

# GJN



Gijón, Spain. 2019, August, 28<sup>th</sup>-30<sup>th</sup>

# XI CONFERENCE OF THE EUROPEAN SPORT ECONOMICS ASSOCIATION (ESEA)

LABORAL. PARANINFO FACULTAD de COMERCIO,  
TURISMO y CIENCIAS SOCIALES JOVELLANOS

Organizers



Partners





# PROGRAM XI ESEA CONFERENCE

## Tuesday 27<sup>th</sup> August

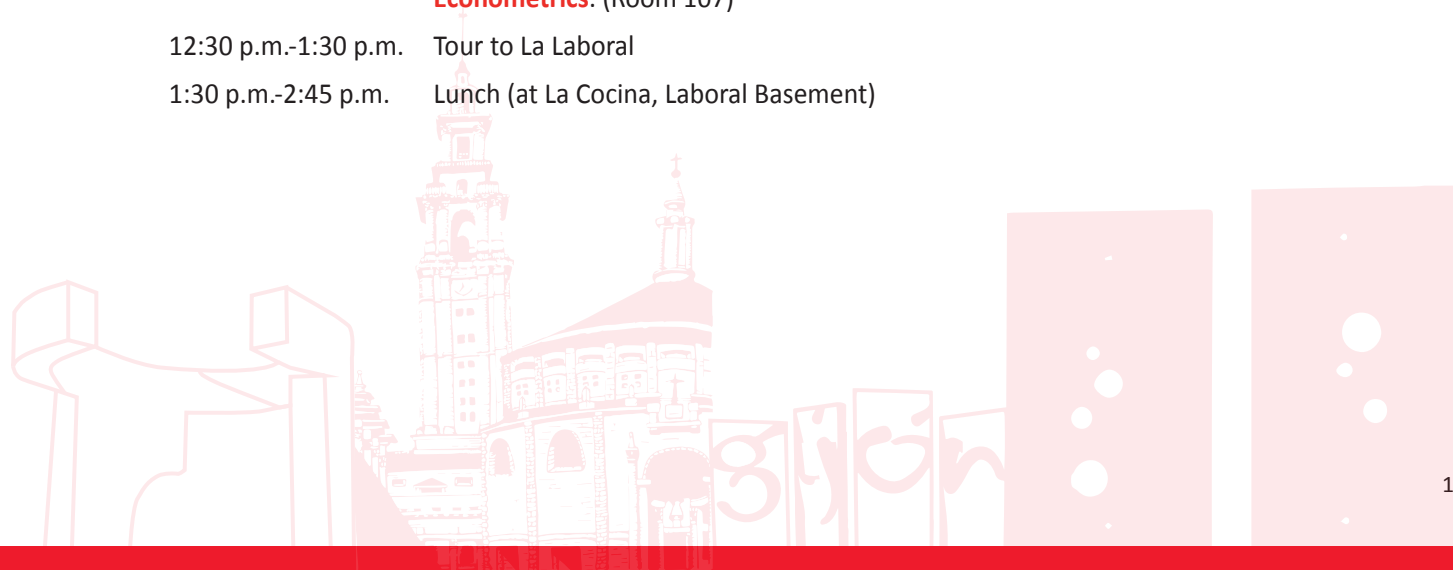
### WORKSHOP

- 12:30 p.m.-2:30 p.m. Registration (Parainfo Room)
- 1:15 p.m.-2:30 p.m. Lunch (at La Cocina, Laboral Basement)
- 2:30 p.m.-3:45 p.m. Juan Prieto (University of Oviedo): **From your research question and existing data to your model.** (Room 107)
- 3:45 p.m.-4:15 p.m. Coffee break (Main Floor)
- 4:15 p.m.-5:30 p.m. Cristina Muñiz (University of Oviedo): **Participation in Sport and Physical Activity: An Overview of the Theoretical and Empirical Modelling of Decision Making.** (Room 107)
- 5:45 p.m. Bus from La Laboral to the Abba Hotel
- 8:15 p.m. Dinner (Abba Hotel)

## Wednesday 28<sup>th</sup> August

### WORKSHOP

- 9:00 a.m. Bus from Abba Hotel to La Laboral
- 9:30 a.m.-10:45 a.m. Antonio Alvarez (University of Oviedo): **Doing good academic research: How to write and publish papers.** (Room 107)
- 10:45 a.m.-11:15 a.m. Coffee break (Main Floor)
- 11:15 a.m.-12:30 p.m. Antonio Alvarez (University of Oviedo): **The importance of modelling in Econometrics.** (Room 107)
- 12:30 p.m.-1:30 p.m. Tour to La Laboral
- 1:30 p.m.-2:45 p.m. Lunch (at La Cocina, Laboral Basement)



## Wednesday 28<sup>th</sup> August

### CONFERENCE

- 2:30 p.m. Bus from Abba Hotel to La Laboral
- 3:00 p.m.-3:30 p.m. Registration XI ESEA Conference (Paraninfo Room)
- 3:30 p.m.-4:00 p.m. Opening Ceremony (Paraninfo Auditorium):  
Santiago García (Rector of the University of Oviedo)  
José Ramón Tuero (Councilor of Sport of the City Council of Gijón)  
Paul Downward (President of the ESEA)  
Levi Perez (Dean of the Faculty of Commerce, Tourism and Social Sciences Jovellanos)  
Placido Rodriguez (Chairman of the Scientific Committee)
- 4:00 p.m. - 4:45 p.m. Keynote Speaker: (Paraninfo Auditorium)  
Christoph Breuer (German Sport University Cologne): **Digital transformation? Does the availability of real-time match data alter the economics of sponsorship?**  
Presenter: Cristina Muñiz (University of Oviedo)
- 4:45 p.m. - 5:15 p.m. Coffee break (Main Floor)
- 5:15 p.m. - 7:15 p.m. Parallel sessions I
- 7:30 p.m. - 7:45 p.m. Bus from La Laboral to Llagar Viñao
- 7:45 p.m. – 9:45 p.m. Espicha at Llagar de Viñao (Asturian dinner)
- 10:00 p.m. Bus from Llagar Viñao to Abba Hotel

## Thursday 29<sup>th</sup> August

### CONFERENCE

- 8:45 a.m. Bus from Abba Hotel to La Laboral
- 9:00 a.m.-9:30 a.m. Registration (Paraninfo Room)
- 9:30 a.m.-11:00 a.m. Parallel sessions II
- 11:00 a.m.-11:30 a.m. Coffee break
- 11:30 a.m.-1:30 p.m. Parallel sessions III
- 1:30 p.m.-3:15 p.m. Lunch (La Laboral: Sala de Pinturas)
- 3:15 p.m.-4:00 p.m. Keynote Speaker: (Paraninfo Auditorium)  
Javier Padilla (Director of Technology and Experiences of *ELDESMARQUE*):  
**From reader to consumer on demand: the transformation of the relationship between sports media and their customers.**  
Presenter: Placido Rodriguez (University of Oviedo)

4:00 p.m.-4:30 p.m.	Coffee break (Main Floor)
4:30 p.m.-6:00 p.m.	Parallel sessions IV
6:00 p.m.-7:00 p.m.	AGM of the European Sport Economics Association (Paraninfo Auditorium)
7:00 p.m. - 7:15 p.m.	Bus from La Laboral to the Abba Hotel
8:00 p.m. - 9:00 p.m.	Cocktail (Bellavista Restaurant)
9:00 p.m.	Official Dinner (Bellavista Restaurant)

## Friday 30<sup>th</sup> August

### CONFERENCE

9:00 a.m.	Bus from Abba Hotel to La Laboral
9:30 a.m.-11:00 a.m.	Parallel sessions V
11:00 a.m.-11:30 a.m.	Coffee break (Main Floor)
11:30 a.m.-1:30 p.m.	Parallel sessions VI
1:30 p.m.-3:15 p.m.	Lunch (La Laboral: Sala de Pinturas)
3:15 p.m.-4:00 p.m.	Keynote Speaker: (Paraninfo Auditorium) Stefan Kesenne (Universities of Antwerpen and Leuven): <b>The impact of the transfer market on European football.</b> Presenter: Levi Perez (University of Oviedo)
4:15 p.m.	Farewell (Paraninfo Auditorium)
4:30 p.m.	Bus from La Laboral to the Abba Hotel



# XI ESEA CONFERENCE

## Sessions overview

### Wednesday 28<sup>th</sup> August

Time	Title	Rooms (Laboral 1st Floor)
<b>Parallel sessions I</b>		
28 <sup>th</sup> August 17:15-18:45	Television Demand	107
28 <sup>th</sup> August 17:15-18:45	Investment in Football Clubs	109
28 <sup>th</sup> August 17:15-19:15	Sports Participation and Health I	110

### Thursday 29<sup>th</sup> August

<b>Parallel sessions II</b>		
29 <sup>th</sup> August 9:30-11:00	Sports Participation and Health II	107
29 <sup>th</sup> August 9:30-11:00	Leagues and Tournament Rules I	109
29 <sup>th</sup> August 9:30-11:00	Demand, Fan Preferences and Competitive Balance I	110
<b>Parallel sessions III</b>		
29 <sup>th</sup> August 11:30-1:30	Gender and Race	107
29 <sup>th</sup> August 11:30-1:30	Forecast and Betting	109
29 <sup>th</sup> August 11:30-1:30	Property Rights, Sponsorship and Investments	110
29 <sup>th</sup> August 11:30-1:30	Economic Impact	111
<b>Parallel sessions IV</b>		
29 <sup>th</sup> August 4:30-6:00	Sports Participation and Health III	107
29 <sup>th</sup> August 4:30-6:00	Miscellaneous	109
29 <sup>th</sup> August 4:30-6:00	Team Performance	110

## Friday 30<sup>th</sup> August

Time	Title	Rooms (Laboral 1st Floor)
<b>Parallel sessions V</b>		
30 <sup>th</sup> August 9:30-11:00	Referees and Coaches	107
30 <sup>th</sup> August 9:30-11:00	Analytics and Home Advantage	109
30 <sup>th</sup> August 9:30-11:00	Sports Participation and Health IV	110
<b>Parallel sessions VI</b>		
30 <sup>th</sup> August 11:30-1:30	Leagues and Tournament Rules II	107
30 <sup>th</sup> August 11:30-1:30	Labour Market	109
30 <sup>th</sup> August 11:30-1:30	Demand, Fan Preferences and Competitive Balance II	110



# XI ESEA CONFERENCE

## Sessions

### Wednesday 28<sup>th</sup> August

#### Television Demand

28<sup>th</sup> August, 5:15-6:45

Room: 107

Session Chair: J.D. Tena (University of Liverpool and Università degli Studi di Sassari)

#### **The US demand for German Bundesliga telecasts: An examination of substitution effects between sports leagues**

Presented by: Dominik Schreyer (WHU - Otto Beisheim School of Management)

Coauthors: Tim Pawlowski (University of Tübingen) and Georgios Nalbantis (University of Tübingen)

#### **Examining the sporting and competitiveness factors of individual sports based on the opinion of future consumers**

Presented by: Tamás Madarász (University of Debrecen)

Coauthors: Kinga Ráthonyi-Ódor (University of Debrecen), Gergely Gábor Ráthonyi (University of Debrecen), Éva Bácsné Bába (University of Debrecen)

#### **Game over: Determinants of post-match television audience for English football**

Presented by: J.D. Tena (University of Liverpool and Università degli Studi di Sassari)

Coauthors: David Forrest (University of Liverpool), Ian McHale (University of Liverpool) and Babatunde Buraimo (University of Liverpool)





## Investment in Football Clubs

28<sup>th</sup> August, 5:15-6:45

Room: 109

Session Chair: José Manuel Cordero-Ferrera (University of Extremadura)

### The effects of (un)expected match outcomes on stock return: A case study of Borussia Dortmund

Presented by: Dirk Semmelroth (University of Paderborn)

Coauthors: Bernd Frick (University of Paderborn and Seeburg Castle University)

### Do institutional changes alter the objectives of football clubs?

Presented by: Pedro Garcia-del-Barrio (Universitat Internacional de Catalunya)

Coauthors: Giambattista Rossi (Birkbeck University of London)

### Does foreign investment boost efficiency? The case of English football

Presented by: José Manuel Cordero-Ferrera (University of Extremadura)

Coauthors: Julio del Corral (University of Castilla-La Mancha), Carlos Gomez-Gonzalez (University of Castilla-La Mancha) and Cristina Polo (University of Extremadura)

## Sports Participation and Health I

28<sup>th</sup> August, 5:15-7:15

Room: 110

Session Chair: Sören Dallmeyer (German Sport University Cologne)

### Study of the main factors influencing fitness consumers in their choices related to sport facilities and sport consumption habits

Presented by: Éva Judit Bartha (University of Debrecen)

Coauthors: Anetta Éva Müller (University of Debrecen), Ildikó Orbán (University of Debrecen) and Éva Bácsné Bába (University of Debrecen)

### Organising university leisure sport in Hungary

Presented by: Christa Pfau (University of Debrecen)

Coauthors: János Szenderák (University of Debrecen), Veronika Fenyves (University of Debrecen) and Zoltán Bács (University of Debrecen)

### The “trickle-down” effect in London 2012: Differences by sport

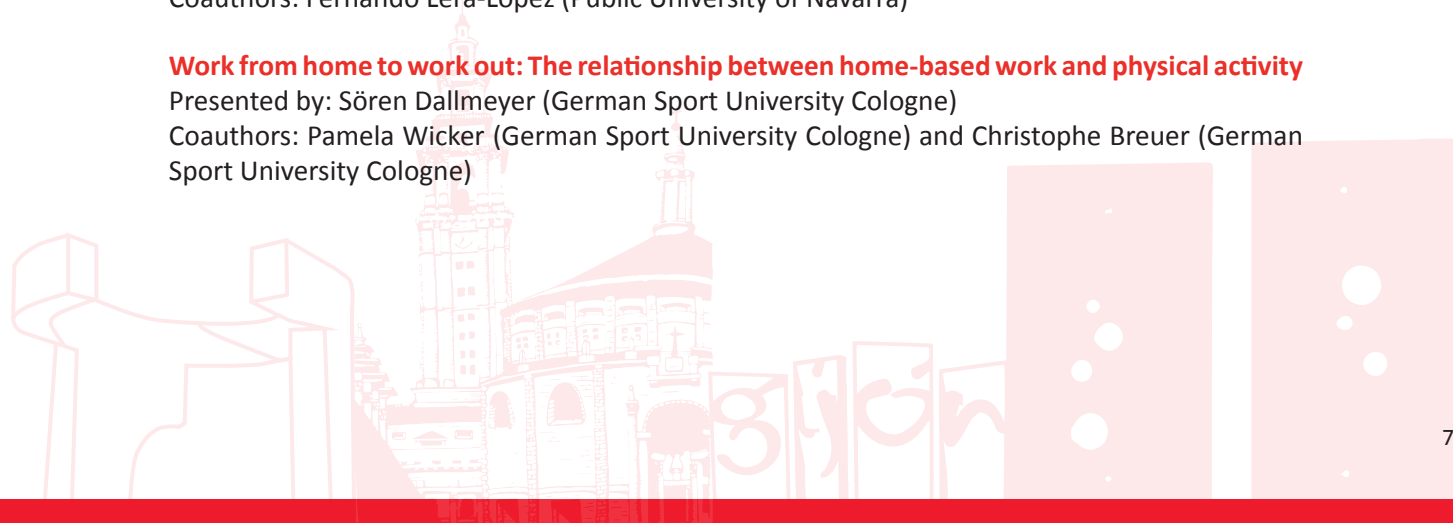
Presented by: Themis Kokolakis (Sheffield Hallam University)

Coauthors: Fernando Lera-Lopez (Public University of Navarra)

### Work from home to work out: The relationship between home-based work and physical activity

Presented by: Sören Dallmeyer (German Sport University Cologne)

Coauthors: Pamela Wicker (German Sport University Cologne) and Christophe Breuer (German Sport University Cologne)



## Thursday 29<sup>th</sup> August

### Sports Participation and Health II

29<sup>th</sup> August, 9:30-11:00

Room: 107

Session Chair: Huang Chin-Huang (National Taiwan University of Sport)

#### Physical activity, sports participation and health: The level of activity reconsidered

Presented by: Ute Schüttoff (University of Tübingen)

Coauthors: Tim Pawlowski (University of Tübingen)

#### The middle class and the sports – Theory, history and participation

Presented by: Péter Miklós Kórmíves (University of Debrecen)

Coauthors: Krisztina Dajnoki (University of Debrecen), Károly Pető (University of Debrecen) and György Norbert Szabados (University of Debrecen)

#### Estimating the image effect and recreational benefit on bike tourism

Presented by: Huang Chin-Huang (National Taiwan University of Sport)

Coauthors: Chun-Chu Yeh (Transworld University)

### Leagues and Tournament Rules I

29<sup>th</sup> August, 9:30-11:00

Room: 109

Session Chair: Christian Deutscher (University of Bielefeld)

#### Fair competition structures

Presented by: Ritxar Arlegi [Institute for Advanced Research in Business and Economics (INARBE)] and (Public University of Navarre)

Coauthors: Dinko Dimitrov (Saarland University)

#### Discouragement effect and intermediate prizes in multi-stage contests: Evidence from Davis Cup

Presented by: Alex Krumer (Molde University College)

Coauthors: Hamzah Iqbal (University of St. Gallen)

#### Strategic investment decisions in multi-stage contests with heterogeneous players

Presented by: Christian Deutscher (University of Bielefeld)

Coauthors: Marco Sahn (University of Bamberg), Sandra Schneemann (University of Bielefeld) and Hendrik Sonnabend (Fernuniversität Hagen Universitätsstraße)

## Demand, Fan Preferences and Competitive Balance I

29<sup>th</sup> August, 9:30-11:00

Room: 110

Session Chair: Tim Wallrafen (University of Tübingen)

### Does certainty on the winner ruin the attractiveness of sport competitions?

Presented by: Pedro Garcia-del-Barrio (Universitat Internacional de Catalunya)

Coauthors: James Reade (University of Reading)

### Doping, trust in fairness, and the demand for sport

Presented by: Felix Otto (University of Tübingen)

Coauthors: Tim Pawlowski (University of Tübingen) and Sonja Utz (Leibniz Institut für Wissensmedien / Knowledge Media Research Center and University of Tübingen)

### The impact of broadcasting and streaming on stadium attendance: Evidence from 3rd division football in Germany

Presented by: Tim Wallrafen (University of Tübingen)

Coauthors: Christian Deutscher (University of Bielefeld) and Tim Pawlowski (University of Tübingen)

## Gender and Race

29<sup>th</sup> August, 11:30-13:30

Room: 107

Session Chair: Robert Simmons (Lancaster University)

### When do women take care? The effect of national gender equality levels on female volunteering in European countries

Presented by: Katrin Scharfenkamp (University of Duisburg-Essen)

Coauthors: Pamela Wicker (German Sport University Cologne), and Bernd Frick (University of Paderborn and Seeburg Castle University)

### The gender earnings gap among elite athletes in less commercialized sports

Presented by: Pamela Wicker (German Sport University Cologne)

Coauthors: Christoph Breuer (German Sport University Cologne)

### The role of race in promotions and firings: Evidence from coaches in the NFL

Presented by: Alex Farnell (Lancaster University)

Coauthors: Vincent O'Sullivan (Lancaster University), Robert Simmons (Lancaster University) and David Berri (Southern Utah University)



**Forecast and Betting****29<sup>th</sup> August, 11:30-13:30****Room: 109**

Session Chair: Luis Muga (Public University of Navarre and INARBE)

**European Lotteries and Their Compulsory Financing Sports**

Presented by: Jan Procházka (Charles University)

**Forecasting medal win distribution at the 2020 Tokyo Summer Olympics**

Presented by: Nicolas Scelles (Manchester Metropolitan University) and Wladimir Andreff (University Paris 1)

Coauthors: Liliane Bonnal (University of Poitiers) Madeleine Andreff (University Paris-East Marne-la Vallée) and Pascal Favard (University of Tours)

**Predictions with limited paired comparisons data**

Presented by: Benjamin Holmes (University of Liverpool)

**A new perspective from a portfolio management model: Sports betting and Black Litterman model**

Presented by: Luis Muga (Public University of Navarre and INARBE)

Coauthors: Isabel Abinzano. (Public University of Navarre and INARBE), María Jesús Campi3n (Public University of Navarre and INARBE) and Armajac Raventos (Public University of Navarre and INARBE)

**Property Rights, Sponsorship and Investments****29<sup>th</sup> August, 11:30-13:30****Room: 110**

Session Chair: Luis Carlos S3nchez (University of Vigo)

**The impact of NFL players' Anthem protests on sponsor stock prices**

Presented by: Brian P. Soebbing (University of Alberta)

Coauthors: Brad R. Humphreys (West Virginia University) and Nicholas M. Watanabe (University of South Carolina)

**What leads to the support of sports clubs in reward-based crowdfunding projects? Developing a motivation scale**

Presented by: Szczepan Kości3łek (Jagiellonian University)

**Factors influencing football fans' willingness to invest into crowdinvesting and crowdlending**

Presented by: Maria Ratz (accadis Hochschule Bad Homburg|University of Applied Sciences)

**For what do owners pay to purchase a football club?**

Presented by: Luis Carlos S3nchez (University of Vigo)

Coauthors: 3ngel Barajas (National Research University Higher School of Economics) and Patricio S3nchez-Fern3ndez (University of Vigo)

**Economic Impact****29<sup>th</sup> August, 11:30-13:30****Room: 111**

Session Chair: Julio del Corral (University of Castilla-La Mancha)

**The geographical distribution of the economic impact of sporting events in small cities**

Presented by: Jesyca Salgado (University of Vigo)

Coauthors: Ángel Barajas (National Research University Higher School of Economics) and Patricio Sánchez-Fernández (University of Vigo)

**Individual labor market effects of local public expenditures on sports**

Presented by: Tim Pawlowski (University of Tübingen)

Coauthors: Carina Steckenleiter (University of St. Gallen) Tim Wallrafen (University of Tübingen) and Michael Lechner (University of St. Gallen)

**The economic impact of sport in Japan through the construction of a Sport Satellite Account**

Presented by: Themis Kokolakis (Sheffield Hallam University)

Coauthors: Hiroto Shoji (Doshisha University), Takayuki Katsurada (Development Bank of Japan), Kei Kawashima (Japan Economic Research Institute Inc.), Kazuma Aoi (Sheff Inc.) and Shuhei Nagasawa (Japan Economic Research Institute Inc.)

**A methodology to include uncertainty into economic impact analysis of sporting events**

Presented by: Julio del Corral (University of Castilla-La Mancha)

Coauthors: Carlos Gomez-Gonzalez (University of Castilla-La Mancha)

**Sports Participation and Health III****29<sup>th</sup> August, 16:30-18:00****Room: 107**

Session Chair: Paul Downward (Loughborough University)

**Membership in English sport clubs: A dynamic panel analysis of trickle-down effect replicating the Weimar et al. (2015) study**

Presented by: Pablo Castellanos-García (University of A Coruna)

Coauthors: Jerry Bingham (UK Sport), Paul Downward (Loughborough University), Themis Kokolakis (Sheffield Hallam University), Simon Shibli (Sheffield Hallam University) and Pamela Wicker (German Sport University Cologne)

**Determinants of sport participation in different organizational settings**

Presented by: Lea Rossi (German Sport University Cologne)

Coauthors: Christoph Breuer (German Sport University Cologne)

**Sport and/or physical activity choice in Europe: Implications for health outcomes and policy**

Presented by: Paul Downward (Loughborough University)

Coauthors: Pamela Wicker (German Sport University Cologne) and Simona Rasciute (Loughborough University)

**Miscellaneous****29<sup>th</sup> August, 16:30-18:00****Room: 109**

Session Chair: Philipp Winskowski (University of Rostock)

**Daily fantasy sports: Chance or skill, Applying the Efficient Market Hypothesis**

Presented by: Jeremy Losak (Syracuse University)

**Spatial differences among the sport provider companies in Hungary**

Presented by: János Szenderák (University of Debrecen)

Coauthors: Éva Bácsné Bába (University of Debrecen), Adrián Nagy (University of Debrecen) and Mónika Harangi-Rákos (University of Debrecen)

**Again and again: Fan misbehaviour and penalties in football**

Presented by: Philipp Winskowski (University of Rostock)

**Team Performance****29<sup>th</sup> August, 16:30-18:00****Room: 110**

Session Chair: Carlos Varela-Quintana (University of Oviedo)

**The impact of team size on performance in the absence of shirking: Clean evidence from elite rowing contests**

Presented by: Johannes Orłowski (University of Zurich)

Coauthors: Bernd Frick (University of Paderborn and Seeburg Castle University)

**League scheduling and travel effects on player performance in hockey**

Presented by: Rodney J. Paul (Syracuse University)

Coauthors: Nick Riccardi (Syracuse University)

**Man or machine. Who matters more to explain outcome inequality? Evidence from Formula One**

Presented by: Carlos Varela-Quintana (University of Oviedo)

Coauthors: Juan Prieto-Rodríguez (University of Oviedo) and Julio del Corral (University of Castilla-La Mancha)



## Friday 30<sup>th</sup> August

### Referees and Coaches

30<sup>th</sup> August, 9:30-11:00

Room: 107

Session Chair: Franziska K. Kruse (University of Hamburg)

#### **Level of abuse and intention to quit amongst football referees in France and the Netherlands**

Presented by: Paul Downward (Loughborough University)

Coauthors: Peter Dawson (University of East Anglia) and Tom Webb (University of Portsmouth)

#### **Determinants of yellow cards – A European comparison**

Presented by: Franziska K. Kruse (University of Hamburg)

### Analytics and Home Advantage

30<sup>th</sup> August, 9:30-11:00

Room: 109

Session Chair: Jana Van Hoe (Vrije Universiteit Brussel)

#### **Explaining goals for and against: Evidence from LaLiga and the Premier League**

Presented by: Carlos Varela-Quintana (University of Oviedo)

Coauthors: David Boto-García (University of Oviedo) and Álvaro Muñiz Fernández (University of Oviedo)

#### **Offensive and defensive talent and competitiveness in european football: Evidence from the top-five national leagues in Europe**

Presented by: Miquel Carreras-Simó (Universitat de Girona)

Coauthors: Jaume García-Villar (Universitat Pompeu Fabra)

#### **Soccer games on artificial turf: Does it affect home advantage?**

Presented by: Jana Van Hoe (Vrije Universiteit Brussel)

Coauthors: Bruno Heyndels (Vrije Universiteit Brussel)



## Sports Participation and Health IV

30<sup>th</sup> August, 9:30-11:00

Room: 110

Session Chair: Seppo Suominen (Haaga-Helia University)

### **Economic and area-related factors that affect sport participation in Estonian regions and local governments**

Presented by: Velda Buldas (University of Tartu)

### **Do the specification assumptions make a difference when analysing the correlates of sports practice?**

Presented by: María José Suárez (University of Oviedo)

Coauthors: Jaume García-Villar (Universitat Pompeu Fabra) and Alejandro Trujillo (Colegio de México)

### **Women and men top teams' locations**

Presented by: Seppo Suominen (Haaga-Helia University)

## Leagues and Tournament Rules II

30<sup>th</sup> August, 11:30-1:30

Room: 107

Session Chair: Ruud Koning (University of Groningen)

### **Club or country? On the release of football players to National Teams**

Presented by: Levi Perez (University of Oviedo)

### **Competition among athletic conferences for new members: Evidence from NCAA sports**

Presented by: Jane E. Ruseski (West Virginia University)

Coauthors: Patrick A. Reilly (Skidmore College) and Brad R. Humphreys (West Virginia University)

### **Going global – mixed leagues & non segmented markets**

Presented by: Łukasz Skrok (SGH Warsaw School of Economics)

### **So the last will be the first**

Presented by: Ruud Koning University of Groningen)





**Labour Market****30<sup>th</sup> August, 11:30-1:30****Room: 109**

Session Chair: Jorge Tovar (Universidad de Los Andes)

**Pricing football transfers: A cross-country study 2007-2018**

Presented by: Moussa Ezzeddine (Université Paris 1 Panthéon-Sorbonne)

Coauthors: Pierre-Charles Pradier (Université Paris 1 Panthéon-Sorbonne)

**Migration and labour market success: The special case of professional football?**

Presented by: Michael Renz (University of Bayreuth)

**What makes replacement of head coach successful?: Evidence from professional Italian football league**

Presented by: Kaori Narita (University of Liverpool)

Coauthors: J. D. Tena (University of Liverpool) and Claudio Detotto (University of Corsica)

**The role of age in labor productivity: How age matters in professional football**

Presented by: Jorge Tovar (Universidad de Los Andes)

Coauthors: B. Piedad Urdinola (Universidad Nacional de Colombia)

**Demand, fan preferences and competitive balance II****30<sup>th</sup> August, 11:30-1:30****Room: 110**

Session Chair: Markus Kurscheidt (University of Bayreuth)

**Attendance demand in mid-level professional sports: An analysis of peculiarities with evidence of German women's volleyball**

Presented by: Kristoff Reichel (University of Bayreuth)

Coauthors: Lukas Zächelein (University of Bayreuth) and Markus Kurscheidt (University of Bayreuth)

**UEFA performance and domestic league competitive balance**

Presented by: Craig A. Depken, II (UNC Charlotte)

Coauthors: Tomislav Globan (University of Zagreb)

**New market entries to professional football leagues: Evidence on fan preferences in Germany**

Presented by: Markus Kurscheidt (University of Bayreuth)

Coauthors: Kristoff Reichel (University of Bayreuth)



## Scientific Committee

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