XII GIJON CONFERENCE ON SPORTS ECONOMICS

SPORTS and CONSUMER BEHAVIOUR

LABORAL. PARANINFO
FACULTAD de COMERCIO, TURISMO y CIENCIAS SOCIALES JOVELLANOS
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.
9:00 Opening Ceremony
D.* Carmen Moriyón Entrialgo (Major of Gijón)
D.* Santiago García Granda (Rector of the University of Oviedo)
D.* Levi Pérez Carcedo (Dean of the Faculty of Commerce, Tourism and Social Sciences Jovellanos)
D.* Plácido Rodríguez Guerrero (co-organizer of the Conference)

First Session
9:15-10:05 Keynote speakers
Stefan Késenne (University of Antwerp and Leuven, Belgium): Past and Present in Demand for Sport.
Robert Macdonald (University of Melbourne, Australia): Future Directions in Demand for Sport.

First Session
10:05-10:30 Dennis Coates (University of Maryland, USA) and Atara Oliver (Rice University, USA): Consumer Spending on Sports and Entertainment: Consumer Spending on Sports and Entertainment.
10:30-10:55 Pedro García-del-Barrio (Universitat Internacional of Catalunya, Spain): Consumers' preferences and sport rivalries in European soccer: Hierarchy of teams and leagues based on soccer fans support.
10:55-11:20 Thadeu Gasparetto (University of Vigo, Spain) and Angel Barajas (University of Vigo, Spain): How Does The Quality Of Stadiums Affect Fans Behaviour?
11:20 h. Coffee Break.
11:50-12:15 Arne Feddersen (University of Southern Denmark, Denmark): The Novelty Effect of New Facilities: Evidence from European Football Stadiums.
12:15-12:40 Oliver Budzinski (Ilmenau University, Germany) and Anika Müller-Kock (Ilmenau University, Germany): First mover advantage in sports and the national hero effect: Evidence from Germany.
12:40-13:05 Brad R. Humphreys (West Virginia University, USA) and Candon Johnson (West Virginia University, USA): The Effect of Superstar Players on Game Attendance: Evidence from the NBA.
13:05-13:30 Helmut Dietl (University of Zurich, Switzerland), Anil Özdemir, (University of Zurich, Switzerland) and Andrew Rendall (University of Zurich, Switzerland): The Role of Beauty in Tennis TV-Viewership.
13:30-13:55 Jaume García (Universitat Pompeu Fabra, Spain), Plácido Rodriguez (University of Oviedo, Spain) and Federico Todeschini (Universitat Pompeu Fabra, Spain): The demand for the characteristics of football matches: a hedonic price approach.
14:00 h. Lunch. Laboral.

Second Session
15:30-16:25 Bernd Frick (University of Paderborn, Germany and Castle University, Austria): Uncertainty of Outcome and Ticket Demand: Evidence from Lower Tier Professional Football in Germany.
16:25-16:50 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.
16:50-17:15 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.
17:15-17:50 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.
17:50-18:15 Babatunde Buraimo (University of Liverpool, UK), Rob Simmons (Lancaster University) and Stefan Szymbanski (University of Michigan): Regional development in interwar England through football statistics.
18:15-18:40 Invited Session
Alex Krumen (University of St. Gallen): Memory and Confidence.
18:45 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.

Third Session
9:00-9:25 James Reade (University of Reading, UK): Demand for football attendance over the centuries.
9:25-9:50 Patrick Massey (Conpecon) 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?
12:00 Closing Ceremony. Organizers: Arne Feddersen, Jaume García and Plácido Rodriguez
12:15 h. Bus to the El Molinón Stadium.
13:00 h. Sporting de Gijón-Las Palmas. Football Match. Lunch
19:30 h. Bus outside the hotel. Trip to Llagar Viña.
19:45 h. Espicha (Asturian food). Dinner.
21:45 h. Bus to the hotel.