

**15<sup>th</sup> Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 11-14 May 2015, Athens, Greece  
in collaboration with the Pan-Hellenic Association of Sport Economists & Managers (PASEM)**

The The Sports Research Unit of the Athens Institute for Education and Research (ATINER) organizes its **15<sup>th</sup> Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 11-14 May 2015, Athens, Greece**. The conference website is: <http://www.atiner.gr/sports.htm>.

The aim of the conference is to bring together academics and researchers of all areas of sports. Participants can present on sports topics within broad streams of research areas. Areas of interest include (**but are not confined to**): the Impacts of Olympic Games, Professional Sports, Sport-Scheduling, Sports Tourism, Sports Law, Sports Communication, Sports & Media, Sports & Society, Sport Psychology, Sports Violence, Sports & Education, Sports & Ethics, Sport Technology, Sports and Computer Applications, Sports & Information Technology, Sport Services and Sports History. Also, special sessions will be organized for individual sports (soccer, football, baseball, basketball, handball, ice hockey, tennis, car racing, gymnastics etc). For programs of previous conferences and other information, please visit the conference website: <http://www.atiner.gr/sports.htm>.

Fee structure information is available on [www.atiner.gr/fees.htm](http://www.atiner.gr/fees.htm).

Special arrangements will be made with a local luxury hotel for a limited number of rooms at a special conference rate. In addition, a number of special events will be organized: A Greek night of entertainment with dinner, a special one-day cruise to selected Greek islands, an archaeological tour of Athens and a one-day visit to Delphi. Details of the social program are available at <http://www.atiner.gr/2015/SOC-SPO.htm>.

Please submit an abstract (email only) to: [atiner@atiner.gr](mailto:atiner@atiner.gr), using the abstract submission form available at <http://www.atiner.gr/2015/FORM-SPO.doc> by the **30 March 2015** to: **Dr. Christos Anagnostopoulos, Head, Sports Research Unit, ATINER & Associate Professor, Molde University College, Norway & Associate Lecturer, University of Central Lancashire, Cyprus**. Abstracts should include the following: Title of Paper, Full Name (s), Affiliation, Current Position, an email address, and at least 3 keywords that best describe the subject of your submission. Decisions are reached within 4 weeks.

If you want to participate without presenting a paper, i.e. organize a panel (session, mini conference), chair a session, review papers to be included in the conference proceedings or books, contribute to the editing of a book, or any other contribution, please send an email to **Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK** ([gregory.papanikos@stir.ac.uk](mailto:gregory.papanikos@stir.ac.uk)).

The Athens Institute for Education and Research (ATINER) was established in 1995 as an independent world association of Academics and Researchers. Its mission is to act as a forum where Academics and Researchers from all over the world can meet in Athens, in order to exchange ideas on their research, and to discuss future developments in their

disciplines.

The organizing and hosting of [International Conferences and Symposiums](#), the carrying out of Research, and the production of Publications are the basic activities of ATINER. Since 1995, ATINER has organized more than 350 International Conferences and other events, and has published close to 150 [books](#). In 2012, the Association launched a series of conference paper publications ([click here](#)), and at the beginning of 2014, it introduced its own series of Journals ([click here](#)).

Academically, the Association is organized into seven [Research Divisions](#) and thirty-one [Research Units](#). Each Research Unit organizes at least an Annual International Conference, and may also undertake various small and large research projects.

Academics and Researchers are more than welcome to become members and to contribute to ATINER's objectives. If you would like to become a member, please download the relevant form ([membership form](#)). For more information on how to become a member, please send an email to: [info@atiner.gr](mailto:info@atiner.gr).

**11<sup>th</sup> Annual International Conference on Kinesiology and Exercise Sciences,  
13-16 July 2015, Athens, Greece  
Call for Papers and Participation**

The [Sports Research Unit](http://www.atiner.gr) of the [Athens Institute for Education and Research](http://www.atiner.gr) (ATINER) will hold its **11<sup>th</sup> Annual International Conference on Kinesiology and Exercise Sciences, 13-16 July 2015**. The conference website is <http://www.atiner.gr/fitness.htm>. The aim of the conference is to bring together scholars and students of all areas of applied and integrated health sciences, including physiology, health psychology, health promotion, epidemiology, biomechanics, sports medicine, training methods, nutrition, and physical education. You may participate as panel organizer, presenter of one paper, chair a session or observer.

For programs of previous conferences and other information, please visit the conference website: <http://www.atiner.gr/fitness.htm>.

Fee structure information is available on [www.atiner.gr/fees.htm](http://www.atiner.gr/fees.htm).

Special arrangements will be made with a local luxury hotel for a limited number of rooms at a special conference rate. In addition, a number of special events will be organized: A Greek night of entertainment with dinner, a special one-day cruise to selected Greek islands, an archaeological tour of Athens and a one-day visit to Delphi. Details of the social program are available at <http://www.atiner.gr/2015/SOC-FIT.htm>.

Please submit an abstract (email only) to: [atiner@atiner.gr](mailto:atiner@atiner.gr), using the abstract submission form available at <http://www.atiner.gr/2015/FORM-FIT.doc> by the **15 May 2015** to: **Dr. Maria Konstantaki, Lecturer, Buckinghamshire New University, UK & Academic Member, ATINER,**

8 Valaoritou Street, Kolonaki, 10671 Athens, Greece. Tel.: + 30 210 363-4210 Fax: + 30 210 3634209. Please include: Title of Paper, Full Name (s), Current Position, Institutional Affiliation, an email address and at least 3 keywords that best describe the subject of your submission. Please use the abstract submitting form available at <http://www.atiner.gr/2015/FORM-FIT.doc>. Decisions are reached within 4 weeks.

If your submission is accepted, you will receive information on registration deadlines and paper submission requirements. Should you wish to participate in the Conference without presenting a paper, for example, to chair a session, to evaluate papers which are to be included in the conference proceedings or books, to contribute to the editing of a book, or any other contribution, please send an email to **Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK** ([gregory.papanikos@stir.ac.uk](mailto:gregory.papanikos@stir.ac.uk)).

**12<sup>th</sup> Annual International Conference on SMEs, Entrepreneurship and  
Innovation: Management – Marketing – Economic - Social Aspects,  
27-30 July 2015, Athens, Greece  
Call for Papers and Participation**

The [Athens Institute for Education and Research](http://www.atiner.gr) (ATINER), will hold its **12<sup>th</sup> Annual International Conference on SMEs, Entrepreneurship and Innovation: Management - Marketing - Economic - Social Aspects, 27-30 July 2015**. The conference website is <http://www.atiner.gr/sme.htm>. The aim of the conference is to bring together academics and researchers of all areas of Business, Economics, Management, Marketing, Accounting, Finance, Human Resources, MIS and Law, Entrepreneurship, Innovation, Technology and Industrial Dynamics and Structures. You may participate as panel organizer, presenter of one paper, chair a session or observer.

For programs of previous conferences and other information, please visit the conference website: <http://www.atiner.gr/sme.htm>.

Fee structure information is available on [www.atiner.gr/fees.htm](http://www.atiner.gr/fees.htm).

Special arrangements will be made with a local luxury hotel for a limited number of rooms at a special conference rate. In addition, a number of special events will be organized: A Greek night of entertainment with dinner, a special one-day cruise to selected Greek islands, an archaeological tour of Athens and a one-day visit to Delphi. Details of the social program are available at <http://www.atiner.gr/2015/SOC-SME.htm>.

Please submit an abstract (email only) to: [atiner@atiner.gr](mailto:atiner@atiner.gr), using the abstract submission form available at <http://www.atiner.gr/2015/FORM-SME.doc> by the **25 May 2015** to: Dr. Peter Yannopoulos, Professor, Brock University, Canada & Academic Member, ATINER,

8 Valaoritou Street, Kolonaki, 10671Athens, Greece. Tel.: + 30 210 363-4210 Fax: + 30 210 3634209. Please include: Title of Paper, Full Name (s), Current Position, Institutional Affiliation, an email address and at least 3 keywords that best describe the subject of your submission. Please use the abstract submitting form available at <http://www.atiner.gr/2015/FORM-SME.doc>. Decisions are reached within 4 weeks.

If your submission is accepted, you will receive information on registration deadlines and paper submission requirements. Should you wish to participate in the Conference without presenting a paper, for example, to chair a session, to evaluate papers which are to be included in the conference proceedings or books, to contribute to the editing of a book, or any other contribution, please send an email to **Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK** ([gregory.papanikos@stir.ac.uk](mailto:gregory.papanikos@stir.ac.uk)).



**13<sup>th</sup> Annual International Conference on Marketing,  
29-30 June & 1-2 July 2015, Athens, Greece  
Call for Papers and Participation**

The [Marketing Research Unit](http://www.atiner.gr/marketing.htm) of the Athens Institute for Education and Research (ATINER) will hold its 13th Annual International Conference on Marketing, 29-30 June & 1-2 July 2015, Athens, Greece. For further details, please go to the conference website: <http://www.atiner.gr/marketing.htm>. The conference is organized in parallel with the other conferences of the Business & Law Research Division of ATINER. You may participate as panel organizer, presenter of one paper, chair a session or observer.

For programs of previous conferences and other information, please visit the conference website: <http://www.atiner.gr/marketing.htm>.

Fee structure information is available on [www.atiner.gr/fees.htm](http://www.atiner.gr/fees.htm).

Special arrangements will be made with a local luxury hotel for a limited number of rooms at a special conference rate. In addition, a number of special events will be organized: A Greek night of entertainment with dinner, a special one-day cruise to selected Greek islands, an archaeological tour of Athens and a one-day visit to Delphi. Details of the social program are available at <http://www.atiner.gr/2015/SOC-MKT.htm>.

Please submit an abstract (email only) to: [atiner@atiner.gr](mailto:atiner@atiner.gr), using the abstract submission form available at <http://www.atiner.gr/2015/FORM-MKT.doc> by the **4 May 2015** to: Dr. Cleopatra Veloutsou, Senior Lecturer of Marketing, University of Glasgow, U.K. & Head, [Marketing Research Unit](http://www.atiner.gr/marketing.htm),

ATINER, 8 Valaoritou Street, Kolonaki, 10671 Athens, Greece. Tel.: + 30 210 363-4210 Fax: + 30 210 3634209. Please include: Title of Paper, Full Name (s), Current Position, Institutional Affiliation, an email address and at least 3 keywords that best describe the subject of your submission. Please use the abstract submitting form available at <http://www.atiner.gr/2015/FORM-MKT.doc>. Decisions are reached within 4 weeks.

If your submission is accepted, you will receive information on registration deadlines and paper submission requirements. Should you wish to participate in the Conference without presenting a paper, for example, to chair a session, to evaluate papers which are to be included in the conference proceedings or books, to contribute to the editing of a book, or any other contribution, please send an email to **Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK** ([gregory.papanikos@stir.ac.uk](mailto:gregory.papanikos@stir.ac.uk)).

## Recent Books Published by the Research Units of Sports

2013	Physical Education and Learning	Gregory T. Papanikos	<a href="#">Table of Contents</a>	<a href="#">Preface and Introduction</a>	<a href="#">Book Cover</a>
2012	Contextualising Research in Sport: An International Perspective	Christos Anagnostopoulos	<a href="#">Table of Contents</a>	<a href="#">Preface and Introduction</a>	<a href="#">Book Cover</a>
2012	Physical Activity and Exercise: Health Promotion and Disease Prevention	Panagiota (Nota) Klentrou	<a href="#">Table of Contents</a>	<a href="#">Preface and Introduction</a>	<a href="#">Book Cover</a>
2010	International Sport: A Research Synthesis	Christos Anagnostopoulos	<a href="#">Table of Contents</a>		

The full list of ATINER's publications is available on  
<http://www.atiner.gr/Publications.htm>

The **Academic Committee** consists of (a) the Executive Committee Members (b) the Heads and Deputy Heads of the Institute's [Research Units](#) (c) Academics Responsible for a Conference and (d) Distinguished Professors.

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| <ol style="list-style-type: none"> <li>1. Dr. Gregory T. Papanikos, President, ATINER, Greece.</li> <li>2. Dr. Nicholas Pappas, Vice-President of Academics, ATINER, Greece &amp; Professor, Sam Houston University, USA.</li> <li>3. Dr. Panagiotis Petratos, Vice President of ICT, ATINER &amp; Associate Professor of Computer Information Systems, California State University, Stanislaus, USA.</li> <li>4. Dr. George Poulos, Vice President of Research, ATINER &amp; Emeritus Professor, University of South Africa, South Africa.</li> <li>5. Dr. Chris Sakellariou, Vice President of Financial Affairs, ATINER, Greece &amp; Associate Professor, Nanyang Technological University, Singapore.</li> <li>6. Dr. Zoe Boutsoli, Secretary General, ATINER &amp; Instructor, Open University of Greece.</li> <li>7. Dr. Nicolas Papadopoulos, Distinguished Academic Member, ATINER &amp; Chancellor's Professor &amp; Professor of Marketing and International Business, Director, International Business Study Group, Eric Sprott School of Business, Carleton University, Canada.</li> <li>8. Dr. Michael P. Malloy, Director, Business and Law Research Division, ATINER &amp; Distinguished Professor, McGeorge School of Law, University of the Pacific, USA.</li> <li>9. Dr. Nicholas N. Patricios, Director, Engineering &amp; Architecture Research Division, ATINER &amp; Professor &amp; Dean Emeritus, School of Architecture, University of Miami, USA.</li> <li>10. Dr. Ioannis Stivachtis, Director, Social Sciences Research Division, ATINER &amp; Director, Int'l Studies Program Virginia Tech-Virginia Polytechnic Institute &amp; State University, USA.</li> <li>11. Dr. Mert Uydaci, Director, Human Development Research Division, ATINER &amp; Professor, Marmara University, Turkey.</li> <li>12. Dr. David Philip Wick, Director, Arts and Humanities Research Division, ATINER &amp; Professor of History, Gordon College, USA.</li> <li>13. Dr. Nicolas Abatzoglou, Head, Environment Research Unit, ATINER &amp; Professor, Department of Chemical &amp; Biotechnological Engineering, University of Sherbrook, Canada, Chair Pfizer, PAT in Pharmaceutical Engineering, Director GREEN-TPV and GRTP-C &amp; Pwelcomes.</li> <li>14. Dr. Vladimir Akis, Head, <a href="#">Mathematics &amp; Statistics Research Unit</a>, ATINER &amp; Professor of Mathematics and Computer Science, California State University, Los Angeles, USA.</li> <li>15. Mr. Christos Anagnostopoulos, Head, Sports Research Unit, ATINER &amp; Lecturer, Coventry University, U.K.</li> <li>16. Dr. Stephen Andrew Arbury, Head, Visual and Performing Arts Research Unit, ATINER &amp; Professor of Art History, Radford University, USA.</li> <li>17. Dr. Tala Awada, Head, <a href="#">Agriculture Research Unit</a>, ATINER &amp; Professor, University of Nebraska, USA.</li> <li>18. Dr. Sharon Bolton, Head, <a href="#">Management Research Unit</a>, ATINER &amp; Professor of Organizational Analysis - Director of Research, The Management School, University of Stirling, UK.</li> <li>19. Dr. Jayoung Che, Head, History Research Unit, ATINER &amp; Research Professor, Institute for the Mediterranean Studies, Pusan University of Foreign Studies, Republic of Korea.</li> <li>20. Dr. Paul Contoyannis, Head, Health Research Unit, ATINER &amp; Associate Professor, McMaster University, Canada.</li> </ol> | <ol style="list-style-type: none"> <li>21. Dr. David A. Frenkel, Head, <a href="#">Law Research Unit</a>, ATINER &amp; Professor, Ben-Gurion University, Beer-Sheva, Israel.</li> <li>22. Dr. Patricia Hanna, Head, Philosophy Research Unit, ATINER &amp; Professor, University of Utah, USA.</li> <li>23. Dr. Valia Kasimati, Head, Tourism Research Unit, ATINER.</li> <li>24. Dr. Gregory A. Katsas, Head, Sociology Research Unit, ATINER &amp; Associate Professor, The American College of Greece-Deree College, Greece.</li> <li>25. Dr. Peter Koveos, Head, <a href="#">Accounting &amp; Finance Research Unit</a>, ATINER &amp; Professor of Finance, Syracuse University, USA.</li> <li>26. Dr. Alexander Makedon, Head, Education Research Unit, ATINER &amp; Professor of Philosophy of Education, Arellano University in Manila, Philippines.</li> <li>27. Dr. Yorgo Pasadeos, Head, <a href="#">Mass Media and Communication Research Unit</a>, ATINER &amp; Professor Emeritus, University of Alabama, USA.</li> <li>28. Dr. Thanos Patelis, Head, Psychology Research Unit, ATINER, Senior Associate, Center for Assessment, USA &amp; Research Scholar, Graduate School of Education, Fordham University, USA.</li> <li>29. Dr. John Roufagalas, Head, Economics Research Unit, ATINER &amp; Professor of Economics, Troy University, USA.</li> <li>30. Dr. Gilda Socarras, Head, Languages &amp; Linguistics Research Unit, ATINER &amp; Assistant Professor, Auburn University, USA.</li> <li>31. Dr. Theodore Trafalis, Head, <a href="#">Industrial Engineering Research Unit</a>, ATINER &amp; Professor of Industrial and Systems Engineering, The University of Oklahoma, USA.</li> <li>32. Dr. Cleopatra Veloutsou, Head, <a href="#">Marketing Research Unit</a>, ATINER &amp; Senior Lecturer in Marketing, University of Glasgow, U.K.</li> <li>33. Dr. Thomas Attard, Academic Member, ATINER &amp; Associate Research Professor, Arizona State University, USA.</li> <li>34. Dr. Vasileios Filios, Academic Member, ATINER &amp; Associate Professor, University of Ioannina, Greece.</li> <li>35. Dr. Constantine Georgakis, Academic Member, ATINER &amp; Associate Professor, DePaul University, USA.</li> <li>36. Dr. Nota Klentrou, Academic Member, ATINER &amp; Professor, Department of Physical Education &amp; Kinesiology, Brock University, Canada.</li> <li>37. Dr. Maria Konstantaki, Academic Member, ATINER &amp; Lecturer, Buckinghamshire New University, UK.</li> <li>38. Dr. Ethel Petrou, Academic Member, ATINER &amp; Professor and Chair, Department of Physics, Erie Community College-South, State University of New York, USA.</li> <li>39. Dr. Andreas Toupadakis, Academic Member, ATINER &amp; Lecturer, University of California, Davis, USA.</li> <li>40. Dr. David M. Wood, Academic Member, <a href="#">Health Research Unit</a> and <a href="#">Chemistry Research Unit</a>, ATINER &amp; Research Fellow, Institute of Pharmaceutical Sciences, King's College London, U.K.</li> <li>41. Dr. Peter Yannopoulos, Academic Member, ATINER &amp; Professor, Brock University, Canada.</li> <li>42. Dr. Barbara Zagaglia, Academic Member, ATINER &amp; Assistant Professor, Polytechnic University of Marche, Italy.</li> </ol> |
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**The Sports Research Unit** of  
**The Athens Institute for Education and Research**



**Panhellenic Association of Sports Economists & Managers  
(PASEM)**

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