XII GIJON CONFERENCE ON SPORTS ECONOMICS

SPORTS and CONSUMER BEHAVIOUR

GIJÓN. 5 y 6 de MAYO del 2017
May, Thursday, 4th
Arrival of participants. Hotel Abba Playa, Gijón (Spain).
21:00 h. Welcome Dinner.

May, Friday, 5th
8:30 h. Bus outside the hotel. Trip to La Laboral.
8:50 Opening Ceremony
D.º Santiago García Granda (Rector of the University of Oviedo)
D.º Jesus Martínez Salvador (Councillor of Sports of the City Council of Gijón)
D.º Levi Pérez Carcedo (Dean of the Faculty of Commerce, Tourism and Social Sciences Jovellanos)
D.º Plácido Rodríguez Guerrero (co-organizer of the Conference)
10:00 h. Coffee Break.
10:15-10:40 Carlos Gómez-González (University of Castilla-La Mancha, Spain), Julio del Corral (University of Castilla-La Mancha, Spain), and Jaume García (University of Oviedo, Spain): The Role of Beauty in Tennis TV-Viewership.
10:40 h. Coffee Break.
11:00-11:35 Frank Stephenson (Berry College, USA): If You Host It Will They Come? The Effect of the Super Bowl on Host City Hotel Occupancy.
11:35-12:00 Invited Session
Ruud Koning (University of Groningen) and Lara van Steen (University of Groningen): Red cards: (mis)carriage of justice?
12:00 Closing Ceremony. Organizers: Arne Feddersen, Jaume García and Plácido Rodríguez
12:15 h. Bus to the El Molinón Stadium.
13:00 h. Sporting de Gijón-Las Palmas. Football Match. Lunch
19:45 h. Espicha (Asturian food). Dinner.
21:45 h. Bus to the hotel.

Second Session
16:00-16:25 Thadeu Gasparetto (University of Vigo, Spain), Angel Barajas (University of Vigo, Spain) and Elena Shakina (National Research University Higher School of Economics, St. Petersburg, Russia): Fans’ Preferences: Uncertainty Against Brand Perception.
16:25:16:50 Marta Brosed Lázaro (Universidad Europea, Canary Islands, Spain) and Manuel Espitia Escuer (University of Zaragoza, Spain): Measuring The Competitive Balance In The NBA And Its Causalities.
16:50-17:15 Rodney J. Paul (Syracuse University, USA), Kenneth Small (Coastal Carolina University, USA), and Andrew Weinbach (Coastal Carolina University, USA): The Impact of Policy Changes Surrounding Game Duration on Major League Baseball Attendance.
17:15-17:40 Babatunde Buraimo (University of Liverpool), Rob Simmons (Lancaster University) and Stefan Szymanski (University of Michigan): Regional development in interwar England through football statistics.
17:40-18:05 Invited Session
Alex Krumer (University of St. Gallen): Memory and Confidence.
18:15 h. Bus to the hotel.
21:00 h. Official dinner. Abba Hotel.

May, Saturday, 6th
8:30 h. Bus outside the hotel. Trip to La Laboral.
9:00-9:25 James Reade (University of Reading, UK): Demand for football attendance over the centuries.
9:25-9:50 Patrick Massey (Compecon) and Vincent Hogan (University College Dublin): Professional Rugby on the Celtic Fringe - Analysing Attendances in the Pro-12 League.
9:50-10:15 Babatunde Buraimo (University of Liverpool, UK), Juan Diego de la Piedra (University of Liverpool, UK) and J.D. Tena (University of Liverpool, UK and Università dei Sassari, Italy): Estimating the determinants of football attendance in a developing economy: the case of the Peruvian First Division.
10:15-10:40 Carlos Gomez-Gonzalez (University of Castilla-La Mancha, Spain), Julio del Corral (University of Castilla-La Mancha, Spain) and R. Todd Jewell (Texas State University, USA): Who cares about the team! Attendance figures in MLS and La Liga.
10:40 h. Coffee Break.
11:10-11:35 Frank Stephenson (Berry College, USA): If You Host It Will They Come? The Effect of the Super Bowl on Host City Hotel Occupancy.
11:35-12:00 Invited Session
Ruud Koning (University of Groningen) and Lara van Steen (University of Groningen): Red cards: (mis)carriage of justice?
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19:45 h. Espicha (Asturian food). Dinner.
21:45 h. Bus to the hotel.