



SIG 08 - SPORT - Managing Sport

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

GT08_00 - Managing Sport General Track

Proponents:

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Short description:

The EURAM 2020 general track on 'Managing Sport' seeks to gain a deeper understanding of the unique development in sports, its logic of co-creation of value and the advancement of the industry towards internationalisation, professionalisation, and commercialisation. The track aims to cover all management functions and welcomes papers that address a range of topics related to sporting issues and particularities of the management of sport organisations, including human resources and voluntarism, sport facility management, professional sport clubs, sport finance and sport economics, sport sponsorship and branding, fans and spectators in sport, equality and diversity in sport.

Long description:

Sport today has developed into a major industry in the global market place. Sport businesses build global brands and, increasingly, develop various modes of international operation. The trade around the globe of sporting goods, sports equipment, as well as the construction of sports complexes and arenas has developed into a multi-billion dollar business. Further, the proliferation of information technology has made it possible to serve the needs of fans all over the world. Within this, the opportunities for the promotion of sport, and the benefits for sport and its partners, are even more increasing.

Research on sports however reveals a number of distinctive characteristics, which may influence the way in which value is created in this industry. Sports events have uncertain outcomes; evoke strongly emotional responses from spectators, which result often in an intense, sometimes unexpected, loyalty.

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- The various operations within the context of sports and its management challenges from different



angles.

- Uncertainty in sport and economic perspectives on sport.
- Branding, reputation, sponsorship, social media and ambush marketing.
- Fans, spectators, and consumer culture.
- Human excellence, HR management, voluntarism vs. professional staff.
- Ecology in sports, sport facility management.
- Financial issues and sport.
- Gender issues in sport and women's sport.
- Methods in research on sports management.

Keywords:

sport management
sport marketing
sport industry

UN Sustainable Development Goals (SDG):

Goal 3: Good health and well-being for people, Goal 4: Quality education, Goal 5: Gender equality, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities, Goal 16: Peace, justice and strong institutions.

Publication Outlet:

Emerald Sport, Business & Management: An International Journal

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<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>