

# Evolution and Revolution in the Sports Business

## Viewing Change from a Sports Economics Perspective

**17<sup>th</sup> Annual Congress of the Arbeitskreis Sportökonomie e.V.**  
May 2<sup>nd</sup> to 4<sup>th</sup>, 2013 – Olympic Stadium Munich



## CALL FOR PAPERS

Over the last years, the sports business has seen strong developments in different fields. Sports have changed, new kinds of sport have been integrated and established ones have become less important. Evolution and revolution accompany and challenge the sports business.

The Arbeitskreis Sportökonomie e.V. deals with these developments and discusses their challenges at the annual congress 2013.

The Arbeitskreis Sportökonomie e.V. invites you to submit abstracts in line with the conference topic „Evolution and Revolution in the Sports Business. Viewing Change from a Sports Economics Perspective“.

### **The subjects covered may include:**

- > Sports venues and public viewing
- > (New) Media and sports
- > Media influences on sports products
- > Changes in sports economics
- > Virtual sports

- > Sustainability in sports
- > Changes in sports reception
- > Co-creation in sports
- > Changes in sports journalism
- > Sports sponsoring
- > Right marketing
- > Sports law / sports jurisdiction
- > New ways of marketing

In addition to submissions that cover main themes, we welcome abstracts that deal with other current issues in sports economics.

Please send us a one-page abstract (1.5 line spacing, 2.5 cm margins and approximately 600 words) by no later than December 31<sup>st</sup>, 2012 to the following email address:  
**akspoeek@mhmk.org**

Submissions will be selected applying an anonymous procedure by January 31<sup>st</sup>, 2013. For more details about the review committee and other congress information visit:

**[www.mhmk.de/sportoekonomie2013](http://www.mhmk.de/sportoekonomie2013)**