







Call for Papers

16th Asian Association for Sport Management Conference (AASM Conference 2020) 19-21 August, 2020 Kasetsart University, Bangkok, Thailand

Theme: Best Practice for Hosting Major Event to Promote Sport Tourism: Lesson Learned from Tokyo Olympic Games 2020

Conference Dates and Place

19-21 August, 2020 Kasetsart University, Bangkok, Thailand

Official Website: for detail information

http://www.aasm2020thailand.kasetsart.org

Important Dates

Date	Activities
January 1, 2020	Call for Paper
March 1, 2020	Registration Open
May 31, 2020	Deadline of Abstract Submission
June 30, 2020	Notification of Abstract Acceptance
July 15, 2020	Deadline of Full Paper Submission (Optional)
July 31, 2020	Deadline of Registration
Aug 19-21, 2020	Conference Dates

Registration

March 1, 2020 – July 31, 2020

Registration can be done through the conference official website: http://www.aasm2020thailand.kasetsart.org

Registration Fee

Participant Status	Early Registration Fee Mar 1 – July 15, 2020	Regular Registration Fee July 16 - 31, 2020
Foreign Professional	200 USD	250 USD
Foreign Student	150 USD	200 USD
Local Professional	3,000 THB	3,500 THB
Local Student	2,000 THB	2,500 THB

• In order to be eligible in getting student rate: each participant must send the picture of valid student card into the registration system.

Conference Package:

- 1. Conference Proceedings in USB drive
- 2. A conference bag and souvenir
- 3. 2 Lunches, coffee/tea breaks at the conference venue
- 4. Entrance to two conference parties (2 Dinners)
- 5. A Cultural Tour (transport, and ticket to sites) (reservation is required)
- 6. Conference E-certificate of participation

CALL FOR PAPERS

<u>Submission deadline is May 31, 2020</u>. Abstracts submitted after the deadline will not be considered. After the reviewing process, authors will be notified about the acceptance of their Abstract until the end of June 30, 2019 the latest.

We are inviting sport management researchers to participate by submitting academic research abstracts. We will accept oral and poster presentations in the following areas.

Sport Governance and Policy

Human Resource Management in Sport Organizations

Strategy, Leadership and Stakeholder Management in Sport

Sport Marketing and Sponsorship

Sport Consumer Behavior

Sport Events and Tourism

Sport Media, Public Relations and Communication

E-Sport and Technology Management

Sport Facility Management

Sport Finance and Economics

Sport Law, Legal and Ethical Aspects of Sport

Public Health and Physical Activity Management

Sport history, Socio-Cultural Perspectives

Olympic Movement and Legacy Management Sport Management Education Broader, New and Critical Aspects of Sport Management

Abstract Submission Guidelines

Abstracts that discuss completed or on-going research are also accepted.

Full Paper can also be submitted after notification of abstract acceptance.

The submitted abstracts must have never been published in any publications or presented in any conferences in the past.

The mode of participation can be either:

Oral presentation (15 minutes and 5 minutes for Q & A discussion)

Poster presentation (90 cm x 120 cm board)

For an Abstract to be reviewed and considered for presentation during the conference the following guidelines must be adhered to:

Length: the overall length of an Abstract has to be 500 words maximum, excluding author names (see below) and references (maximum 6 references).

Text only: Abstracts should include text only, i.e. images (pictures, figures, and tables) are not accepted.

Title: use a brief title to clearly indicate the nature of the research/project; capitalize the first letter of each word; do not use abbreviations in the title.

Author names: Abstracts should include the names of all authors, their institutional affiliation, and the e-mail addresses of principal author (these will be removed for the review process).

Language: Abstracts have to be in English and follow the APA formatting and style guide (see http://www.tandf.co.uk/journals/authors/style/reference/tf_APA.pdf).

Format: Times New Roman, font size 12, single line spacing, and no use of text design features.

Author restrictions: maximum of 1 paper first-authored and 3 papers co-authored, with the exception of research supervisors on first-author student submissions.

All abstracts will be subjected to blind review.

All Abstracts should be structured using the following sections: Objectives, Theoretical background and Literature review, Methodology, Results/findings and Discussion, Conclusion, and References

Abstracts not complying with the Abstract Submission Guidelines provided on this page will bounce back and authors will be asked to resubmit.

Submissions of abstract have to be forwarded by e-mail to: the delegate from your country

List of Country Email-Address:

Country	email	Person in charge
Japan	aasmpresentation@e-jasm.jp	Editorial Board of JJSM
Korea	nsb300@gmail.com	Dr. Sang Bank Nam
Malaysia	wirdati@gmail.com	Dr. Wirdati Radzi
Philippines	sportphilippines@gmail.com	Ms. Geraldine Bernardo
Singapore	govindasamy.b@nie.edu.sg	Dr. G. Balasekaran
Taiwan	tassm2000@gmail.com	Ms.Lee Yu Wu
Thailand	v_vow@hotmail.com	Dr. Wanchalee Noriya
Vietnam	janeguyentra@gmail.com	Dr. Nguyen Tra Giang
Other countries	issadee@gmail.com	Dr. Issadee Kutintara

^{*}Your AASM country delegate will notify the result of your abstract acceptance

In the email submission, the file name must use the following format as your subject line title and the file name of the paper:

2020AASM – [Short Title]_Surname of the first Author

Ex. 2020AASM _Sponsorship Effectiveness_Kutintara

Once the registration is completed (registration and payment completion), the organizer will send the official invitation letter to conference participants

Presentation Guidelines:

The following guidelines are to be observed by all presenters in order to facilitate both the presenters and the conference program. Once accepted and duly registered, all oral

Presentations have been scheduled in 15-minute sessions within the conference schedule.

It is important to design your talk to fit within a 15-minute timeframe. This will allow 5-minutes for questions and discussion and 5-minutes for movement between presentations. The Chair of each session will be instructed to ensure that the time allocated is followed.

All presenters of a respective session should arrive in the room at least ten minutes prior to the start of the session to both upload their presentations on the computer using a USB memory stick and to introduce themselves to the Chair. Please remember to bring your presentation on a USB.

You will not be able to use your own computer for your presentation.

Contact us:

Dr. Issadee Kutintara email issadee@gmail.com Tel: +66818908261
Dr. Pornchai Trusjaithum email pt.david71@gmail.com Tel: +66848784589
Organizing Committee, 16th Asian Association for Sport Management Conference 2020
Faculty of Sports Science, Kasetsart University Kamphaengsaen Campus
Room 901, 9th Floor, Lecture Hall 4 Building, Chamwongwan Road, Chatuchak, Bangkok 10900, Thailand

Tel/Fax +6629428675 Mobile: +66818908261

Official Website: http://www.aasm2020thailand.kasetsart.org

Tentative Conference Programs 16th AASM Conference 2020

Theme: Best Practice for Hosting Major Event to Promote Sport Tourism: Lesson Learned from Tokyo Olympic Games 2020

19 – 21 August 2020

at Kasetsart University, Bangkok, Thailand

Time	Tuesday 18 August	Place
12:00 – 13:00	Arrival of Keynote Speakers and AASM Executive Members	DMK or BKK
		airport
13:00 – 16:00	Arrival of Keynote Speakers and AASM Executive Members	DMK or BKK
		airport
Time	Conference Day1 Wednesday 19 August	Place
9:00 – 12:00	AASM EC Meeting 2/2020	KU Bangkok.
12:00 – 13:00	Registration for Study Tour	
13:00 - 18:00	Study Tour (Floating Market, Cultural Tour)	Nakhom
	Kamphaengsaen	Pathom
18.00 - 20.00	Welcome Dinner	KU Bangkok
Time	Conference Day2 Thursday 20 August	Place
8.30 – 9.30	Registration	KU Bangkok
9.30 – 10.00	Opening Ceremony and Welcome Speech	KU Bangkok
	by KU President	
10.00 - 10.30	Special Speech	KU Bangkok
	By Governor, the Sport Authority of Thailand	
10.30-11.00	Coffee Break	KU Bangkok
11.00 – 12.00	Keynote Session 1	KU Bangkok
12.00 - 13.15	Lunch/ AASM General Assembly	KU Bangkok
13.15 - 14.00	Keynote Session 2	KU Bangkok
14.00 – 15.15	Panel Discussion 1	KU Bangkok
15.15 – 16.00	Opening Ceremony of Poster Presentation & Coffee Break	KU Bangkok
16.00 – 18.00	Oral Presentations 1	KU Bangkok
18.00 - 20.00	Dinner for AASM EC and Guest Speakers	
Time	Conference Day3 Friday 21 August	Place
8.00 - 9.00	Registration	KU Bangkok
9.00 – 9.45	Keynote Session 3	KU Bangkok
9.45 – 10:30	Keynote Session 4	
10.30 - 10.45	Coffee Break	KU Bangkok
10.45 - 12.00	Oral Presentations 2	KU Bangkok
12.00 – 13.00	Lunch & AASM Joint EC Meeting	KU Bangkok
13.00 - 15.00	Oral Presentations 3	KU Bangkok

15.00 - 15.30	Coffee Break	KU Bangkok
15.30 – 16.30	Panel Discussion 2	KU Bangkok
16:30 - 17.00	Award Presentation, AASM Conference 2021 Promotion	KU Bangkok
	Closing Ceremony	
17.00 - 20.00	Farewell Party	KU Bangkok
Time	Day5 Saturday 22 August	Place
a.m. and p.m.	Guest Departure	