



MSA PODGORICA 2015



12th International Scientific Conference on
Transformation Processes in Sport

SPORT PERFORMANCE

2nd - 5th April 2015, Podgorica - Montenegro

Partners

Partners



FAKULTET ZA SPORT
I FIZICKO VASPITANJE
FACULTY FOR SPORT
AND PHYSICAL EDUCATION
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EUROPEAN COLLEGE of
SPORT SCIENCE



MONTENEGRIN SPORTS ACADEMY

Welcome

Welcome



Dear Friends and Colleagues,

on behalf of the host, the Montenegrin Sports Academy and the Conference Organizing Committee, it is my great pleasure to announce the upcoming 12th International Scientific Conference and 11th annual Congress of the Montenegrin Sports Academy to be held in Podgorica, Montenegro, on 2-5 April, 2015. It is planned to be once again organized by the Montenegrin Sports Academy, in cooperation with the Faculty for Sport and Physical Education, University of Montenegro and other international partner institutions (specified in the partner section), as well as under the traditional patronage of the Ministry of Education and Sports, the Ministry of Science and Ministry of Sustainable Development and Tourism.

The conference is focused on very current themes from all areas of sport science and sport medicine including physiology and sports medicine; social sciences & humanities; biomechanics and neuromuscular (see Abstract Submission page for more information).

We do believe that the topics offer the conference participants a forum for the latest research and both theoretical and applied insight into the field of sports science and sports medicine disciplines.

We look forward to seeing you in April 2015,
Prof. Duško Bjelica, Conference President

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Host Institution

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The University of Montenegro was founded on 29 April 1974 when three faculties (Faculty of Economics, of Engineering and the Faculty of Law from Titograd), two colleges (Teaching College and Maritime Studies College) and three independent scientific institutes (for History, for Agriculture and for Biological and Medical Research), signed an Agreement on Association into the University in Titograd (old name for Podgorica).



University Campus in Podgorica

A year after it was founded, it changed its name into the University "Veljko Vlahović", and since 1992 it has its present name. The seat of the University of Montenegro is in Podgorica, the capital of Montenegro, with a population of around 200.000.

The University of Montenegro is organized like most European universities. It has united academic, business and development objectives. The Managing Board governs the university and the Rector manages it.



Host Institution



Faculty for Sport and Physical Education in Nikšić

The University of Montenegro has developed in accordance with the spirit of time and the growing needs of Montenegro.



Faculty of Fine Arts in Cetinje

The University of Montenegro is situated in ten Montenegrin towns: Podgorica, Nikšić, Cetinje, Kotor, Herceg Novi, Bar, Bijelo Polje, Budva, Pljevlja and Berane and includes 20 faculties, three institutes and two independent study programmes.

Committees

Committees

Conference President

Duško Bjelica

Chairs of the scientific committee

Stevo Popović, Selçuk Akpınar

Members of the scientific committee

Ana Maria Botelho Teixeira, Antonino Bianco, Asterios Deligiannis, Beat Knechtle, Bojan Jošt, Carlos Goncaves, Daniela Dasheva, Dejan Madić, Elena Taina Avramescu, Ferman Konukman, Feza Korkusuz, George Giatsis, Georgi Georgiev, Gregor Jurak, Guilherme Giannini Artioli, Haris Pojskić, Hugo Sarmento, Jan Konarski, Jonatan Ruiz Ruiz, Jorge Knijnik, Joško Sindik, Juan Manuel Cortell Tormo, Julio Calleja-Gonzalez, Lateef O. Amusa, Mahboub Sheikhalizadeh Heris, Maike Tietjens, Manuel J. Coelho-e-Silva, Michael Chia, Michal Vit, Milan Čoh, Morteza Jourkesh, Mustafa Levent Ince, Nejc Šarabon, Praveen Kumar, Raúl Arellano, Rusu Ligia, San-dra Mandić, Sergej Ostojić, and Yang Zhang

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Staff of the local Office

Zdravko Gavrilović



Key Dates

Key Dates

- ➔ 15th of August 2014, 24:00 CET
Abstract submission opening and opening of registration
- ➔ 15th of December 2014, 24:00 CET
Abstract submission deadline
- ➔ 1st of February 2015, 24:00 CET
Notification to authors about acceptance
- ➔ 1st of March 2015, 24:00 CET
Deadline for registration for presenting authors

* CET = Central European Time



Abstract Submission

Abstract Submission

The Montenegrin Sports Academy welcomes contributions from all areas of sport science and sport medicine including physiology & sports medicine; social sciences & humanities; biomechanics & neuromuscular.

Authors are free to choose between oral or poster presentation submitting in one of the following topics:

- Biomechanics
- Coaching
- Motor Learning
- Adapted Physical Activity
- Biochemistry
- Health and Fitness
- Molecular Biology
- Neuromuscular Physiology
- Nutrition
- Physiology
- Physiotherapy
- Rehabilitation
- Sports Medicine
- Training and Testing
- Traumatology
- Computer Sciences
- Economics
- History
- Philosophy and Ethics
- Physical Education and Pedagogics
- Psychology
- Sociology
- Sport Management
- Sport Statistics and Analyses



Abstract Submission



Abstract submission is free of charge. After undergoing the reviewing process, all authors will be informed about the acceptance of their submission on the 1st of February 2015.

Registration fee must be paid by the 1st of March 2015 at the latest to secure the presentation during the conference and the publication in the Book of Abstracts.

Author of an accepted abstract is invited to (but is not required to) submit a full-length paper of up to five pages. The Scientific Committee will review these papers and all accepted papers will be published in our journal Sport Mont (see at www.sportmont.ucg.ac.me) that has been indexed in EBSCO Publishing Inc. since 2013.

Full-length paper must be prepared according to APA standard (5th Edition) and sent to sportmont@ac.me by 15th of March 2015.

Full-length paper submission is free of charge but author(s) has to pay additional 50 euros per accepted full-length paper to cover publication costs.

Abstract Submission

Abstract format

The Abstract must be typed into the Abstract Submission Form. Abstracts are restricted to 3000 characters (including spaces, title, authors and institutions). It may not contain any tables or graphs and is restricted to ASCII-characters only*. Please note, that an abstract prepared in a program like Windows Word may contain non-ASCII characters. References in the text have to be cited at the end of the abstract (they must fit in the 3000 characters). All content of the abstract is in the sole responsibility of the author(s) of the abstract.

The receipt of your abstract submission will be confirmed by e-mail.

All accepted abstracts will be published in the proceedings of the 12th International Conference of the Montenegrin Sports Academy, preconditioned the first author has paid registration fee by the 1st of March 2015.

*To make sure your abstract only contains ASCII characters, copy-paste the text first to a text-editor like Windows Notepad, then "Save As..." and set Encoding to "ANSI".

Abstract Reviewing

All abstracts will be reviewed by the Scientific Committees, which will make recommendations as to the type of presentation (oral or poster).

The author may state preference for the type of presentation (oral or poster). The final decision however lies upon the Scientific Committee and the Scientific Board of the Montenegrin Sports Academy.



Abstract Submission

Presentation format

Presenters (= first authors) must be registered and have paid registration fees for the conference at the latest by 1st of March 2015 to guarantee publication of the abstract in the Book of Abstracts of the 12th international conference of the Montenegrin Sports Academy – MSA Montenegro 2015. Later registrations will lead to an exclusion of the abstract and an exclusion from the scientific programme.

Each author is entitled to present at most three abstracts.

Invited presentation

Invited presentations are presented by invited speakers in PowerPoint format. Invited presentations are 30 minutes with 10 minutes Questions and Answers. Invited presentations must be pre-uploaded in the Speakers Ready Room one hour in advance of their presentation. The use of your own laptop is not permitted, while the use of your own USB is permitted. Abstracts need to be submitted according to the defined standards of the Montenegrin Sports Academy and within the given abstract submission deadline.

Oral presentation

Oral presentation format is PowerPoint. Oral presentation time will be 7 minutes plus 3 minutes of discussion. Oral presentations must be pre-uploaded in the Speakers Ready Room one hour in advance of their presentation. The use of your own laptop is not permitted, while the use of your own USB is permitted.

Poster presentation (not debated)

Poster presentation (not debated) is a new format introduced to the MSA Montenegro 2015 conference. The format requires printed posters in following format: landscape (horizontal) with dimensions of 120 x 90 centimeters. Abstracts accepted in this format will be published in the Book of Abstracts of the MSA Montenegro 2015 conference.

Abstract Submission

Abstract model

HOW DOES ADVERTISING THROUGH SPORT WORK? EVIDENCE FROM MONTENEGRO.

Popovic, S.1, Bjelica, D.1, Jaksic, D.2, Georgiev, G.3

1: University of Montenegro (Niksic, Montenegro), 2: University of Novi Sad (Novi Sad, Serbia), 3: Ss.Cyril and Methodius University (Skopje, Macedonia)

Introduction

The first purpose of this study was to compare consumers' attitudes towards advertising through sport with their attitudes towards advertising in general. The second purpose of this study was to analyze the relationships between beliefs about and attitude towards advertising through sport, mostly due to the reason that it was expected that companies should profit from the use of sport as an advertising medium and the identification of specified beliefs influencing to positive attitudes would enhance advertising strategies.

Methods

The data was collected from randomly selected 433 stakeholders in Montenegro (male: 217; female: 216) during the spring semester of 2010. The system of variables consist 45 items, modeled by seven-point Likert scale, of attitudes and beliefs about and 6 demographic items that were modified from Pyun (2006) original items to fit each area. The factor analysis were employed to take the best item of each question, while Wilcoxon Signed Ranks Test was used to test consumers' attitudes towards advertising through sport with their attitudes towards advertising in general. Then, Optimal Scaling Method was employed to reveal the relationships between beliefs about and attitude towards advertising through sport.

Results

The customers' attitudes towards advertising through sport were significantly more positive than their attitudes towards advertising in general, while all beliefs, except materialism significantly influenced attitude towards advertising through sport.



Abstract Submission

Discussion

The current findings support the authors' hypothesis that the consumers' attitudes toward advertising through sport in Montenegro are significantly more positive than advertising in general. These findings were consistent with the previous evidences (Mittal, 1994; Schlosser et al., 1999; Pyun et al., 2012). However, this study that recruited whole Montenegro's population didn't show consistent findings with the previous studies that were conducted using college students as a research sample (Pyun & James, 2009, 2011; Pyun et al., 2012), mostly due to the reason this study found much more advertising beliefs significantly influenced consumers' attitude towards advertising through sport. The authors believe these findings were caused because the sample covered whole population, but it could be also caused, due to the reason that the generalisability of results could vary from one population to other populations. Anyway, these findings with certainty provide a cornerstone for understanding the growth of consumers' attitude towards advertising through sport in Montenegro.

References

- Mittal B (1994). *J Advertising Res*, 34(1), 35-53.
- Pyun DY (2006). The proposed model of attitude toward advertising through sport (Unpublished doctoral dissertation), Florida State University, Tallahassee.
- Pyun DY, James JD (2009). *Int J Sport Comm*, 2, 1-20.
- Pyun DY, James JD (2011). *Sport Manage Rev*, 14(1), 33-41.
- Pyun DY, Kwon HH, Chon TJ, Wook J (2012). *Eur Sport Manage Quart*, 12(1), 43-63.
- Schlosser AE, Shavitt S, Kanfer A (1999). *J Interact Mark*, 13(3), 34-54.



Registration fees

Registration fees

Deadline of conference fee payment for presenting authors is 1st of March 2015, 24:00 CET.

Registration fee for participants includes:

- Admission to all scientific sessions
- Opening Ceremony
- Opening reception
- Conference material (conference bag, Final Programme - in print, e-Book of Abstracts)
- Coffee breaks at the conference venue
- Closing Ceremony
- Conference Party

Registration fee for accompanying persons includes:

- No admission to all scientific sessions
- Opening Ceremony
- Opening reception
- Conference material (Conference bag, Final Programme - in print, e-Book of Abstracts)
- Coffee breaks at the conference venue
- Closing Ceremony
- Conference Party

Category	Registration Fees
Participants	200€
Students	150€
Accompanying person	100€



Payment options

Payment options

Credit card payments

Registration fee can be paid via online credit card processor 2Checkout.



Please visit: <http://www.sportmont.ucg.ac.me/conference2015/payment-2co.html>

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Accommodation

Accommodation



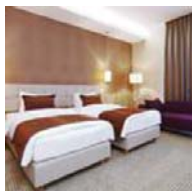
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Conference Office

Conference Office

MSA Office

Montenegrin Sports Academy

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(phone availability after 15th August 2014: Mon-Fri: 10:00 - 12:00 CET)

Email: MSAconference2015@ac.me

Registration desk on-site opening hours

Thursday: 16.00 to 19.00

Friday: 9.00 to 19.00

Saturday: 9.00 to 19.00

Sunday: 9.00 to 12.00

Venue

University of Montenegro

Rectorate Building, Cetinjski put 2, 81 000 Podgorica, Montenegro

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We have expanded the quality of our journals considerably over the past years and can now claim to be the market leader in terms of breadth of coverage.

As we continue to increase the quality of our publications across the field, we hope that you will continue to regard MSA journals as authoritative and stimulating sources for your research. We would be delighted to receive your comments and suggestions, mostly due to the reason your proposals are always welcome.

Look Inside!



Sport Mont Journal

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Director: **Batric Markovic**, Montenegro
Technical Secretary: **Zdravko Gavrilovic**, Montenegro

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www.mjssm.me

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