

# 9th Sino-German Academic Symposium on Sport Development

## *Global Sport Development: Diverse Paths to A Common Ground*

*November 22 – 23, 2024, German Sport University, Cologne*





## 9th Sino-German Academic Symposium on Sport Development Program

**Friday, 22nd November 2024**

---

**9:15-9:30 Registration**

**9:30-9:45 Welcome and Opening**

**Univ.-Prof. Dr. Jürgen MITTAG:** Head of the Institute of European Sport Development and Leisure Studies at German Sport University Cologne

**Prof. Dr. Shengxin LI:** Deputy Dean of the School of Management at Beijing Sport University

**9:45-11:15 Panel I: The Legacy of recent Olympic Summer and Winter Games**

*Host: Lorenz Fiege*

**Prof. Dr. Baoli SUN (Beijing Sport University)**

The Sustainable Governance of Beijing 2022 Olympic Winter Games Legacy in the Post-Games Era

**Univ.-Prof. Dr. Jürgen MITTAG (German Sport University Cologne)**

A renewal of the Olympic Idea? The Legacy of Paris Summer Olympics 2024

**João MORETTI (German Sport University Cologne)**

The Legacy of the Brazilian Summer Olympic Games 2016

11:15-12:45 Panel II: The Legacy of Sport Mega Events

*Host: Shang YAN*

**Prof. Dr. Shengxin LI (Beijing Sport University)**

The Setting of Olympic Disciplines and the Development of China's Sports Industry

**Niklas HACK (German Sport University Cologne)**

The University Games 1989 in Duisburg: Background and Longtime Effects

**Dr. Zeqiang XIE (Shenyang Sport University)**

Research on the Mechanism of Public Value Generation in Mega-Sports Events

**12:45-14:15: Lunch in Canteen at German Sport University**

**14:30-16:00 Panel III: The Role of Media and Artificial Intelligence**

*Host: Univ.-Prof. Dr. Jürgen MITTAG*

**Dr. Joerg-Uwe NIELAND (University of Klagenfurt) & Dr. Alexis von MIRBACH (Ludwig-Maximilians-Universität)**

Sport Media Events as 'World History' - A Long-Term Study on the Coverage of the FIFA World Cups



**Deutsche  
Sporthochschule Köln**  
German Sport University Cologne

Institut für Europäische  
Sportentwicklung und Freizeitforschung  
Institute of European Sport Development  
and Leisure Studies

*9th Sino-German Academic Symposium on Sport Development*  
**Program**

**Dr. Runzhi LIU (Beijing Sport University)**

Research on the High-Quality Development of AI-Empowered Sports

Events: A Case of the Paris 2024 Olympic Games

**Jun.-Prof. Daniel NÖLLEKE (German Sport University Cologne)**

Sports Journalism in Transition

\* Panel Guest: **Dayong ZHANG** (Digital Sports Committee of the  
Chinese Society of Technology Economics)

**17:00-18:30 Field Trip to German Sport & Olympia Museum**

**18:30 Historical and Cultural Sightseeing, and Dinner**



## 9th Sino-German Academic Symposium on Sport Development Program

**Saturday, 23rd November 2024**

---

### **9:00-10:30 Panel IV: Sport Participation and Active Lifestyle**

*Host: Shang YAN*

**Prof. Dr. Mingyi LIU (Wuhan Sport University)**

Chinese Youth Sports: From Case Stories to Theoretical Construction

**Dr. Till MÜLLER-SCHOELL (German Sport University Cologne)**

Sport Parks and Park Sports: Approaches to Sport Participation of  
Marginalized People

**Dr. Jing LIU (Beijing Sport University)**

Research on Social Benefits of Sports Participation - Based on Social  
Network Perspective

### **10:30-10:45 Coffee Break**

### **10:45-12:45 Panel V: Key Challenges in Sport Development and Olympic Movement**

*Host: Univ.-Prof. Dr. Jürgen MITTAG*

**Maximilian SELTMANN (German Sport University Cologne)**

Employment Relations as a Key Challenge of the Olympic Movement

**Prof. Dr. Zhaohong WANG (Beijing Normal University)**

Development Path of China's Ice -Snow Industry in the Post Winter Olympics  
Period

**Prof. Dr. Kai SHAO (Shenyang Sport University)**

Sports Events Empowering the Integrated Development of Culture, Sports and  
Tourism in Metropolitan Areas

**Prof. Dr. Manfred LÄMMER (German Sport University Cologne)**

An Olympic Newcomer: The Association of European Olympic Academies (EOA)

### **12:45-13:15 Conclusions and Closure**

**Univ.-Prof. Dr. Jürgen MITTAG:** Head of the Institute of European Sport  
Development and Leisure Studies at German Sport University Cologne

**Prof. Dr. Shengxin LI:** Deputy Dean of the School of Management at  
Beijing Sport University