



FIFA MASTER CONFERENCE

Presentation of dissertations 2014



Ranked No.1 Sports Management Master in the World in 2014
(by SportBusiness International)

Thursday, 17th July 2014, 13h00 to 18h15

*University of Neuchâtel
Aula des Jeunes-Rives
Espace Louis-Agassiz 1
2000 Neuchâtel*



INTERNATIONAL
CENTRE FOR
SPORTS STUDIES

Programme

- 13h00 – 13h20 **Coffee and refreshments**
- 13h20 – 13h30 **Welcome** - CIES Director, Prof. Denis OSWALD
- 13h30 – 14h00 **Joining forces: A study of how different sports federations collaborate at a national level** - Charisse BACCHUS (Trinidad and Tobago & Canada), Ratu Tisha DESTRIA (Indonesia), Gianluca FAMIGLI (Italy), Nzumbe NYANDUGA (Tanzania), Nicholas ROZENBERG (Australia, Israel & Germany)
- 14h00 – 14h30 **Together stronger? An analysis of women in governance in international federations and their impact on their sport** - Safia ABDEL DAYEM (Egypt & Syria), Zarina BAHDIR (South Africa), Diego BRENES (Costa Rica), Daniel O'TOOLE (Ireland)
- 14h30 – 15h00 **The role of the entourage in the development of youth athletes: A case study of Swiss skiers** - Nicolas JOURNAL (France & Brazil), Haley MCINNIS (Canada), Jakub MIHULE (Czech Republic), Mungo VON HALLE (United Kingdom), Nadia Ya-Han WU (Taiwan)
- 15h00 – 15h30 **Coffee break**
- 15h30 – 16h00 **It's in the game: Electronic gaming as a branding tool for sports clubs and leagues. An analysis of the extent to which the presence of leagues and clubs in a sports video game affects their reach, recognition and revenue - Case study: FIFA video game** - Helena BAŠISTOVÁ (Slovakia), Elizabeth EASTMAN (USA) Martin KASWURM (Austria), Colm Ó MÉALÓID (Ireland), Alfredo QUIROS (Costa Rica)
- 16h00 – 16h30 **To what extent does UFC need to adapt its original business model to better reach the European market? - Analysing from a sporting, governance, and fan perspective** - Patrick CASTEAU (France & Brazil), Norman Ning LIU (China), Lena SCHOEPS (Germany), Sarah WIDERA (Australia & United Kingdom)
- 16h30 – 17h00 **Second screens in football stadiums: How can clubs use existing and emerging technology to increase fan engagement and revenue streams** - Ayan AGHAYEVA (Azerbaijan), Christin HAUSMANN (German), Charlotte KIGHT (New Zealand), Oren POLLAK (Israel & USA), Daniel WHYMARK (United Kingdom)
- 17h00 – 17h15 **Closing remarks** - CIES Director, Prof. Denis OSWALD
- 17h15 – 18h15 **Aperitif**

