, hotel bookings, flights or other logistics.

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#### Full university partners of the symposium



#### Our supporting partners are

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The 5<sup>th</sup> International Sport Business Symposium  
is acknowledged by the IOC Olympic Studies Centre