About the Contributors

Manuel Alonso Dos Santos holds a PhD in Marketing and Consumer Behavior from the University of Jaén, Spain. He holds a degree in Business and a degree in market research and techniques from the University of Granada, Spain. His areas of interest are sports marketing and social marketing. He currently works at the Universidad Católica de la Santísima Concepción in Chile. There develops academic and research work. Neuromarketing currently develops projects applied to consumer behavior in health. Manuel is the director of a sports marketing magazine, which will launch in 2014. He has published articles in international journals on the subject of satisfaction and intention to attend sporting events.

* * *

V. Añó-Sanz is the Dean of the Faculty of Physical Activity and Sports Sciences (Universitat de València, Spain). He has published several books and articles about the management of sport and the social impact of the sporting events. He is also a teacher in different Master’s of Sport Management in Spain and other countries.

Cristina Aragonés-Jericó is Assistant Professor University of Valencia, Professor of Marketing at Florida Universitaria (Catarroja- Valencia), and consultant for different degrees at Open University of Catalonia (UOC). In 2013, she was awarded his Marketing PhD from the University of Valencia. She has been managing several research projects at the Technological Institute of the Construction. Experience in project management, specifically on the design, creation, and implementation of R&D&I projects, at regional and national levels with SMEs. Her research interests involve aspects of tourism and marketing. She is the author of scientific articles and conference papers.

Verónica Baena is an Associate Professor of Marketing of the Department of Business at University of Alcalá, Spain. She holds a Ph.D. in Applied Economics (Department of Statistics, Economics and International Business) at University of Alcalá, Spain, and Bachelor’s Degrees both in Law and Business Administration from University Carlos III of Madrid (Spain). She teaches International Business, Strategic Marketing, and Brand Management to undergraduate and postgraduate students. In 2011, she received the Best Researcher Award at the European University of Madrid, and more recently, she was one of the two finalists in European Award for Excellence in Teaching in the Social Sciences and Humanities for the academic year 2012/2013. She also received the Highly Commended Award at the Literati Network Awards for Excellence in 2013.
Steve Baeza, a Business Marketing graduate and Master in a Management from University Technology Sydney and University Western Sydney, respectively, has over 10 years of experience in tertiary education, logistics, not-for-profit, entertainment, and sports industry, where he has been able to fuse professional sports teams and entertainment with his knowledge and passion to develop unique and innovative programs for developing professional athletes with community development, enhancing respective party’s brand names and images within their respective industries. He also has start-up business knowledge with his own company assisting local and international entertainment venues in increasing revenues and patronage by developing and implementing strategies to suit each situation. Currently, he resides in Chile, teaching marketing and international business in various universities.

Angel Barajas is Associate Professor of Financial Management in the Department of Accountancy and Finance at the University of Vigo, Spain. He has his Ph.D. in Business Administration from the University of Navarra. He has being Visiting Professor at universities in Germany, England, Portugal, and Russia. His main research is related to the finances of the sport, intangibles, and economic impact of sports events. He is the author of books like *El Valor Económico del Fútbol* and *Las Finanzas Detrás del Balón*. He has been called an expert by UEFA in discussing their program of Financial Fair Play. He is a researcher of the Economic Observatory of Sport of Spain and the research group SETrg (Sport, Entertainment, and Tourism Research Group). He is currently the Director of the MBA in Sport at the University of Vigo.

Rocío Blay Arráez is PhD in Communication Sciences, Professor and Associate Dean of the Degree in Advertising and Public Relations at the Universitat Jaume I of Castelló. After completing his undergraduate studies in Information Sciences in Valencia, she moved to Madrid to study a Masters in Advertising Management Specialist at the Complutense University, where she combined studies and career in Multimedia Gallery, at the Department of Communication at Moschino and Accounts Department at JWT. After a few years, she returned to Valencia to join the Management Accounts AGR Group Communication, and three years later, she took on the challenge of the implementation of the communication department of the Tejas Borja Group. During that period, her approach to the world of education is continuous, participating in various postgraduate courses until her final incorporation to university teaching. She is currently a Member of the Governing Board of the College of Advertising and Public Relations of the Valencian Community and partner Dircom and AdComunica.

Samuel M. Bradley is an Assistant Professor of Business at Alvernia University, where he teaches a variety of undergraduate and graduate marketing courses. His doctoral dissertation focused on the relative importance of corporate social responsibility as compared to low pricing in the selection of a discount retailer because consumer behavior is the focus of his research. During his time in industry, Dr. Bradley held positions in marketing management, marketing research, channel management, as well as product management in the Fortune 150 environment. Dr. Bradley is an avid sports fan and closely follows the major American sports leagues as well as international soccer and rugby.

Christoph Breuer is full professor at German Sport University Cologne and director of the Institute of Sport Management and Sport Economics. His main research fields are sport demand, organizational economics, information economics, and value of sport.
About the Contributors

**Ferran Calabuig- Moreno**, Vicedean of the Faculty of Physical Activity and Sports Sciences (Universitat de València, Spain), has published several articles about the perceived quality of sport consumers and about the social impact of the sporting events. He lectures in different Master’s of sport management in Spain and is author of around 10 books and chapters on sport management and its research.

**Daniela Hidalgo Carbone** (August 12, 1988 in Santiago, Chile) has a degree in Business Administration from the University of Concepción, and is the eldest daughter of the marriage of Ricardo Hidalgo and Cecilia Carbone, her only brother being Diego. She finished her studies at school Altazor, located in the Cordillera Province, Santiago, where she developed her love of reading, science, and business, which she’s passionate about to this day. From childhood, she showed traits of empathy and considered studying medicine. She later discovered her passion for administration and business, and eventually opted to study something related. The area that is passionate about Marketing and Economics, being demonstrated in college, where she worked on her thesis, “Image Transmission in Sports Sponsorship in Chile.” Currently, she is working as an engineer and student in the city of Santiago.

**José Luis Vásquez Cerda** (born March 23, 1990) has a Business Administration degree from the University of Concepción Campus Chillán. Born in the city of Chillan, eighth region, Chile, he has always living with his parents and two brothers. His primary and secondary education came from the Commonwealth School. He joined the University of Concepcion in 2008, completing his studies in 2013. In early 2013, he made his professional practice, collaborating in the Santander Bank as a banking executive of business and working as a banking executive of people. His biggest hobby is sports, specifically football, which he practices regularly. Currently, he is working and studying.

**Sören Dallmeyer** is a student of the Master Programme in Sport Management at the German Sport University Cologne. Beside his studies, he works as a graduate assistant at the Institute of Sport Economics and Sport Management.

**Kevin Dannenberg** is a senior undergraduate student at Temple University studying Sport and Recreation Management with a minor in Business. Throughout his coursework at Temple, he has completed three research-based classes and has submitted several research papers. He has interned with Temple University Athletics in the Development department for two years. In the past, he has worked with Magee Rehabilitation Hospital in Philadelphia, Pennsylvania as its Wheelchair Sports Intern. Kevin is now the Youth Development Intern for USA Rugby in Boulder, Colorado.

**Francisco J Montoro Rios** is Lecturer in Marketing and Market Research at the University of Granada, Spain. He received his Ph. D. from the University of Granada. His principal research interest is the environmentally conscious-consumer behaviour, social marketing issues, research methodology and sport marketing. He has published in marketing journals like Journal of Advertising Research and Journal of Consumer Marketing, and others like Quality and Quantity, Computers and Human Behaviour and Online Information Journal among others. He is responsible for research projects in both, national and international levels.
Leandro Poblete Gutiérrez, born in Santiago, Chile (April 14, 1989), has a degree in Business Administration from the University of Concepción, and is the son of the marriage of José Miguel Poblete and Patricia Gutiérrez, with an older brother, Carlos, and a younger sister, Catalina. His primary and secondary studies were conducted in José Victorino Lastarria high school, located in the commune of Providencia, Santiago, a place that helped him grow as a person and develop intellectually. Since childhood, he has been passionate about sports and music. In adolescence, he found his vocation for business and entrepreneurship, which led him to study it. Once in college, he decided to materialize his passion for sport in methodology of the investigation, analysing sports sponsorship in Chile. He is currently working and studying.

Kirstin Hallmann is working as Senior Lecturer at the German Sport University Cologne, Institute of Sport Economics and Sport Management. Her research focuses on sport and tourism, consumer behaviour, sport events, and sport participation.

Leng Ho Keat is currently an Assistant Professor in the National Institute of Education, Nanyang Technological University. He has been teaching business subjects in tertiary educational institutions for several years and is an accredited Teacher in Higher Education with the Staff and Educational Development Association, United Kingdom. He is also the Academic Advisor to Aston Group Hong Kong. His research interest is in the areas of sports marketing and education. Ho Keat holds a Bachelor’s Degree in Business Administration from the National University of Singapore, a Master’s Degree in Business Administration from the University of Leicester, and a Doctor of Philosophy in Business and Management from the University of South Australia.

Kijpokin Kasemsap received his BEng degree in Mechanical Engineering from King Mongkut’s University of Technology Thonburi, his MBA degree from Ramkhamhaeng University, and his DBA degree in Human Resource Management from Suan Sunandha Rajabhat University. He is a special lecturer at Faculty of Management Sciences, Suan Sunandha Rajabhat University based in Bangkok, Thailand. He has 18 years of engineering and management experiences in multinational corporations. He has numerous original research articles in top international journals, conference proceedings, and book chapters on business management, human resource management, and knowledge management published internationally.

Sarah Kraynik is a senior undergraduate student at Temple University studying Sport and Recreation Management with a minor in Philosophy. Throughout her coursework at Temple, she has completed three research-based classes. She has interned in the Marketing department within Temple University Athletics for three years. In addition, she has been an employee at Temple University Housing throughout her college career. Sarah is currently a full-time intern with the Philadelphia 76ers in their Marketing department.

Christian Linder holds degrees in Business (BA), Entrepreneurship (MA), Technology Management (Dr.-Ing.), and Philosophy (BA, PhD) from universities in Hamburg, Ulm, Stuttgart, and Munich. He has worked as a Visiting Scholar at China Europe International Business School (CEIBS), Shanghai, China, and the Ateneo de Manila University in the Philippines. After gaining experience as an IT Consultant
About the Contributors

and Project Manager, he worked for the Fraunhofer Institute for Industrial Engineering, the University of Stuttgart, and the Institute for Employment Research. Currently, he is a researcher at the University of Bamberg.

Ran Liu, following a Master’s Degree in International Marketing Management from Leeds University Business School, took up appointments as a brand manager and marketing director in companies based in US and China. She subsequently returned to Leeds to complete her Doctoral studies, focusing on sponsorship and ambush marketing. Her academic and managerial experience has been used to produce marketing-related case studies and inform her teaching in the areas of marketing and communications strategy.

Marina Mattera is an Assistant Professor at European University of Madrid’s School of Social Sciences, in Spain. She has worked in the Argentinian, Spanish, and Swiss private sectors prior to her immersion in the academic world. At UEM, she teaches courses related to Business Management and Innovation Management, with a strong focus on Social Innovation and Corporate Social Responsibility. Her research addresses the links between Corporate Social Responsibility (CSR) and firms overall reputation (including corporate reputation, brand awareness, brand value, and brand reputation); CSR and knowledge production; and CSR and new technologies, such as the Internet of Things. Recently, she took part in a UEM team of professors who served as consultants for the World Bank in the delivery of a specialized Management course for government officials in Equatorial Guinea. Her duties involved academic coordination of the project, teaching, and managerial duties.

Juan Manuel Núñez-Pomar, Ph.D., Professor at the Faculty of Physical Activity and Sports Sciences (University of Valencia, Spain), teaches strategic planning and organization of sporting events. He is Professor of various Master’s programs in Spain and a public sports management expert, as well as the author of several articles and book chapters on sport management.

Mauro Palmero, Ph.D., is an Assistant Professor of Sport Management and Graduate Coordinator at East Tennessee State University. His research interests are in intercollegiate athletic facilities’ management and risk management. He has articles published at national level periodicals including: The Journal of Venue and Event Management, The Sport Journal, and The Journal of Sport. As a professional in the field of sport management, he worked for three years as a Sports Event Manager at ESPN Wide World of Sports in Orlando, FL. He also has served as a reviewer for the Sport Marketing Association Conference and for The Journal of Sport.

D. Parra-Camacho is a research assistant in the Department of Physical Education and Sport (Universitat de València, Spain), research specialist in sports management, and a PhD Candidate in sciences of physical activity and sport (sport management specialization). He has participated in several research projects in sports management and has published several articles about the social impact of the sporting events.
Kelly Price completed her Ph.D. in Human Ecology at the University of Tennessee, Knoxville, in the Retail, Hospitality, and Tourism Department with a concentration in Retail and Consumer Sciences. She completed her Master’s Degree in Professional Communications with a concentration in Public Relations from East Tennessee State University. She also received her Bachelor of Science Degree in Fashion Merchandising from East Tennessee State University. Dr. Price is also a three-time recipient of the ETSU College of Business and Technology Excellence in Teaching Award and a Marketing Management Association Hormel Meritorious Teaching Award winner. Her professional affiliations include the American Marketing Association (national and local chapters) and the Sports Marketing Association in addition to serving on numerous university, college, and departmental committees. Along with presenting at conferences, her research interests are consumer behavior and sports marketing. Her professional experience includes retail management, buying, and merchandising.

Christopher Rumpf is a researcher and lecturer at the German Sport University, Institute of Sport Management and Sport Economics. His major research interests relate to the conditions and effects of successful marketing communication in sports and the quantitative assessment of the return on sponsorship investments.

Raymond T. Stefani received a BSEE degree from Notre Dame (1962), an MSEE from Arizona (1964), and a PhD from Arizona (1971). He worked in the aerospace industry from 1964 to 1971. He competed and trained in swimming, bowling, and the modern pentathlon. He joined the faculty at the California State University, Long Beach in fall 1971. He spent a sabbatical year at the Swiss Federal Polytechnic University in Lausanne, Switzerland. He earned the title of Emeritus Faculty in 2004. Dr. Stefani has generated more than 100 sports-related publications, seeking understanding of the physics and causes of improvement in athletic performance in track and field, swimming, rowing, and speed skating, an understanding of gender-based athletic performance differences and an understanding of the basics of rating and predicting individual and team athletic performances. He has presented his work to 12 organizations conducting conferences in 8 nations on 3 continents.

Guillermo Sanahuja Peris is PhD in Communication Sciences, professor at Universitat Jaume I of Castellón and Project Manager in Sanahuja & Gimeno, sports marketing consulting. After completing his undergraduate studies in Advertising and Public Relations at Universitat d’Alacant, he worked seven years in Spanish LFP’s club about communications and marketing functions collaborating with big brands like BBVA, Estrella Damm, Coca Cola, Heineken Spain, Hummel, and RFEF. In addition, he is Master in Marketing Direction by business school IDE-CESEM and Master in Innovation and New Trends in Communication. He is partner at Dircom (professional association encompassing over 800 communication managers from the most important Spanish companies and institution), AdComunica (association for communication development), and Sport Economic Observatory Foundation.

Patricio Sánchez-Fernández is Associate professor of financial accountancy in the Department of Accountancy and Finance at the University of Vigo, Spain. He has his Ph.D. in Economics from the University of Vigo. He has been a visiting professor at universities in Perú, Argentina, Portugal, and Italy. His main research is related to sport tourism and economic impact of sports events. He is a researcher of the Economic Observatory of Sport of Spain and the research group SETrg (Sport, Entertainment, and Tourism Research Group). He is currently the Secretary of the MBA in Sport at the University of Vigo.
About the Contributors

Sven Seidenstricker worked at Institute of Human Factors and Technology Management. He is a Lecturer at different universities in technology management, innovation management, and R&D project portfolio management in MBA, MA, BA studies. His areas of research interest include business model innovation, technology management, and creativity management. His research has been published in several international journals. He received his diploma in Business Administration and Engineering at Chemnitz University of Technology and his Ph.D from the University of Stuttgart. He is a project manager at Loewe Opta GmbH.

Des Thwaites held a number of senior positions in the financial services sector before joining Leeds University Business School, where among other roles, he was Director of Studies in Management. His research interests focus on marketing strategy and communications. Publications have appeared in a range of leading journals including, *Journal of Product Innovation Management, Journal of Advertising, Journal of Advertising Research, Psychology and Marketing, Industrial Marketing Management*, and *European Journal of Marketing*. 