

Hamburg, January 2017

17. 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 2017: "Sports Events 4.0 – the virtual reality of sports"

The future of media coverage on sport will be shaped by the digitalization of stadiums, sport event areas and competition sites. New communication technologies during the reporting process will change the interaction opportunities between event organizers, athletes and spectators. This may raise pressures on media-friendly rules or competition dramaturgy.

E-sports are already emerging as an attractive alternative to traditional sports, digitalization of sporting services are innovating the market, use of augmented reality tools may change consumer behavior and can create a new feeling of involvement in events.

In addition to this, self-diagnosis through wearable technologies is creating new competition formats between individuals and groups of people based on online platforms like Runtastic etc. This development is to be challenged by its opportunities and risks.

Alongside the main topic, we are happy to announce a partnership for this year's congress with the „International Association for Communication and Sport“ (IACS). The IACS will be included in the congress with one panel/session related to sports communication in a digitalized sport world organized by members of IACS.

The IACS is one of the most important groups into the field of sports communication with about 150 members from all continents. The annual IACS summits count to the most important conferences within the topics sports and communication. Founded 2012 in the US, the IACS is a world-wide network of scientists, practitioners and institutions dedicated to the practice, instruction, and study of sport as a communicative phenomenon. The IACS is committed to academic inquiry and pedagogy that reflects the full range of methods, theories, and contexts represented by scholars of communication and media as well as professionals and practitioners of sport communication.

CALL for PAPER

The Scientific Board of the 17th HAMBURG CONGRESS on SPORTS, ECONOMY AND MEDIA invites scholars and practitioners to submit abstracts to be considered for presentation. Additionally, the Scientific Board welcomes short papers of young scientific scholars to be considered for the Young Science Award 2017.

The conference theme is **”Sports Events 4.0 – the virtual reality of sports“**

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 **15th of April 2017**.

Abstract submission must be via Email to [info\(at\)symposium-hamburg.com](mailto:info(at)symposium-hamburg.com).

The Scientific Board will elect till the **15th of May 2017** those scholars and practitioners who will have the opportunity to present in sessions during the congress 2017 in Hamburg. All accepted papers will also be published in the 2017 conference book.

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 2017 will be English and by that reason all presentations will be given in English.

If you have further inquiries, please do not hesitate to contact the Scientific Board by using:
[info\(at\)symposium-hamburg.com](mailto:info(at)symposium-hamburg.com)

The congress will take place at 4th and 5th September 2017 at HafenCity University Hamburg, immediately following the 29th Summer University Games in Taipei (Taiwan – 19.-30.08.2017), which will surely set new standards in terms of digital communication, and immediately before the EASM Congress in Bern (05.-08.09.2017).

ABSTRACT GUIDELINES

Abstract submission deadline is 15th April 2017. After the reviewing process, authors will be notified about abstract acceptance at the latest until 15th May 2017.

Abstracts can be submitted in two categories:

- Scientific abstract;
- 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 language
- Use a brief title (capitalize 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 abstracts is maximum 750 words, excluding references (max. 5 references). Abstracts that exceed the word limit will not be considered for presentation.
- Abstracts should be formatted in Times New Roman, font size 12, single line spacing.
- 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

YOUNG SCIENCE AWARD 2017

The "INTERNATIONAL HAMBURG CONGRESS on SPORT, ECONOMY and MEDIA" has previously promoted young scientists for several years very successfully.

Therefore again, the "Young Science Award", is announced by the Organizing Committee 2017. Eligible to participate are students and graduates from German and international universities, no later than two years after graduation, who submit the result of their own project or thesis related to the congress issues. Participants in the Young Science Award are cost-free for the Congress.

SUBMISSIONS

Abstract submissions (A4, max. one page or 2,400 characters incl. spaces), we expect in an anonymous form closing date of: 15.04.2017. Submissions are to be sent to: **info@symposium-hamburg.com**

Feedback after a successful review process for submitted abstracts will be given until 15.05.2017. Further information about the program and how to take part can be found on the homepage www.symposium-hamburg.com.

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