

## **Call for papers**

# **CHALLENGES FACING FOOTBALL IN THE 21ST CENTURY**

## **A CONFERENCE TO MARK THE 2008 EUROPEAN FOOTBALL CHAMPIONSHIPS**

### **Venue**

15th – 17th May 2008, University of Berne, Switzerland.

### **Conference overview**

Between 7th and 29th June 2008, the 14th European Championships will be co-hosted by Austria and Switzerland. To mark the tournament, the University of Berne in Switzerland will be staging a major conference at which the challenges facing football in the 21st Century will be discussed. The scope of the conference is intended to include fans, players, teams, clubs, leagues, competitions, tournaments, commercial partners, broadcasters and any other relevant organisations. Presenters are expected to include academics, researchers and those working in football.

You are therefore invited to submit abstracts that address issues pertaining to football in the 21st Century. Submissions falling within one or more of the following themes will be especially welcomed:

- Fans and fan behaviour
- Commercial development of football and football-related properties
- Strategic, tactical and change management in football
- Football marketing, sponsorship and naming rights
- Broadcasting, media and technology in football
- Managing football venues, events and competitions
- Operations, risk and security management in football
- Human resource management in football
- Finance and accounting in football
- Globalisation and international management in football
- Ethics, corporate social responsibility and governance in football
- Football and tourism
- Economic, social and cultural impact of football
- Football and the environment

Abstract submissions from people working in other disciplines will also be considered. This may include work undertaken by sociologists, historians, psychologists, et al.

### **Abstract submission**

Abstracts can be based on research projects, case studies or thought- leadership pieces. An abstract should be no less than 300 words and no more than 500 words. It should indicate the rationale for the study, methods used, key findings, conclusions and highlight where the author(s) think the study adds value to our understanding of 21st Century football. Footnotes and endnotes may be used but only where appropriate and as sparingly as possible.

The Harvard system of referencing should be used, further details of which can be found at: <http://library.curtin.edu.au/referencing/harvard.pdf>. The accuracy of references used is the responsibility of the author(s).

All submissions should adopt the following format:

- Page 1 -title of the abstract; author(s) name(s), affiliation, postal address, e-mail address, telephone number, fax number; up to six keywords.
- Page 2 - title of the abstract; NB Author(s) name(s), affiliation, postal address, e-mail address, telephone number or fax number must not appear on this page.
- Page 3 - title of the abstract and beginning of main text

Abstracts should be sent by e-mail to Simon Chadwick (details of whom are given below) as Word documents (ideally version 2000 or later). For administrative purposes, authors should submit their abstract together with a short covering letter. Receipt of abstracts is no guarantee of acceptance.

### **Key dates**

Date by which authors should submit abstracts: 31st January 2008  
Date by which abstracts will be accepted/rejected: 31st March 2008  
Date conference will be held: 15-17th May 2008

### **Conference chairs**

Professor Simon Chadwick, University of Coventry and University of London, UK  
Professor Frank Go, Erasmus University, Netherlands  
Professor Hansruedi Müller, University of Berne, Switzerland

### **Accommodation**

Further information about accommodation will be available in due course. The conference organisers have been able to negotiate special rates at a range of hotels in Berne for the duration of the conference.

## **Proposed conference programme**

### *Thursday, 15th May*

19.00 Get together at the Stade de Suisse-Wankdorf (Football Stadium) - Apéro riche

### *Friday, 16th May*

09.00 Opening speeches (OC EURO 2008 / UEFA etc.) 09.30 1st session presentation main papers (30' each in plenary room) 10.30 Coffee break

11.00 2nd session presentation main papers (30' each in plenary room) 12.30 Lunch (self service)

14.00 3rd session presentation main papers (30' each in plenary room) 16.00 Coffee break

16.30 4th session presentation main papers (30' each in plenary room)

Evening meal on the Gurten (small Excursion)

### *Saturday, 17th May*

09.00 Workshops with presentation of small papers (20' each in workshop rooms)

11.00 Coffee break

11.30 5th and final session main papers (30' each in plenary room) 13.00

Summary

13.15 Good by apero

## **Key contacts**

General enquiries about the conference should be directed to Professor Go:

fgo@fbk.eur.nl

Enquiries about the conference venue, location, travel etc. should be directed to Professor Müller: fif@fif.unibe.ch

Abstract submissions should be sent to Professor Chadwick:

s.chadwick@coventry.ac.uk

## **Further information**

Conference papers that fall within the scope of the International Journal of Sports Marketing and Sponsorship will be considered for publication in this journal. For further information, please contact Professor Simon Chadwick.