

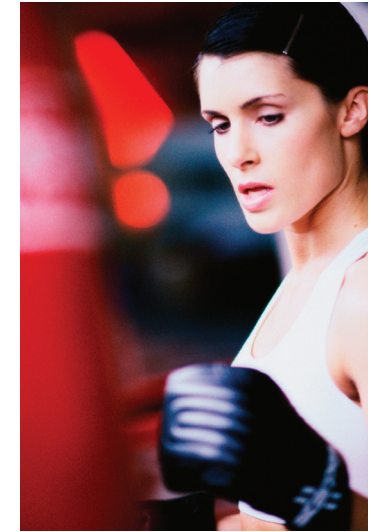
Centers and Peripheries in Sport

PART ONE

*The Development of Football:
Commercialization, Culture and
Identity*

PART TWO

*The Development of Women Sport:
Separate but not Equal*



International conference on sports in Malmö, April 8–12 2010



THE CONFERENCE ON CENTERS AND
PERIPHERIES IN SPORT IS SPONSORED BY



Thursday, April 8

- 08.00–09.15 **REGISTRATION**
- 09.15–09.30 **WELCOME AND INTRODUCTION**
- 09.30–10.30 **KEYNOTE ADDRESS** Richard Giulianotti (Durham University) *Football and Globalization* **ROOM D138**
- 10.30–11.00 Coffee
- 11.00–12.30 **THEMATIC SESSION I** *Winners and Losers in British, Danish and Swedish Men's Football* (invited speakers) **ROOM D138**
1. Guy Osborn (University of Westminster) *Barclay Premier League: Winners and Losers in British Football*
 2. Rasmus Storm (Danish Institute for Sports Studies, Copenhagen) *Winners and Losers in Danish Football: Commercialization and Developments in European and Danish first-tier clubs*
 3. Torbjörn Andersson & Bo Carlsson (Malmö University) *Allsvenskan and the Commercial Immaturity of Swedish Club Football*
- 12.30–14.00 **LUNCH**
- 14.00–15.00 **KEYNOTE ADDRESS** Simon Gardiner (Leeds Metropolitan University) *Nationality and Protectionism in Football* **ROOM D138**
- 15.00–15.15 **REFRESHMENTS**
- 15.15–17.15 **PAPER PRESENTATIONS I** *The Market and the Law*
PAPER PRESENTATIONS II *The Fans*
and, simultaneously, in Swedish,

PAPER PRESENTATION I

The Market and the Law

MODERATOR *Guy Osborn* **ROOM A227**

1. Football Labour Market: Player Acquisition Trends in Elite Level European Professional Football (Martin Littlewood, David Richardson, Christopher Mullen, UK)
2. Football's Other Transfer Market: Examining the Effects of Foreign Players and Processes of Feet-exchange in the Premier Academy League (R. Elliott, UK)
3. Post-Bosman Football Milieu in the Czech Republic (S. Eysseltova, Czech Republic)
4. The Future of Football in Europe (M. Kronberg, Germany)
5. "Super League": The Long-Awaited Solution for Greek Professional Football or Just another Marketing Ploy? (C. Anagnostopoulos, UK & P. Alexopoulos, Greece)

PAPER PRESENTATION II

The Fans

MODERATOR *Arve Hjelseth* **ROOM E323**

1. Influences of Organizations Supporters Trusts on Economical and Sport Performance of Football Clubs (Jirí Kotáb, Czech Republic)
2. Foreign Fandom and the Liverpool FC: A Cyber-Mediated Romance (Anthony Kerr, La Trobe University)
3. Banning Orders: Legitimacy Problems of Banning Orders (P. Coenen, UK)
4. Reflexivity of Contemporary Football Fandom (D. Numerato, Italy)
5. The 39th Game: Fan Responses to the Premier League's Proposal to Globalize the English Game (N. Chan & J. Rookwood, UK)

- 15.15–17.15 **THEMATIC SESSION II** *Makt, ekonomier och internationalisering inom herrfotbollen i ett historiskt och ekonomiskt perspektiv* (inbjudna talare) **ROOM D222**
 1. Matti Goksøyr (Norges idrettshøgskole) *Maktbalanser inom fotbollen, i ett historiskt perspektiv*
 2. Bill Sund (Stockholms universitet) *Fotbollsindustrin*
 3. Bo Johansson (Svensk Elitfotboll) *Den svenska herrklubb fotbollens framtid: Hot och möjligheter*
- 19.00–20.15 **WELCOME RECEPTION.**
SPECIAL GUEST Fredrik Ekelund *The Novels of Football*
- 20.15 **COMPLIMENTARY BUFFET DINNER**

Friday, April 9

- 08.00–09.00 **REGISTRATION**
- 09.00–10.00 **KEYNOTE ADDRESS** Hans Hognestad (Telemark University College) *Split loyalties: Globalization, Identity and Morality in Scandinavian Football* **ROOM D138**
- 10.00–10.30 **COFFEE**
- 10.30–12.30 **PAPER PRESENTATIONS III** *Identities*
PAPER PRESENTATIONS IV *Past and Future of Football*
 and, simultaneously, in Swedish,
- 10.30–12.30 **THEMATIC SESSION III** *Perspektiv på svensk herrklubb fotbollsutveckling och dess framtid* (inbjudna talare) **ROOM D222**
 1. Per Solér (Fotbollsalliansen, Fryshuset) *Svenska fans och utvecklingen av svensk klubb fotboll*
 2. Lars Richt (Svenska Fotbollförbundet) *Svensk herrklubb fotbolls framtid*
 3. Luciano Astudillo (Riksdagspolitiker [S]) *Svensk klubb fotboll och politisk styrning*

PAPER PRESENTATION III

Identities

MODERATOR Kalle Jonasson **ROOM E340**

1. Real Play: Assyrians and Syriacs and Football as a Performative Space (C. Rommel, Sweden)
2. Football, Ethno-Politics and Sámi Identity in Northern Scandinavia (H. Pedersen, Norway)
3. Society, Nationality and Brazilian Football in the Researches of Interdisciplinary Group of Studies on Soccer (D. Machado da Silva, J. Streapco & P. Nascimento, Brazil)
4. Gauffres and Guinness: Football Fandom among Irish Migrants in Belgium (A. Beiu, Belgium)

PAPER PRESENTATION IV

Past and Future of Football

MODERATOR Tomas Peterson **ROOM E323**

1. Some Reflections on -Representations of England Football Team through Ephemera from the 1966 World Cup to the present (M. McGuinness, UK)
2. English National Identity and the National Football Team: The Views of Contemporary English Fans (T. Gibbons, UK)
3. Identity and Performance in Premiership Football: Who we are is what we do! (M. Nesti & M. Eubank, UK)
4. Can School Soccer Solve the Problem of Hooliganism? A Marxist Attempt at an Answer (Martin Alsiö, Sweden)

Paneldebatt med de tre talarna och Anja Gatu, *Sydsvenskans* sportchef, med Torbjörn Andersson som moderator.

- 12.30–13.30 **LUNCH**
- 13.30–14.30 **KEYNOTE ADDRESS** Pia Sundhage (Head Coach, US Women's National Soccer Team) *Developing Women's Football: Problems and Challenges* **ROOM D138**
- 14.30–15.00 **REFRESHMENTS**
- 15.00–16.30 **THEMATIC SESSION IV** *Local and Global Trends in Football and Culture* (invited speakers) **ROOM D138**
1. Arve Hjelseth (Norwegian University of Science and Technology) *The Commercialisation and Glocalisation of Supporter Culture*
 2. Jesper Fundberg (Malmö University) *The Everyday Life of Migrated Young Talents in Europe*
 3. Daniela Wurbs (Football Supporters Europe) *Development of Fans and Culture in Europe*
- 18.00–20.00 A selection of social activities.

Saturday, April 10

- 08.00–09.00 **REGISTRATION**
- 09.00–09.15 **WELCOME AND INTRODUCTION**
- 09.15–10.15 **KEYNOTE ADDRESS** Celia Brackenridge (Brunel University, UK) *Children's Rights in Football: Welfare and Work* **ROOM D138**
- 10.00–10.30 **COFFEE**

- 10.30–12.00 **THEMATIC SESSION V** *Women's Football: Contested Issues* (invited speakers) **ROOM D138**
1. Linda Wijkström (Swedish Women Football League) *The Swedish Women Football League: Threats and possibilities*
 2. Sine Agergaard (University of Copenhagen) & Vera Bothelo (University of Southern Denmark) *Moving for the Love of the Game? Migration into Scandinavian Women's Football*
 3. Bente Ovedie Skogvang (Hedmark University College) *Norwegian Women's Elite Football – One of the Best in the World, but Challenges at Home*
 4. Tanja Walther Ahrens (LGBT Sport in Europe/Berlin) *Lesbianism as the Last Taboo in Women's Football*
- 12.00–13.00 **LUNCH**
- 13.00–14.00 **KEYNOTE ADDRESS** Marion Keim Lees (University of Western Cape, South Africa) *Football as Social Development in South Africa* **ROOM D138**
- 14.15–16.15 **PAPER PRESENTATIONS V** *Problems and Challenges in Women's Football*
- PAPER PRESENTATIONS VI** *The Organization of Women's Elite Football*
- 16.15–16.30 **REFRESHMENT**
- 16.30–17.30 **KEYNOTE ADDRESS** Pirkko Markula (University of Alberta) *Power and Gender Discourses in Modern Sport* **ROOM D138**
- 19.30 **CONFERENCE BANQUET** at Malmö Old City Hall

PAPER PRESENTATION V

Problems and Challenges in Women's Football

MODERATOR Sine Agergaard **ROOM D222**

1. Women for Sports Development, with a view for Development of Women Football (A. Musa, Uganda)
2. Women's Football: Leveling the Playing Field? Post Euro 2005 Development of the Game in North West England (B. Bell, UK)
3. Gendered Socialization Among Girls and Boys in Children's Football Teams in Sweden (I. Eliasson, Sweden)
4. How Recreational Football Develops Social Capital and Promotes long-term Compliance for Women in two Different Settings (L. Ottesen, RS Jeppesen & BR Krustrup, Denmark)
5. A Wonderful Second Place (D. Romijn, The Netherlands)

PAPER PRESENTATION VI

The Organization of Women's Elite Football

MODERATOR H. Thomas R. Persson **ROOM C231**

1. Female Elite Football Players in Denmark (L. Ottosen, G. Nielsen & M Brandt-Hansen, Denmark)
2. The Future of Females in Football in UK (C. Dunn, UK)
3. Challenging the Positioning of Women as "New Consumer" Fans: The Importance of Local Identity and Traditionality for Female Football Supporters (S. Pope, UK)
4. Women's Football: Organizational Culture within European Football Organizations (J. Day, UK)

Sunday, April 11

- 08.30–09.00 **REGISTRATION**
- 09.00–10.00 **KEYNOTE ADDRESS** Kari Fasting (Norwegian School of Sport Sciences) *Sport, Gender and Sexual Harassment* **ROOM D138**
- 10.00–11.30 **PAPER PRESENTATIONS VII** *The Gendered Body*
PAPER PRESENTATIONS VIII *Women in Elite Sports*
- 11.30–12.30 **LUNCH**
- 12.30–13.30 **KEYNOTE ADDRESS** Martin Polley (University of Southampton) *Sweaters and Swimsuits: Knitting Patterns as Primary Sources for the History of Sport and Gender* **ROOM D222**
- 13.30–14.30 **KEYNOTE ADDRESS** Jorid Hovden (Norwegian University of Science and Technology) *When Difference means Inequality. Discourses and Strategies for the Inclusion of Women in Sport* **ROOM D222**
and, simultaneously,
- 12.30–14.30 **PAPER PRESENTATIONS IX** *Gender and Participation in Sports*
- 14.30–15.30 **KEYNOTE ADDRESS** Gertrud Pfister (University of Copenhagen) *Muslim women and sports*
- 15.30–16.00 Bus transfer to the Football Arena
- 16.00–18.00 Football Match (see Social Program for more information).

PAPER PRESENTATION VII

The Gendered Body

MODERATOR *Torun Mattsson & Anna Fabri* **ROOM D222**

1. Validation or Victimization: the Caster Semenya Case (Adrienne Blue, UK)
2. Gender cheating (Kutte Jönsson, Sweden)
3. Women in the weighing room (Laura-Jayne Roberts & Malcom MacLean, UK)
4. Falling in love with a wheelchair (Elisabet Apelmo, Sweden)

PAPER PRESENTATION VIII

Women in Elite Sports

MODERATORS *Gun Normark & Camilla Norberg Hansen* **ROOM E239**

1. The 1926 Women's World Games in Gothenburg (Claes Annerstedt, Karin Grahn & Natalie Barker-Ruchti, Sweden)
2. Women's football in -South Africa (Cassandra Clark, South Africa)
3. The under-representation of women within leadership, management and coaching positions in sport (Milly Blundell, UK)

PAPER PRESENTATION IX

Gender and Participation in Sports

MODERATORS *Karin Book & Jesper Fundberg* **ROOM C232**

1. Mentoring and Equality in Sport (Britt Dahmen, Germany)
2. Dialogues of Dominance and Division – Skaters and Skater Girls Juxtaposing Gender (Åsa Bäckström, Stockholm University, Sweden)
3. Gender and physiology in ice hockey (Kajsa Gilenstam, Sweden)
4. Does Equality in Sport Mean Accepting Differences? (Maja Pilgaard, Denmark)

Monday, April 12

- 08.30–09.00 **REGISTRATION**
- 09.00–10.00 **KEYNOTE ADDRESS** Sigmund Loland (Norwegian School of Sport Sciences) *Rethinking Fairness: Genetics, Sex and Gender in Competitive Sport* **ROOM D138**
- 10.00–12.00 **PAPER PRESENTATIONS X** *Gender and Participation in Sports* —————
PAPER PRESENTATIONS XI *Gender, Sports and Generation – Children and Elderly People* —————
- 12.00–13.00 **LUNCH**
- 13.00–14.00 **KEYNOTE ADDRESS** Raewyn Connell (University of Sydney) *Sport, Gender and Globalisation* **ROOM D138**
- 14.00–15.00 *A presentation of World Village of Women Sport by Märten Hedlund, CEO* **ROOM D138**
- 15.00–15.30 **COFFEE**
- 15.30–17.00 **ROUNDTABLE** *Separate but Equal?* With Kari Fasting, Sigmund Loland, Celia Brackenridge, Raewyn Connell, and Susanna Hedenborg
ROOM D138
- 17.00–17.15 **THE END**

PAPER PRESENTATION X

Gender and Participation in Sport

MODERATOR *Ingegerd Ericsson* **ROOM F413**

1. Fight like a woman: A critical review of female participation in martial arts. (Anna Kavoura & Tatjana Ryba, Finland)
2. The development of Women's Lawn Tennis in Britain: not separate and (relatively) equal (David Berry & Jeremy Crump, UK)
3. Doing gender in equestrian sports - an issue of difference and equality (Birgitta Plymoth, Sweden)
4. Together, but still not equal? Gender integration in British equestrian sport (Katherine Dashper, UK)
5. Putting Women on the Sports Research Agenda: The Meaning of Sports Fandom for Females in Britain (Stacey Pope, UK)
6. Architecture, Women and Sports (Laura Munch & Mette Mogensen, Denmark)

PAPER PRESENTATION XI

Gender, Sports and Generation – Children and Elderly People

MODERATORS *Kristin Fransson & Katarina Schenker* **ROOM C232**

1. "Actively disadvantaged?": A Foucauldian perspective of rural adolescent girls' participation in sport and physical education (Amanda Mooney, Rochelle Eime & Warren Payne, Australia)
2. Gender Differences in the Daily Physical Activity of Danish Children (Glen Nielsen, Denmark)
3. Gender Equity (Marianne Meier, Switzerland)
4. The Role of Gendered Social Structures in Framing Physical Activity and Sport of Elderly People (Ilse Hartman Tews, Germany)