



SIG 08 - SPORT - Managing Sport

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

GT08_00 - Managing Sport General Track

Proponents:

Birnir Egilsson, Molde University College; Anna Gerke, Audencia Business School; Konstantinos Koronios, University of Peloponnese

Short description:

The EURAM 2019 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.

The EURAM 2019 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. Below is an additional listing of the issues among others papers submitted to the track might take up:



- 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

Publication Outlet:

Emerald Sport, Business & Management: An International Journal

For more information contact:

Birnir Egilsson, birnir.egilsson@himolde.no

AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2019/author-s-guidelines.html>