

SMAANZ 2022 Conference Program



| Wednesday November 30 2022 | |
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| 12:00pm – 3:00pm | SMAANZ Board Meeting (ASGE 301) * includes lunch (1pm) |
| 12:30pm – 1:00pm | HDR Workshops Lunch and Networking AGSE107 & AGSE108 |
| 1:00pm - 1:30pm | "Design Thinking Workshop", presented by Greg Joachim AGSE107 & AGSE108 |
| 1:30 pm - 2:45 pm | Lightening Jam & Hackathon AGSE107 & AGSE108 |
| 3:00 pm - 4:00pm | Panel "What does the Future of Sport Management Look Like?" Brian Mccullagh, Alana Thompson, David Bond, Sheranne Fairley & Yiran Su AGSE107 & AGSE108 |
| 3:00pm – 5:00pm | Registration Desk Open AGSE Foyer |
| 4:00pm – 5:00pm | SMR Editor Workshop Dr Sheranne Fairley Publication Ethics AGSE107 & AGSE108 |
| 5:00pm – 7:00pm | Conference Welcome Function @ The Kilburn |

| Thursday December 1 2022 | |
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| 8:45am – 9:15am | Conference Welcome (AGSE 202) Professor Emma Sherry (Conference Chair) Professor Pascale Quester (VC, Swinburne) A/Professor Adam Karg (SMAANZ President) |
| 9:15am – 10:20am | SMAANZ Awards Session (AGSE 202) Hosted by A/Prof Kevin Filo <u>Best Paper</u> Katherine Raw & Per Svensson The 'F' word and sport for development and peace <u>Student 3MT finalist presentations</u> Christopher Yorke, Paul Bowell and Rubiana Lopes Curry |
| 10:20am – 10:45am | Morning Tea break |
| 10:45am – 11:30am | Academic Panel (AGSE 202) |
| 11:30am – 12 noon | Australian Sports Commission (AGSE202) State of Play |
| 12:00 – 12:50pm | Concurrent Presentations (SESSION 1) |
| 12:50am – 2:00pm | Catered lunch |
| 2:00pm – 3:40pm | Concurrent presentations (SESSION 2) |
| 3:40pm – 4:00pm | Coffee break |
| 4:00pm – 5:15pm | Concurrent presentations (SESSION 3) |

| Friday December 2 2022 | |
|---------------------------------|---|
| 7:30am – 8:30am | SMR Board Meeting (ASGE 301) * includes breakfast |
| 8:30am – 10:30am | Concurrent presentations (SESSION 4) |
| 10:30am – 11:00am | Morning Tea break |
| 11:00am – 12:00pm | ASTN Keynote (AGSE 202) Fireside chat with John Persico ASTN + Sport Innovation Research Group Industry Fellow Luke Santamaria: Spark Up Studios Rowan McNamee: Get Duck Dan Pelchan: Traits Insights |
| 12:00pm – 12:30pm | SMAANZ AGM (AGSE 202) |
| 12:30pm – 1:15pm | Catered lunch |
| 1:15pm – 3:00pm | Enlightening Talks |
| 3:00pm – 3:15pm | Coffee break |
| 3:15pm – 4:30pm | Concurrent presentations (SESSION 5) |
| 6:00pm – 10:30pm | Conference and Awards Dinner @ ACMI (Federation Square) |

SMAANZ 2022 Conference Program: Thursday 12:00-12:50pm

| | Sport + Ethics | Sport Development + Impact | Sport Management + Organisations | Marketing | Sport Development + Social Impact |
|-------------------|---|---|--|---|--|
| Session Chair | Paul Bowell | Ryan Storr | Olivia Bramley | Eleanor Faulkner | Kasey Symons |
| | AGSE107 | AGSE108 | AGSE109 | AGSE110 | AGSE104 |
| 12 noon - 12:25pm | Jonathan Robertson, Christos Anagnostopoulous & Stefan Walzel Developing the Ethical Infrastructure for Sport: The Case of Australia | Alison Doherty, Shannon Kerwin and Eric MacIntosh Shifting to a Safer Sport Culture: An Athlete-Centred Perspective | Lloyd Rothwell, Simon Darcy & Tracy Taylor A network perspective of CEO succession in national sporting organisations | Ella Scott, Adam Karg, Civilai Lackie & Heath McDonald It's Complicated: Advancing the Conceptualisation and Implementation of Customer Engagement within a Professional Sport Setting | Elle Stevens, Danny O'Brien & Lisa Gowthorp Building grassroots sport clubs' capacity for event leverage to enhance participation: A stakeholder salience perspective |
| 12:25 - 12:50pm | Alison Susan Quigley, Dr Victoria Roberts, & Virginia Klemt Larry Nassar: Could It Happen Here? | Zack J. Damon, Maggie Aldousany & Taylor Wilmoth Examining Communication Between Sport Administrators and Allied Health Workers in Sport Organizations | Lewis Whales, Stephen Frawley, Adam Cohen & Natalia Nikolova Relational Leadership in Professional Sport | Yoav Dubinsky Nation Branding and Public Diplomacy, and the Survival-Oriented Era of the Olympic Movement | Stephen O'Grady, Danny O'Brien and Lisa Gowthorp Organised Sport: This could be the start of a beautiful relationship |



SMAANZ 2022 Conference Program: Thursday 2:00-3:40pm



| | Communication + Media | Sport Development + Impact | Facility + Events | Marketing | Sport + Gender |
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| Session Chair | Sam Duncan | Kasey Symons | Sarah Wymer | Carleigh Yeomans | Olivia Bramley |
| | AGSE107 | AGSE108 | AGSE109 | AGSE110 | AGSE104 |
| 2:00 - 2:25pm | Wenche Wang, Stacy-Lynn Sant & Elizabeth King Examining Information-Seeking Behavior Surrounding Sport Mega Events and the Threat of Human Trafficking: Insights from Google Trends Data | Matthias Pfister The Impact of Social Responsibility on Sports Management: An Evidence Synthesis Approach | Kyle Rich, Emily Romano, Martha Barnes, Erin Sharpe & Carol Phillips Municipal collaboration and regional hosting models for multi-sport events | Brian P. McCullough, Galen T. Trail, Jessica R. Murfree & Timothy Kellison Baselining a Blank Canvas: Sport Fans Receptivity to Messaging and Impact on Fandom | Eleanor Faulkner, Adam Karg, Emma Sherry, Jonathan Robertson & Sen Sendjaya Leading Change: Towards Gender Equity in Australian Sport |
| 2:25 - 2:50pm | Craig Sims, Danny O'Brien, Lisa Gowthorp & Olan Scott Functional differentiation amid waves of change in sport media: Gen-Z, digital disruption and the printed surf magazine | Lara Lesch, Milan Dransmann, Bernd Groben & Pamela Wicker Recreational sports in prison: inmates' perspective on coaching effectiveness | Yiran Su, Yanxiang Yang & Jason Doyle The fuel of empowerment: Exploring factors impacting the psychological empowering effect of sport mega-event branding | Bob Heere The Team*ID scale 15 years after date: An evaluation of its validity and recommendations on how to move forward | Melissa Pearson, Ashleigh-Jane Thompson & Geoff Dickson Gender Bias Language in Australian Sport |
| 2:50 - 3:15pm | Sanghyeon Kim, Adam Karg, Tim Breitbarth & Jason Pallant A categorisation and research agenda for technologies adopted in live media sport | Ashlyn Hardie, Marlene Dixon & Emma Sherry Decolonizing SDP Interorganizational Partnerships | Jordan T. Bakhsh, Heather Kennedy & Micheal L. Naraine Examining nationwide residents' social impacts from hosting a major sport event | Linden Moore, Michael Naylor & Mel Johnston Ambassadorship in Women and Girls' Sport: The Case of Basketball in New Zealand | Christian Geyer Demographic Diversity as a Success Factor of National Football Teams - An Empirical Analysis |
| 3:15 - 3:40pm | Hiroyuki Shioume & Naoya Ito Framing Paralympics vision at Tokyo 2020: Effects of framing interdependence between people with and without disabilities in online media stories | Georgie Buckley & Zali Yager Using research translation to influence systemic body image and disordered eating change in sporting environments | Evald Bundgaard Iversen & John Tower The role Public Value plays for the Management of Community Sports Facilities | Paak Phantumabamrung & Thee Trongjitpituk A multi-group analysis of moderating effects on gambling motives influencing online gambling models of undergraduates in Thailand | Kirsty Forsdike, Emma Seal & Kate O'Halloran "I ponder the reasons why or why not to race daily": Women's competitive road cycling in Victoria |



SMAANZ 2022 Conference Program: Thursday 4:00-5:15pm



| | Communication + Media | Sport Development + Impact | Facility + Events | Marketing | Sport + Ecology |
|---------------|---|---|--|---|---|
| Session Chair | Sam Duncan | Paul Bowell | Vahid Delshab | Ella Scott | Olivia Bramley |
| | AGSE107 | AGSE108 | AGSE109 | AGSE110 | AGSE104 |
| 4:00 - 4:25pm | Michael Williamson, Kevin Filo, Jason Doyle & Brooke Harris-Reeves The motivations of co-streaming esports spectators and the moderation of fandom and co-streamer fit | Damien Taylor, Clare Hanlon & Andrew Dawson Effective organisational practices to attract and retain women as high-performance coaches | Alana Thomson, Terri Byers & Simon Darcy Virtual Reality as a Tool for Social Inclusion: Establishing a baseline of attitudes towards innovation and disability in Australian sport | Liang Xiao, Kate Delmo & Amelie Johns Why Chinese live streaming NBA: Determining the behavioural intentions and motivations in viewing US basketball games on Tencent | Madeleine Orr Are athletes credible messengers on climate? |
| 4:25 - 4:50pm | Jae Won Kang, Kristen Beck, Jeremy Sleiman & Chris Mamo Creating meaningful learning experiences via connecting sport students with technology | Kat Raw & Emma Sherry Pacific Sport for Development: Local Views on Gender Equity Outcomes | Nico Schlenker, Jon Welty Peachey, Guangzhou Chen & Anja Hergesell A Review of Event Leverage Research and Opportunities for Future Work | Carleigh Yeomans, Adam Karg, Jeremy Nguyen & David Purser Less is more: Using machine learning to predict individual fitness centre attendance | Tiberio Daddi, Luca Marrucci, Nicolo' Maria Todaro & Fabio Iraldo The environmental impact of professional football assessed through Life Cycle Assessment (LCA) |
| 4:50 - 5:15pm | Peter Marcato Holding the Aces - the shift in the traditional sports broadcasting model | | | Hunter Fajak & David Shilbury Empirically testing sport brand positioning | Yu Huang The analysis of carbon footprint on running events- A case study in Taiwan |



SMAANZ 2022 Conference Program: Friday 8:30-10:35am



| | Sociology | Sport Development + Social Impact | Gender + Diversity | Management + Organisations | Law and Policy |
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| Session Chair | Daniel Ferguson | Olivia Bramley | Paul Bowell | Sam Duncan | Sarah Wymer |
| | AGSE107 | AGSE108 | AGSE109 | AGSE110 | AGSE104 |
| 8:30 - 8:55am | Andrew Grainger & Ashleigh-Jane Thompson Bidding 'As One', developing apart: comparing legacy aspirations for the 2023 FIFA Women's Football Cup | Lara Lesch, Pamela Wicker, Christopher Meier & Bernd Groben Organisational capacity needs of gyms for inclusion of people with disabilities | Joshua McLeod, Geraldine Zeimers, Jonathan Robertson & David Shilbury How is a gender equal national sport created? Analysing the progression of Australian association football | Zack J. Damon, Sarah Leberman, Janelle E. Wells, Jon Welty Peachey, Jim Weese, Laura Burton & Lesley Ferkins Advancing the new sport leadership generative partnership model | Vahid Delshab, Emma Sherry & Adam Karg Reviewing and conceptualising knowledge management in community sport clubs |
| 8:55 - 9:20am | Kasey Symons, Jessica Kunert & Christiana Schallhorn Navigating international collaboration and academic relationship building as an Early Career Researcher | Stephen Hills, Matthew Walker & Bob Heere How boxing hooks pupils permanently excluded from mainstream schools: a case study of the boxing academy | Alexia Lopes & Haylee Mercado Motivators for women to pursue a career on the management-side of motorsports in the United States | Heiko Heidenreich, Geoff Dickson & Marcus Kurscheidt Esports governing organisations: exploring esports consumers' perceptions | Thomas A. Baker III, John Holden, Alicia Jessop & Johanna Tweedie Charting new waters: governing Name, Image and Likeness after Alston v. NCAA |
| 9:20 - 9:45am | James Strode & Megan Chawansky Athlete migration within the Women's National Basketball Association | Bri Newland & Thomas J. Aicher Holistic event leverage model: deepening the sport event and tourism leverage ecosystem | Samantha Marshall, Nicola McNeil, Emma-Louise Seal, Matthew Nicholson & Alex Donaldson The professionalisation tension in women's sport: the case of women's basketball in Australia | Liam Hunt, Richard Wright & Gaye Bryham "We need the people to do it": servicing servant leadership and supplying human capital within New Zealand's northern region | Carlos Eugenio Zardini Filho Implementation of elite parasport policies: how administrative legacies from mega-events shape processes of policy implementation in parasport NGBs |
| 9:45 - 10:10am | | Steve Swanson, James Skinner, Aaron CT Smith & Maylin Stanic A case study of foreign ownership in sport: investigating identity in the English professional sport context | Tracy Taylor, Clare Hanlon & Kristine Toohey Charting developments in women's professional team sport in Australia | David Fleischman, Peter English, Kate Kirby, Rory Mulcahy, Tania Stevenson & Lenny Vance Career adaptability and transition in elite sport: a systematic review | Stirling Sharpe, Ian Cunningham & Richard Keegan Where are the match officials in government policy? An analysis of Australian government policy |
| 10:10 - 10:35am | | | | Kristopher Pantani & Christian Geyer Disrupted competitive balance in European professional soccer - trends, effects and fields of action | Catherine Ordway, Adam Masters, Lisa Kihl, Bram Constandt & Genevieve Lim Understanding the participation of faith based organisations in local sport integrity frameworks (ACT pilot) |



SMAANZ 2022 Conference Program: Friday 1:15–3:00pm



1:15 – 3.00pm

Enlightening Talks (AGSE202)
Session Chair: A/Prof Kevin Filo

David Herold, Keith C. Harrison & Scott Bukstein

[The discrepancy between sport organization's identity and its image: an investigation in social responsiveness in professional sport clubs](#)

Chelsey Taylor, Mel Johnston

[Gender Equality Playbook: Football within the Oceania Region](#)

Per Svensson

[Cryptocurrencies and Sport for Development: Innovative Solution or Dangerous Pursuit?](#)

Adam Karg, Jonathan Robertson, Steve Swanson & Danny Sampson

[Expanding the boundaries of value creation: sport technology and the Australian sport ecosystem](#)

Adeline Green, David Fleischman, Rory Mulcahy & Bridie Kean

[Understanding the prevalence and type of talent transfers of Australian Paralympians: an analysis of secondary data](#)

Madeleine Orr & Jessica Murfree

[\(Re\)scheduling as a climate mitigation and adaptation strategy](#)

Richard Wright, Tom Fletcher & Koji Kobayashi

["He tangata, he tangata, he tangata" the \(hidden\) human capital helping the sport event sector survive a crisis like no other](#)

Kevin Filo, Matthew Wade, Nicholas Hookway & Catherine Palmer

[Experiences of participants in a virtual fun run during COVID-19](#)

Umer Hussain & Sheranne Fairley

[Understanding the Diffusion of Cricket in Qatar through the Experiences of South Asian Expats](#)

Stephen O'Grady, Danny O'Brien & Lisa Gowthorp

[When taking part is a win in itself - refugee women as sporting role models](#)



SMAANZ 2022 Conference Program: Friday 3:15-4:25pm



| | Teaching , Learning & Research Methods | Sport Development + Social Impact | Gender + Diversity | Management + Organisations | Law and Policy |
|---------------|---|---|--|--|--|
| Session Chair | Carleigh Yeomans | Paul Bowell | Ryan Storr | Vahid Delshab | Olivia Bramley |
| | AGSE107 | AGSE108 | AGSE109 | AGSE110 | AGSE104 |
| 3:15 - 3:35pm | Mary Grant, Clare Hanlon & Janet Young To be or not to be [employable]: adopting the graduate employability cycle of learning to foster employable sport management students | Michael L. Naraine, Shannon Kerwin, Megan Piche & Anna Wojtis It's about choice, gIRL: evaluating a transformative sport-for-development program for young girls | Jeffrey D. MacCharles & Lauren C. Hindman An investigation into the use of DEI signaling in professional sport job advertisements in Australia and the United States | Mohsen Loghmani, Popi Sotiriadou & Jason Doyle Job design in sport: a systematic review and future research direction | Geraldine Zeimers & David Shilbury Mission, vision, values: a content analysis of Australian sport organisations |
| 3:35 - 4:00pm | Damien Whitburn, Evan Dekker & Sarah Preston The use of immersive virtual reality (iVR) as a sport marketing teaching and learning tool: servicescape activity | Mark Drehlich, Katie Rowe, Pamm Phillips, Steve Swanson & Nicola D. Ridgers Advancing knowledge in relation to the innovation of sport participation: a grounded theory approach | Matt Nichol, Catherine Ordway & Damien Parry Analysing inclusion policies for transgender women in elite sport form a human rights perspective: a case study on Australian 'Rules' Football | Paul Templeman An experience-centred design framework for the digital transformation of federated sport structures | Alison Doherty, Annette Greenhow, Jeff Caron, Brendan Riggin, Brandy Tannenbaum, Parissa Safai, Swarali Patil, Lisa Fischer, Shannon Sibbald, Johnny Miseley, Stephanie Cowle, Mercedes Watson, Debra Gassewitz & Marcia Morris Conceptualising youth sport concussion management: towards a multi-level understanding of reporting and removal from play |
| 4:00 - 4:25pm | Umer Hussain & Yiran Su Scoping review of meta-analyses in sport management: the way forward | Youssif Maximos An assessment of the effectiveness of the National Football Curriculum in relation to talent identification and development in Australia | Russ Hoye, Pam Kappelides & Hayley Baxter Enhancing participation pathways for female coaches | | Kirstin Hallmann & Christoph Breuer Organisational cultures in the training environment of elite athletes |

