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Section Sports Business Administration  
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## Research profile

### Academic career

2011	Teaching and Research stay at Northumbria University, Newcastle upon Tyne (England)
2010	PhD in Sport Science, German Sport University Cologne
2005	Diploma in Sport Science, Main Subject: Sport Economics and Sport Management, German Sport University Cologne
2004-2005	Student exchange at Victoria University of Technology, Melbourne, Australia
1997-2002	Studies of Business Administration, Distance Learning University Hagen, Humboldt University Berlin, Germany

### Research interests

Corporate Social Responsibility in and through sport  
Negative consequences of commercialisation in sport

## Publications

### **The Relevance of the CSR-Sponsorship-Fit on Sports Sponsorship Outcomes**

Walzel, S., 2026, *2026 AMA Winter Academic Conference Proceedings*. American Marketing Association

### **“Yes, with Portugal and Spain, But no Morocco”: The Iberian Resident’s Support Towards the 2030 FIFA Men’s World Cup**

Ribeiro, T., López-Carril, S., Walzel, S. & Cunha de Almeida, V. M., 2026, In: *International Journal of Sport Policy and Politics*.

### **Corporate Social Responsibility (CSR) and Sports**

Walzel, S., 30.04.2025, *Routledge Resources Online - Sport Studies*. Girginov, V. (ed.). Routledge

### **A Case Study Approach to Applied Learning: Is it Effective?**

Crabtree, R., van Dalfsen, G. & Walzel, S., 2025, *EASM Conference 2025 Book of Abstract: Sustainability in Sports Management*. Alexandris, K., Ströbel, T. & Géczi, G. (eds.). Budapest: European Association for Sport Management, p. 793-795 3 p.

### **Corporate Social Responsibility As a Risk Insurance Strategy For Sports Sponsorships**

Walzel, S., Behrens, A. & Reuland, N., 2025, In: *International Journal of Sports Marketing & Sponsorship*. 17, 1, p. 135-153 19 p.

### **Institutional Parasites, Reform, and Infrastructure**

Robertson, J., Walzel, S. & Anagnostopoulos, C., 2025, *The 85th Annual Meeting of the Academy of Management*.

### **(Un-)Ethical Decision Making in Sports: A Systematic Review Of The Literature**

Walzel, S., Müller, J. & Smith, A. C. T., 2025, *EASM Conference 2025 Book of Abstract: Sustainability in Sports Management*. Alexandris, K., Ströbel, T. & Géczi, G. (eds.). 2025 ed. Budapest: European Association for Sport Management, p. 740-741 1 p.

### **Vermarktung von Sportrechten: Akteure, Herangehensweisen und Herausforderungen**

Kaiser, S. & Walzel, S., 2025, *Sportmanagement: Praxishandbuch*. Galli, A., Breuer, M., Cherkeh, R. T. & Keller, C. (eds.). 3. ed. Baden-Baden: Nomos Verlagsgesellschaft mbH und Co, p. 573-587 15 p.

**Bad Practice Versus Good Intentions: The Interdependencies of Perceived Governance Practice and the Success of Corporate Social Responsibility Activities**

Argomand, D. & Walzel, S., 19.06.2024, In: *Managing Sport and Leisure*. 30, 5, p. 1126-1143 18 p., 5.

**Sustainability Communications via Sponsorship: Potential, Characteristics and Managerial Challenges**

Walzel, S., Dick, C., Brill, M. & Nowak, G., 25.01.2024, In: *Sustainability Development*. 32, 4, p. 4284-4296 13 p.

**Besonderheiten der Sportbetriebslehre**

Horch, H.-D., Schubert, M. & Walzel, S., 01.01.2024, 2. ed. Springer. 458 p.

**Co-Hosting Major Sport Events – an Emerging Trend**

Walzel, S. & Leopkey, B., 2024, *Research Handbook on Major Sporting Events*. Solberg, H. A., Storm, R. & Swart, K. (eds.). Edward Elgar Publishing, p. 426 - 438 13 p.

**Leveraging Sponsorships in a Responsible Way When the Sponsored Event is Under Fire**

Walzel, S. & Brill, M., 2024, *30th SMAANZ-Conference Book of Abstracts*. Australia: SMAANZ, p. 119 1 p.

**Sport Sponsorship in the Logic of Value Co-Creation**

Schönberner, J., Walzel, S. & Woratschek, H., 2024, *Research Handbook on Major Sporting Events*. Solberg, H. A., Storm, R. & Swart, K. (eds.). Edward Elgar Publishing, p. 207 - 227 21 p.

**Sustainable Sport Events: A Systematic Review of the Literature**

Walzel, S., Bernheine, L., Römisch, V., Herzog, M. & Roth, R., 2024, *30th SMAANZ-Conference Book of Abstracts*. Australia: SMAANZ, p. 118 1 p.

**Zielkonflikte und Potentiale nachhaltiger Sport(groß)veranstaltungen durch Co-Hosting**

Walzel, S. & Herzog, M., 2024, *Entwicklungstendenzen im Sportmanagement: Struktur- und Wertewandel, Nachhaltigkeit, Globalisierung und Digitalisierung*. Behrens, A., Bauers, S. B. & Hovemann, G. (eds.). Berlin: Springer Verlag, p. 221-248 28 p.

**Sport Integrity As a Future-Making Process: Examining the Construction of Anti-Doping Institutional Infrastructure in Australia**

Robertson, J., Anagnostopoulos, C. & Walzel, S., 28.11.2023, *EASM 2023 CONFERENCE PROCEEDINGS BOOK OF ABSTRACTS: Forward Thinking in Sport Management: Inclusivity, Accessibility, and Sustainability*. Paradis, K. F., Kitchin, P. K., Donnelly, P. D., Telford, R. T., Haughey, T. & Fyfe, C. (eds.). Belfast: European Association for Sport Management, p. 596-597 2 p.

**Sustainable Sport Sponsorship – A Stakeholders' Perspective**

Walzel, S., Dick, C., Nowak, G. & Brill, M., 28.11.2023, *EASM 2023 CONFERENCE PROCEEDINGS BOOK OF ABSTRACTS: Forward Thinking in Sport Management: Inclusivity, Accessibility, and Sustainability*. Paradis, K. F., Kitchin, P. K., Donnelly, P. D., Telford, R. T., Haughey, T. & Fyfe, C. (eds.). Belfast: European Association for Sport Management, p. 176-177 1 p.

**The Social Value of Co-Hosting: Rethinking the Management of Sports Events**

Walzel, S. & Eickhoff, M., 14.08.2023, In: *European Sport Management Quarterly*. 23, 5, p. 1351-1369 19 p., 5.

**Co-Hosting als Strategie für die nachhaltige Ausrichtung zukünftiger Fußball-Europameisterschaften**

Walzel, S. & Herzog, M., 2023, *Die UEFA EURO 2024 aus sportökonomischer Perspektive: Management, Organisation und Wirkung einer Sportgroßveranstaltung*. 1. ed. Berlin: Erich Schmidt Verlag, p. 363-389 26 p.

**Practicing Good Governance: Insights From Sport Clubs in Five European Countries**

Girginov, V., Marlier, M., Strittmatter, A.-M., Walzel, S., Chanavat, N., Willem, A. & Winand, M., 2023, *Book of Abstract NASSM-Conference 2023*.

### **The Relevance of the Fit in Leveraging Sponsorships with Corporate Social Responsibility**

Walzel, S. & Behrens, A., 2023, *Book of Abstract NASSM 2023*.

### **Clever or Foolish? Playing with the Rivalry in Leveraging Sports Sponsorships of SMEs**

Walzel, S. & Nowak, G., 01.02.2022, In: *International Small Business Journal*. 40, 1, p. 47-67 21 p.

### **Careers of European Athletes: Who is Ultimately Responsible?**

Walzel, S., Rotering, N. & Crabtree, R., 2022, *Education in Sport and Physical Activity: Future Directions and Global Perspectives*. Petry, K. & de Jong, J. (eds.). Abingdon: Routledge, p. 216-227 12 p. (Education in Sport and Physical Activity: Future Directions and Global Perspectives).

### **Developing the Ethical Infrastructure for Sport: The Case of Australia**

Robertson, J., Anagnostopoulos, C. & Walzel, S., 2022, *Book of Abstracts 28th SMAANZ Conference*. Sherry, E. (ed.). Melbourne: SMAANZ, p. 74 1 p.

### **European Perspectives on Qualifications in Sport**

Walzel, S., Crabtree, R. & Petry, K. M., 2022, *Education in Sport and Physical Activity: Future Directions and Global Perspectives*. Petry, K. & de Jong, J. (eds.). Abingdon: Routledge, p. 99-109 11 p. 8

### **Fundamentals of Sports Economics and Sports Management**

Walzel, S., 2021, *Managing Sports Teams: Economics, Strategy and Practice*. Walzel, S. & Römisch, V. (eds.). Cham: Springer, p. 1-22 22 p. (Management for Professionals).

### **Good Governance Challenges in Sport Clubs: A Cross-Country Comparison**

Marlier, M., Walzel, S., Strittmatter, A.-M., Girginov, V., Chanavat, N., Willem, A. & Winand, M., 2021, *Book of Abstracts: 29th European Sport Management Conference 27. May - 19. November 2021 : EASM 2021 Festival of Sport Management Research and Practice*. Bodet, G. & Mueller, J. (eds.). Cologne: EASM, p. 203-205 3 p.

### **Managing Sports Teams: Economics, Strategy and Practice**

Walzel, S. (Publisher) & Römisch, V. (Publisher), 2021, Cham: Springer. (Management for Professionals)

### **Relationship Management in Sports (Sponsorship)**

Walzel, S., 2021, *Managing Sports Teams: Economics, Strategy and Practice*. Walzel, S. & Römisch, V. (eds.). Cham: Springer, p. 219-236 18 p. (Management for Professionals).

### **Sports Sponsorship as a Funding Instrument**

Walzel, S. & Schubert, M., 2021, *Managing Sports Teams: Economics, Strategy and Practice*. Walzel, S. & Römisch, V. (eds.). Cham: Springer, p. 161-186 26 p. (Management for Professionals).

### **Strategic Management of Team Sports Organisations**

Walzel, S., 2021, *Managing Sports Teams: Economics, Strategy and Practice*. Walzel, S. & Römisch, V. (eds.). Cham: Springer, p. 89-105 17 p. (Management for Professionals).

### **The governance challenges of co-hosting major sport events**

Walzel, S., 2021, *Abstracts: 10th International Sport Business Symposium, 26. August 2021, digital*. Preuss, H. & Weitzmann, M. (eds.). Mainz, p. 41-42 2 p. 1

### **Sportsponsoring – Kommunizieren und finanzieren**

Walzel, S., 10.2019, *Angewandte Sportökonomie des 21. Jahrhunderts: Wesentliche Aspekte des Sportmanagements aus Expertensicht*. Nowak, G. (ed.). Wiesbaden: Springer Gabler, p. 135-155 21 p.

### **'European-ness' in Social Responsibility and Sport Management Research: Anchors and Avenues**

Breitbarth, T., Walzel, S. & Eekeren, F. V., 23.01.2019, In: *European Sport Management Quarterly*. 19, 1, p. 1-14 14 p.

### **Beziehungsmanagement im Sport (Sponsoring)**

Walzel, S., 2019, *Teamsport Management: eine umfassende und interdisziplinäre Betrachtung*. Walzel, S. & Römisch, V. (eds.). Wiesbaden: Springer Gabler, p. 249-267 19 p.

### **Corporate Social Responsibility und Fußball – Ein Rückblick auf zehn Jahre internationale Forschung**

Walzel, S., 2019, *CSR und Fußball: nachhaltiges Management als Wettbewerbsvorteil – Perspektiven, Potenziale und Herausforderungen*. Werheid, M. & Mühlen, M. (eds.). Berlin: Springer Gabler, p. 3-28 26 p. (Management-Reihe Corporate Social Responsibility).

### **Intersections of Governance and Social Responsibility in Sport**

Robertson, J., Walzel, S. & Shilbury, D., 2019, *Research Handbook on Sport Governance*. Winand, M. & Anagnostopoulos, C. (eds.). Cheltenham: Edward Elgar Publishing, p. 118-132 15 p.

### **Ökonomische Grundlagen und Besonderheiten des Teamsports**

Walzel, S., 2019, *Teamsport Management: eine umfassende und interdisziplinäre Betrachtung*. Walzel, S. & Römisch, V. (eds.). Wiesbaden: Springer Gabler, p. 3-27 25 p.

### **Social Responsibility and the European Sport Context**

Breitbarth, T. (Publisher), Walzel, S. (Publisher) & van Eekeren, F. (Publisher), 2019, London: Taylor & Francis. (European Sport Management Quarterly; vol. 19, no. 1)

### **Sporting Rivalry As A Leveraging Approach In Sports Sponsorships**

Nowak, G. & Walzel, S., 2019, *Connecting sport practice & science - book of abstracts: the 27th European Sport Management Conference, 3rd-6th September 2019 - Seville, Spain*. Breitbarth, T., Bodet, G., Fernández Luna, Á., Burillo Naranjo, P. & Bielons, G. (eds.). EASM, p. 302-304 3 p.

### **Sportsponsoring als Finanzierungsinstrument**

Walzel, S. & Schubert, M., 2019, *Teamsport Management: eine umfassende und interdisziplinäre Betrachtung*. Walzel, S. & Römisch, V. (eds.). Wiesbaden: Springer Gabler, p. 191-218 28 p.

### **Strategisches Management von Teamsport-Organisationen**

Walzel, S., 2019, *Teamsport Management: eine umfassende und interdisziplinäre Betrachtung*. Walzel, S. & Römisch, V. (eds.). Wiesbaden: Springer Gabler, p. 113-132 20 p.

### **Teamsport Management: eine umfassende und interdisziplinäre Betrachtung**

Walzel, S. (Publisher) & Römisch, V. (Publisher), 2019, Wiesbaden: Springer Gabler. 393 p.

### **The Governance of Co-Hosted Sport Events and the Impacts for the Society**

Walzel, S. & Eickhoff, M., 2019, *Book of Abstracts: book of abstracts; 3rd World Association for Sport Management World Conference, Santiago de Chile, Chile, 16-19 October, 2019*. Mastromartino, B., Valantine, I., Kim, A., Pitts, B. G. & Zhang, J. J. (eds.). Kaunas: Lithuanian Sports University, p. 39-40 2 p.

### **Corporate Social Responsibility in Professional Team Sports Organizations: An Integrative Review**

Walzel, S., Robertson, J. & Anagnostopoulos, C., 11.2018, In: *Journal of Sport Management* . 32, 6, p. 511-530 20 p.

### **Specific Legacy of Co-Hosted Sport Events – Learnings for the Olympic Games**

Walzel, S., 21.02.2018, *9th International Sport Business Symposium Abstracts: Abstracts*. Kangwon National University, p. 41-43 3 p.

### **Measuring Social Impacts of Co-Hosted Sport Events**

Walzel, S., 2018, *Book of Abstracts 24th Annual SMAANZ Conference 2018: SMAANZ 2018 Annual Conference*. University of South Australia, p. 80 1 p.

**Sportsponsoring: Grundlagen, Konzeption und Wirkungen**

Walzel, S. & Schubert, M., 2018, Berlin: Springer. 351 p.

**Taking Stock of CSR Research in Professional Team Sport Organizations: Current Knowledge and Future Research Directions**

Robertson, J., Walzel, S. & Anagnostopoulos, C., 2018, *Book of Abstracts - NAASM Conference 2018*. p. 244-245 2 p.

**Corporate Social Responsibility in Professional Team Sport Organisations: An Integrative Review**

Walzel, S. & Robertson, J., 11.2016, *Book of Abstracts - SMAANZ Conference 2016*. Sport Management Association of Australia & New Zealand, p. 71 1 p.

**Leveraging Sports Sponsorship with Anti-Doping Commitment: Can Olympic Sponsors Mitigate the Doping Problem in Olympic Sports?**

Walzel, S., 16.08.2016, *8th International Sport Business Symposium - Rio de Janeiro*. p. 30-31 2 p.

**Corporate? Social? Responsibility? in sport: stepping back, to move forward**

Walzel, S. & Robertson, J., 2016, *The 24th EASM Conference - memories and identities in sport management in Europe*. Warsaw School of Tourism and Hospitality Management, p. 199 1 p.

**Reziproke Wirkungen der Rezipienten gegenüber sozial engagierten Fußballverbänden**

Walzel, S., 2016, Köln: Deutsche Sporthochschule Köln, Institut für Sportökonomie und Sportmanagement. 94 p.

**A Fair Playing Field for Sport: The role of governance and corporate social responsibility**

Breitbarth, T., Walzel, S., Anagnostopoulos, C. & Eekeren, F. V., 2015, In: *Strategic Direction*. 31, 7, p. 23-25 3 p.

**Corporate social responsibility and governance in sport: "Oh, the things you can find, if you don't stay behind!"**

Breitbarth, T., Walzel, S., Anagnostopoulos, C. & Eekeren, F. V., 2015, In: *Corporate Governance: The International Journal of Business in Society*. 15, 2, p. 254-273 20 p.

**Guest Editorial: Governance and CSR Management in Sport**

Breitbarth, T., Walzel, S., Anagnostopoulos, C. & Eekeren, F. V., 2015, In: *Corporate Governance: The International Journal of Business in Society*. 15, 2, 3 p.

**Special Issue: Governance and CSR Management in Sport**

Walzel, S. (Publisher), 2015, Emerald Group Publishing Ltd. (*Corporate Governance: The international journal of business in society*; vol. 15, no. 2)

**Sponsoren in der Verantwortung für einen „dopingfreien“ Sport**

Walzel, S., 2015, *Dopingforschung: Perspektiven und Themen*. Dresen, A., Form, L. & Brand, R. (eds.). 1 ed. Schorndorf: Hofmann Verlag, p. 301-316 16 p. (Beiträge zur Lehre und Forschung im Sport; vol. 187).

**Besonderheiten der Sportbetriebslehre**

Horch, H.-D., Schubert, M. & Walzel, S., 2014, 1. ed. Berlin: Springer/Gabler. 386 p.

**Events Management and the Hospitality Industry**

Walzel, S., 2014, *The Business of Events Management*. Beech, J., Kaiser, S. & Kasper, R. (eds.). 1 ed. Pearson: Harlow, p. 292-310 19 p.

**Business-to-Business-Marketing im Sport**

Walzel, S. & Blaesens, S., 2013, *Marketing im Sport : Grundlagen und Trends des modernen Sportmarketing*. Nufer, G. & Bühler, A. (eds.). Berlin: Erich Schmidt Verlag, p. 383-414 32 p.

**Beyond Sponsorship? Corporate Social Responsibility in English, German and Swiss Top National League Football Clubs**  
Hovemann, G., Breitbarth, T. & Walzel, S., 2011, In: *Journal of Sponsorship*. 4, 4, p. 383-352 15 p.

**Corporate Hospitality bei Sportevents: Konzeption eines Wirkungsmodells**  
Walzel, S., 2011, Wiesbaden: Gabler Verlag.

**CSR Performance Scorecard - Measuring effects of Corporate Social Responsibility in professional football**  
Hovemann, G., Kremer, J. & Walzel, S., 2011, *Markenmanagement im Sport: Beiträge des 7. Deutschen Sportökonomie-Kongresses*. Horch, H.-D., Römisch, V. & Walzel, S. (eds.). Institut für Sportökonomie und Sportmanagement, Vol. 9. p. 27-40 13 p. (Edition Sportökonomie/Sportmanagement; vol. 9).

**CSR Performance Scorecard: Monitoring Effects of Corporate Social Responsibility**  
Kremer, J. & Walzel, S., 2011, *17th SMAANZ Conference: Book of Abstracts*. SMAANZ (ed.). SMAANZ, p. 53

#### **Markenmanagement im Sport**

Horch, H.-D. (Publisher), Römisch, V. (Publisher) & Walzel, S. (Publisher), 2011, Köln: Institut für Sportökonomie und Sportmanagement. 118 p. (Edition Sportökonomie/Sportmanagement)

#### **Measuring Effects of Corporate Hospitality at Sport Events**

Walzel, S., 2011, *17th SMAANZ Conference: Book of Abstracts*. SMAANZ (ed.). SMAANZ, p. 104

#### **Neuromarketing – Optimierungsansätze für die Markenkommunikation mit Sport**

Schillhaneck, M. & Walzel, S., 2011, *Sport und Werbung*. Schierl, T. & Schaaf, D. (eds.). Köln: Halem, p. 309-324

#### **Scoring Strategy Goals: Measuring Corporate Social Responsibility in Professional European Football**

Breitbarth, T., Hovemann, G. & Walzel, S., 2011, In: *Thunderbird International Business Review*. 53, 6, p. 721-737 17 p.

#### **Sport Social Responsibility – Ein strategischer Wettbewerbsvorteil für europäische Fußballklubs?**

Walzel, S. & Kremer, J., 2011, *Ökonomie der Sportspiele: 15. Jahrestagung des Arbeitskreises Sportökonomie 6.- 7. Mai 2011 in Heidelberg*. Arbeitskreis Sportökonomie (ed.). Arbeitskreis Sportökonomie

#### **CSR Performance Scorecard - Measuring effects of Corporate Social Responsibility in professional football**

Kremer, J., Walzel, S. & Hovemann, G., 2010, *7th German Conference for Sport Economics and Sport Management "Brand Management im Sport": Book of Abstracts of the 7th German Conference for Sport Economics and Sport Management "Brand Management im Sport"*. Horch, H.-D., Breuer, C., Brett, H., Römisch, V. & Walzel, S. (eds.). p. 19-20 (Edition Sportökonomie/Sportmanagement).

#### **Emotionales Kunden-Commitment - Corporate Hospitality im Sport**

Walzel, S., 2010, In: *Marketing Review St. Gallen*. 3, p. 50-54 5 p.

#### **Konzeption eines Wirkungsmodells zur Evaluation von Corporate Hospitality im Sport**

Walzel, S., 2010, Köln: Deutsche Sporthochschule Köln.

#### **Markenmanagement im Sport: Abstract-Band zum 7. Deutschen Sportökonomie-Kongress**

Horch, H.-D., Breuer, C., Brett, H., Römisch, V. & Walzel, S., 2010, Köln: Institut für Sportökonomie und Sportmanagement. (Edition Sportökonomie und Sportmanagement)

#### **Neuromarketing – A new theoretical foundation for sport sponsorship?**

Walzel, S., Oidtmann, T. & Brett, H., 2010, *Call for Papers to the 18th European Association of Sport Management (EASM) Conference, Prague, Czech Republic, September 15-18*. (Edition Sportökonomie/Sportmanagement).

### **Sport, Medien und Kommunikation**

Horch, H.-D., Breuer, C., Hovemann, G., Kaiser, S. & Walzel, S., 2009, *DVD zum 6. Deutschen Sportökonomie-Kongress*. Institut für Sportökonomie und Sportmanagement, (Edition Sportökonomie/Sportmanagement).

### **Sport, Medien und Kommunikation, Ausgewählte Beiträge des 6. Deutschen Sportökonomie-Kongress**

Horch, H.-D. (Publisher), Breuer, C. (Publisher), Hovemann, G. (Publisher), Kaiser, S. (Publisher) & Walzel, S. (Publisher), 2009, Köln: Institut für Sportökonomie und Sportmanagement. (Edition Sportökonomie/Sportmanagement)

### **Sport, Medien und Kommunikation**

Horch, H.-D., Breuer, C., Hovemann, G., Kaiser, S. & Walzel, S., 2008, *Aktuelle ökonomische und managementbezogene Aspekte. Book of Abstracts des 6. Deutschen Sportökonomie-Kongresses 2008: Book of Abstracts*. p. 65 (Edition Sportökonomie/Sportmanagement).

### **Sport, Medien und Kommunikation. Aktuelle ökonomische und managementbezogene Aspekte. Abstracts des 6. Deutschen Sportökonomie-Kongresses**

Horch, H.-D. (Publisher), Breuer, C. (Publisher), Hovemann, G. (Publisher), Kaiser, S. (Publisher) & Walzel, S. (Publisher), 2008, Köln: Institut für Sportökonomie und Sportmanagement. (Beiträge Sportökonomie/Sportmanagement; vol. 4)

### **Corporate Hospitality als Instrument im Geschäftsbeziehungsmanagement. Ergebnisse einer empirischen Studie am Beispiel des Segelsponsorings der Firma T-Systems**

Walzel, S., 2006, *Qualitätsmanagement im Sport. Abstracts zum 5. Deutschen Sportökonomie-Kongress*. Horch, H.-D., Breuer, C., Hovemann, G., Kaiser, S. & Roemisch, V. (eds.). p. 51 (Edition Sportökonomie/Sportmanagement).

## **Projects**

### **Concept further education "European Handball Manager"**

Walzel, S. (Project manager) & Uhrich, S. (Project manager)  
01.11.14 → ...

### **CSR-Score Card**

Kremer, J. (Project staff), Walzel, S. (Project manager) & Horch, H.-D. (Project manager)  
01.01.11 → 31.12.13

### **EU Erasmus+ "EuroStep"**

Walzel, S. (Project partner), Bertling, C. (Project manager) & Nölleke, D. (Project manager)  
01.05.22 → 30.04.24

### **EU Erasmus+ "Sport Good Governance Game"**

Walzel, S. (Project manager) & Uhrich, S. (Project manager)  
01.01.21 → 31.12.22

### **EU Erasmus+ "Time Out"**

Walzel, S. (Project manager)  
01.01.20 → 30.06.22

### **FC Köln Medienpräsenz**

Uhrich, S. (Project manager) & Walzel, S. (Project staff)  
01.02.17 → 31.03.17

### **Impacts of the social program "Just Football" on the participating sport clubs**

Walzel, S. (Project manager) & Anneken, V. (Project partner)  
01.09.11 → 18.12.11

### **Medienpräsenz des FC Köln**

Uhrich, S. (Project manager) & Walzel, S. (Project manager)

18.12.14 → 15.03.15

**Single or Co-Hosting of Major Sporting Events in Germany: Desire and Reality of Sustainability from the Redients' Perspective**

Walzel, S. (Project manager)

15.01.25 → 14.12.26

**Soziale Wirkungen von internationalen Spitzensportevents durch eine gemeinsame Ausrichtung mehrerer europäischer Länder**

Walzel, S. (Spokesperson)

01.04.18 → 30.04.19

**Studie zum sozialen Engagement des Profifußballs**

Uhrich, S. (Project manager) & Walzel, S. (Project manager)

10.12.20 → 31.08.21

**Sustainable major sporting events in Germany**

Roth, R. (Project manager), Bernheine, L. (Project staff), Römisch, V. (Project staff) & Walzel, S. (Project staff)

01.11.22 → 31.01.25

**Time-Out2.0 Skills and Mobility Program Supported and Developed by a Dual Career Model Using Transferable Skills by Athletes and Federations/Stakeholders**

Walzel, S. (Project manager)

01.01.20 → 30.06.22

**UEFA CSR-Forschung**

Walzel, S. (Project manager) & Uhrich, S. (Project partner)

01.05.13 → 30.04.14

**Activities**

**SMAANZ 2024**

Walzel, S. (Speaker)

06.12.2024

**SMAANZ 2024**

Walzel, S. (Speaker)

04.12.2024

**International Journal of Sports Marketing & Sponsorship (Journal)**

Walzel, S. (Editorial Board)

01.01.2023 → ...

**International Journal of Sports Marketing & Sponsorship (Journal)**

Walzel, S. (Editor)

01.01.2023 → 31.12.2025

**European Association for Sport Management (External organisation)**

Walzel, S. (Executive member)

09.2017 → 08.2022

**Managing Sport and Leisure (Journal)**

Walzel, S. (Reviewer)

2017 → ...

**EASM Conference 2016**

Walzel, S. (Organiser)  
08.09.2016 → 10.09.2016

**International Journal of Sport Management and Marketing (Journal)**

Walzel, S. (Reviewer)  
2016 → ...

**European Association for Sport Management (External organisation)**

Walzel, S. (Member)  
09.2015 → 08.2017

**European Sport Management Quarterly (Journal)**

Walzel, S. (Reviewer)  
2015 → ...

**Jahrestagung EASM 2014**

Walzel, S. (Organiser)  
11.09.2014 → 12.09.2014

**Corporate Governance: The International Journal of Business in Society (Journal)**

Walzel, S. (Reviewer)  
2014 → ...

**German Journal of Exercise and Sport Research (Journal)**

Walzel, S. (Reviewer)  
2013 → ...

**European Association for Sport Management (External organisation)**

Walzel, S. (Member)  
09.2012 → 09.2015

**Vorstandsvorsitzender ASS Alumni Sportökonomie und Sportmanagement (External organisation)**

Walzel, S. (Executive member)  
2012 → ...

**Northumbria University**

Walzel, S. (Visiting lecturer)  
01.01.2011 → 10.04.2011

**Markenmanagement im Sport**

Walzel, S. (Organiser)  
17.11.2010 → 19.11.2010

**European Association for Sport Management (External organisation)**

Walzel, S. (Member)  
2009 → ...

**Sport, Medien und Kommunikation**

Walzel, S. (Organiser)  
19.11.2008 → 21.11.2008

**Arbeitskreis Sportökonomie e.V. (External organisation)**

Walzel, S. (Member)

2008 → ...

**Press clippings**

**Das Konzept hinter der "Football Base"**

Walzel, S.

09.06.15

1 item of Media coverage

**EHF announces new qualification for handball managers**

Walzel, S.

04.02.15

1 item of Media coverage

**Einzigartige maßgeschneiderte Qualifizierung**

Walzel, S.

04.02.15

1 item of Media coverage

**Forschungsprojekt von Christoph Breuer erhält UEFA Forschungsstipendium**

Walzel, S.

22.05.14

1 item of Media coverage

**Humor statt Empörung**

Walzel, S. & Uhrich, S.

04.04.17

1 item of Media coverage

**Modell für zukünftige Sportevents!?**

Walzel, S.

07.02.19

1 item of Media coverage

**Professionalising handball management**

Walzel, S.

24.02.15

1 item of Media coverage

**Reform des Leistungssports nötig - Sportökonom Walzel über Olympia: „Zeit ist reif für Bewerbung“**

Walzel, S.

14.03.15

1 item of Media coverage

**Sponsoring ist immer Marathon – niemals Sprint**

Walzel, S.

10.04.19

1 item of Media coverage

**Sportsponsoring bietet Unternehmen klare Vorteile**

Walzel, S.

07.08.18

1 item of Media coverage

**Sportwissenschaftliche Hochschulausbildung in Qatar**

Walzel, S.

02.12.13

1 item of Media coverage

**Spreefüxxe auf Sponsorensuche - "Schwarmfinanzierung" war ein Versuch**

Walzel, S.

08.11.14

1 item of Media coverage

**UEFA-Forschungsstipendien 2014/15**

Walzel, S.

21.05.14

1 item of Media coverage

**Warum Uli Hoeneß der Konkurrenz hilft**

Walzel, S.

10.02.12

1 item of Media coverage