



# FIFA MASTER CONFERENCE

Presentation of dissertations 2013



Welcome Day, Leicester, UK

**Thursday, 18<sup>th</sup> July 2013, 13:00 to 17:30**

*University of Neuchâtel, Av. du 1er-Mars 26, 2000 Neuchâtel  
Law Faculty, Aula (room C46) – 1st floor*



INTERNATIONAL  
CENTRE FOR  
SPORTS STUDIES

# Programme

13h00 – 13h30

*Welcome coffee and refreshments*

13h30 – 14h00

*The use of temporary venues for the legacies of mega sporting events. A multiple-case analysis and guideline for industry stakeholders* - Luc DU PLESSIS (South Africa), Oleksandr KUCHERIAVIYI (Ukraine), Adi OBEROI (India), Katharina THOMAS (Germany), Reginus VAN DEN BERG (Netherlands)

14h00 – 14h30

*How do different models of fan-involvement affect the governance structure of European football clubs? A benchmarking analysis* - Alexander ENGELHARD (Germany), Swati KOTHARI (India), Danis ROBERTS (New Zealand), Safa TARYAM (United Arab Emirates), Matteo TASSI (Italy)

14h30 – 15h00

*The X Factor: analyzing the inclusion of “extreme” sports in the Olympic Games* - Shengying DAI (China), Gil GERSHON (Israel & Romania), Vanessa Monserrat GUERRERO (Mexico & USA), Stylianos POTAMITIS (Cyprus), André WAINER (Brazil)

15h00 – 15h30

*Coffee break*

15h30 – 16h00

*Mixed gender events: the feasibility, opportunities and challenges of their implementation at the Summer Olympics* - Benedetto DELLA CHIESA (Italy), Romain GAZZANO (France & Switzerland), Natalie LUTZ (USA), Henrique PELOSI (Brazil & Italy), Julia RATHS (Germany & Switzerland)

16h00 – 16h30

*FIFA Club World Cup: a strategic framework to leverage the competition’s profile* - Robert CORMACK (United Kingdom), Yvonne Maleubane NTEMA (Lesotho), Sergio PALACIOS (Peru & USA), Sara REHANE (Morocco), Henry RUMMENIGGE (Germany)

16h30 – 17h00

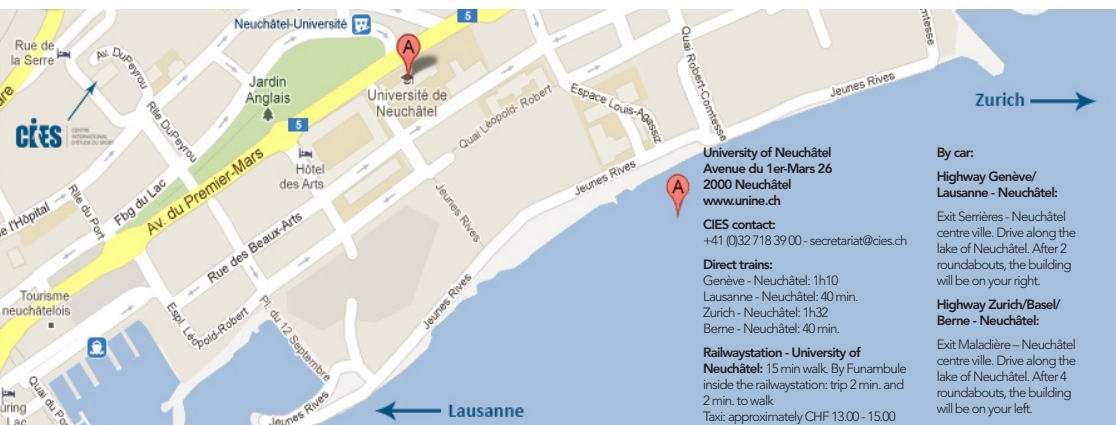
*Is it feasible to create a youth sports academy for ethnical integration in Bosnia-Herzegovina?* - Arijana DEMIROVIC (Bosnia-Herzegovina), Tsuneyasu MIYAMOTO (Japan), Alexander Florian STAEHELIN (Switzerland), Luís VILLAS-BOAS PIRES (Portugal), Nathalie WALLIN (Italy & Sweden)

17h00 – 17h30

*Closing remarks* - CIES Director, Prof. Denis OSWALD

17h30 – 18h30

*Aperitif*



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**Direct trains:**  
Genève - Neuchâtel: 1h10  
Lausanne - Neuchâtel: 40 min.  
Zurich - Neuchâtel: 1h32  
Berne - Neuchâtel: 40 min.

**Railwaystation - University of Neuchâtel:** 15 min walk. By Funambule inside the railwaystation: trip 2 min. and 2 min. to walk  
Taxi: approximately CHF 13.00 - 15.00

**By car:**  
**Highway Genève/ Lausanne - Neuchâtel:**  
Exit Serrières - Neuchâtel centre ville. Drive along the lake of Neuchâtel. After 2 roundabouts, the building will be on your right.  
**Highway Zurich/Basel/ Berne - Neuchâtel:**  
Exit Maladière - Neuchâtel centre ville. Drive along the lake of Neuchâtel. After 4 roundabouts, the building will be on your left.