

Hamburg, January 2018

## 18. International Hamburg Congress on Sport, Economy and Media

### ANNOUNCEMENT and CALL for PAPER

#### GENERAL INFORMATION

The "INTERNATIONAL HAMBURG CONGRESS on SPORT, ECONOMY and MEDIA" is aligned in the Free and Hanseatic City of Hamburg, since the year 2000.

Originally part of Hamburg's advertising activities to bid for hosting the Olympic Games (2012/2024), the content focuses on major sporting events and the interdependencies with economic and socio-political processes in metropolitan regions.

The UNIVERSITY SPORT SERVICE HAMBURG as one of the sport providers with the widest range of programs in the city will take on the responsibility of organizing the congress. The aim is to contribute to an interface between scientific research and concrete implementation of concepts and content in the fields of sport, economy and media.

UNIVERSITY SPORT SERVICE HAMBURG thereby continues in cooperation with the MACROMEDIA UNIVERSITY HAMBURG in the aim of encouraging and moderating throughout the congress the theory-practice-transfer between science and economy.

The main goal is to receive result incentives for the sports policy of the city of Hamburg and agencies, companies and sports providers. **Special significance of the theme will have sport as an engine of social development.**

As this is of interest within the European Union level, we will expect the congress is placed within the context of the EUROPEAN WEEK OF SPORT under the designated hashtag: #beActive.

The congress refers to both scientists as decision-makers and creators of professionalized events, as well as the non-profit organized sport makers, who are dedicated to the planning, organizing and marketing of sport events. The topics and the content, therefore, do not only take into account the areas of sports organization, sports communication, sports marketing and sports management, all with concrete examples; but as well focus on the preparation to operational and practical benefits within.

## THEME 2018: "The Value of Sports – Ideas and convictions for the future"

Doping, structural gigantism, growing commercialization, scandals about corruption, a lot of people disapproving of events like the Olympic Games – Sport as one of the main systems in our society has to explain itself increasingly.

On the one hand values of sport such as fairness, health, physical performance, international interaction, playful ease and tolerance remain to be positive aspects, on the other hand the above mentioned examples and problems tend to overshadow this sense of sport.

One explanation could be the fact that sport as a part of society is more and more demanded: education, health, national representation, promoting tourism, international interaction, urban development, integration of refugees, inclusion of disabled people, etc. Simultaneously sport has to justify itself when it comes to its big events and the connected entertainment industry, being criticized for the costs, breaking rules and corruption. The role of the responsible organizations, agencies, media companies and authoritarian countries is disputed.

A fundamental localization of sport in society has to be established: What is its own value? What kind of values and effects do main events have on society? Is there still a stimulating relationship between local clubs and international organizations?

How does the over 100 years old model of competitive sport contribute to the development of a global society? What sort of role does the media industry play? Why and how should society support and promote sport and its events financially? And how can society give sport a sustainable and convincing idea and moral foundation?

### Value and perspective of sports

The following questions raise implications through different perspectives:

**Sports:** it seems almost impossible to find an overall definition of this word: There is a growing misbalance and inequality nurtured by the distinction between successfully commercialized sports, club sport for all, minority sports and individually operated fitness sports.

Currently e-sports and engine powered sports (drones, robots) are established as another phenomenon – competitive online games query sports value on a fundamental level. What is the meaning of sports in a globally digitalized world?

**Economy:** German sports are financially supported on many different levels but also have to pay taxes themselves. On the one hand cities are supposed to assist main sport events financially, on the other they want to benefit from those events. Should society keep on investing in the systems of sports?

**Education / Health:** Sports should set a good example in society, they should connect different countries politically and contribute to the health of the people in order to relief the medical system through prevention. How should sport meet those requirements keeping the growing distinction in mind?

**Media:** Massive amounts of money are spend on the (live) reporting of sports, proving that only main sport events can attract bigger audiences to the media. The industry is accused of setting up fixed performances, portraying sport in a nationalistic way and scandalizing events, athletes and representatives. Does sports journalism need to preserve or change the values of sport? And how will global platforms and digital communications take part in this?

### **The Value of Sports – Ideas and convictions for the future**

The 18th International Hamburg Congress of Sports, Economy and Media invites sports scientists, politicians and managers involved in the sport business, journalists and architects, historians, economists, town planners, sociologists, and other experts to engage in an open and interdisciplinary conversation about the future of main sport events.

It has never been more important to legitimize sports and its organizations in a moral and social way, especially in a year where the football world championship and the Olympic winter games are taking place. The international congress 2018 wants to contribute to this matter.

### **ORGANIZING COMMITTEE**

- Joerg Foerster (University Sport Service Hamburg)
- Prof. Dr. Andreas Hebbel-Seeger (Macromedia University)
- Prof. Dr. Thomas Horky (Macromedia University)
- Prof. Dr. Hans-Jürgen Schulke (emerit. Macromedia University)

## CALL for PAPER

The Scientific Board of the 18<sup>th</sup> HAMBURG CONGRESS on SPORTS, ECONOMY AND MEDIA invites scholars and practitioners to submit abstracts to be considered for presentation.

The conference theme is "The Value of Sports – Ideas and convictions for the future"

In this respect, the Scientific Board encourages particularly, but certainly not exclusive, abstracts and papers that are related to the conference theme latest till the **30<sup>th</sup> of April 2018**.

Abstract submission must be via Email to **info@symposium-hamburg.com**.

The Scientific Board will elect till the **31<sup>st</sup> of May 2018** those scholars and practitioners, who will have the opportunity to present in sessions during the congress 2018 in Hamburg. **Accepted papers will also be published.**

The main aim of the sessions is to encourage both scholars and practitioners to share knowledge and provide new insights on the congress theme. The sessions also offer a platform to create inter- and cross-disciplinary contacts and collaborations.

Due to the increased participation of international guests, the congress language in 2018 will be English with added German sessions and by that reason presentations can be given in English or German.

If you have further inquiries, please do not hesitate to contact the Scientific Board by using: **info@symposium-hamburg.com**

The congress will take place at 3<sup>rd</sup> and 4<sup>th</sup> September 2018 at Macromedia University of Applied Science Hamburg in the city center of Hamburg will be and close to the **EASM Congress in Malmö**, Sweden, (05.-08.09.2018).

### CONTACT to Organizing Committee

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### CALL for PAPER

#### Abstract Submission Guidelines

Abstract submission deadline is 30<sup>th</sup> April 2018. After the reviewing process, authors will be notified about abstract acceptance at the latest until 31<sup>st</sup> May 2018.

#### Abstracts can be submitted in two categories:

1. Scientific abstract;
2. Professional practice abstract;

For an abstract to be reviewed and considered to the conference, the following guidelines must be adhered to:

- **The abstract has to be in English or German**
- Use a brief title (capitalise the first letter of each word) to clearly indicate the nature of the research/project – do not use abbreviations in the title.
- Abstracts should include the names of all authors, their institutional/organisational/ business affiliation, and the e-mail addresses of all authors – these will be removed to guarantee the integrity of the review process.
- The length of the abstract is maximum 750 words, excluding references (max. 5 references). Abstracts that exceed the word limit will not be considered.
- Abstract should include text only. Images (pictures, figures, and tables) are not accepted.
- Times New Roman, font size 12, single line spacing (for documents, i.e. short paper or final upload of abstract).

Abstracts should be structured to best illustrate the selected topic and include, without exceptions, the following sections:

- Aim of the research/project
- Theoretical background or literature review
- Methodology, research design, and data analysis
- Results, discussion, and implications/conclusions
- References

In any case of question do not hesitate send a request to:

[info@symposium-hamburg.com](mailto:info@symposium-hamburg.com)