

## Call for papers

### Economics of the Olympic Games

organized by

*The University of Groningen and The Chinese Academy of Sciences*

27 and 28 June 2008 in **Groningen**

The Games of the 29<sup>th</sup> Olympiad will take place from the 8<sup>th</sup> to the 24<sup>th</sup> of August 2008 in Beijing. The Olympic Summer Games are the major example of mega sporting events, hosting the top of the world's most competitive athletes and attracting a very large interest in media coverage. The total financial spending of the event reaches about 20 billion US dollar, but total economic value probably exceeds this figure.

The goal of the conference is to cover the many economic aspects of the Olympic Summer Games. Generally, the economics of sports is a growing field of research. The main causes of the increasing interest in sports economics are the increase in labor productivity, and therefore the increase of leisure time, and increase in labor division, through which sports professionalism can develop. One of the exponents of increasing sports professionalism is the organization of large and specialized sporting events, like the Olympic Games. The Olympic Games might have an impact on local economic activity, but the results in terms of medal winnings might also be sensitive to economic conditions in the participating countries. Moreover, the organization of the Games requires many allocation problems, like scheduling of events, marketing, financing, and safeguarding the legacy (e.g. in terms of Olympic culture and environmental issues). The conference brings together specialists in the field of the economics of the Olympic Games.

The conference consists of keynote addresses by leading experts, and contributed presentations of research by both academics and corporate practitioners.

We especially welcome contributions in one of the following areas:

- Competitive balance and home advantage of individual Olympic sports
- Marketing of the Olympic Games
- Incentives and performance of athletes
- Television rights and the Olympic Games
- Medal tally of the Olympic Games
- Organization of Olympic Games: logistics, optimal tournament design
- Long-term effects of hosting the Olympic Games
- Financing the Olympic Games
- Economic effects of organizing Olympic Games
- Infrastructure (sport facilities, training facilities, legacy)

A selection of the papers presented will be considered for publication in a book published by an international publisher or special issue of a refereed journal

The submission deadline for abstracts is March 1, 2008 and the deadline for complete papers is May 1, 2008. Abstracts should be submitted in pdf or word format to Astrid Beerta, secretary of the research school SOM ([a.beerta@rug.nl](mailto:a.beerta@rug.nl)). Each abstract should include the title of the session that would be most suitable for the full paper.

For further information please contact Mrs. Rina Koning, research coordinator of SOM ([a.c.koning@rug.nl](mailto:a.c.koning@rug.nl)).

Conference organizers:

- Prof. Ruud Koning, Professor of Sports Economics, University of Groningen
- Dr. Gerard Kuper, University of Groningen
- Prof. Elmer Sterken, University of Groningen
- Prof. Rencheng Tong, Chinese Academy of Sciences
- Prof. Xikang Chen, Chinese Academy of Sciences
- Prof. Shantong Li, Development Research Center, State Council
- Mrs. Rina Koning, University of Groningen

Scientific Committee:

- Professor Holger Preuss, Johannes Gutenberg-University in Mainz
- Professor Gerard Sierksma, University of Groningen
- Professor Bernd Frick, Witten/Herdecke University
- Professor Allen Nevill, University of Wolverhampton
- Dr Phil Scarf, University of Salford
- Professor Jay Gladden, University of Massachusetts, Amherst

Venue:

Conference Centre Het Kasteel, Melkweg 1, Groningen

<http://www.hetkasteel.com>

More information, when available, will be posted on <http://www.rug.nl/feb/olympics>, the website of this conference.