



**University of
Zurich^{UZH}**

**Center for Research in Sports Administration
European Sport Economic Association**

7th ESEA Conference on Sports Economics

*Conference
Program 2015*

Welcome

The Center for Research in Sports Administration (CRSA) welcomes you to this year's ESEA Conference on Sports Economics. Should you happen to have any questions please find us at the registration desk (room: KOL-G-212) or contact Anil Özdemir +41 76 396 99 91 directly.

Local Organizing Committee:

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Gabriele Siegert, University of Zurich
Helmut Dietl, University of Zurich
Egon Franck, University of Zurich
Ulrich Woitek, University of Zurich
Anil Özdemir, University of Zurich

Internet Login

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Event ID: 15ESEA 1896

Timetable

Thursday 27.08.2015

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	Registration	KOL-G-212	
	Coffee	KOL-G-201	
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	Welcome Address and Introduction by Helmut Dietl «The Future of Behavioral Economics in Sports Economics Research» Keynote by Brad Humphreys	KOL-G-201	
10:00 - 11:40	Session 1		
	Attendance and Demand	KOL-G-204	8
	Betting and Corruption	KOL-G-209	9
	Sports Participation I	KOL-G-221	10
11:40 - 12:35	Lunch	KOL-G-201	
12:35 - 14:15	Session 2		
	Competitive Balance	KOL-G-204	11
	Sports Socio-Economics	KOL-G-209	12
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	Sports Participation and Education	KOL-G-209	15
	Regulation and League Design II	KOL-G-221	16
16:00 - 16:15	Coffee Break	KOL-G-201	
16:15 - 17:30	Session 4		
	Performance in Sports I	KOL-G-204	17
	Performance in Soccer I	KOL-G-209	18
	Sports Demand on TV	KOL-G-221	19
17:30 - 18:30	ESEA Annual General Meeting	KOL-G-201	
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	Tour	FIFA Headquarters	
	Conference Dinner	FIFA Headquarters	

Timetable

Friday 28.08.2015

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	Gender, Age, and Performance	KOL-G-209	21
	Player Labor Markets	KOL-G-221	22
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10:30 - 11:45	Session 6		
	Rugby	KOL-G-204	23
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11:45 - 12:40	Lunch	KOL-G-201	
12:40 - 13:55	Session 7		
	Financial FairPlay	KOL-G-204	26
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Time	Item	Room	Page
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	North American Sports Leagues	KOL-G-209	29
15:15 - 15:30	Coffee Break	KOL-G-201	
15:30 - 17:00	Closing Session - Panel Discussion	KOL-G-201	
	Panelists:		
	Helmut Dietl (University of Zurich)		
	Niclas Ericson (FIFA)		
	Thomas N. Friemel (University of Bremen)		
	Hippolyt Kempf (BaSpo)		
	Castulus Kolo (Macromedia University of Applied Sciences)		

Session 1

Thursday 27.8.2015, 10:00-11:40

27.8.2015, 10:00-11:40

KOL-G-204

Attendance and Demand

Session Chair: John Siegfried

Presenter	Authors	Title
John Siegfried	John Siegfried, John Wilson	Characteristics of those Attendig Australian Sporting Events
Alexandre Rabelo	Alexandre Rabelo	Demand for Brazilian Football and the Novelty Effect: A Panel Data Analysis
Carlos Gómez-González	Carlos Gómez-González, Julio del Corral, Jorge García-Unanue, Todd Jewell	An Alternative Performance-Related Measure to Analyze Sports Demand
Kristoff Reichel	Kristoff Reichel, Markus Kurscheidt	Assessing the Attendance Demand Potential of Professional Team Sports: Evidence from a Stated Preference Survey on Women's Football in Germany

27.8.2015, 10:00-11:40

KOL-G-209

Betting and Corruption

Session Chair: Arne Feddersen

Presenter	Authors	Title
Claire Baudoin	Claire Baudoin, Stefan Szymanski	Testing the Testers: An Analysis of the Effectiveness of Anti-Doping Agencies in Deterring Athletes from Drug Taking
Alex Krumer	Alex Krumer, Elaad Guy, Kantor Jeffrey	Corruption and Contests: Evidence from Sensitive Soccer Matches Around the World
Alaisdair Brown	Alaisdair Brown, Fuyu Yang	Have Betting Exchanges Corrupted Horse Racing?
Arne Feddersen	Arne Feddersen, Brad R. Humphreys, Brian P. Soebbing	Casual Bettors and Sentiment Bias: Weekday vs. Weekend Effects

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Session 2

Thursday 27.8.2015, 12:35-14:15

27.8.2015, 10:00-11:40

KOL-G-221

Sports Participation I

Session Chair: Paul Downward

Presenter	Authors	Title
Seppo Suominen	Seppo Suominen	The Intergenerational Transfer Effects on Sport Activity
Paul Downward	Paul Downward, Kirstin Hallmann, Simona Rasciute	Sport, Happiness, Trust and Health: A Structural Equation Modelling Investigation
Themis Kokolakis	Themis Kokolakis, Fernando Lera-López	Analysis of the Structural Changes in Sports Participation in England Following the 2012 Olympic Games
Jane E. Ruseski	Jane E. Ruseski, Brad R. Humphreys, Joshua C. Hall	Economic Freedom, Physical Activity, and Health Disparities

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27.8.2015, 12:35-14:15

KOL-G-204

Competitive Balance

Session Chair: Tim Pawlowski

Presenter	Authors	Title
Young H. Lee	Young H. Lee, Hayley Jang	Competitive Balance and Skewness of Win Distribution
Tim Pawlowski	Tim Pawlowski, Dennis Coates, Georgios Nalbantis	Perceived Competitive Balance in Professional Football
Ross Booth	Ross Booth, Robert Brooks	Competitive Balance and Scoring Systems in the Australian Football League (AFL)
Roman Sittl	Roman Sittl, Arne Jonas Warnke	Competitive Balance in the German Bundesliga: A Fixed Effects Approach

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27.8.2015, 12:35-14:15

KOL-G-209

Sports Socio-Economics

Session Chair: Ulrich Woitek

Presenter	Authors	Title
Emelie Värja	Emelie Värja	Sports and Local Growth in Sweden: Is a Successful Sports Team Good for Local Economic Growth?
Craig Depken	Craig Depken, Walker Bettison, E. Frank Stephenson	The Local Impact of Cultural and Sporting Events: Evidence from Hotel Registrations
Chin-Huang Huang	Chin-Huang Huang, Chun-Chu Yeh	Estimating the Total Economic Value of Sport Tourism
Judith Grant Long	Judith Grant Long, Stephanie Gerretsen	Who Lives in Sports and Entertainment Districts? A Spatial Analysis of the Socio-Economic Characteristics of Arena Districts in the United States

27.8.2015, 12:35-14:15

KOL-G-221

Regulation and League Design I

Session Chair: Wladimir Andreff

Presenter	Authors	Title
Wladimir Andreff	Wladimir Andreff	Assessing Governance in Professional Sports Clubs: Principal-Agent Model and Soft Budget Constraint
Dmitry Dagaev	Dmitry Dagaev, Alex Suzdaltsev	Seeding, Competitive Intensity and Quality in Knock-Out Tournaments
Martin Grossmann	Martin Grossmann, Anil Özdemir, Helmut Dietl	Aggregate-Taking Behavior in Sports Contests
Joel Maxcy	Joel Maxcy, Rodney Fort, Mark Diehl	Uncertainty by Regulation: Is Rottenberg's Invariance Principal Subject to Policy and Circumstance?

Session 3

Thursday 27.8.2015, 14:20-16:00

27.8.2015, 14:20-16:00

KOL-G-204

Sport Managers/Coaches

Session Chair: Pamela Wicker

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Presenter	Authors	Title
Marc Brechot	Marc Brechot, Raphael Flepp, Egon Franck	Tie-Transfers and Player Performance in Professional Soccer
Thomas Peeters	Thomas Peeters, Steven Salaga, Matthew Juravich	Matching and Winning? Upper and Middle Managers' Impact on Team Performance
Pamela Wicker	Pamela Wicker, Johannes Orłowski, Christoph Breuer	Determinants of Labor Market Migration Among Elite Sport Coaches
Johannes Orłowski	Johannes Orłowski	The Monetary Value of Coaching in Non-Profit Sports Clubs: A CVM Approach from an Output-Focused Perspective

27.8.2015, 14:20-16:00

KOL-G-209

Sports Participation and Education

Session Chair: Jane Ruseski

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Presenter	Authors	Title
Michael Lechner	Michael Lechner, Hans Fricke, Andreas Steinmayr	The Causal Effect of University Sports on Educational Outcomes
Ute Schüttoff	Ute Schüttoff, Tim Pawłowski, Paul Downward, Michael Lechner	Sports Participation and Social Capital Formation During Adolescence
Jiri Novotny	Jiri Novotny	The Economic Demands on the Sports Training of Young Talented Athletes in the Czech Republic for Example of the Ice Hockey, Football and Volleyball
Elish Kelly	Elish Kelly, Peter Lunn	The Impact of Sports Participation at Second Level School on Scholastic Performance

Session 4

Thursday 27.8.2015, 16:15-17:30

27.8.2015, 14:20-16:00

KOL-G-221

Regulation and League Design II

Session Chair: Stefan Késenne

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Presenter	Authors	Title
Stefan Késenne	Stefan Késenne	Beyond Bosman, the Next Step in the Reform of European Football
Christopher Huth	Christopher Huth	Designing Sports Leagues – A Measurement of Fan Preferences towards League Design in German Team Sports
Ruud Koning	Ruud Koning, Manon Grevinga	So the Last Will be the First
Angel Barajas	Thadeu Gasparetto, Angel Barajas	Playoffs are Better than League? The Case of Brazilian Football

27.8.2015, 16:15-17:30

KOL-G-204

Performance in Sports I

Session Chair: Helmut Dietl

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Presenter	Authors	Title
Cornel Nessler	Cornel Nessler, Helmut Dietl	Momentum in Tennis: An Empirical Analysis
Felix Boronczyk	Felix Boronczyk	The Effect of Heterogeneity on Team Success – Evidence from German Professional Hockey
Petr Parshakov	Petr Parshakov, Marina Zavertieva	E-sport Salaries: Who Is Paid the Most?

27.8.2015, 16:15-17:30

KOL-G-209

Performance in Soccer I

Session Chair: Robert Simmons

Presenter	Authors	Title
Declan Jordan	Declan Jordan, Justin Doran	The Effect of Local Rivalry on Performance: Evidence from the English Premier League 1993 to 2012
Robert Simmons	Robert Simmons, David J. Berri, Babatunde Buraimo, Giambattista Rossi	Pay and Performance in Italian Football
Marco Di Domizio	Domenico Rossignoli, Raul Caruso, Marco Di Domizio	Wage Expenditure and Sport Success in Italian Serie A

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27.8.2015, 16:15-17:30

KOL-G-221

Sports Demand on TV

Session Chair: Egon Franck

Presenter	Authors	Title
Brian M. Mills	Brian M. Mills, Michael Mondello, Scott Tainsky	Shared Markets and Competitive Asymmetries in MLB Broadcast Viewership
Raphael Flepp	Raphael Flepp, Paolo Bizzozero, Egon Franck	The Role of Suspense and Surprise in Explaining Short-Term Demand for Live Televised Sports: Evidence from Wimbledon
Steven Salaga	Steven Salaga, Scott Tainsky	The Wagering Market and College Football Television Ratings

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Session 5

Friday 28.8.2015, 09:00-10:15

28.8.2015, 09:00-10:15

KOL-G-204

Performance in Soccer II

Session Chair: Gabriele Siegert

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Presenter	Authors	Title
Lucia Isabel García-Cebrián	Lucia Isabel García-Cebrián, Manuel Espitia-Escuer	Efficiency of Spanish First Division Soccer Teams through Profiling. Relationship with Game Developed.
Arne Jonas Warnke	Arne Jonas Warnke, Jan Höcker, Martin Kiefel	A Comparison of Bayesian and Frequentist Association Football Forecasting Models Using Individual-Level Player Data.
Grigorii Teplykh	Grigorii Teplykh	Factors of Club Performance in Russian Football Premier-League

28.8.2015, 09:00-10:15

KOL-G-209

Gender, Age and Performance

Session Chair: Bernd Frick

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Presenter	Authors	Title
Sebastian Otten	Sebastian Otten, Julia Bredtmann, Carsten J. Crede	The Effect of Gender Equality on International Soccer Performance
Katrin Scharfenkamp	Linn-Brit Bakkenbüll, Stephanie Kiefer, Katrin Scharfenkamp	Gender-Specific Impact of Age Diversity on the Performance of Small Teams – Empirical Evidence from Biathlon Relays
Bernd Frick	Bernd Frick, Pamela Wicker	Age-Related Differences in the Performance of Marathon Runners

Session 6

Friday 28.8.2015, 10:30-11:45

28.8.2015, 09:00-10:15

KOL-G-221

Player Labor Markets

Session Chair: Thomas Peeters

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Presenter	Authors	Title
Pedro Garcia-del-Barrio	Pedro Garcia-del-Barrio, Francesc Pujol	Economic Valuation of Football Players through Media Value
Nobuya Takezawa	Nobuya Takezawa, Naoya Takezawa	Valuing Athletes: A Real Options Approach
António S. Ribeiro	António S. Ribeiro , Francisco Lima	Football Players' Career and Wages

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KOL-G-204

Rugby

Session Chair: Vincenzo Verardi

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Presenter	Authors	Title
Vincenzo Verardi	Brian O'Rourke, Vincenzo Verardi	Convergence Dynamics in International Rugby Union – an Empirical Study
Brian O'Rourke	Brian O'Rourke, Vincenzo Verardi	Who has won Rugby Union World Cups, and why?
Patrick Massey	Patrick Massey, Vincent Hogan	Analysing Teams' Responses to Changed Incentives: Evidence from Rugby Union's Six Nations Championship

28.8.2015, 10:30-11:45

KOL-G-209

Sports Participation II

Session Chair: Markus Kurscheidt

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Presenter	Authors	Title
Thomas Könecke	Thomas Könecke, Holger Schunk, Holger Preuss	Brand-Related Revenues in Germany's Market for Sport Apparel: An Economic Quantification
María José Suárez	Plácido Rodríguez Guerrero, María José Suárez, Cristina Muñiz	Comparative Analysis of Sport Practice by Types of Activities
Markus Kurscheidt	Markus Kurscheidt	Is There a Critical Threshold for Commercialization of Football? Evidence of a Fan Survey on Organizational Change in German Football

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KOL-G-221

Performance in Sports II

Session Chair: Stefan Szymanski

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Presenter	Authors	Title
Kersten Adler	Kersten Adler, Gregor Hovemann, Joachim Lammert	Professional Triathlon Career – An Empirical Study of Athletes' Input and Output
Mario Lackner	Mario Lackner	Teams as Superstars: Effort and Risk Taking in Rank-Order Tour- naments for Women and Men
Guy Benedict Wilkinson	Guy Benedict Wilkinson, Stefan Szymanski	The Impact of Rest Periods on Performance

Session 7

Friday 28.8.2015, 12:40-13:55

28.8.2015, 12:40-13:55

KOL-G-204

Financial FairPlay

Session Chair: Paul Madden

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Presenter	Authors	Title
Paul Madden	Paul Madden	Does Break-Even Regulation of Soccer Clubs Make Sense?
Markus Breuer	Markus Breuer, Joachim Lammert	Financial Fair Play and the Calculation of Arm's Length Prices
Lukasz Skrok	Lukasz Skrok	Rational Transfer Market - Has Financial Fair Play (FFP) Influenced the Competitive Balance in European Football Before its Introduction?

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KOL-G-209

Performance in Soccer III

Session Chair: Joel Maxcy

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Presenter	Authors	Title
Sean O'Connor	Sean O'Connor, Robert Butler, David Butler, Justin Doran	Explaining International Selection through Multi-Level Modelling
Daniel Weimar	Katrin Scharfenkamp, Joachim Prinz, Daniel Weimar	Impact of Remaining Contract Length on Effort: New Evidence from the Bundesliga
Jakub Cerveny	Jakub Cerveny	The Effect of a Red Card on Goal-Scoring in World Cup Matches

Session 8

Friday 28.8.2015, 14:00-15:15

28.8.2015, 14:00-15:15

KOL-G-204

Finance and Insolvency

Session Chair: Nicolas Scelles

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Presenter	Authors	Title
Nicoles Scelles	Nicolas Scelles, Stefan Szymanski, Nadine Dermit-Richard, Stephen Morrow	Consequences of Insolvency
Marc Rohde	Marc Rohde, Christoph Breuer	The Financial Impact of Foreign Investors: Empirical Evidence from English Football
Stefan Szymanski	Daniel Weimar, Stefan Szymanski, Pamela Wicker	Insolvencies among European Football Clubs

28.8.2015, 14:00-15:15

KOL-G-209

North American Sports Leagues

Session Chair: Rodney Paul

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Presenter	Authors	Title
Rodney Paul	Rodney Paul	Atmospheric Conditions, "Deflate-gate", Scoring, and Statistical Performances in the NFL
Christian Deutscher	Christian Deutscher	"Referee Bias in the NBA – New Evidence with Leagues' Assessment Information"
Mark Diehl	Mark Diehl, Michael A. Leeds, Joel Maxcy	Western Supremacy: The Salary Cap and Compensating Wage Differentials in the NBA

Social Program

Thursday 27.8.2015, 19:15-22:00

Please arrive at the FIFA Headquarters no later than 19.15

Social Program Time Table

Time	Item	Room
19:15-19:30	Welcome Drink	Lobby
19:30-19:45	Presentation and Q&A	Auditorium
20:00-22:00	Conference Dinner & Tour	

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How to get there

The social program will take place at the FIFA Headquarters. Please take the Tram Nr. 6 (arrives approx. every 7 minutes) towards «Zoo». From the University's main campus you can get on the Tram 6 either at the station «ETH Zentrum /Universitätsspital» or «Platte». Get off the Tram at the terminal station «Zoo» and walk towards the FIFA Headquarters. The ride will take you approx. 10 minutes from the University's main campus.



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