# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>President's Message</td>
<td>147</td>
</tr>
<tr>
<td><strong>ARTICLES</strong></td>
<td></td>
</tr>
<tr>
<td>Pitching Baseball Across the Globe: The World Baseball Classic as MLB Marketing</td>
<td>151</td>
</tr>
<tr>
<td>Roberta J. Newman</td>
<td></td>
</tr>
<tr>
<td>Technology Assessment of Elite Sports. A Systems Theoretical Approach to Doping of the Next Society</td>
<td>163</td>
</tr>
<tr>
<td>Swen Körner</td>
<td></td>
</tr>
<tr>
<td>Corporate Investment in Sport Sponsorship and its Evaluation</td>
<td>173</td>
</tr>
<tr>
<td>Abdullah Demirel and Irem Eren Erdogmus</td>
<td></td>
</tr>
<tr>
<td>The Impact of Sport on Community Development in Greater August Town, Jamaica</td>
<td>189</td>
</tr>
<tr>
<td>Olivene Burke, Tarik Weekes and Wanda Costen</td>
<td></td>
</tr>
<tr>
<td>Announcements</td>
<td>203</td>
</tr>
</tbody>
</table>

Published by [The Sports Research Unit](#) of
The Athens Institute for Education and Research
under the auspices of the
[Panhellenic Association of Sports Economists and Managers](#)
(PASEM)
Athens Journal of Sports
A journal of
The Sports Research Unit of
The Athens Institute for Education and Research
and
The Panhellenic Association of Sports Economists & Managers (PASEM)

ISSN NUMBER: 2241-7915

President of Editorial Board of ATINER's Publications
Dr. Gregory T. Papanikos, President, ATINER

Editor-in-Chief of ATINER's Publications
Dr. George Poulos, Vice President of Research, ATINER &
Professor Emeritus, University of South Africa

Acting Editor of this Journal
Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor of Economics,
University of Stirling, U.K.

Editorial and Reviewers' Board of this Journal
1. Dr. Nicholas Pappas, Vice-President of Academics, Athens Institute for Education and
   Research (ATINER) & Professor of History, Sam Houston University, USA.
2. Dr. Christos Anagnostopoulos, Head, Sports Research Unit, ATINER & Lecturer, Coventry
   University, U.K.
3. Dr. Maria Konstantaki, Senior Lecturer, Buckinghamshire New University, U.K.
4. Dr. Ligia Rusu, Professor & Director, Department of Sports Medicine and Kinesiology,
   University of Craiova, Romania.
5. Dr. Andrew Yiannakis, Professor, University of New Mexico, USA.
6. Dr. Margo Apostolos, Associate Professor, University of Southern California, USA.
7. Dr. Alicia Tatum Bryan, Associate Professor, Columbus State University, USA.
8. Dr. David Chaplin, Associate Professor of Economics, Northwest Nazarene University, USA.
9. Dr. Abdusselam Kose, Assistant Professor, Indiana University, USA.

Managing Editor
Ms. Afrodete Papanikou

Offices
Athens Institute for Education and Research
8 Valaoritou Street, 10671 Athens, Greece
Phone: + 30 210 3634210 Fax + 30 210 3634209
Email: info@atiner.gr
URL: http://www.atiner.gr/journals/sports.htm
# Table of Contents

<table>
<thead>
<tr>
<th>President's Message</th>
<th>147</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ARTICLES</strong></td>
<td></td>
</tr>
<tr>
<td>Pitching Baseball Across the Globe: The World Baseball Classic as MLB Marketing&lt;br&gt;Roberta J. Newman</td>
<td>151</td>
</tr>
<tr>
<td>Technology Assessment of Elite Sports. A Systems Theoretical Approach to Doping of the Next Society&lt;br&gt;Swen Körner</td>
<td>163</td>
</tr>
<tr>
<td>Corporate Investment in Sport Sponsorship and its Evaluation&lt;br&gt;Abdullah Demirel and Irem Eren Erdogmus</td>
<td>173</td>
</tr>
<tr>
<td>The Impact of Sport on Community Development in Greater August Town, Jamaica&lt;br&gt;Olivene Burke, Tarik Weekes and Wanda Costen</td>
<td>189</td>
</tr>
<tr>
<td>Announcements</td>
<td>203</td>
</tr>
</tbody>
</table>
President's Message

The Athens Institute for Education and Research (ATINER) is pleased to announce the publication of a number of peer reviewed, open access journals of original research work. Most of the articles will be selected from the numerous papers that have been presented at the various annual international academic conferences organized by the different research divisions and units of the Athens Institute for Education and Research.

The plethora of papers presented every year will enable the editorial board of each journal to select the best, and in so doing produce a top quality academic journal. In addition to papers presented, ATINER will encourage the independent submission of papers to be evaluated for publication.

The current issue is the first of the *Athens Journal of Sports* published by the Sports Research Unit of the Athens Institute for Education and Research (ATINER) under the auspices of the Panhellenic Association of Sports Economists and Managers (PASEM). It is a continuation of the Greek Journal Oikonomia € Athlitismos that was published in Greek for more than 10 years.

**Gregory T. Papanikos**  
President  
Athens Institute for Education and Research