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RAYMOND STEFANI
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ALEXIAA SIM & HO KEAT LENG
Country-of-Origin Effect in the Marketing of Sports Shoes among University Students

BURAK POLAT & MEHMET SERHAN TEZGEÇ
On the Re-Alienation Experiences of the Amateur Runners in Istanbul
Athens Journal of Sports
Published by the Athens Institute for Education and Research (ATINER)

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- Dr. Gregory T. Papanikos, Honorary Professor of Economics, University of Stirling, UK & President of ATINER. (Economics)
- Dr. Margo Apostolos, Academic Member, ATINER & Professor, University of Southern California - USC Kaufman School of Dance-USC Glorya Kaufman Dance Medicine Center- & Co-Director- Cedars-Sinai, USA. (Arts, Technology and Sports)
- Dr. Maria Kosma, Head, Sports Unit, ATINER & Associate Professor, Louisiana State University, USA. (Physical Education & Sport Science)
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ATINER is an Athens-based World Association of Academics and Researchers based in Athens. ATINER is an independent and non-profit Association with a Mission to become a forum where Academics and Researchers from all over the world can meet in Athens, exchange ideas on their research and discuss future developments in their disciplines, as well as engage with professionals from other fields. Athens was chosen because of its long history of academic gatherings, which go back thousands of years to Plato’s Academy and Aristotle’s Lyceum. Both these historic places are within walking distance from ATINER’s downtown offices. Since antiquity, Athens was an open city. In the words of Pericles, Athens“…is open to the world, we never expel a foreigner from learning or seeing”. (“Pericles’ Funeral Oration”, in Thucydides, The History of the Peloponnesian War). It is ATINER’s mission to revive the glory of Ancient Athens by inviting the World Academic Community to the city, to learn from each other in an environment of freedom and respect for other people’s opinions and beliefs. After all, the free expression of one’s opinion formed the basis for the development of democracy, and Athens was its cradle. As it turned out, the Golden Age of Athens was in fact, the Golden Age of the Western Civilization. Education and (Re)searching for the ‘truth’ are the pillars of any free (democratic) society. This is the reason why Education and Research are the two core words in ATINER’s name.

The Athens Journal of Sports (AJSPO) is an Open Access quarterly double-blind peer reviewed journal and considers papers from all areas of sports and related sciences. Many of the papers published in this journal have been presented at the various conferences sponsored by the Sport, Exercise, & Kinesiology Unit of the Athens Institute for Education and Research (ATINER) & the Panhellenic Association of Sports Economists and Managers (PASEM). All papers are subject to ATINER’s Publication Ethical Policy and Statement.
# The Athens Journal of Sports

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# Athens Journal of Sports

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President's Message

All ATINER’s publications including its e-journals are open access without any costs (submission, processing, publishing, open access paid by authors, open access paid by readers etc.) and is independent of presentations at any of the many small events (conferences, symposiums, forums, colloquiums, courses, roundtable discussions) organized by ATINER throughout the year and entail significant costs of participating. The intellectual property rights of the submitting papers remain with the author. Before you submit, please make sure your paper meets the basic academic standards, which includes proper English. Some articles will be selected from the numerous papers that have been presented at the various annual international academic conferences organized by the different divisions and units of the Athens Institute for Education and Research. The plethora of papers presented every year will enable the editorial board of each journal to select the best, and in so doing produce a top-quality academic journal. In addition to papers presented, ATINER will encourage the independent submission of papers to be evaluated for publication.

The current issue is the second of the eleventh volume of the Athens Journal of Sports, published by the Sport, Exercise, & Kinesiology Unit of the ATINER under the aegis of the Panhellenic Association of Sports Economists and Managers (PASEM).

Gregory T. Papanikos, President, ATINER.
25th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects
12-15 May 2025, Athens, Greece


Academic Members Responsible for the Conference
Dr. Gregory T. Papanikos | Dr. Maria Konstantaki | Dr. Chris Sakellariou | Dr. Sharon Claire Bolton | Dr. Valia Kasimati | Dr. Cleopatra Veloutsou | Dr. Christos Anagnostopoulos

Important Dates
• Abstract Submission: 8 October 2024
• Acceptance of Abstract: 4 Weeks after Submission
• Submission of Paper: 14 April 2025

Social and Educational Program
The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Atiner.
• Greek Night Entertainment (This is the official dinner of the conference)
• Athens Sightseeing: Old and New-An Educational Urban Walk
• Social Dinner
• Mycenae Visit
• Exploration of the Aegean Islands
• Ancient Corinth and Cape Sounion

More information can be found here: www.atiner.gr/social-program

Conference Fees
Conference fees vary from 400€ to 2000€
Details can be found at: http://www.atiner.gr/fees
20th Annual International Conference on Sport & Exercise Science
29-31 July & 1 August 2024, Athens, Greece

The Sports Unit of ATINER will hold its 20th Annual International Conference on Sport & Exercise Science, 29-31 July & 1 August 2024, Athens, Greece sponsored by the Athens Journal of Sports. You may participate as stream leader, presenter of one paper, chair a session or observer. Please submit an abstract (email only) to: atiner@atiner.gr, using the abstract submission form (https://www.atiner.gr/2024/FORM-FIT.doc).

Important Dates
- Abstract Submission: 18 June 2024
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: 1 July 2024

Academic Member Responsible for the Conference
Dr. Maria Konstantaki, Academic Member, ATINER & Senior Lecturer, Buckinghamshire New University, UK.

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