

Preliminary Program

Wednesday	Thursday	Friday
	<p>09:00 Introduction and welcome Seminar Room 96/97</p>	
	<p>09:30 Session 1 Seminar Room 96/97</p> <p><i>Sponsor Signage in Full Live Sport Broadcasts: An Analysis of Viewers' Attention and In-Game Events</i> Herold, Boronczyk & Breuer</p> <p><i>Can Consumers Distinguish Event Sponsors from Ambush Marketers?</i> Grohs, Wolfsteiner & Wagner</p>	<p>09:30 Session 4 Seminar Room 96/97</p> <p><i>The Process of Building Shared Brand Equity</i> Cornwell, Humphreys & Kwon</p> <p><i>Consumer Brand Choice in the Sporting Goods Market: Does Athlete Sponsorship Pay Off?</i> Rumpf, Breuer & Dallmeyer</p>
	<p>11:00 Coffee Break</p>	<p>11:00 Coffee Break</p>
	<p>11:30 Session 2 Seminar Room 96/97</p> <p><i>The Swings and Roundabouts of Commercialization in Professional Sports - A Qualitative Analysis</i> O'Neill, Backhaus, Cornwell, & Woisetschläger</p> <p><i>Sports Logo Life Cycles</i> Malkewitz & Ketcham</p>	<p>11:30 Session 5 Seminar Room 96/97</p> <p><i>Understand Your Audience: Mitigating Anger from Rival Sponsorship</i> King, Stornelli & Bee</p> <p><i>Once a Rival, Always a Rival? Exploring the Effects of Semantic and Semiotic Sponsor Associations with Rival Teams on Identified Fans</i> Rossi, Jochims, Dalakas, Bee & Ribamar Siqueira</p>
	<p>13:00 Lunch Break</p>	<p>13:00 Lunch Break</p>
	<p>14:30 Session 3 Seminar Room 96/97</p> <p><i>Determinants of Sponsorship Dissolution: A Meta-Analytic Approach</i> Jensen</p> <p><i>Why Brands Love ROSI: Holistic Measurement to Improve Return of Brand Investment and Fan Interaction</i> Nielsen Sports (Practitioner Presentation)</p>	
	<p>16:00 Coffee Break</p>	
	<p>16:30 Guided Campus Tour and Lab Tour</p>	
<p>18:00 Welcome Reception DSHS Athletics Facilities</p>		<p>18:00 Informal Dinner (TBA)</p>
	<p>20:00 Conference Dinner Malzmühle</p>	