

Table of Contents	Page
PROGRAMME of the EMS 2014 CONFERENCE	3
COMMITTEES	5
TITLES AND AUTHOR/S	
Sport Management: Sink or Fly – Facing the Challenges of the Future Prof. Leigh Robinson	7
Examining Beliefs and Attitudes toward Advertising through Sport among Serbian Consumers Stevo Popović, Damjan Jakšić, Radenko Matić, Duško Bjelica, and Nebojša Maksimović	11
Financing creation sport organizations in time of economic crisis Sanela Škorić , Mato Bartoluci	13
The rational untrained athletes Tamás Sterbenz, Erika Gulyás	14
Competition and Loyalty of Fitness Centers Customers in the Prague Region in Comparison with the Prague-West District Eva Čáslavová, Hana Čmakalová	16
The development of an organizational base of the sport in the Czech Republic until 2013 Jiří Novotný	18
Special Features of Sport and Their Impact on the Entrepreneurship in Sport Jana Nová	19
An Investigation on Conspicuous Consumption from Perspective of Sport Products Metin Argan, Muge Akyildiz, Mehpare Tokay Argan, Sabri Kaya	22
Activation of Sponsorship Relationship – the case of Volkswagen and the Prague International Marathon Sašo Belovski	23
Marketing Immigrants in Czech Basketball William Crossan	24
Strategic Alliance in Sport and Entertainment Sector: A Case Study of ESPN Wide World of Sport Ridvan Ekmekci	25
Development Strategy of Roma Sports Beatrix Faragó, Piroska Béki	26
The result of the first sport vocational audit by the 16 seeded sport Gábor Géczy, Csaba Bartha, Zsuzsa Gósi, Nikoletta Sipos-Onyestyák, Erika Gulyás, Lili Kassay	27
Coach as a Leader and his Competence Profile Vladimír Janák	28
Consumer Decision-Making of Football Fans in the Czech Republic Oldřich Racek , Tomáš Zeman , Viktor Pruša , Pavel Semerád	29
Czech Run as a product of sport tourism Eva Schwartzhoffová	30
Influence of sports celebrities on the behavioural intentions of students in Prague Josef Voráček	31

The Relationship among Service Quality, Visit Satisfaction, and Behavior after Satisfaction of World Taekwondo Cultural EXPO Event Yang Jae-Keun	32
The Relationship among Marketing Strategy, Viewing Satisfaction, and Revisit Intention of Taekwon Gymnastic Performance at World Taekwondo Hanmadang Festival Cho YunLa	33
Sport Sector and its Sources of Sustainable Competitive Advantage Sujit Chaudhuri	35
Soft Budget Constrains in the Hungarian sport financing system Erika Gulyás, Tamás Sterbenz	36
Competition and cooperation in European professional club football Lili Kassay, Gabor Geczi	38
Economic Overview of Major Sporting Events in the Czech Republic in 2015 Jiří Kotáb	39
Economical demands on athletes from 8 to 18 years in Czech Republic Róbert Kuchár	40
Lottery as tool for financing of sport – comparison of European countries Marek Pavlík, Filip Hruza	41
Economic Effects of Latest Olympic Games to the Economy – Is It Worthy to Organize Them? Jan Procházka	42
Influence of the amendment of the Lotteries Act on financing the sport Tomáš Ruda, Michaela Rudová, Jan Šíma	43
Sport Sponsorship – Integral Part of Sport Economics and Business Aleš Sekot	45
Dependence of Team Market Value Size on the Result Gained at FIFA World Cup 2014 in Brazil Jan Šíma, Tomáš Ruda, Vilém Omčirk	46
The pyramid scheme and the price money Bohumír Štědroň	48