

**Sport Management Digest**  
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## **State of Sport Management Research in the second half of 2022 (July-December): An Overview**

*Vassil Girginov*

This introductory article of the Sport Management Digest (SMD) provides a bibliometric review of the research published in the 10-sport management journals in the second half of 2022 – from July to December. The eight thematic sections that follow cover in sufficient detail research pertinent to different aspects of sport management. Due to a change of editor of the theoretical section, the current issue does not include a review of theories used in sport management research. Nonetheless, the next issue of the SMD will provide an overview of theoretical contributions for 2022. The role of bibliometric analysis, as a computer-assisted quantitative review methodology, is to identify core research or authors, as well as their relationship. It provides valuable relational information on the topic, which helps significantly enhance our understanding of the overall intellectual structure of the sport management discipline.

Following the established format of the introductory article, the present overview of research in the field of sport management focuses on three interrelated areas including a bibliometric analysis, theoretical and practical appeal of research, as measured by the funding received by different studies, and the democratization of knowledge, as exemplified by the number of studies published under the Open Access (OA) regime. Between June and December 2022, the ten sport management journals combined published 47 issues with 204 articles written by 676 authors. This is an impressive number of innovative outputs produced by a diverse group of researchers including established and upcoming scholars as well as PhD students. Table 1 shows the ten journals and the number of articles per journal including the Open Access (OA) ones. The first half of 2022 saw 277 published articles which is 73 more than the 204 produced in the second half, but the percentage of OA articles was less - 19% (53), compared to 33% (68).

It worth reminding ourselves that the OA publication policy reflects an important imperative for the democratisation of knowledge, which suggests that all publically and privately funded research ought to be made freely available for users. The challenges of the OA policy have been addressed in the previous issues of the

SMD including its prohibitive cost for many researchers and institutions. Readers can check out the OA policy of their targeted journal by using the 'Journal checker tool' <https://journalcheckertool.org/>. In the preceding period there has been a noteworthy change in many journals' publication policy, particularly those published by Taylor & Francis (5 of the journals in the table). Editors and authors have now been instructed that there is no longer a cap on articles word count, which is typically between 8,000-10,000 words. This means that authors could use the greater word allowance to expand on different sections of their papers including the use of more illustrations.

Table 1. Total number of articles and Open Access ones published in 10 sport management journals in the second half of 2022 (July-December)

Journal	Founded	Publication frequency / year	Impact factor 2021	Articles No	Open Access No/%
Journal of Sport Management <a href="https://journals.humankinetics.com/view/journals/jsm/jsm-overview.xml">https://journals.humankinetics.com/view/journals/jsm/jsm-overview.xml</a>	1987	5	3.69	24	10/42
Sport Management Review <a href="https://www.tandfonline.com/loi/rsmr20">https://www.tandfonline.com/loi/rsmr20</a>	1998	5	6.57	15	6/40
International Journal of Sports Marketing and Sponsorship <a href="https://www.emerald.com/insight/publication/issn/1464-6668">https://www.emerald.com/insight/publication/issn/1464-6668</a>	1999	4	2.93	28	6/21
European Sport Management Quarterly <a href="https://www.tandfonline.com/loi/resm20">https://www.tandfonline.com/loi/resm20</a>	2001	5	4.00	16	6/41
International Journal of Sport Finance <a href="https://fitpublishing.com/journals/ijsf">https://fitpublishing.com/journals/ijsf</a>	2006	4	0.94	9	0/0
International Journal of Sport Communications <a href="https://journals.humankinetics.com/view/journals/ijsc/ijsc-overview.xml">https://journals.humankinetics.com/view/journals/ijsc/ijsc-overview.xml</a>	2008	4	N/A	20	3/15
International Journal of Sport Policy and Politics <a href="https://www.tandfonline.com/loi/risp20">https://www.tandfonline.com/loi/risp20</a>	2009	4	0.69	24	10/41
Journal of Sports Economics <a href="https://journals.sagepub.com/home/jsse">https://journals.sagepub.com/home/jsse</a>	2011	6	2.22	19	5/26
Communication and Sport <a href="https://journals.sagepub.com/home/com">https://journals.sagepub.com/home/com</a>	2013	6	3.17	32	11/34

Journal of Global Sport Management <a href="https://www.tandfonline.com/loi/rgsm20">https://www.tandfonline.com/loi/rgsm20</a>	2016	4	N/A	17	11/54
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An important feature of the editorial policy of all journals is the publication of special issues, which are designed to address important themes as well to break new grounds in the field. The positive impact of journals' special issues in sport management and sociology was analysed by Scelles (2021) and discussed in the previous issue. Four journals have published special issues which range from conceptual (ESMQ) to innovation (IJSMS), specific sport (i.e., football, JGSM), sport events cultures (C&S), and tracing the evolution of a discipline (i.e., sport economics, JSE). Table 2 shows the journals, special issues and guest editors.

Table 2. Special issues published by selected sport management journals (June-December 2022)

<b>Journal</b>	<b>Special Issue Topic</b>	<b>Editors</b>
European Sport Management Quarterly, 2022, 22(5)	Sport Management: Mission and Meaning for a New Era	Hallgeir Gammelsaeter & Christos Anagnostopoulos
International Journal of Sport Marketing & Sponsorship, 2022, 23(5)	Sport Management, Marketing, and Innovation	Manuel Alonso Dos Santos, Ferran Calabuig Moreno, María Huertas González-Serrano
Journal of Global Sport Management, 2022, 7(3)	Football in China: Vision, Policy, Strategy and Management	David Cockayne, Simon Chadwick & Jonathan Sullivan
Journal of Sport Economics, 2022, 23(6)	20th Anniversary of Journal of Sports Economics	Dennis Coates
Communication & Sport, 2022, 10(6)	Sport and Mediatization: Sports Events and Cultures Across the World	Simon Ličen Thomas Horky Kirsten Frandsen

		Chuka Onwumechili & Wei Wei
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The conceptual and practical appeal of the sport management research is evidenced by the wide range of funding afforded to different research projects. While not all articles provide information about the funding behind the research, the list of public, commercial and charitable organisations who have offered grants is long and very impressive. Amongst the main funding agencies are the Horizon European Union Framework Programme for Research, the Social Sciences And Humanities Research Council Of Canada (SSHRC), the International Olympic Committee, FIFA, various governmental agencies, German Olympic Sports Confederation, ERASMUS, Australian government and Sport Canada, among others. It is worth mentioning the increasing role of university-funded research, which for example, accounts for 40% of all funded research published in the ESMQ and 25% in the SMR and the JGSM. Research funding is not the only measure used to capture the impact of sport management research. Lis (2020) suggested using the citation analysis as a powerful measure of establishing the impact of journals on the research field. His analysis was limited to a snapshot in 2020 including 154 sources published in 45 outlets.

The bibliometric analysis was conducted using the two major data bases including the Web of Science and Scopus. Science mapping and visualization was achieved with the help of the VOSviewer software (van Eck & Waltman, 2020). The aim was to examine the strength of the links between sport management research by looking into the co-authorship links (i.e., the number of publications two researchers have co-authored), co-occurrence links (i.e., the number of publications in which two terms occur together), and the bibliographic coupling links (i.e., the number of cited references two publications have in common). The strength of the link is represented by a positive numerical value where the higher the value the stronger the link. The results are visualised in two figures. It ought to be noted though that due to the limited time subject to analysis (6 months), the co-authorship and co-occurrence links reported cannot be representative of the sport management field, rather they ought to be viewed as a snapshot.

Figure 1 below depicts the co-authorship links where two authors had worked together on a publication. Out of 676 authors who published in the ten journals, 70 met the threshold of working together on two documents, and the different colours in figure 1 help see those collaborations.

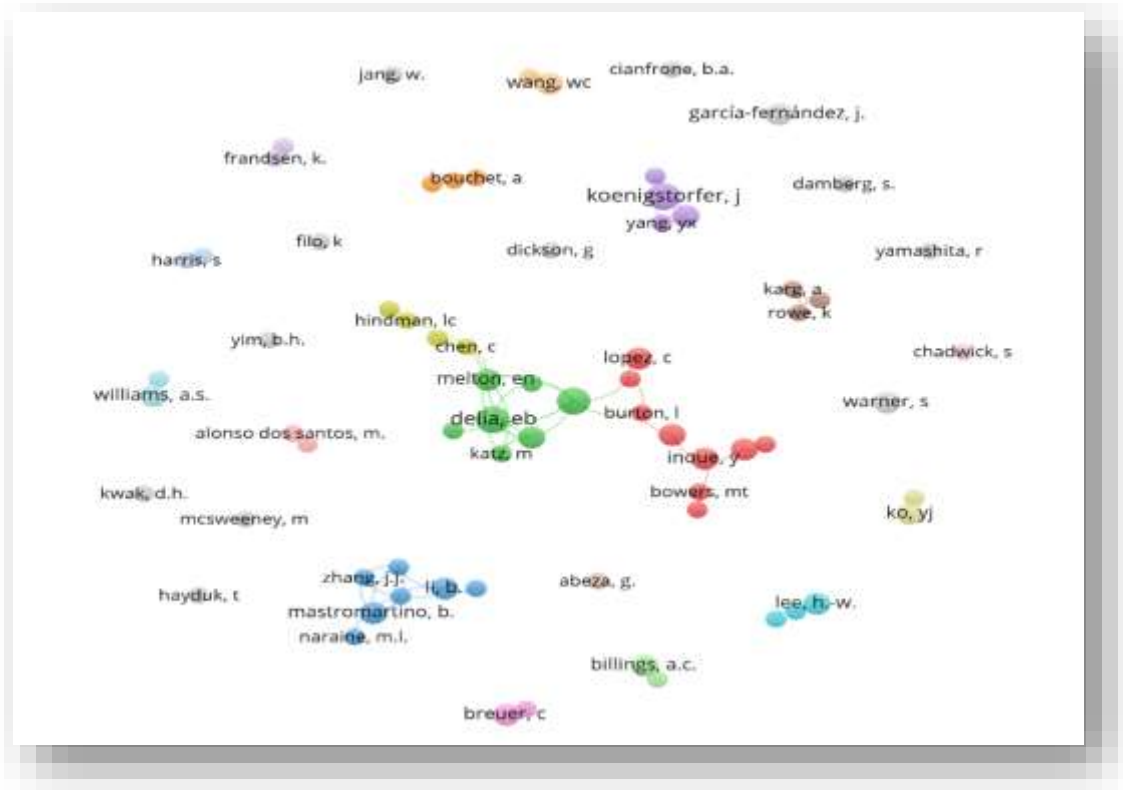


Figure 1. Co-authorship network visualization across ten sport management journals in 2022 (July-December)

The co-occurrence links, representing the number of publications in which two terms occur together can be seen in Figure 2. Out of 297 key words, 186 met the threshold of occurring more than 10 times. The size of the word indicates its weight. Figure 2 also helps to see the distance between two words where the higher the distance the lesser the connectedness. For example, the word ‘effect’ dominated in the research published, followed by ‘athlete’, ‘development’ and ‘fan’. As can be seen, the word ‘athlete’ is closely connected to ‘coach’, ‘care’ and a social medium –



sufficient data allowing to draw more comprehensive conclusions about the intellectual structure of the sport management discipline.

Enjoy your exploration of the Sport Management Digest!

## References

Lis, A. (2020). Sport management: Bibliometric study of key sources titles in the research field. *Journal of Physical Education and Sport*, 20 (4), 2423-2430.

Scelles, N. (2021). Impact of the special issues in sport management and sociology journals, *Managing Sport and Leisure*, DOI: 10.1080/23750472.2021.2008267

Van Eck, N. J., & Waltman, L. (2020). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, 84(2), 523-538.

<https://doi.org/10.1007/s11192-009-0146-3>



# Research Methodologies in Sport Management

James Skinner

## Introduction

This section presents a summary of the ten sport journals from the previous three volumes of Sport Management Digest. The papers were published between July 2022 and February 2023. Table 1 summarises the methodological approaches used in the respective journals:

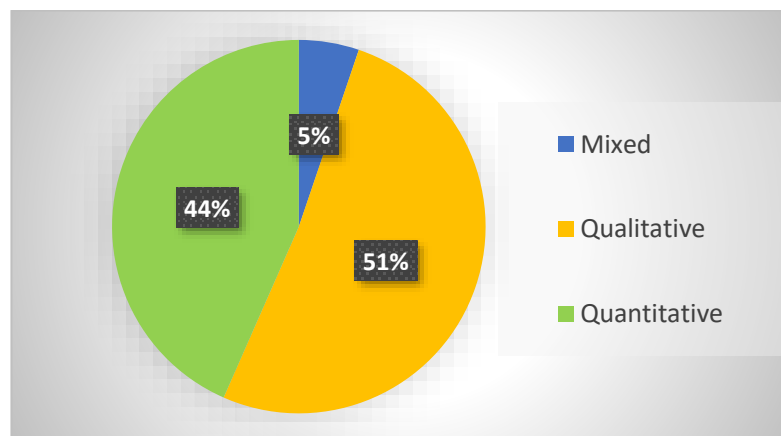
*Table 1: Summary of Methodological Approaches*

<b>Journals</b>	<b>Mixed</b>	<b>Qualitative</b>	<b>Quantitative</b>	<b>Total</b>
Communication & Sport	4	30 (incl. four editorials)	9	<b>43</b>
European Sport Management Quarterly	2	8 (incl. one editorial)	10	<b>20</b>
International Journal of Sport Finance	-	2 (incl. one reiteration of an award ceremony)	12	<b>14</b>
International Journal of Sport Marketing and Sponsorship	3	5 (incl. one editorial)	22	<b>30</b>
International Journal of Sport Communication	2	14 (incl. one book review)	5	<b>21</b>
International Journal of Sport Policy and Politics	-	34 (incl. one editorial and	5	<b>39</b>

		two book reviews)		
Journal of Global Sport Management	-	15 (incl. one editorial)	21	<b>36</b>
Journal of Sport Economics	-	8 (incl. one commentary and one response)	20	<b>28</b>
Journal of Sport Management	-	18	9	<b>27</b>
Sport Management Review	4	14	12	<b>30</b>
Overall Total	<b>15</b>	<b>148</b>	<b>125</b>	<b>288</b>

Though the application of qualitative and quantitative research approaches is quite balanced, qualitative research articles have utilised more in this volume, as visualised in Figure 1:

*Figure 1: Distribution of Methodological Approaches*



Again, similar to the previous reviews, a mixed method design very limited in its application. The methodological approaches employed a variety of data collection and analysis techniques, as exemplary shown in Table 2:

*Table 2: Overview of Most Common Data Collection and Analysis Techniques*

<b>Quantitative Approaches</b>	<b>Qualitative Approaches</b>
Survey	Case Study
Panel Data/ Public Available Data	(Semi-Structured) Interviews
Experimental Study	Focus Group
Event Study	(Critical) Commentary
Content Analysis	Thematic Analysis
Structural Equation Modelling/ Partial Least Squares Structural Equation Modeling	Content Analysis
Ordinary Least Squares	Conceptual Review
Regression Analysis	Ethnography
Content Analysis	(Critical) Discourse Analysis
	Systematic Review
	Textual Analysis

From identified journals, seven papers were selected for a more detailed discussion. Another seven papers were additionally reviewed and an annotated bibliography has been created at the end of this review.

**‘Going the extra mile’ in resource integration: evolving a concept of sport sponsorship as an engagement platform**

In this paper, published in the European Sport Management Quarterly, the authors Buser and colleagues have deployed the Delphi Method to conceptualise sport sponsorship as an engagement platform on which the sponsee grants access and both sponsees and sponsors integrate resources. Their motivation stemmed from the importance of sponsorship as a useful marketing tool for companies as well as a fundamental way to finance sport organisations. Given the importance, the authors argued that there is a need to understand the complex relationships between

different parties involved. The objective of the research was to conceptualise sport sponsorship as an engagement platform theoretically, to contribute to a better understanding of sponsorship engagement, and to present a more precise concept of sport sponsorship as an engagement platform based on collected empirical insights.

The Delphi Method was employed as an iterative, multi-stage approach to qualitative research to answer their research questions and fulfil their research objectives. The Delphi Method requires two or three rounds of questioning and re-evaluating insights of participating experts (Day & Bobeva, 2005). The benefit of the different iteration stages is that researchers can utilise anonymised feedback provided by participants after each round. This assists in informing and improving participants' insights and judgments and enables researchers to co-create insights whilst reaching consensus within a new field of study. This ultimately increases validity, as assumptions are challenged and strengthened by experts' reasoning over multiple rounds. It also increases reliability, as industry experts are proactively involved. In this study, a total of 61 sport sponsorship experts engaged in sponsorship practice from Germany, Austria, and Switzerland were recruited for a total of three iterative rounds.

The authors' findings indicated that multiple sponsors as well as the sponsee integrate resources beyond the sponsorship contract, which include *management competencies, technical competencies, networking skills, innovative ideas, and products and services.*

### **Extractives Companies' Social Media Portrayals of Their Funding of Sport for Development in Indigenous Communities in Canada and Australia**

This paper was published in the journal of *Communication & Sport* by Latino and colleagues and explored how the extractive industry (mining, quarrying, oil, and gas) leverages CSR activities, in the form of funding sport initiatives, aims to improve the lives of Indigenous people. In their research, the authors adopted a settler colonial studies lens which is defined as "a persistent social and political formation in which newcomers/colonizers/settlers come to a place, claim it as their own, and do whatever it takes to disappear the Indigenous peoples that are there" (Arvin et al., 2013, p. 12). With that in mind, the research objective was to examine how three extractives companies portray their funding of Sport For Development (SFD) in Indigenous communities in Canada and Australia through social media and how it ultimately

contributes to settler colonialism.

In order to empirically contribute to this topic, the authors deployed netnographic methods and discourse analysis. They utilised Facebook and Twitter as means of analysis given their prominent and widespread use. The companies BHP, Newmont Corporation, and Rio Tinto were selected as organisations of interest including their subsidiaries. The authors applied Kozinets' (2010) procedures for netnographic data collection, where a role of an internet "lurker" (Williams et al., 2012) was exploited on each social media site. This involved the creation of pseudonym lurker accounts on Facebook and Twitter to observe, gather, and extract data from these sites over a period of four months. To collect data to address the research question, the authors searched for key terms and hashtags including mining, Indigenous peoples, Indigenous relations, Aboriginal Torres Straits Islanders, reconciliation, corporate social responsibility, and sport for development. Posts from the past 10 years were examined to ensure sufficient data was collected. A total of 191 posts and tweets were analysed with NVivo using appropriate labels. The authors then employed critical discourse analysis to investigate how the selected extractive companies present their funding of SFD in Indigenous communities on social media. In order to do so, they read and re-read the data to identify overall patterns. The codes that have emerged were then used to identify the broader discourses in each national context.

Their findings showed that there are two main discourses that extractive companies use: i) Extractives companies "help" and "partner" with Indigenous communities to enable Indigenous youth's access to the transformative power of sport; ii) longevity is strategically associated with such "help" and "partnership." The paper concluded that the production of these discourses enables extractives companies to downplay their contributions to settler colonialism through land denigration and colonial authority.

### **Fields of corruption: heritage and politics in Brazilian football**

This research paper by Bertazzo, Tobar and Ramshaw, published in the International Journal of Sport Policy and Politics, investigated how and why political stakeholders influenced by the Brazilian Football Confederation (CBF) have rejected

football-based heritage nominations in the Brazilian National Congress (BNC) since 2005. According to the authors, heritage nominations have been proposed at the Legislative branch by politicians which is often considered an administrative decision made by heritage experts at Heritage Committees following technical criteria. In this context, this research presented nine proposed legal recognitions of football and the Brazilian National Team as part of the nation's cultural heritage. The authors also further discussed how and why these proposals were rejected. By doing so, the authors employed a qualitative and longitudinal study by applying document and observational analysis to discuss the disputes concerning the heritagisation process of Brazilian football and its National squad at the BNC.

The scope of the study involved all proposed legislative recognitions of football as well as the Brazilian National Team as part of the nation's cultural heritage from 5 October 1988 (the date of the publication of the current Brazilian Constitution) until 10 December 2018, the date of the last proposed legislation introduced at the BNC. In addition, the authors explored the database of the Brazilian National Congress between February 2015 and October 2021 and utilised the term 'football,' as well as the terms 'heritage,' 'culture,' and 'cultural heritage,' respectively, to guide the collection of legislative proposals presented either at the Chamber of Deputies and at the Senate. Every type of legislation proposed (e.g., Bill, Constitutional Amendment, Provisional Measure, and Legislative Decree) was reviewed, which resulted in a total of 178 generated results. Documents filtered by the BNC search tool also included requirements for public audiences and other ordinary requests made by politicians involved in legislative proposals in progress or already archived.

The results of this study demonstrated that national identity discourses linked to football on heritage nominations can be activated and manipulated for political gain but also neglected if they pose a risk to football directors in power.

### **Innovation from sport's entrepreneurship and intrapreneurship: opportunities from a systematic review**

In this research paper, published in the International Journal of Sports Marketing and Sponsorship, the authors Lara-Bocanegra and colleagues explored innovation in entrepreneurship and intrapreneurship in sport, reviewed latest study

trends, and detected possible research niches. With sport being one of the most globalised industries in the world, sport managers need to generate new ideas in order to sustain growth and diversity and eventually maintain competitiveness in the sector.

In order to answer the research questions, the research employed a systematic review of different databases. All suitable articles were exported to a tool assisting with systematic reviews. In total, 1,391 articles among the databases Web of Science (n = 404), Scopus (n = 436), PsycINFO (n = 68), ERIC (n = 23), SPORTDiscus (n = 400) and Dialnet (n = 60) were found. The authors carried out a first screening through the title and abstract and removed the articles that were unrelated to the subject (n = 554). The next step included to review the remaining articles by reading them in full which further led to the elimination of 229 articles. A total of 49 articles were then selected for a final review based on five inclusion criteria:

1. The sample of the different studies are students of Physical Activity and Sports Sciences (hereinafter PASC), professionals from sports organizations and/or professional athletes;
2. Antecedents/precursors of entrepreneurship/ intrapreneurship in sports;
3. Attitudes toward entrepreneurship/intrapreneurship in sport;
4. Results/effects of entrepreneurial/intrapreneurial behavior in sport, and
5. Promotion of entrepreneurial/intrapreneurial behavior from the perspective of the sport.

The authors categorised the entrepreneurship articles into the subthemes: precursors of entrepreneurship, intention/orientation of entrepreneurship, different perspectives of entrepreneurship in sport and social entrepreneurship in sport. However, only seven articles dealt with intrapreneurship and could not be classified into subthemes given their scarcity, diversity, and exploration of disparate themes. The research therefore concluded that the topic of entrepreneurship and intrapreneurship shows deficiencies on precursors/antecedents of entrepreneurial and intrapreneurial behavior, especially in relation to innovation. They also highlighted the importance of the political perspective on entrepreneurship in sport and formulation of behavior training programs for intrapreneurs.

**‘Sport as a Resource Caravan’: Understanding How Adults Utilize Sport as a**

## **Developmental Tool**

This paper, published in the Journal of Global Sport Management, explored how adults utilise sport as a development tool. The authors, Walsh and colleagues, focused on sport for development (SFD) research and explored the aggregate value of sport in development particularly across the lifespan.

In more detail, the authors examined the role of sport participation on transitions occurring across the life course to understand sport's capacity to impact development. They applied a qualitative, life-history design as it enables participants to describe their past lives and how it was related to sport and other memorable life transitions. A total of 15 participants aged 50 and older and with previous experience in playing sports were recruited and interviewed for this study. Specifically, in order to be included in the study, respondents: (1) must have participated in at least one sport in their life, (2) must have been available for 1-3h for a face-to-face interview, and (3) must have completed the required demographic, consent, and life-event/sport participation chart. The authors stopped recruiting participants as soon as saturation has been reached.

The data analysis followed a thematic approach and the authors started the process by reading the transcripts multiple times. They performed an iterative, deductive-inductive analysis in order to identify the transition to adaptation process and the "role" sport participation played over the participants' life. Different categories were deductively prescribed which served as a basis for placing data deductively into 1<sup>st</sup>-order categories. After the completion of this initial deductive stage, an inductive approach was utilised that developed 2<sup>nd</sup>-order categories. This allowed the data to drive the category formation instead of dictating the analysis. As a last step, themes were differentiated from categories in that they were identified by analysing common threads through the categories and all of the data, which were expected to overlap and contain several categories that helped explain the emergent patterns of the themes (Morse, 2008).

With this research, the authors aimed to contribute to innovative sport designs and intentional sport management strategies that ultimately influence developmental trajectories in adults by not only providing empirical data but also deriving practical implications.



## **Sport for social cohesion: exploring aims and complexities**

This research paper, published in *Sport Management Review* by Katherine Raw, Emma Sherry and Katie Rowe, investigated how social cohesion is defined in the context of a sport for development (SFD) initiative, the complexities of defining social cohesion, and how this influences management practices. According to the authors Raw and colleagues, the field of SFD has seen a substantial growth over recent years, translating into a number of initiatives that leverage sport to promote social development outcomes. However, despite the theoretical and empirical progress made in this field, social cohesion in SFD has been somewhat underresearched, according to the authors. They further argued that social cohesion is a term often used as a catch-all to describe research and programming that focuses on a broad range of sociological concepts.

To answer the research question, an ethnographic approach was adopted. The SFD initiative examined was founded in 2010 within a national sporting organisation (NSO) headquarters and was developed as a result of a joint initiative of an NSO and two NGOs. The aim of the initiative was to foster cohesion among refugee and migrant young people of Melbourne's inner north west. For more than two years, The lead author was based in the SFD initiative's office to collect data through research observations, reflexive journal entries, organisational documents, and semi-structured interviews. The data analysis followed a qualitative analysis approach in which the data were firstly compiled into a database using NVivo. The authors then used a combination of both deductive and inductive coding processes to develop preliminary codes. By doing so, emergent and more detailed codes were established in line with common themes within the data. The authors also considered existing literature (e.g., Coalter, 2006) to develop a-priori codes but also employed open coding to break apart data, examine it, and assign themes to the data. After the themes have developed, axial coding and reassembly was used to build links between relevant concepts. The authors noted that even though they employed a combination of data collection methods they predominantly focussed upon data from interviews with staff and managers of the initiative, as well as organisational documents. Nevertheless, research observations and interviews with program participants played a secondary role in informing the research findings.

The research's findings indicated that the initiative struggled to define social cohesion, and this had ramifications upon managerial practices and strategy. Further,

this had a flow-on effect to programs, contributing to deteriorations in social networks and issues with socio-cultural assumptions

### **What Makes Sport Spectating Family-Friendly? A Phenomenological Study of Mothers' Sport Fan Game-Day Experiences**

This paper, published in the *Journal of Sport Management* by Sveinson & Toffoletti, investigated how women, as mothers and fans, experience fandom. The motivation for this research stemmed from the increasing initiatives of family-friendly sport spectator events to boost engagement and sales to parents and children. They argued that given the increasing number of women attending sport events it was timely to explore how mothers experience sport events. According to the authors, this is linked to maternal geographies which focusses on the spatial aspects of mothering, contending that space and place fundamentally shape mothers' experiences of caregiving as a social practice. In taking a maternal geographies approach, this research attempted to understand mothers' experiences of space which centralises the care work that mothers do.

In order to address the research objective, 15 self-identified women, 18 years or older, living in either Australia or North America, who were mothers (one or more child), and were current or former fans of a major professional or collegiate team/sport/athlete were recruited for this study. The authors followed an interpretative phenomenological approach to investigate how mothering as a spatially informed care practice shapes the perspectives of what constitutes a family-friendly sport spectating experience. Semi-structured, open-ended interview questions were utilised to contextualise the participants' perspectives and experience and to further apprehend the phenomenon of fan experience. Lastly, participants were asked to clarify the phenomenon which involved to express "varying aspects of the experience" (Bevan, 2014, p. 142). To analyse the data an interpretative phenomenological analysis was employed that utilised a double hermeneutic lens. Through this approach "the researcher is trying to make sense of the participant trying to make sense of what is happening to them" (Smith, 2011, p. 10). This method involved approaching the participant empathically as well as critically whilst probing for meaning that participants might not have acknowledged. The analysis followed a three-step data coding

process, which involved searching for themes in individual interviews, followed by making connections between the themes and clustering together conceptually related themes under an overarching “identifier” (Smith & Osborn, 2008, p. 72). The final step in coding involved extending the analysis to the remaining interviews (Smith & Osborn, 2008), which resulted in an overview of themes that account for individual cases whilst promoting a generalised view of the experienced phenomenon.

The findings of this research identified key components of the physical, structural, and social environments of women’s experiences of family-friendly sport fandom, as well as exposing that what is presumed to be family-friendly is not the same as mother-friendly.

## **Annotated Bibliography**

**Liang, X., Chen, S., Liu, D., Boardley, I., & Shen, L. (2022). Strategic thinking and planning behind the development of a sporting event portfolio: the case of Shanghai. *Sport Management Review*, 25(4), 679-699.**

The researchers contributed to the topic of sport events by examining the purpose of sporting event portfolios and the process of their strategic planning in an Asian context – Shanghai. By applying strategic planning theories, the authors explored, through a single case study methodology, how Shanghai's sporting event portfolio was developed and why. Empirically, the study draws on extensive data and specifically policy and strategy documents and interviews with key sport policymakers and sport experts in Shanghai. The results suggest that Shanghai's event portfolio benefited from more than 20 years of planning and development. Twelve commercial sporting events were carefully handpicked and cultivated to promote destination branding, to advance Shanghai's reputation as a global city, and to serve other social and economic development agenda.

**Chadwick, S. (2022). From utilitarianism and neoclassical sport management to a new geopolitical economy of sport. *European Sport Management Quarterly*, 22(5), 685-704.**

In this study, the author investigated whether, in today's changing world, it is time to start looking at sport in a different way. In more detail, Chadwick researched whether scholars should now be thinking in terms of a new geopolitical economy of sports. The author developed a commentary based on literature drawn from sport management, geography, politics and economics. He concluded that the world, and more specifically sport, in the twenty-first century, is encountering profound changes, which will shape human existence for at least the next fifty years if not to the end of the century. It was argued that global economic and political shifts are challenging the established Western order, power has begun to move beyond centres such as New York and London to Mumbai, Riyadh and Beijing.

**Mountifield, C., & Sharpe, S. (2023). Are the Olympic Games an opportunity or a myth? The case of PyeongChang 2018 and What May Prove to Be a Paradoxical Notion. *Journal of Global Sport Management*, 8(1), 117-138.**

This study highlighted contrasting viewpoints on the perceived value that the Olympic Games make to world peace efforts through the lens of the 2018 Winter Olympics in PyeongChang, South Korea. The authors reviewed news articles (n = 114) from a variety of international periodicals and deployed a thematic analysis with key nascent tropes – cynicism of the potential for peace; scorn of the role of sport in peace processes; and high-level political meddling in sport – pointing to a consensus that hosting of the Games would have little impact on the political landscape in the Korean peninsula. These threads were then considered in connection with the concepts of peace, national interests, and international relations established through a review of literature that included recounts of Olympic state-based action and interference and influence since the modern inception of the Olympic Games. The authors concluded that the concept of Olympism as a peace movement is outmoded; a myth that endures because international sport contains an inherent political utility.

**Mickelsson, T. B. (2023). Understanding Central-and Eastern European migrants' inclusion into sport: a Delphi study. *International Journal of Sport Policy and Politics*, 15(1), 109-124.**

With the world facing a humanitarian “crisis” in Ukraine, this research investigated culturally contingent components when considering Central- and East European (CEE) migrants inclusion into European sport. The Delphi method was deployed, and three rounds of data collection were conducted: 19 CEE experts in sport (researchers, NGOs, governmental employees) were recruited to jointly produce a set of consensual directives. The results were analysed with Bronfenbrenner’s Process-Person-Context-Time model. The key agreements consisted of four significant themes. Facilitators included shared experiences of (organised) sport, and CEE migrants’ familiarity with other cultures. Barriers included the nature of labour migration on time- and economy to engage in leisure, and stereotypical and misleading perceptions of ‘post-soviet residents’. In conclusion, the results show that a range of similarities may exist between CEE and European (sport) contexts that could be conducive to CEE migrants’

inclusion into European sport, but that practitioners will need to be aware of sensitive Soviet history.

**Feddersen, N. B., & Phelan, S. E. (2021). The gradual normalization of behaviors which might challenge ethical and professional standards in two British elite sports organizations. *Journal of Sport Management*, 36(5), 409-419.**

In this study, the authors examined how two elite British sports organisations began accepting behaviours that might challenge ethical and professional standards. The data was sourced from two separate ethnographic studies. Alvesson and Einola's (2018) 'Functional Stupidity framework' was deployed to analyse the data for processes of a lack of reflexivity, lack of justification, and a lack of substantial reasoning and was presented in three vignettes for each case organisation. The authors then carried out a cross-case analysis and showed that periods of significant change are high-risk for the spread of unethical and unprofessional behaviours. The common rationales for accepting such behaviours were: (1) you have not spent time in the trenches, (2) it has always been like this, (3) policing space, (4) I am just doing my job and (5) giving opportunities to those close to me. Their findings suggested a sense of banality to wrongdoing where normal people slipped into ethical problem areas.

**Bright, V., Warner, S., & Zvosec, C. (2022). Refereeing as a Postathletic Career Option. *Journal of Sport Management*, 1(aop), 1-11.**

Though athletes may be especially primed to become referees; the authors posited the hypothesis that little is known about what former athletes think about this career choice. The researchers aimed to understand athletes' perceptions of refereeing, and in doing so, examine athletes' perceptions of the refereeing environment and identify referee recruitment barriers. Utilizing a descriptive phenomenological approach, 23 current and former athletes took part in semi-structured interviews based on their lived experience as an athlete. The participants identified the officiating environment as a high-stress environment with financial instability, while time and lack of knowledge and support were identified as recruitment barriers. The results contributed to the

burgeoning line of research attempting to address the global referee shortage and provide both theoretical and practical implications for sport managers.

**Chen, R., Rochon, M. A., & Anderson, L. C. (2022). “That is Terrible News!”: Media Framing of Mamba Mentality Within Contemporary US Racial and Gender Politics. *Communication & Sport*, 10(4), 616-641.**

On January 26, 2020, former Los Angeles Lakers superstar Kobe Bryant was tragically killed in a helicopter crash. Drawing on theoretical frameworks of racial and gender politics in the U.S. context, and media framing, the authors conducted a textual analysis of mainstream news media’s framing of “Mamba Mentality” in the immediate aftermath of Bryant’s death. Across the 119 articles retrieved for analysis, they found ‘Mamba Mentality’ consistently framed in four ways: a performance standard, both mental and physical; a symbol for overcoming adversity; a commodity; and a legacy/ethos. While mainstream media was complicit in absolving Bryant of his 2003 sexual assault allegation, the allegation was folded into his complex celebrity identity, which ultimately legitimised his ‘Mamba Mentality’ persona as strong, tough, and able to overcome any obstacle that stood in the way—regardless of the cost. The findings implicated how a celebrity athlete’s life is valued by contemporary media, and how media portrayals represent historical underpinnings of identity politics and oppressive practices, in line with structural and systemic violence in contemporary American society.

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Sveinson, K., & Toffoletti, K. (2022). What Makes Sport Spectating Family-Friendly? A Phenomenological Study of Mothers' Sport Fan Game-Day Experiences. *Journal of Sport Management*, 1(aop), 1-14.

Walsh, D. W., Green, B. C., Harrison, T., & Bowers, M. T. (2022). 'Sport as a Resource Caravan': Understanding How Adults Utilize Sport as a Developmental Tool. *Journal of Global Sport Management*, 7(4), 546-568.

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### **Introduction**

This section offers a review of a selection of articles relevant to the topics of sport policy and sport governance published in the major sports journals in the second half of 2022. A total of six articles (all sport policy-focused), produced by scholars from Europe and North America, are highlighted here. The study topics include: LGBT+ policies, policy impact on the development of sport and physical activity participation, the influence of macro-environment on the field of sport policy and management, sport policy analysis framework, and sport policy initiatives evaluations.

This collection of articles featured one systematic review, two policy documents reviews, one commendatory piece, and two empirical studies. A wide range of theories was used to guide the research investigation and/or to support the interpretation of the findings. These included Foucault's analysis of ideas, ideology, knowledge and power; Eisenstadt's multiple modernities; Henry's account of sports/cultural policy orientations; policy analysis and implementation frameworks; and a theory-based evaluation model.

These articles were selected because, compared to other sport policy-related studies published in the major sports journals, they made a relatively strong theoretical contribution to, or conceptual advances for, the development of policy and/or governance disciplines. This review does not include research that touches on policy/governance issues in passing, or where only the findings of the studies were relevant to sport policy in terms of practical implications. In addition, in order to

avoid duplication of presentation, some articles may not have been highlighted here, but discussed in another section (e.g., leadership).

The key messages from each of the papers reviewed are highlighted in turn in the following section.

### **Advances in sport governance and policy research**

A research topic that has garnered increasing interest and has been a recurring theme in recent issues of SMD concerns the LGBT+. Spurdens and Bloyce's work adds to the literature by providing a discourse analysis of the equality, diversity and inclusion policies across a range of English National Governing Bodies (NGBs) and other sports organisations. Drawing on the work of Foucault, Spurdens and Bloyce examined the ways in which power and knowledge shaped policy development and implementation. They highlighted that 'equality-proofing' was a common exercise adopted by many English NGBs, whereby NGBs claimed to be LGBT+ inclusive, but provided little evidence to support this via setting up specific policy targets. It became clear that the dominant discourse that NGBs were perpetuating was 'we are doing something', 'we have ticked the box'. Spurdens and Bloyce concluded that most NGBs have developed little policy to support structural transformation for the LGBT community from a social justice approach. Their work is important as it highlights the need for greater attention to be paid to the policies and practices of NGBs in promoting equality, diversity, and inclusion for the LGBT+ community. It also underscores the importance of taking a critical policy analysis approach to understand the ways in which power and knowledge shape policy development and implementation in sport.

A systematic mixed studies review of the impact of sport policies on physical activity (PA) and sport participation was carried out recently by a group of European researchers from Ireland, the Netherlands and Poland (Volf, Kelly, Bengoechea, Casey, Gelius, Messing, Forberger, Lakerveld, Braver, Zukowska, & Woods, 2022). By identifying seven policy actions (such as financial support, and initiatives providing free access to certain target demographic) that can impact sport and PA participation, the authors concluded that, while sport policies can have a positive impact on physical activity and sport participation, evidence was not consistent across all interventions. They highlighted that certain policy actions may even lead to displacement impact. The study emphasised the need for clear policy objectives, well-designed interventions, and advocated for the use of robust evaluation frameworks (such as realist evaluation) to determine the effectiveness of policy interventions.

Henry's observation and summary of the evolution of sport policy and management within the changing macro-environment over the last 40 years are thought-provoking. By highlighting the shifts in international relations, modernization processes, political ideologies, and the production of truth, Henry's analysis adds depth and nuance to the understanding of the field. With an intention to help sport policy and management professionals understand and adapt to the complex and diverse global environment in which they operate, Henry identified four themes: (a) there is a shift in international relations from a bi-polar to a multi-polar model; (b) teleological assumptions concerning the development of western models of modernization, and their replacement with accounts of multiple modernities have caused challenges in practice; (c) the emergence of Populism and the changing nature of political ideology and sport policy, coupled with (d) the undermining of

notions of truth in public discourse, meant that sport managers/policy-makers need to understand and resist the use of sport in promoting negative, non-inclusionary ideological messages.

Jedlicka, Harris and Houlihan's critiques and synthesis of several policy analysis frameworks used in sport management are useful. By applying the interpretive policy analysis framework, the Multiple Streams Framework, Punctuated Equilibrium Theory, and the Advocacy Coalition Framework to analyse the policy process relating to the passing of the SafeSport Act in the United States, the authors pointed out that overly reliant on rationalist approaches to policy analysis could limit the usefulness in understanding the complex and contested nature of sport policy issues. They suggested possible revisions to include for example a greater emphasis on critical policy analysis and a more nuanced understanding of power and politics in sport policy.

Focusing on policy implementation, Lachance and Parent explored the Canadian Official Languages Act's implementation and impact on collaboration between national sports organisations and Quebec provincial/territorial-level sports organisations in the Canadian sport system. Guided by Van Meter and Van Horn's policy implementation model, via document analysis and interviews with stakeholders, Lachance and Parent concluded that, although some enforcement activities related to the Act were problematic, the implementation of the Act in the Canadian sport system seemed to bring successful results. They also highlighted the importance of bilingualism in leadership and staff of national sports organisations.

Relevant to policy evaluation, Ricour, De Bosscher and Shibli adopted a case study approach (focusing on the location of Flanders (Belgium)) to evaluate the

initiatives taken by Flemish national governing bodies to optimise organised youth sport and promote participation. Using documentation and focus group interview data, the authors interrogated the underlying mechanisms and strategies behind these initiatives. They shed light on the challenges and limitations of these initiatives, such as the lack of a sound strategic basis and short-sighted focus. The authors reiterated the existing demand for the utilisation of a theory-based evaluation methodology.

## **Conclusion**

By highlighting (1) the need for more effective policy implementation, (2) theory-based evaluation of policy impact, (3) offering lip-serving inclusive policies, and (4) more collaborative and evidence-based approaches to policymaking, this collection of studies has important implications for policymakers and sport organisations. They provided valuable insights and frameworks for understanding the complex and contested nature of sport policy issues and offered important recommendations for future policy development and implementation.

Coincidentally, the above-selected articles cover different stages of policy-making cycle, ranging from policy/intervention design, and policy implementation, to policy evaluation/analysis. It also reminds us that not only the effectiveness of policy can be affected by various points of policy formulation, but also the entry points for policy research can be diverse and the examination of individual stages can provide valuable insights into policy process. As an academic professional, I urge the academic community to direct more attention towards policy evaluation – an area that has been relatively overlooked. It is crucial to recognise that policy effectiveness is not solely a matter of concern for the government and governing bodies, but rather requires active participation and support from the academic field. Academics have a

vital role to play in providing unbiased and independent perspectives on the impacts of policies, thereby informing decision-making processes.

## **Annotated bibliography**

*Spurdens, B., & Bloyce, D. (2022). Beyond the rainbow: a discourse analysis of English sports organisations LGBT+ equality diversity and inclusion policies, International Journal of Sport Policy and Politics, 14(3), 507-527, DOI: 10.1080/19406940.2022.2080245*

This study analyses the effectiveness of current LGBT+ equality policies in English sports organizations. The authors, researchers at the University of Chester, UK, review 188 National Governing Body policies and 67 policies from other relevant organizations and carry out a Foucauldian discourse analysis to identify the dominant narratives within the policies. The authors suggest that while organizations gesture towards change, there is a partial stasis where organizations fail to implement concrete changes in their policies. The authors describe this process as 'equality-proofing'. The paper contributes to the field of sport policy governance by highlighting the need for organizations to go beyond superficial gestures towards equality and implement concrete changes to support LGBT+ inclusion.

*Volf, K., Kelly, L., Bengoechea, E., Casey, B., Gelius, P., Messing, S., Forberger, S., Lakerveld, J., Braver, N., Zukowska, J., & Woods, C., (2022). Evidence of the impact of sport policies on physical activity and sport participation: a systematic mixed studies review, International Journal of Sport Policy and Politics, 14(4), 697-712, DOI: 10.1080/19406940.2022.2127835*

This study carries out a systematic mixed studies review of the impact of sport policies on physical activity and sport participation. The authors, researchers from the University of Limerick (Ireland), Sport Ireland, Friedrich-Alexander-Universität Erlangen-Nürnberg, Leibniz Institute for Prevention Research and Epidemiology (Germany), Amsterdam Public Health Research Institute, de Boelelaan 1089a (the Netherlands), and Gdansk University of Technology



(Poland), review 93 articles and report that sport policies can positively impact physical activity and sport participation, especially when they are well-implemented and supported by effective strategies. However, evidence of reaching hard-to-reach groups is limited.

*Henry, I., (2022). Processes of political, cultural, and social fragmentation: changes in the macro-environment of sport policy and management: c.1980–c.2022, European Sport Management Quarterly, 22(5), 705-725, DOI: 10.1080/16184742.2022.2046122*

This paper examines changes in the macro-environment of sport policy and management from 1980 to 2022. The author, a researcher from Loughborough University (UK), highlights the key changes in the past four decades and how the political, cultural, and social fragmentation have influenced the field of sport policy and management. The author calls for policy and management to adapt to the new realities and recommends that managers continue to make decisions based on evidence and based on publicly accepted standards of truth.

*Jedlicka, S., Harris, S., & Houlihan, B., (2022). Policy Analysis in Sport Management Revisited: A Critique and Discussion, Journal of Sport Management, 36, 521-533. <https://doi.org/10.1123/jsm.2021-0193>*

This paper provides a critical analysis and discussion of policy analysis frameworks in sport management. The authors, researchers from the Washington State University (USA), University of Colorado (USA), Loughborough University (UK), and Norwegian School of Sport Sciences (Norway), highlight the limitations and challenges of traditional policy analysis frameworks in the context of sport management and suggest alternative approaches should be used that are more in line with the specific characteristics of sport organisations and their stakeholders. The paper contributes to the field of sport policy governance by calling for a more context-specific approach to policy analysis in sport management.

*Lachance, E., & Parent, M., (2023). Policy implementation and collaboration in a federated sport system: the case of the official languages act, International*

*Journal of Sport Policy and Politics*, 15(1), 63-79, DOI:  
10.1080/19406940.2023.2166564

This paper examines policy implementation and collaboration in the context of a federated sport system using the example of the Official Languages Act in Canada. The authors, researchers from Brock University and the University of Ottawa, Canada, summarise the importance of bilingualism and cultural awareness in leadership and staff of national sports organisations, and the need for a more purposeful monitoring and evaluation process by the enforcing agency to aid policy implementation activities.

*Ricour, M., De Bosscher, V., & Shibli, S., (2023). The logic behind the initiatives of national governing bodies in Flanders to improve organised youth sport: A theory-based evaluation approach, International Journal of Sport Policy and Politics*, 15(1), 81-108, DOI: 10.1080/19406940.2022.2161595

This paper uses a theory-based evaluation approach to examine the initiatives of national governing bodies in Flanders to increase sport and PA participation rates and improve the quality of youth sport in their affiliated sport clubs. The authors, researchers from Vrije Universiteit Brussel (Belgium) and Sheffield Hallam University (UK), point out both implementation failure (such as lack of practical quality guidance) and theory failure (such as the focus on achieving short-term performance, rather than long-term development). This study provides valuable insights into the strategies and mechanisms used by national governing bodies to optimise youth sport provision in clubs.

# Analysis of Sport Economics Research: New Perspectives on the Demand for Sport

Joel G. Maxcy

## Introduction

All papers considered in this section of the digest come from published issues dated July 2022 - December 2022 in the ten pre-selected journals. Of these ten journals, two are exclusively dedicated to sport economics related research, the *Journal of Sports Economics* (JSE), which is the official Journal of the *North American Association of Sports Economists* (NAASE) and the *International Journal of Sport Finance* (IJSF), which is the official journal of the *European Sport Economics Association* (ESEA). Furthermore, sport economics research is regularly published in either of four sport management journals, i.e., the *European Sport Management Quarterly* (ESMQ), the *Journal of Sport Management* (JSM), the *Sport Management Review* (SMR) and the *Journal of Global Sport Management* (JGSM). The following list provides a summary of overall 39 identified papers covering sport economics related research that have been published in either of these seven journals as of December 2022:

*JSE* (V23 Issues 6-8): 18 papers, with all 18 covering sport economics related research,

*IJSF* (V17 Issues 3 & 4): 9 papers, with all 9 covering sport economics related research,

*ESMQ* (V 22 Issues 4-6): 19 papers, with 6 covering sport economics related research,

*JSM* (V36 Issues 5 & 6 ): 18 papers, with 2 covering sport economics related research,

*SMR* (V25 Issues 3 -5): 22 papers, 1 covering sport economics related research,

*JGSM* (V7 Issues 3 & 4): 16 papers with 3 covering sport economics related research.

The thirty-nine papers fall into five different categories:

**Labor markets** (such as league restrictions on player mobility; player and coach hiring, dismissal and contracts, performance and incentives; transfer markets; salary determinants; discrimination): 5;

**Performance Analysis** (such as home advantage, tournament effects, and behavioral sport economics such as the effect of travel, home field, etc. on performance): 7;

**Demand for Sport** (the determinants of stadium attendance, TV viewing): 14;

**Sport and Vice** (financial analysis of sports gambling markets, effects of law and policy on sports wagering, doping and sport outcomes): 5;

**Finance & Ownership** (such as the financial returns to investment sport, sport and financial markets): 10.

## **The Demand for Sport**

For this edition of the digest, I've reviewed empirical studies exploring the demand for sport. Included are demand for in-person attendance and demand for viewing on television and other media alternatives. Demand analyses have long been a staple of sport economics research and the volumes published in the second half 2022 see a substantial amount of traditional demand for sport research. Borland and MacDonald (2003) provided a thorough review of the demand for sport literature up to that time. In doing so they present a conceptual framework for demand analysis and identify several shortcomings of that research as of that date. B&M note empirical and data problems characterize the research. For example, while attendance figures are widely available, the reported attendance may be altered from actual attendance. More problematic is that ticket prices are not easily gathered and often vary across stadium's seating sections. Most studies have simply relied on average (reported) ticket price to account for other side of the price to quantity sold relationship. Many studies since 2003, including several of those referenced here, endeavor to address the challenges noted by Borland & MacDonald.

The focus of demand studies has largely focused on stadium demand and the paper by Schreyer and Ansari (2022) in the August 20<sup>th</sup> anniversary edition of the *JSE* offers a thorough review of that literature. Besides sports economics papers, this review included a number of articles from sport management and sport marketing journals authored by researchers most often associated with those disciplines. There has been, as the authors note, a proliferation of attendance demand studies since the inception of the *JSE* in 2002. Football (soccer), baseball, and American football constitute far and away the most studied sports in regard to stadium demand. Importantly, the authors state there is a lack of studies on both the demand for women's sports and for niche, or other emerging, sports. They also note that outcome uncertainty is a frequently studied topic in assessing demand- a concept that dates to the beginnings of sport economics in the papers by Rottenberg (1956) and Neale (1964). In fact, in the same *JSE* issue Collins and Humphreys (2022) review the literature on outcome uncertainty and demand, discussed below. More recently papers on demand for sport have included the effects of "star power" and environmental issues like the effect of air pollution on attendance. Social issues like players standing (or not) for the pre-game national anthem on National Football League (NFL) (Sperling and Vandegrift, 2022). The sports economics papers published over the past six months have reflected both the inclusion of a broader base of sports and alternative factors influencing attendance demand.

The uncertainty of outcome hypothesis (UOH), as it effects the demand for sport, is seminal to the economic analysis of sport. The two groundbreaking papers Rottenberg (1956) and Neale (1964) both consider closely matched games or contests, such that the winner cannot be easily predicted beforehand as essential to the demand for team (Rottenberg) and individual (Neale) sports. Competitive balance policies, and the entire sports economic literature analyzing these policies, is predicated on the belief that more closely matched opponents, and a narrow distribution of talent across clubs increases the demand for a sport (see Fort and Maxcy 2003). Nonetheless, sports economics studies testing for uncertainty of outcome as a critical component of demand, routinely find little empirical evidence that is the case. A primary issue is that there is no particular measurement outcome uncertainty and thus a wide variance in the proxy variable used to represent uncertainty. Collins and Humphreys' (2022) paper, also in the anniversary edition

JSE survey, undertakes a meta-analysis of the outcome uncertainty literature that includes over 500 model specifications across 97 papers. As expected, there is little accord on whether uncertainty affects demand and the proxy variables are widely diffused. Unsurprisingly, the authors suggest that loss aversion is a more important factor in determining home stadium attendance demand.

Articles on the effects of social issues on demand for sport and the analysis of women's and other less studied sports (niche sports) make appearances in the sport journal in the second half of 2022. Walker, Allred, and Berri (2022) consider the possibility that dunking (or lack thereof) of the basketball creates a demand problem for the Women's National Basketball Association, where dunks are rare, relative to the men's NBA. A repeated media criticism of the WNBA is that their less athletic players play a "below the rim" game that is not attractive to fans. The authors ultimately determine, by analyzing the NBA, where dunks are frequent, that attendance demand is largely a function of team winning and not individual player performance displays. Sperling and Vandegrift (2022) also consider a social issue's affect on demand. In this case national anthem protests and viewership of NFL games. The findings showed that explicit protests reduced viewership of the following weeks games by 15% and the finding was most pronounced in conservative-voting cities. Brook (2022) found that moving from policies that banned alcohol to those permitting the selling of alcohol at NCAA bowl division (major) college football games significantly increased concession revenue but was not shown to increase ticket sales. Last, Maennig and Mueller (2022) addressed the impact of racial discrimination on demand for sport. Revisiting an idea originally put forth in a study of the National Basketball Association by Kahn & Sherer (1988), and the forerunner to a large literature on the effects of racial prejudice on consumer demand in sport. The authors assess how attendance and team performance respond to changes in a local market's racial composition. They find both consumer and employer discrimination, but that fan and employer racial preferences only partially align. Indicating somewhat in contrast to Kahn & Sherer's conclusion, that employer discrimination is not necessarily driven by fans' racial preferences.

The demand for media viewership is critical, as broadcast rights sales are fast approaching ticket sales in terms of revenue generation in sports. In some leagues

such as the NFL broadcast rights sales comprise the largest share of league income from any single revenue source. The ESMQ published three articles on demand for broadcasts in the covered period. Wallrafren, Deutscher, and Pawlowski (2022) explored the often-mentioned concern that live television coverage viewership negatively impacts stadium attendance. They tested German 3<sup>rd</sup> Division football and found some evidence that there was in fact a negative effect on stadium attendance given the live telecast of a match. Wills, Tacon, and Addesa (2022) also consider European football with an examination of the television demand for the UEFA Championship League. Their goal was to test the efficiency of the tournament's structure based on relative TV viewership outcomes. Interestingly, they found that TV audiences were not drawn to higher degrees uncertainty of outcome, but rather the presence of superstar players and celebrated clubs. The authors suggest restructuring the tournament so that stars and top clubs are more likely to advance through to the later round of the UEFA championship. Last, Butler, Butler, and Maxcy (2022) consider the demand for televised boxing viewership via both for pay-per-view (PPV) and subscription services. The paper hit three themes previously discussed here—demand for televised sport events, demand for a niche sport—boxing, and a test of the UOH hypothesis. The evidence on the latter is conflicted and paying fans prefer rematches, home country participants, and heavyweight divisions to uncertain outcomes. For PPV there is evidence, perhaps confoundingly, of a positive price affect. That is, higher priced PPV events drew more consumer buys. However, this may be the result of bouts that feature popular performers such as Floyd Mayweather Jr.

## **Conclusions**

Papers published on sport economics in the second half of 2022 have advanced analysis of the demand for sport literature. The period offers the first and much overdue, review of the stadium demand literature. Additionally, there is a review of the often-analyzed uncertainty of outcome hypothesis and its effect on demand and viewership for sport events. The period also saw an extension of this literature to address previously under researched sports such as women's basketball and boxing. The effect of social issues, e.g., anthem protests, stadium alcohol sales, and racial prejudice on the demand for sports are also addressed. Finally, as

broadcasting revenue increasingly grows in importance, there was significant attention paid to the demand for sport broadcasts.

### **Annotated bibliography**

Stacey L. Brook. (2022). General Admission Alcohol Availability at American College Football Bowl Subdivision Stadiums: A Difference-in-Difference with Timing Variation Analysis of Football Program Concession Revenues and Ticket Sales. *International Journal of Sport Finance*, 17, 154–164.

**Abstract:** The percentage of universities selling alcohol to legally aged general admission spectators at football bowl subdivision stadiums increased by nearly 150% from 2012 to 2018. Previous research examines the effect of alcohol availability on revenue using a pro forma case study for one university. The literature is extended by systematically analyzing public college football program concession and ticket revenues using data from the NCAA Membership Financial Reporting System covering the 2012 to 2018 seasons. Using a differential timing difference-in-difference methodology, universities allowing general admission alcohol sales causes concession revenues to increase by approximately \$350,000 or \$1.15 per fan during this time period, but allowing general admission alcohol sales does not have a statistically insignificant impact on ticket sales revenues.

David Butler, Robert Butler, and Joel Maxcy. (2022). New insights on the Louis-Schmeling paradox: determinants of demand for subscription and pay-per-view boxing. *European Sport Management Quarterly*. 22 (4) 588-621.

**Abstract:** Studies considering demand for professional boxing are almost completely absent from the Sport Management/Sports Economics literature. Little is known about consumer preferences for a sport which attracts global attention but is unique insofar as it is exempt from standard sporting institutions maintaining competitive balance. We use two new datasets to ask, what are the determinants of main event viewership (Nielsen ratings) and pay-per-views buys? In addressing this question we offer new insights on the uncertainty-of-outcome hypothesis and extend research on direct demand for individual sport. The datasets comprise of 210 HBO



and Showtime broadcasts from 2006 to 2018. We estimate generalised linear models, controlling for economic determinants, bout features, boxer popularity and scheduling factors. For main events, we find conflicting evidence to the uncertainty-of-outcome hypothesis. Fans show a preference for rematches, domestic boxers and heavier divisions. NFL broadcasts and earlier scheduling negatively impact viewership. For pay-per-views, we find a positive price effect. Expectedly, Floyd Mayweather Jr increases buys. Both categories exhibit a negative trend with viewership and PPV buys declining over the sampling frame. The results offer new evidence that is contrary to the uncertainty-of-outcome hypothesis for an individual sport. The findings point to differences in consumer preferences between two sources of demand for the same sport. Practically, these can inform the strategic decision-making of broadcasters, promoters, advertisers and potential new broadcasting entrants.

Clay Collins and Brad R. Humphreys. (2022). Contest Outcome Uncertainty and Fan Decisions: A Meta-Analysis. *Journal of Sports Economics* 23 (6) 789–807

**Abstract:** Outcome uncertainty represents a central, defining area of sports economic research. Contest outcome uncertainty (COU), the idea that fan expectations about game outcomes affects attendance decisions, receives substantial attention in the literature, including many papers published in this journal. The standard model of fan decisions under uncertainty generates two diametrically opposed predictions about the COU-attendance relationship, depending on fan preferences, generating tension in the empirical literature. We undertake a meta-analysis of the empirical COU literature to assess empirical support for these predictions. We identify more than 500 empirical model specifications reported in 97 COU papers. The results slightly favor the loss aversion version of the model, but the literature contains no consensus. Sport analyzed and choice of COU proxy variable have no relationship to reported results. Simple OLS and panel data methods generate much of the evidence, highlighting the importance of using causal inference methods in future research.

Wolfgang Maennig and Steffen Q. Mueller. (2022). Consumer and Employer Discrimination in Professional Sports Markets: New Evidence from Major League Baseball *International Journal of Sport Finance*. 17, 230–244

**Abstract:** This study investigates the relationship between consumer discrimination, racial matching strategies, and employer discrimination in Major League Baseball (MLB) from 1985 to 2016. Specifically, we assess the extent to which both fan attendance and team performance respond to changes in teams' and their local market areas' racial compositions. To this end, we use game-level data (N = 69,239) that we aggregate to the team-season level (N = 866). Using facial recognition software and pictures on more than 7,000 players, each player is assigned to one of three race groups: white, black, and other (Asian or Hispanic). We find both consumer and employer discrimination; discrimination varies across leagues, over time, by race and athlete groups, and regional racial composition. However, league-specific fan and employer racial preferences only partially align, indicating that employer discrimination is not primarily driven by fans' racial preferences.

Dominik Schreyer and Payam Ansari. (2022). Stadium Attendance Demand Research: A Scoping Review. *Journal of Sports Economics*. 23 (6) 749–788.

**Abstract:** Because maximizing stadium attendance demand is of utmost importance, for both sports economists and sport management researchers, understanding the potential determinants of such demand better has become a priority in the last decades. Here, conducting a systematic scoping review, we map this previous research in terms of its characteristics, its nature, and its volume, thus offering a concise perspective on what has been previously explored, and, more importantly, what remains to be analyzed in the future. Intriguingly, we observe a lack of studies exploring data generated in both niche and women's sports, as well as in most emerging markets. Further, the field has not yet established the use of disaggregated stadium attendance data, despite notable potential methodological pitfalls.

Noah Sperling and Donald Vandegrift. (2022). Anthem Protests, Viewer Politics, and the Demand for NFL Games: Assessing the Impact of National Anthem Protests on Viewership.

*Journal of Sports Economics* 23 (8) 1017-1045

**Abstract:** This paper analyzes the effect of anthem protests on viewership for National Football League (NFL) games controlling for measures of NFL market-specific political beliefs and other demand determinants. To capture the effect of the

protests on viewership, we create two classes of protests (unambiguous and ambiguous protests) and support the classification based on the meaning of the protest, actions by NFL owners, and statements by Donald Trump. Using data from all early and late-afternoon Sunday games from the 2014 through 2017 regular NFL seasons, we show that: (1) unambiguous protests reduce viewership in the week following the protests by about 15% while ambiguous protests do not generally produce statistically significant reductions in viewership; (2) the negative effect of unambiguous protests on viewership is particularly strong in metro locations that voted more heavily for Donald Trump in 2016; and (3) following Donald Trump's statements in week 3 of the 2017 season, both ambiguous and unambiguous protests increased and the increase in ambiguous protests was particularly large.

Nefertiti Walker, Thomas Allred , and David Berri. (2022). Could More Dunking Really Help the WNBA? *International Journal of Sport Finance*, 17, 187–200.

**Abstract:** Motivated by a comment Shaquille O'Neal made about the Women's National Basketball Association (WNBA), we ask the following question: Is consumer demand and revenue in sports driven by the entertainment spectacle of the contest or the emotional attachment derived from wins and losses? We answer this question by empirically examining gate revenue in the National Basketball Association (NBA) from 2000–01 to 2018–19. Utilizing a linear regression with panel corrected errors, we examined the impact on factors like dunking, three-point shooting, star power, and team wins on team gate revenue. Our findings indicate that basketball fans very much care about winning, but they are less interested in how those wins are achieved.

Tim Wallrafren, Christian Deutscher, and Tim Pawlowski. (2022). The impact of live broadcasting on stadium attendance reconsidered: some evidence from 3rd division football in Germany. *European Sport Management Quarterly*. 22 (6) 788 -924.

**Abstract:** If a sports competition is broadcasted live, consumers may opt for substituting gate attendance with watching that game live on TV (or online). This might be worrisome for teams, particularly those in lower divisions, whose game day revenues typically exceed broadcasting revenues. So far, however, the literature testing this claim empirically is inconclusive. We examine whether (at least parts of)

this confusion might be traced back to shortcomings in the econometric modelling process. We use attendance data for 1,138 games in German third division football from the 2015/16 to 2017/18 seasons and compare results for our demand equations between ordinary least squares (OLS) and endogenous treatment regressions (ETR). ETRs explicitly account for any selection bias, that is, the broadcasters' preference to select the most attractive games for live broadcasting (which are expected to also attract comparably larger gate attendances). While OLS models reveal a significant positive impact of live broadcasts on gate attendance, this effect reverses when estimating ETRs. Even though there is suggestive evidence for postponing ticket demand to some extent to later games, the overall negative effect remains robust and large. Our findings highlight the relevance of controlling for the selection bias when analyzing the impact of live broadcasting on stadium attendance. From a managerial point of view, our findings suggest that increasing the number of games broadcasted live in German third division football might not be advisable, since additional broadcasting revenues may not exceed predicted losses in ticket revenues.

George Wills, Richard Tacon, and Francesco Addesa. (2022). Uncertainty of outcome, team quality or star players? What drives TV audience demand for UEFA Champions League football? *European Sport Management Quarterly*. 22 (6) 876-919.

**Abstract:** This is the first article to empirically examine what drives TV audience demand for the UEFA Champions League (UCL) in major European markets. It then asks: How well does the tournament structure meet the preferences of TV viewers? The article analyses the UCL from 2013/14–2018/19, considering TV viewing figures for all televised games from the group stages through to the finals in six nations – France, Germany, Italy, the Netherlands, Spain and the UK. It then analyses match data in the UCL since its most recent tournament restructure in 2003/04, along with Ballon d'Or results and UEFA Club Coefficient rankings, to assess the efficiency of the current tournament structure. Uncertainty of outcome is not significantly associated with the size of TV audiences for the UCL, but both the presence of star players and team quality are. However, analysis of match data reveals that the current structure of the UCL does not maximize the number of star players or top

clubs that progress to the latter stages of the tournament. These findings enable UEFA and other sport competition organizers to make evidence-informed decisions about how to structure competitions, while balancing the needs of multiple stakeholders. They also contribute to the small but growing body of empirical work that seeks to identify the key drivers of TV demand for sport – increasingly the dominant form of revenue for many sport organizations.

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## Sport Leadership

Zack J. Damon

### Introduction

This edition of Sport Management Digest's Sport Leadership section encompasses a total of five articles. The current edition includes two studies from the *Journal of Sport Management (JSM)*, two from *Sport Management Review (SMR)*, one from *International Journal of Sport Policy and Politics*. Each of the articles in this section include either a direct focus on leaders and leadership in sport or examine decision-makers leading sport organizations through strategic management decisions.

The current collection of articles spans different approaches to examining leadership as well as positioning certain groups as leaders or through a leadership lens to further understand sport and societal phenomena. For example, Read and Lock (2022) used image repair theory combined with the social identity approach to leadership as a way to explore sport organizations' communication and response to societal crises, namely, the National Football League (NFL) players' U.S. national anthem protests. Swanson et al. (2022) conducted a study, which looked at the role of servant leadership in U.S. professional sport organization employee well-being. Well-being encompassed several aspects measured around employee life satisfaction, physical health, and teamwork. Staying in the U.S., Hayduk (2022) examined Major League Baseball (MLB) team owners and their past business involvement and acumen towards business intelligence (BI) and whether or not high acumen in BI led to improved operating margins for their teams. The remaining two articles took to investigating inclusion policies and perceptions of sport leaders in the Australia and New Zealand contexts (Hammond, 2022; Turconi et al., 2022). Hammond (2022) focused on inclusion policies related to those with a disability on Australian swim teams, with a specific focus on coaches' perceptions of such policies. Turconi and colleagues (2022) turned to diversity and inclusion (D&I) practices among New Zealand Rugby, a National Sport Organization (NSO) through a discourse analysis among key personnel within the NSO. Overall, the current swatch of sport leadership articles focused on three different countries, with three of the articles studying U.S. sport, one studying Australian sport, and the last one studying New Zealand sport.

Despite a narrow geographical focus among the articles, the studies employed a variety of methods to accomplish their work. As mentioned above, Turconi et al. (2022) used a discourse analysis approach to determine the exact differences between what could be said and what is truly stated (Baachi & Bonham, 2014). Hammond (2022) conducted qualitative, semi-structured interviews with eight personnel in the New Zealand Rugby NSO. Hayduk (2022) employed a BI analytical model on his data to ascertain whether and which MLB owners' previous BI experience improved their team's profitability. Swanson et al. (2022) used structural equation modeling (SEM) to determine the relationship between servant leadership and the employee well-being outcomes. Lastly, Read and Lock (2022) approached their study on the NFL's statements towards the anthem protests through a discursive social psychology way to perform discourse analysis. This included a familiar qualitative coding approach to the data, done through iterative and inductive steps.

The following section provides a discussion on the highlights of each reviewed paper with synthesis to each other or the greater sport leadership research stream where appropriate.

### **Advances in Sport Leadership Research**

Read and Lock (2022) merged the recent societal topic of U.S. NFL players protesting the national anthem prior to a game along with the image repair theory and social identity leadership approach to illustrate how the NFL attempted to navigate the precarious social reactions to the protests. Incorporating Benoit's (1997) notion that an organization will be held responsible in the eye of the public for an offensive event or action and thus, leading to an organizational crisis, Read and Lock (2022) took a unique approach to a phenomenon that had been pertinent in recent literature (Singer et al., 2022). While image repair and the general notion of organizational image has been longstanding in sport (Benoit, 1997; 2020; Hambrick, 2018), the social identity leadership aspect has not been a robust focus in sport management and leadership literature (Inoue et al., 2022; Read & Lock, 2022). Social identity leadership is an approach focused on when leaders attempt to connect people with a group through a shared feeling, view, or understanding and aim to influence those through a specific vision linked to either being attractive or not attractive to the group (Haslam et al., 2020; Read & Lock, 2022). This embarks on



setting up a “We” and “Us” type of group mentality that the leader can then manipulate, positively or negatively, towards their end goal.

In the case of the NFL anthem protests and image repair theory, Read and Lock determined a nuanced political approach by NFL leader and commissioner, Roger Goodell through recent years. Overall, the authors found the NFL responses to the anthem protests, social injustice protests, and general social issues in the U.S. to be insufficient. Specifically, the attempts at image repair tended to attempt a balanced political approach yet the rhetoric continuously fell towards the side of promoting a patriotic American vision and veiled support towards protests. Therefore, the “We” and “Us” grouping mentality ended up furthering the divide between those who supported the social protests and those who stood against them, rather than address the actual societal issues authentically (Read & Lock, 2022). Read and Lock (2022) contribute the aspect of poorly executed image repair by the NFL from a practical implication. A key theoretical implication towards the sport leadership research stream is another example of how social identity leadership can help better understand significant societal trends, of which sport organizations and their leaders may play a major role in dictating fans’ and society’s response to the trend. Further, Read and Lock (2022) demonstrated the discourse analysis approach to studying the societal protests and NFL response phenomenon, and therefore, added a layer of understanding how even years after league statements are made, they can continue to have an impact and be studied through new lenses.

Staying in the U.S. context, Hayduk (2022) enacted a unique approach to examine a key group of leaders in the U.S. professional sport context: MLB team owners. Although team owners may not have a direct impact on a game’s outcome such as the manager or even General Manager could through roster moves, the team owners tend to dictate the vision of the franchise and act as the top-management-team (TMT) (Hayduk, 2022). Namely, team owners and their financial resources or willingness to spend those resources dictate whether the team will aim to compete for a World Series in a particular season, compete for a playoff spot, or rebuild the roster with younger players. Each vision comes with various decisions, including those surrounding the player payroll. With the player payroll accounting for a large sum of the team owner’s budget, and MLB still being a business, Hayduk (2022) inquired to determine how a team owner’s aptitude with BI and technology may help their team’s profitability. Through an argument based on an owner who is a

BI expert and has successfully navigated implementing technology before, either in sport or in other business ventures, Hayduk was able to uniquely examine the top leader's influence on their team in MLB. Hayduk (2022) used the organization's operating margin as the key dependent variable, made up of the premise to increase revenue however possible and to create new cost efficiencies. Either or both of these strategies would enhance the financial margin, and thus, offered an appropriate way to measure the owner's BI aptitude and impact.

The independent variable offered a unique way to classify a sport leader, in the case of a team owner's background. Hayduk (2022) protocols similar to those used by Canella et al. (2008) and career vignettes for each of the MLB owners. Hayduk (2022) had the vignettes reviewed by an external researcher and once the vignettes were revised appropriately, Hayduk then had a separate panel of four outside researchers and himself rank each owner's experience into the Canella et al. (2008) protocols. Out of the nine protocols, the main one used to classify an owner as having a BI career experience was "IT/high-technology". Owners were only granted this background when at least four out of the five panelists categorized an owner as such. This process resulted in five MLB owners with the BI background designation.

After determining appropriate covariates and constructing the analytical equations to accurately assess all variables, Hayduk (2022) found that an owner's BI background had a positive impact on their team's operating margin, although it was a small impact. There was also a mediating component, which illustrated an owner's BI experience mediated through their organization's cost efficiency management rather than their revenue maximization efforts (Hayduk, 2022). Perhaps the most stark difference and inferred outcome was that of owners with BI experience compared to their counterparts without BI experience holding an edge towards greater cost efficiency for their team. As Hayduk (2022) noted, it can be debated just how influential a team owner is on the daily operations and on-field success of their team in a given game. However, with their financial investment into the team, their involvement and influence is certainly impactful enough to garner further interest. These results not only offer a different way to view the top leader of an MLB team through the lens of their career background, but it also offers an extension of previous work in the TMT area of organizational behavior (Hambrick & Mason, 1984). From a practical standpoint, it reasons that Hayduk's (2022) work illustrated

how team owners tend to rely on what made them successful in their previous or other career ventures. As such, current or future team owners may desire to gain some BI expertise in order to lead their franchises through a more cost-efficient approach to gain a competitive advantage.

Swanson et al. (2022) also used a quantitative approach while studying the U.S. professional sport context. Their work differed from Hayduk's in that they examined sport organization employee well-being through a servant leadership lens (Swanson et al., 2022). This approach and type of study draws parallels to those which created much of the foundation for sport leadership research throughout history (Welty Peachey et al., 2015). Swanson and colleagues (2022) added to the foundation by concentrating on the continuously emerging research on servant leadership in sport, and on the emergent employee well-being research stream (Taylor et al., 2019). Swanson et al. (2022) argued that servant leadership's focus on creating a follower-first leadership environment, with an emphasis on serving those around them (van Dierendonck & Patterson, 2015) portrays a natural fit towards enhancing the follower's well-being. In this case, the followers were positioned as employees across the various major professional U.S. sport leagues.

Through an online survey, Swanson et al. (2022) gathered employees' perceptions of their immediate leader or manager and measured that leader's servant leadership type of behaviors on a Likert scale. The components measured to assess employee well-being included life satisfaction, teamwork, and physical health. These were able to capture a holistic approach to one's well-being and also take into account the nature of working in U.S. professional sports, that is in a team environment (Swanson et al., 2022). Swanson et al. (2022) used the quantitative SEM approach to analyze their survey data. Results indicated that servant leadership is indeed an appropriate leadership style for the benefit of employee well-being. Specifically, their results illustrated servant leadership to directly influence one's life satisfaction as well as their teamwork perception. Additionally, teamwork mediated the relationship between servant leadership and both other well-being variables, life satisfaction and physical health.

Swanson et al. (2022) contributed to the nascent sport leadership literature in several ways. First, their work provided further evidence towards the positive outcomes associated with servant leadership and added key outcomes of employee well-being to those positively influenced by servant leadership. Second, as the

authors noted, society and sport organizations continue to emerge from the COVID-19 pandemic and part of the emerging process includes changes to the workplace. In these changes are a greater understanding of how sport workplaces can impact one's life beyond just a job or career (Taylor et al., 2019). The work by Swanson et al. (2022) further emphasizes the well-being outcomes of sport employees and how important it is for leaders to shepherd these outcomes in a positive manner or else risk losing employees to burnout and turnover. A third contribution offers sport leaders a path forward to acknowledge they must create working environments conducive to positive employee well-being. Swanson et al. (2022) noted as much and their work further supports the notion that current leaders may be well-served to adopt a servant leadership type of approach to creating and maintaining such work environments.

With the above works having a focus on the U.S. sport environment, the final two articles in this edition shift focus to New Zealand and Australia, respectively. Turconi et al. (2022) investigated D&I in New Zealand Rugby. Specifically, the authors looked to understand how executive personnel in the NSO interpret D&I through a discourse analysis. Turconi et al. (2022) noted that despite D&I becoming more prominent in sport organizations (Cunningham, 2019), there is still a need to better understand and explore how personnel in decision-making positions of sport organizations, including NSOs, view D&I. Part of this need includes how those personnel interpret D&I as their interpretation and perception of D&I can potentially influence the NSO's success towards D&I and cohesion towards its achievement goals. Although pertinent in the current research streams, D&I remain difficult to define (Turconi et al., 2022). Diversity tends to be socially relevant (Cunningham, 2019) with an emphasis at times on differences among demographics, or general backgrounds and upbringings. Inclusion is often defined through the comparison of the absence of exclusion (Turconi et al., 2022) and allows for participation in key ongoing by more individuals from a variety of backgrounds. These evolving definitions are part of why it is important to continue to study D&I as personnel and leader perceptions of them can change and thus, lead to policy changes in sport organizations.

Turconi et al. (2022) used the discourse analysis technique for the current study as part of a larger case study approach to New Zealand Rugby. With such a technique and approach, qualitative interviews were used to gather deep answers

from the NSO personnel. Turconi and colleagues (2022) used a multi-step thematic analysis approach to better understand and accurately present the data and findings. Through this approach, five discursive practices were found: speech acts, othering, meritocracy, performance, and the role of sport. Turconi et al. (2022) defined each as follows. Speech acts involve the use of talk about D&I without follow through to act on or implement what was spoken. Othering boiled down to personnel's perception of "in groups" and "out groups" with most personnel categorizing typical demographic categories to form each group. Meritocracy was the next practice that was talked about by the NSO personnel. Here, they viewed organizational hierarchy and operation as independent of a person's identity and instead was based on a traditional meritocratic model. Despite this view on meritocracy, personnel believed that the next practice, performance, was enhanced through D&I and offered a way for the organization to continue to stay competitive in the global market. The final practice, the role of sport, was a traditional sense of sport being a microcosm of society (Donnelly, 1996), particularly New Zealand Rugby given rugby's immense popularity.

Turconi et al. (2022) ultimately contributed a greater understanding of D&I in the New Zealand Rugby NSO and enhanced the discipline's understanding of D&I in this context through a discursive process. The above listed practices hint at competing interpretations by personnel towards D&I as Turconi and colleagues noted. Indeed, participants and the findings illustrate how the five practices "can simultaneously undermine and reinforce D&I initiatives" (Turconi et al., 2022, p. 603). Their work furthers the D&I research through a unique method while also illustrating that industry practice of D&I, even in a longstanding NSO is still not yet working in unison across all five D&I practices. The personnel and leaders of the NSO can stand to gain a greater understanding of the positive reinforcing nature of D&I practices.

The final article in this edition involved Hammond (2022) taking a qualitative approach to better understand how Australian swim coaches experienced including their disabled athletes within their team. With the coaches positioned as leaders in this study, Hammond (2022) dove into exploring a different aspect of D&I from Turconi et al. (2022), with a focus on disability inclusion. Hammond noted that part of the impetus for this study stemmed from the Australian Government's work to develop more inclusive sport for people with disabilities. This offers a unique cultural

contribution as specific legislation; the Disability Discrimination Act (DDA) prohibits coaches from discriminating against those with disability. Hammond (2022) examined the coaches through a policy lens based on the legislation and the 7 Pillars of Inclusion and Inclusive Swimming Framework, offering a unique way to study the leaders of the swim teams through legislation rather than the leaders who implemented the policy.

Hammond (2022) conducted eight semi-structured qualitative interviews with all participants identifying as a swim coach and who had experience coaching athletes with disability. Six out of the eight coaches were employed at a pay-to-play school or swim club, and the other two were independent contractors who oversaw the training regimen for local swim club swimmers. Overall findings pinpointed that coaches would ignore, adjust, or altogether re-work the policies as they deemed, as to better fit with their organization's culture. Hammond (2022) noted how since around 2000, coaching education in Australia has stopped working in concert with the disability legislation and policies. Rather, "disability coach education in Australian Swimming since the late-2000s has been optional for coaches" (Hammond, 2022, p. 483). As such, Hammond noted that the coaches in his study primarily included those with disabilities only at the surface-level rather than enacting a fully inclusive approach to those with disability; a trend seen in previous work as well (Spaij et al., 2020).

While the findings from Hammond (2022) illustrate a disappointing approach by Australian swim team leaders, the research does help further shape sport leadership theory and practice. From a theoretical standpoint, as Hammond (2022) alluded to, the divergence between policy development and coaching disability education illustrates a need for more research into this area. Specifically, why such a divergence happened in the first place and how to explore getting the two in sync again. From a policy research standpoint, Hammond's work illustrates the importance for sport leaders to go beyond lip service when instituting and practicing inclusion policies. In the practical realm there is a need to institute further training and development through a mandatory means if needed so as to not exclude those with disability from sport.

## **Conclusion**

Overall, the current collection of articles illustrates the continued evolution of sport leadership research. Perhaps most noteworthy is that each study involved different types of leaders across sport organizations. This not only shows that we as a discipline continue to move further away from the traditional top-down types of leadership views and studies, but that we are also doing well on the academic side to keep up with the sport sector and how organizations continue to look at leadership differently. Hammond (2022) examined a traditional leadership position in coaches of Australian swim teams; however, the focus went beyond traditional leadership outcomes and instead focused on policy implementation for the inclusion of those with disability. Hayduk (2022) emphasized a way to examine a leader's past experience and expertise as a way to predict how they may help their current team's profitability through his study on MLB team owners and their previous BI experience levels. Turconi et al. (2022) did not name a leadership position specifically, but the personnel whom they included in their study were clear influential personnel in the New Zealand Rugby NSO, illustrating how leaders in sport today are not always defined by a title (Billsberry et al., 2018). Swanson et al. (2022) performed a "traditional" type of sport leadership study, yet they did so with still emerging concepts in servant leadership and sport employee well-being. Collectively, these studies exemplify how sport leadership researchers continue move the discipline forward through innovative approaches. Each study contains valuable insights into an aspect or population of sport leaders and should serve as a foundation for further research endeavors.

### **Annotated Bibliography**

*Hammond, A. M. (2022) The relationship between disability and inclusion policy and sports coaches' perceptions of practice, International Journal of Sport Policy and Politics, 14(3), 471-487, <https://doi.org/10.1080/19406940.2022.2074515>*

A researcher from University of Essex, examined coaches' perception of disability and inclusion policy and the policy implementation on Australian swim teams. Through a qualitative study, he determined that coaches circumvented the policy when possible and only adhered to it on a superficial level. Suggestions for integrating coaching disability education alongside the policy were proffered.

Hayduk III, T. (2022) Are “tech-savvy” owners better for business? Evidence from Major League Baseball, *Journal of Sport Management*, 36(5), 559-574.

<https://doi.org/10.1123/jsm.2021-0252>

The author from New York University examined if MLB team owners’ past experience with technology and specifically, BI, netted a positive result on their teams’ financial performance. Through a quantitative approach, the author was able to cultivate variables to accurately measure an owner’s past BI experience and integrate operating margin variables to assess the BI experience’s impact. Results indicated a positive but small difference between those owners with BI experience and those without.

Read, D., & Lock, D. (2022). Image repair using social identity leadership: An exploratory analysis of the National Football League’s response to the national anthem protests, *Journal of Sport Management* 36(5), 587-599.

<https://doi.org/10.1123/jsm.2021-0172>

Researchers from Loughborough University and Boumemouth University investigated how the NFL used image repair through a social identity leadership lens to overcome their crisis of how they handled U.S. national anthem protests and other social justice protests. Through a discursive approach, they determined that the NFL’s statements were mostly mouth service while the league instead held to its traditional American messaging and stance. Such messaging created further divided groups of fans and people in society as it related to the NFL’s messaging.

Swanson, S., Todd, S., Inoue, Y., & Welty Peachey, J. (2022) Leading for multidimensional sport employee well-being: the role of servant leadership and teamwork. *Sport Management Review*, 25(5), 748-770.

<https://doi.org/10.1080/14413523.2021.2014225>

Researchers from Deakin University, University of South Carolina, Manchester Metropolitan University, and University of Illinois examined how servant leadership can impact sport employee’s well-being. Through a survey and quantitative methods, it was determined that servant leadership positively influenced employee well-being and that teamwork helped mediate this relationship. The study further adds to servant leadership’s growing role in shaping current and future sport leadership research.



Turconi, L., Shaw, S., & Falcous, M. (2022). Examining discursive practices of diversity and inclusion in New Zealand Rugby, *Sport Management Review*, 25(4), 589-607. <https://doi.org/10.1080/14413523.2021.2014182>

Researchers from the University of Otago performed a discourse analysis approach to understanding how key personnel in the New Zealand Rugby NSO perceived D&I. Their findings illustrated conflicting themes towards D&I as personnel thought that D&I both hindered and enhanced their organization. Such findings illustrate the need to further educate sport personnel and decision-makers on how D&I can aid their sport organizations. Conflicting discursive practices also helped to illustrate the complexities in navigating evolving D&I, particularly when personnel lack a full understanding of each concept.

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## Sport Marketing and Sponsorship

*Dongfeng Liu*

In total 34 papers have been identified for the sport marketing and sponsorship section in the second half of 2022, of which five have been selected for a more detailed review. These articles represent both marketing and sponsorship studies.

### Advances in Sport Marketing and Sponsorship

Table 1 captures the variety of topics and themes addressed by the 34 articles across the pre-selected journals. Written by 92 authors, these publications come from 5 different journals, and IJSMS is the journal with the most publications (17) followed by SMR (7 articles). Additionally, five articles are from ESMQ, while JSM and JGSM have three and two respectively. A breakdown of articles regarding themes and topics can be found in the table, and it can be seen that the majority of these publications (25) are about sport marketing related topics, and the rest about sport sponsorship. More specifically, consumer and fan behaviour related topics are the most dominant focus areas of study for sports marketing followed by sport broadcasting. With respect to sport sponsorship, sponsorship effects and mechanism is the most researched topic followed by research on value co-creation. In the remainder of this session, the five articles will be reviewed in more detail.

**Table 1 Selected Publication in Sport Marketing and Sponsorship**

Areas	Topics	Authors	Quantity
Sport marketing (25)	fan behavior	Davies, Armstrong & Blaszk (2022)	8
		Palau-Saumell, Matute & Forgas- Coll (2022)	
		Ko, Asada, Jang, Kim & Chang (2022)	
		Boronczyk & Zarins (2022)	

	Larkin, Fink & Delia (2022)	
	Alon, Shuv-Ami & Bareket-Bojmel (2022)	
	Huettermann, Uhrich & Koenigstorfer (2022)	
	Mumcu & Nancy Lough (2022)	
	<hr/>	
	Sveinson & Allison (2022)	
	Kim, Lee, Jang & Ko (2022)	
	Raman & Aashish (2022)	
	Oc & Toker (2022)	
consumer behavior	Park, Lee & Lee (2022)	7
	Teng & Bao (2022)	
	Barbosa, García-Fernández, Pedragosa & Cepeda-Carrion (2022)	
	<hr/>	
professional sports TV viewership	Salaga, Mondello & Tainsky (2022)*	
	Oh & Kang (2022)	4
	Wills, Tacon & Addesa (2022)	
	Kim, Sung, Noh & Lee (2022)*	
	<hr/>	
brand marketing & sponsor marketing	Li & Watanabe (2022)	1
	<hr/>	
city marketing	Liang, Chen, Liu, Boardley & Shen (2022)	2
	Salgado-Barandela, Barajas & Sanchez-Fernandez (2022)	
	<hr/>	
human brand via social media & marketing managers	Doyle, Su & Kunkel (2022)*	
	Nessel (2022)	2
	<hr/>	

	big data marketing review	Mamo, Su & Andrew (2022)	1
		Wang, Qian, Li & Mastromartino (2022)	
	Sponsorship effect and mechanism	Filo, Hookway, Wade & Palmer (2022) Yuan & Gao (2022)	5
		Mastromartino & Naraine (2022)	
		Boronczyk, Rumpf & Breuer (2022)	
Sport sponsorship (9)	Value co- creation in sport sponsorship	Daigo & Filo (2022)* Buser, Woratschek & Schönberner (2022)*	2
	ambush marketing	Scott, Burton & Li (2022)	1
	Sponsorship and CSR	Shoffner & Koo (2022)	1
	Total		34

**Note: \* refers to articles reviewed in detail.**

The first article came from ESMQ, in which Doyle et al. (2022) explored how the content type and marketing orientation of athlete Instagram posts collectively would impact consumer engagement in the form of likes and comments. Drawing from self-presentation theory (Goffman, 1959), and the Model of Athlete Branding (MABI) developed by Arai et al. (2014), the authors proposed and tested the conceptual model of athlete branding via social media and a series of hypotheses. The study extends existing work by integrating offstage content as a new theoretical component of athlete branding and contributes to a holistic understanding of athlete branding within social media environments where most athlete-consumer interactions are asynchronous. While the findings demonstrated that athletic performance content generated higher rates of consumer engagement than offstage

content, it was also found that Offstage content attracted similar engagement rates to Attractive Appearance and Marketable Lifestyle content, which supports its relevance and inclusion in social media research focused on athlete branding. In addition, it was revealed that posts containing good quality photos, and the athlete's teammates positively influenced engagement rates, whereas including hashtags negatively influenced engagement. This can help guide athletes in strategically creating, managing, and building their brands via social media.

The second article also came from ESMQ. Building on the sport value framework (Woratschek et al., 2014), sponsorship, and engagement literature, Buser et al. (2022) sought to conceptualise sport sponsorship as an engagement platform on which the sponsee grants access and both sponsees and sponsors integrate resources. Through a three-stage qualitative Delphi study with 61 experts from sport sponsorship practice, the study indicates that multiple sponsors, as well as the sponsee, integrate resources beyond the sponsorship contract. These resources which are usually not part of the sponsorship contract can be categorized into five types: management competencies, technical competencies, networking skills, innovative ideas, and products and services. The results highlight the importance of voluntary resource integration and the hidden potential for generating non-monetary value in sport sponsor engagement which can lead to strategic partnerships with access to knowledge and expertise. The study not only advances literature on the network approach in sport sponsorship by conceptualising sport sponsorship as an engagement platform at the meso-level embedded within a sport service ecosystem at the macro-level, but also provides insight into what types of resources sponsors and the sponsee integrate within and especially beyond the contract at the micro-level.

Also guided by Woratschek et al.'s (2014) sport value framework, Daigo and Filo (2022) explored value co-creation for sponsors and sponsees in their Sport Management Review article by focusing on a particular context, i.e. participatory charity sport event sponsorship. Through semi-structured interviews, they examined charity sport event sponsors' and managers' perceptions of how sponsors co-create value in the charity sport event context. While the results revealed similarities in the perceptions of sponsor managers and event managers in that sponsor employees are viewed as important advocates for the cause and partnership. Differences between the two groups emerged as event managers spoke explicitly about

importance of financial contributions from the sponsors, while sponsorship managers highlighted how the sponsorship went beyond the monetary aspects. While both the Daigo and Filo (2022) and Buser et al. (2022) articles were guided by the sport value framework and examined value co-creation through the lens of sponsors and sponsees, the focus of the former is still on one party, i.e. the sponsors and how they could co-create value. In contrast, the latter article treated sport sponsorship as an Engagement Platform for both sponsors and sponsee as well as between sponsors, and explored how these parties could interact on the platform and integrate resources. While it's hard to compare the results of the two articles as the research questions are framed rather differently, it is worth mentioning that both found value co-creation in sport sponsorship would encompass non-monetary value and voluntary resources, be it networking, skills or emotion.

Since the outbreak of the Covid-19 pandemic, the role of media in sport has become more pronounced than ever for professional sports as many matches were forced to take place in empty stadiums and revenue generated from broadcasting rights fees has become ever more important for leagues and franchises. While the symbiotic relationship between sport and mass media has long been recognized and studies examining the determinants of television viewership is robust, Salaga et, al. (2022) advance literature by estimating the determinants of viewership for sequenced live content broadcast (sequenced pre-game show, game broadcast, and post-game show) by Regional Sports Networks. Through empirical analyses utilizing Nielsen local market household television ratings from programming tied to the San Antonio Spurs of the NBA, the study demonstrates a significant audience carryover from each broadcast to the next. Meanwhile, substantial variance in the viewership determinants for each live program has also been found, suggesting viewers have different consumption preferences for each program type. In addition, the study illustrated that local team performance relative to expectations would significantly impact ratings for the subsequent non-adjacent pre-game show broadcast, whereby an unexpected win against a top team generates even more and an expected loss depresses interest in the type of coverage featured in pre-game telecasts. The above results have practical implications for broadcasting rights valuation, advertising pricing, and programming strategy.

On a related topic of media professional sports spectatorship, Kim et, al. (2022) also examined the determinants of demand for live professional sports broadcasting



in their article published in the Journal of Sport Management, but their focus shifted to broadcasters. Using a panel data set from the 2018 Korea Baseball Organization league pennant race, the authors estimated the factors affecting broadcasters' choices of matches for televising and compared them with determinants of television viewership. It was revealed that while the broadcasters' choices of matches for live telecasts well reflected the actual TV audience viewership, different patterns of demand were observed for the broadcaster choice and the TV viewership models. Most notably, the predicted game attributes, such as outcome uncertainty, appeared to be significant predictors of the broadcasters' choice of games but not for the viewership; rather, viewership was determined by the past and current game attributes as well as the team attributes. The findings of this study not only shed light on the drivers of broadcasters' choices of match broadcasting, but also have practical implications for games selection and promotion in order to maximize viewership.

### **Conclusions**

Overall, the relatively high quantity of works identified for this section and the wide range of topics and themes featured in them indicate that sport marketing and sponsorship continues to be an important area that spurs scholarly interest across the world. The papers reviewed are timely and methodologically rigorous spanning different research approaches and designs. Doyle et al. (2022) made conceptual advancement for athlete branding via social media, and the works of Buser et al. (2022) expanded theoretical understanding of sponsorship as a value co-creation platform. The works on viewership and TV audience behaviour highlight the importance of media against the backdrop of Covid-19 and have practical worth for sport media practice and strategy.

### **Reference**

- Arai, A., Ko, Y. J., & Ross, S. (2014). Branding athletes: Exploration and conceptualization of athlete brand image. *Sport Management Review*, 17(2), 97–106. <https://doi.org/10.1016/j.smr.2013.04.003>
- Goffman, E. (1959). *The presentation of self in everyday life*. Anchor Books.

Woratschek, H., Horbel, C., & Popp, B. (2014). The sport value framework – A new fundamental logic for analyses in sport management. *European Sport Management Quarterly*, 14(1), 6–24. <https://doi.org/10.1080/16184742.2013.865776>

### **Annotated bibliography**

Doyle, J. P., Su, Y., & Kunkel, T. (2020). Athlete branding via social media: examining the factors influencing consumer engagement on Instagram. *European Sport Management Quarterly*, 22(4), 506–526. <https://doi.org/10.1080/16184742.2020.1806897>

The above authors aim to examine how the social media content and marketing orientation techniques of athletes influence consumer engagement on the social platform. They selected 289 male professional athletes in American Major League Soccer as samples and monitored their public Instagram profiles over one month. Applying self-presentation theory, the Model of Athlete Brand Image, and relationship marketing, the authors divided athlete content into four types (i.e., Athletic Performance, Attractive Appearance, Marketable Lifestyle, and Offstage Content) and found that compared to other content types, the athletic performance content type attracts higher rates of consumer engagement. Engagement rates are positively influenced by posts with high-quality images and the athlete's teammates, whereas posts with sponsored content and hashtags have the opposite effect. Based on this, they suggested that sports professionals can use athlete branding social media strategies to guide brand construction. Further research should include more extensive athlete groups and social media platforms.

Buser, M., Woratschek, H., & Schönberner, J. (2020). 'Going the extra mile' in resource integration: evolving a concept of sport sponsorship as an engagement platform. *European Sport Management Quarterly*, 22(4), 548–568. <https://doi.org/10.1080/16184742.2020.1820061>

The three researchers conceptualize sports sponsorship as an engagement platform grounded within the sports value framework. Applying a three-stage qualitative Delphi method with 61 experts from sports sponsorship practice, they tested the theoretical model at the micro-level and found multiple sponsors' and the sponsee' resource integration of management competencies, technical competencies, networking skills, innovative ideas, and products & services beyond the sponsorship contract. It is revealed that a sponsorship engagement platform is not only a pure promotional and sales tool for companies but helps multilateral relationships achieve monetary and non-monetary value. However, the generalization of the model needs more empirical studies to examine.

Salaga, S., Mondello, M., & Tainsky, S. (2021b). Determinants of consumption for regional sports network programming: an examination of inheritance effects, lead-in, lead-out, and game viewership. *Sport Management Review*, 25(3), 501–521. <https://doi.org/10.1080/14413523.2021.1953831>

The authors aim to gauge determinants of consumer demand for regional sports network programming. They chose samples of pre-game, game broadcast, and post-game broadcast ratings for the San Antonio Spurs of the NBA spanning four consecutive seasons and analyzed the data through OLS

models. The results demonstrate that determinants of viewership for the pre-game show, game broadcast, and post-game all vary, but factors including contest quality, anticipated scoring, sustained success or failure of the team, superstars, opponent type, other popular televised sports programming, wagering market, holiday, as well as preference for uncertainty remain predictive. It is also revealed that the inheritance effect leads into the subsequent contest when local team performance meets market expectations.

Daigo, E., & Filo, K. (2021). Exploring the value sponsors co-create at a charity sport event: a multiple stakeholder perspective of sport value. *Sport Management Review*, 25(4), 656–678. <https://doi.org/10.1080/14413523.2021.1975401>

Guided by the sport value framework, the two authors explored value co-creation between charity sport event managers and sponsors by employing semi-structured interviews with five event managers and five sponsors from Japan. The interviews with sponsors revealed one theme which is sponsor contributions as symbolic contributions, and two categories including giving beyond financial contribution and internal awareness. The interviews with event managers highlighted the theme of sponsors as event advocates, which include two categories, cause amplification and employee participation. The interviews also revealed both similarities and differences in the perceptions of sponsor managers and event managers. While sponsor employees were viewed by both parties as important advocates for the cause and partnership, differences between the two groups emerged as event managers spoke explicitly about importance of financial contributions from the sponsors, while

sponsorship managers highlighted how the sponsorship went beyond the monetary aspects.

Kim, K., Sung, H., Noh, Y., & Lee, K. (2022). Broadcaster Choice and Audience Demand for Live Sport Games: Panel Analyses of the Korea Baseball Organization. *Journal of Sport Management*, 36(5), 488–499.

<https://doi.org/10.1123/jsm.2020-0311>

The authors investigated determinants of television viewership and broadcaster choices of games by assessing a time-series cross-sectional data of the 2018 Korea Baseball Organization league. It was revealed that the broadcasters' choice order of matches were well reflected in the actual viewership, but different patterns of demand were also observed for the broadcaster choice and the TV viewership models. While the broadcasters' choices were based on popularity and team performance/quality, viewers showed preference for current games' on-field performance. In addition, while no evidence was found that audience would prefer games with higher outcome uncertainty, the broadcasters tended to choose games with more certain, rather than uncertain outcomes. It is suggested that broadcasters might either have less than perfect understanding of the factors driving TV audience demand, or there are some factors that broadcasters are unable to consider at the time of game selection.

## Sport Communication

Gashaw Abeza

### Introduction

The sport management research community has published over 45 sport communication (and related) articles in the field's various journals since the third issue of SMD (October 2022 to February 2023). Over this period, a few sport communication research works have been published in journals such as Journal of Sport Management, Sport Management Review, European Sport Management Quarterly, International Journal of Sports Marketing and Sponsorship, Journal of Global Sport Management, and others. Particularly, the two communication journals namely, Communication and Sport, and International Journal of Sport Communication have published 30 and 5 research articles respectively over the period of this fourth issue. The research works covered a total of eight broadly classified but inter-related topic areas. These include: media content creation, race and sport, sport and mediatization, sport fan-ship, media portrayal, sport and politics, sport media and doping, and occupation and the work environment. The specific topic areas that the field's scholars researched under each theme are listed below:

- *Media content creation*: social media sources in online articles on sport, uncivil discourse in sports blog comment sections, sports newsrooms versus in-house media reporting in news and match coverage, the effect of gender in reporting on the NFL, and the effect of statistics on enjoyment and perceived credibility in sports media.
- *Race and sport media*: student-athletes' perceptions of the athletic department's role in social media, racial justice, and the Black Lives Matter movement, race and the Representational Politics of Streetball, Americans support to black athletes who kneel during the national anthem, athlete

activism effect on brand image, the performance of identity in prize fighting promotion, exploring discourses about race/ethnicity in a Spanish TV Football Program, and socially conscious marketing during sporting events.

- *Sport and mediatization* (Communication & Sport had a special issue on this topic and some of the studies include): the mediatization of professional tennis from the 1980s to the early 2010s, mediatization and self-organized leisure sports from a Finnish perspective, mediatization of the Olympic Games in Croatia and Slovenia, mediatization and public reception in the preparation stage of the Beijing 2022 winter Olympics, German grassroots sports clubs use of digital media to overcome communication challenges during Covid-19, intensified mediatization in the case of video assistant referee in a small-nation context, and video assistant referee at the 2018 World Cup.
- *Sport fanship*: sports fan categorization, sports fanship changes across the lifespan, dimensions of sense of membership in a sport fan community, and fan opposition to sports team relocation.
- *Media portrayal*: print media framing of the Olympic Games, media discourse of the South Korean Olympic ice hockey team and its naturalized athletes, and audience responses to media portrayals of professional athletes and intimate partner violence.
- *Sport and politics*: military-related remembrance rhetoric in UK sport, paralympic broadcasting in sub-Saharan Africa, the National Basketball Association, China, and attribution of responsibility, Twitter users' reaction to Donald Trump and Megan Rapinoe, and companies' social media portrayals of their funding of sport for development in indigenous communities in Canada and Australia.

- *Sport media and doping*: news framing of doping suspicion during the Tour de France, and Chinese public perception of Sun Yang's 8-year doping sanction.
- *Occupation and the work environment*: occupational stress among American high school football officials, and college student-athlete dissent.

### **Advances in sport communication research**

As can be recalled, articles covered in the first issue of the sport communication section of SMD focused on topic areas such as media representation of disability, mental illness, and women in sport; and media coverage and consumption of sport (TV and social media). The second issue articles focused on topic areas such as women sport and sport media, mental health and sport media, mega-events and media coverage, race and sport media, forms of communications in sport, COVID-19 and sport through media, sport and politics, the profession of sport journalism, and sporting success and coping with tragedy. In a related manner, the third issue articles focused on topic areas such as gender representation in media coverage, race and sport media, the profession of sport journalism, media coverage of concussion, mega/major-events and media coverage, forms of communications in sport, social media use in sport, and social psychology and sport media. As reported in the first three Sport Communication issues of SMD, articles on topic areas of race and sport media and sport and politics continued to be published (over the period of time this fourth issue) and have built on the previous studies under a different research context and focus. For this digest the topic of media content creation, and race and sport media have been selected. Over the period of October 2022 to February 2023, a total of 12 articles presented their findings related media content creation (5 articles), and race and sport media (7).



In relation to media content creation, five articles have been published in *International Journal of Sport Communication* (2 articles) and *Communication and Sport* (3 articles) over the period of October 2022 to February 2023, representing the work of 7 authors from 7 different universities (namely, German Sport University Cologne, University of Delaware, University of the Sunshine Coast, California State University Fullerton, University of Colorado Boulder, and Nanyan Technological University Singapore, Texas Christian University). Out of these five studies, only one used a qualitative method (namely, a qualitative content analysis), the other four studies employed a quantitative method (namely, a quantitative content analysis (two studies), and experiment study (two studies)). Only one of the quantitative studies used theoretical and conceptual frameworks, which are social identity theory and the concept of stereotyping. In relation to race and sport media, seven articles have been published in *International Journal of Sport Communication* (1 article) and *Communication and Sport* (6 articles) over the period of October 2022 to February 2023. Due to the limited space allocated for this section of SMD, four from the seven articles have been selected and included in this segment of the section. These four studies represented the work of 8 authors from 6 different universities (namely, University of Maryland, the University of Colorado Colorado Springs, Southern Methodist University, Texas A&M University, Texas Tech University, Georgia State University). Two of the studies employed textual analysis and the other two adopted a survey method.

## **Conclusions**

The representations of streetball in mainstream media depicted it as illustrative of the perceived pathological and inferior nature of Blackness;

romanticized and divorced from the structural contexts of its production; and materially and symbolically exploited by corporate commercial entities. (b) It is learned that the sympathetic statements quickly made against racism incidents by sports leagues did not call into question the racial capitalism that drives the crises. (c) It is reported that activism type (risky/ fighting social injustice/ vs. safe/ fighting gender inequality/) did not significantly affect fans' perception of athlete brand image. However, perceived athlete attractiveness decreased when the athlete engaged in risky activism. Regarding student-athletes' perceptions of their athletic departments' involvement in promoting racial justice on social media, it is reported that Black student-athletes are significantly more likely to believe that it is the athletic department's role to address racial justice than their non-Black counterparts.

### **Annotated bibliography**

*Oelrichs, I. (2022). Just Copy and Paste? Usage and Patterns of Social Media Sources in Online Articles on Sport. International Journal of Sport Communication, 15(4), 325-335.*

This researcher (from German Sport University Cologne) investigated how social media is used as a source in sports reporting, in particular the researchers examined the relevance of social media as a source for online sports reporting, the context in which social media references are used in online sports reporting, and the aspects that determine the importance of social media sources. To accomplish the study's objective, the author conducted a quantitative content analysis of 3,150 online articles of three German sports news outlets, namely bild.de, sport1.de, and kicker.de. According to the author, the study found out that social media as a source

is a firm component in journalistic reporting, where 16.1% of all articles contained social media as a source. In regard to the context in which social media references are used in sports reporting, the results reveal that in soccer, other team sports, and winter sports in Germany, the usage of social media as a source was significantly lower than the average usage in 16.1% of the articles. As the author noted, this might be because these sports may have a PR department in Germany with an established working relationship with the journalists.

*Bingaman, J. (2022). Incivility and Washington's NFL Franchise: Exploring Uncivil Discourse in Sports Blog Comment Sections. International Journal of Sport Communication, 15(4), 355-365.*

This author (from the University of Delaware) explored the prevalence of uncivil discourse surrounding the Washington NFL team's removal of offensive Native American imagery and later rebranding as the Washington Commanders. Specifically, the author examined online incivility in sports blog comment sections, contextual elements that facilitate incivility, and (c) the role of online forums in perpetuating racism and negative stereotypes toward Native Americans. Having these objectives and pointing out that Native American imagery in sport is a contentious one that has drawn opposing reactions, the author noted that the polarization of the (supporting and opposing) beliefs has led to hostile debates and discussions between the opposing perspectives. These discussions and debates, according to the author, have been carried out both on mediated mediums as well as face-to-face communication. Hence, to accomplish the study's objectives, the author employed a quantitative content analysis of the comment sections of news stories on a sports blog (namely, sportslogos.net) between 2014 and 2022. The author stated

that incivility can manifest in five different ways: as name-calling (i.e., disparaging remarks directed to a person or group), aspersion (i.e., disparaging remarks directed to an idea, plan, policy, or behavior), lying (i.e., commenting that an idea, plan, policy, or behavior was deceitful), vulgarity (i.e., the use of obscenity or profanity), and pejorative for speech (i.e., disparaging remarks about how an individual communicates). According to the author, roughly one quarter of all comments featured an element of uncivil discourse, with derogatory slurs toward Native Americans being particularly common. This has led the author to claim that incivility was a prominent feature of news comment sections associated with the Washington rebrand from 2014 to 2022.

*English, P. (2022). Sports newsrooms versus in-house media: Cheerleading and critical reporting in news and match coverage. Communication & Sport, 10(5), 854-871.*

Based on the premise that there is a change in the field of sports journalism that resulted from the growth of in-house media provided by sports organizations, this author (from the University of the Sunshine Coast) argues that there is a contest over boundaries between in-house media and sport journalism. According to the author, one side is based on journalistic values of truth and independence, and the other has corporate objectives of promotion, brand awareness and bias. The author examined the traditional divide through the content published by in-house media in comparison with traditional sports journalism newsrooms. and whether it is more aligned with journalism or public relations. To accomplish the study's objectives, the author used six newspaper websites and five national sports organization websites in Australia in 2020, and conducted a qualitative analysis of 466 text-based

coverages of both news and match reporting. The author has also claimed to have focused predominantly on the elements of critical reporting and cheerleading. The author reported that the mediatization of sport involving in-house media has impacted the boundaries of sports media and sports journalism fields. While the author agrees that the growth of sports media has provided benefits to both journalistic and in-house publications, the absence of sustained critical reporting, the tendency for more cheerleading and the omitting of public interest information by the in-house media indicate major differences between the content produced by sports and news organizations, and the approaches of journalism and public relations.

*Brisbane, G. J., Ferrucci, P., & Tandoc, E. (2023). Side-by-side sports reporters: A between-subjects experiment of the effect of gender in reporting on the NFL. Communication & Sport, 11(1), 115-134.*

These three authors from three different universities (California State University Fullerton, University of Colorado Boulder, and Nanyang Technological University Singapore) examined how television audiences perceive women in television sports media, specifically how audiences in the United States are perceiving gender differences of sports reporters covering a hyper-masculine sport (namely, National Football League (NFL)) through the lenses of both social identity theory and the concept of stereotyping. The researchers conducted a between-subjects experimental study of the effect of gender in reporting on the NFL. For this purpose, they employed two (one female and one male) current and veteran sports reporters. The survey participants (N = 491 United States residents recruited through Amazon's Mechanical Turk Service) have been randomly assigned (male-fact (n = 126), male-opinion (n = 123), female-fact (n = 125) or female-opinion (n = 117)

condition) and asked to watch a recorded video either of the male or female giving a fact or an opinion report. The recorded videos of each reporter have been the same two “stand-ups” with identical backdrops. After watching the videos, the survey participants were asked questions to measure their perception of the reporter’s knowledge and credibility. The study was specifically interested in whether people rate female sportscasters as less credible and knowledgeable than male sportscasters when reporting on a hyper-masculine sport both in terms of fact-based and opinion-based reporting. In contrast to a few prior research findings, according to the authors, that viewers do not think of male and female sports journalists in the same way, where male sports journalists more credible, the study’s results demonstrated that sports audiences may have begun to accept women in their roles as sports journalists.

*Hahn, D. (2023). The effect of statistics on enjoyment and perceived credibility in sports media. Communication & Sport, 11(1), 53-71.*

Noting that statistics has become a common storytelling tool in sports media, this author (from Texas Christian University) contend that little is known about why some sports consumers care about these statistics despite being common trend in sport media. The author also claimed there is a need for investigating how or if perceived credibility and consumer enjoyment may vary by different levels of sport fanship. Based on these claims, the author examined the effects of statistics in sports media, on consumer enjoyment and perceived credibility while accounting for different levels of fanship/ sports audiences. To accomplish the study’s stated objective, a mixed factorial design experiment study was conducted examining the effects of statistics in Instagram posts from a major sporting event. A sample of 168

participants (from a Power Five conference school) viewed four Instagram posts from the 2018 NCAA basketball tournament. Each participant was randomly assigned (4x4x2 design) to a condition where they viewed posts from a single source (i.e., ESPN, Fox Sports, CBS Sports, NBC Sports) while responding to questionnaire items for each post that varied presence and placement of statistics (i.e., no statistics, statistics in caption, statistics in image, or statistics in both caption and image). Participants later categorized as sports fans or nonfans (high or low fanship respectively). The findings showed that statistics enhance enjoyment and improve perceived credibility. The findings also suggested that media source and placement of statistics influences both enjoyment and credibility. As the author noted, numbers are used to contextualize winners and losers, and are central to the stories told.

*Wallace, B. (2022). Commodifying Black Expressivity: Race and the Representational Politics of Streetball. Communication & Sport, 10(6), 1053-1069.*

In this article, the author (from the University of Maryland) demonstrated how representations of streetball in mainstream media are underpinned by harmful racial logics that circulate throughout even purportedly innocuous forms of popular culture in the “colorblind” neoliberal moment. According to the author, the popular media depict streetball as a subtle illustration of the regressive cultural dichotomy that positions Black bodies and their corollary cultural forms as inferior to those coded as White. To demonstrate the argument, the author conducted a textual analysis of three media representations of streetball, namely the television show AND1 Mixtape Tour, the video game series NBA Street, and the film Uncle Drew. The article noted that textual analysis serves as an appropriate methodological approach to examine and understand how commercial media mobilizes language, visuals, symbols, and

technology to produce meaning and shape popular perceptions of Blackness. The author demonstrated that streetball is depicted as illustrative of the perceived pathological and inferior nature of Blackness; romanticized and divorced from the structural contexts of its production; and materially and symbolically exploited by corporate commercial entities.

*de Oca, J. M., Mason, S., & Ahn, S. (2022). Consuming for the greater good: "Woke" commercials in sports media. Communication & Sport, 10(6), 1165-1187.*

Following the murders of George Floyd, Ahmaud Arbery, Breonna Taylor and many other African Americans tens of thousands of people took to the streets protesting state violence in Black and other communities of color. In professional sports, as this author (from the University of Colorado Colorado Springs) noted, teams in the NBA quickly made sympathetic statements against racism, the Commissioner of the NFL (Roger Goodell) tweeted a sympathetic statement about the death of George Floyd, and NASCAR banned Confederate flags from its events and properties. For the author, such politically progressive statements do not challenge the operation of racial capitalism but enhance the brand image of the leagues in a moment of political crisis and mass mobilization against systemic racism, which (the author) referred to as "woke". As the author noted, such a statement is called "woke" because these organizations are aware of the continuing racial injustice in the country and releasing the statement show their moral values, however their actions do not alter the causes that trigger the crises. As the author added, advertising corporate values and politics in marketing is referred to as socially conscious marketing. Hence, to show that socially conscious marketing appropriates dissent against neoliberal capitalism in order to legitimate capitalism



and resist systemic change during a moment of crisis, this author employed discourse analysis of marketing literature on socially conscious marketing and textual analysis of socially conscious marketing commercials shown during sporting events. To identify the data sources, the author used YouTube employing key words to search for commercials. Once the author identified 67 commercials, the number of commercials were reduced to 26, as the article focused on those that have been broadcasted between 2014 and 2019 during mega-sporting events such as the NFL Super Bowl, NFL season opener, prior to the World Cup, Olympics, and Special Olympics. As stated, the data analysis showed that the woke statements by sports leagues resulted from years of theorizing and producing socially conscious marketing commercials by marketing professionals, and they never call into question the racial capitalism that drives the crises.

*Brown, S. M., Brison, N. T., Bennett, G., & Brown, K. M. (2022). Do Fans Care About the Activist Athlete? A Closer Look at Athlete Activism Effect on Brand Image. International Journal of Sport Communication, 15(4), 336-344.*

These four authors from three different universities (Southern Methodist University, Texas A&M University, and Texas Tech University) explored whether an activist athlete's brand image is affected by attitudes toward athlete activism, activism message, activism communication style, or fan identification level. To accomplish the study's objective, the authors employed a 2 × 2 experimental design of activism type (safe vs. risky) and activism effort (high vs. low). According to the authors, risky activism is related to fighting social injustice toward people of color, and safe activism is against gender inequality. Relatedly, kneeling during the national anthem or founding an organization is high effort, whereas low effort is

posting on social media or wearing a t-shirt. The study used a survey based experimental approach with participants (N = 487, residence of the United States) recruited from M-Turk. As the study's findings showed, activism type did not significantly affect fans' perception of athlete brand image. However, perceived athlete attractiveness decreased when the athlete engaged in risky activism. In addition, results revealed that individuals' attitudes toward athlete activism significantly influenced their perception of an activist athlete's brand image. As reported, in spite of the fact that most of the study's participants support athlete activism, the results also showed that individuals who did not support athlete activism, regardless of athlete identification level, reported lower scores for their favorite athlete's brand image, demonstrating a potential cause for concern for an activist athlete.

*Bunch, N., & Cianfrone, B. A. (2022). "Posting More than Just a Black Square": National Collegiate Athletic Association Student-Athletes' Perceptions of the Athletic Department's Role in Social Media, Racial Justice, and the Black Lives Matter Movement. Communication & Sport, 10(6), 1023-1052.*

These two researchers from Georgia State University assessed college student-athletes' perceptions of their athletic departments' involvement in promoting racial justice and the Black Lives Matter movement on social media. As the authors noted, while social media staff are tasked with communicating issues of social injustices, they provided little insight into how it impacts their athletes. Hence, to understand the perspectives of athletes and to inform best practices for the social media staff, this study surveyed 273 NCAA student-athletes from 40 universities using 41-question online survey in 2020. The survey explored four factors: affective

responses to the posts, perceived conflict, the role of the athletic department in using social media to discuss the topic, and the perceived qualifications of the athletic department to post about the topic. On a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree), the authors used 15 items to measure student-athlete perceptions (5 items for affective reaction, 4 for perceived conflict, 3 for athletic department role, and 3 for lack of qualification). The findings showed that Black student-athletes were significantly more likely to believe that it was the athletic department's role to address racial justice than their non-Black counterparts, with no significant differences in the other three factors. The classification of the student-athletes' reactions revealed three emergent themes: a) social activism communication strategy, where alongside authenticity and communicate informative actions, student-athletes highlighted their desire for athletic departments to have a commitment to allyship and social media activism, (b) strategies to develop race conscious culture (although found less often than the first theme), where student-athletes noted that conducting an organizational audit and promoting discussion among student-athletes/team members could improve the inclusivity of the environment, and (c) challenges to social media activism, where student-athletes identified two primary challenges with their athletic department's social media activism efforts. While some in favor of the activism expressed concern of performative actions by athletic departments, others opposed their athletic department's involvement in social media activism on the topic of race and the BLM.

## **Sport Management Ethics and Integrity**

*Andy Harvey*

### **Introduction**

Nine papers are included in this review. Seven papers have been organised under a heading of equalities. Two papers examine the ongoing problematic of racial discrimination. One article studies LGBT+ inclusion policies in Australian cricket and two further papers investigate the inclusion of transgender athletes in sport in the context of US state legislative interventions. Two papers focus on New Zealand sport equalities policy. The first article provides a historical analysis of disability sport policy in New Zealand while the second examines diversity and inclusion in rugby. Under the heading of governance, one paper investigates the normalisation of unethical behaviours in sports governing bodies while a second piece examines the complexity of violence against women in sport.

In this review, two articles are drawn from each of *Communication and Sport*, the *International Journal of Sport Policy and Politics*, the *Journal of Sport Management*, and *Sport Management Review*. One article was published in the *Journal of Global Sport Management*. Scholars included in the review are working in Australia, New Zealand, the United Kingdom and the United States of America.

### **1. Equalities**

#### **a. Sport and racial discrimination**

The media plays a significant role in shaping public perceptions of race and ethnicity in sport, often influencing public opinion through the creation of stereotypes and biases. Media representation can have an impact on the way that athletes are treated and viewed by their peers and fans with negative coverage leading to discrimination of athletes of certain racial and ethnic backgrounds, both on and off the field. In their introductory piece to a special issue of *Communication and Sport* that is dedicated to the problematics of media representation of race in sport, Hardin and Billings (2022) note that, since the inception of the journal some ten years ago, over one hundred articles have been published on the subject. Perhaps unsurprisingly, some of the most cited articles concern the protest taken by NFL quarterback, Colin Kaepernick and his protest against racial violence in America. It is beyond the scope of this digest to review each of the articles, but given its wide appeal and global recognition, Kaepernick's

actions continue to generate scholarly interest. In an empirical study that examines how Kaepernick's protests against the US national anthem were received, Mueller (2022) found that public approval was weaker than scholars or journalists had reported. She accounts for this finding on two substantive grounds. Firstly, that people of colour, who may not support the action, felt compelled to show solidarity with Black protesters. Secondly, that social desirability bias led others who disapproved of the protests to keep their views to themselves out of concern for seeming out of step with mainstream liberal opinion. Mueller's work helps to problematise dominant narratives in respect of how such protests are received and contributes greatly to a more nuanced understanding of the continuing impact of Kaepernick's decision to take the knee during the playing of the national anthem.

#### **b. LGBT+ inclusion in sport**

Transgender inclusion in sport has become an increasingly important issue as more individuals who identify as transgender seek to participate in organised sports. The inclusion of transgender athletes has been a contentious issue in the United States (and elsewhere) with some arguing that allowing transgender athletes to compete in accordance with their gender identity will create an unfair advantage in certain sports, while others argue that excluding transgender athletes from competition is discriminatory and unjust. As a consequence of these debates, some states in the US have introduced legislation that seeks to limit the ability of transgender athletes to compete in accordance with their gender identity which has been met with legal challenges and public opposition. Two articles published in the past year address these debates. Drawing on a Foucauldian inspired Critical Discourse Analysis (CDA) of four state level Bills that aim to exclude transgender athletes from school athletic competition, Desjardins *et al* (2022), argue that the effect of the discursive practices surrounding the legislation is to reinforce biologically reductive binary conceptions of sex and to produce an essentialist gendered body. Critically, the authors give a full account of the emotional and affective weight of the discourse and how these help to produce subjects and justify transphobic discrimination.

Approaching the same issue of state legislation to exclude transgender athletes from the perspective of legal scholarship, Coffey (2022) examines the breadth of legislative interventions and the legal strategies that are being adopted by those activist groups

that are challenging them in the courts. Returning the legal battles to the main issue at stake, Coffey concludes by asking, 'is it unfair to cisgender female athletes to allow transgender female athletes to compete or is it unfair to exclude transgender athletes? Does allowing transgender women access to interscholastic and intercollegiate sport provide fewer opportunities for cisgender women?' (16). These are some of the critical questions that are facing many SGBs as they attempt to navigate the issue of transgender inclusion in ways that are fair to everyone. Perhaps, the lesson from these studies is that sports should be given the space to do so to the best of their ability without interference from governments that are often acting from polarised political and cultural biases than from a concern for fair sporting practices.

The wider issue LGBT+ inclusion in sport has been a mainstream topic for academics for many years. For some time there has been a division in scholarly findings with some studies finding that there has been a welcome improvement in access for those who identify as LGBT+ while other surveys have found ongoing discriminatory cultures and practices. Using a mixed methods research approach that involved a quantitative survey and qualitative interviews to study inclusion in Australian cricket, Storr *et al* (2022) found that there was often support by community groups for inclusion but that this was not always replicated at the level of governing body administrators at local and national levels. The authors conclude that, 'there appeared to be attitudinal support (active and passive) for LGBT diversity ... within the sport, especially towards normative commitment-type behaviors, such as challenging discriminatory language. However, this support often did not translate into activism' (742). The study helps to overcome the binary divide between studies that report either more or less inclusion by offering a more granular, nuanced picture that identifies broad normative support at the level of principle, but a lack of implementation of LGBT+ inclusion policy in practice.

### **c. Disability sport policy**

Disability sport policy in Aotearoa New Zealand has a rich and complex history. This policy has been shaped by a range of social, political and cultural factors, including changing attitudes towards disability, advancements in sports technology, and the growing recognition of the value of sport for people with disabilities. Adopting a welcome historical analysis, McBean *et al* (2022) chart the development of disability

sport policy through several chronological stages. In the 1970s and 1980s a growing awareness of the importance of sport for people with disabilities led to the development of new sports programmes as well as the establishment of national organisations such as the Halberg Trust to promote disability sport in New Zealand. In the 1990s the government began to play a more active role in disability sport policy with strategies aimed to promote greater inclusion of people with disabilities in mainstream sport, as well as to develop specialised programmes for people with disabilities. In more recent years, the primary policy objective has been towards a more integrative approach and the establishment of the New Zealand Disability Sports Foundation to support disabled access in sport. Noting that practical implementation of policy rests with national sports organisations, the authors conclude that, despite government policy aimed at integration, delivery of sports programme remains mostly segregated. They account for this finding partly by suggesting a lingering ableism that persists in national sports organisations.

#### **d. Diversity and Inclusion (D & I) in New Zealand rugby**

In the context of New Zealand Rugby, discursive practices play an important role in shaping attitudes and beliefs about diversity and inclusion, as well as creating narratives about these issues. Discursive practices help to reinforce existing power structures, for example around traditional notions of masculinity and toughness, which can create barriers for certain groups such as women and members of the LGBT+ community. At the same time, discursive practices can also be used to challenge these dominant narratives and push for greater inclusion in rugby. This might involve the use of alternative discourses that highlight the contributions and experiences of diverse groups, or the use of inclusive language that signals a commitment to D & I. In their qualitative study, Turconi *et al* (2022), deployed a discourse analysis within a Critical Management Studies framework to investigate how discursive practices can be simultaneously supportive and restrictive to D&I's development. They found five discursive practices around D & I to be significant in perpetuating these dual and sometimes contradictory roles. These were speech acts, othering, meritocracy, performance, and the role of sport which, they conclude can often help to promote D & I while at the same time prevent it from being fully realised.

## **2. Ethical Governance**

It is well-known that British sports have seen a remarkable improvement in success, as measured by medal tallies, at recent Olympic Games. However, such success has arguably come at the cost of unethical practices, including bullying of athletes, in some high-performance sports cultures. Swimming, cycling, canoeing, and gymnastics have each been the subject of complaints by athletes about unethical treatment in the pursuit of Olympic medal success. Feddersen and Phelan (2022) seek to explain how unethical practices in the governance of sports can become embedded and fail to be challenged by those working in the sports. Using a combination of case study and ethnographic methods, the paper examines how unethical practices may have become normalised in two unnamed British Olympic sports. They conclude that five factors are at play that allow unethical behaviours to go unchallenged. These are (1) you have not spent time in the trenches, (2) it has always been like this, (3) policing space, (4) I am just doing my job and (5) giving opportunities to those close to me. The authors argue that the banality of the justifications given by those working in sports for inaction to challenge unethical behaviours is important in creating a culture of inadequate governance and failures in the duty of care towards athletes.

A paper that might be considered as an exemplar of the kind of poor governance practice that allows unethical behaviour to flourish is provided by Forsdike and Fullagar (2022) who examine violence against women in the Australian community sport system. Adopting a feminist viewpoint in order to gain critical insights into a pervasive problem, the article suggests that even where appropriate policies are in place that are designed to prevent such abuse, there is often a lack of implementation at the local level to give effect to those policies. The study 'underscores the importance of developing a gender lens to think about the overlapping domains of practice in terms of; sociocultural environment (e.g., behaviors and attitudes towards women, unlearning gender scripts, resistance to change), organizational and individual capacity (e.g., competing safety priorities, resourcing, staff/volunteer training, better collaboration) and the physical and digital environment (e.g., co-designing for gender equity and safety in more than human spaces)' (22 preprint author copy). The article extends our understanding of gender violence in sports by conceiving it as hardwired as an aspect of sports organisations rather than something that simply happens in those settings.



### 3. Conclusions

The articles summarised in this edition show the continued importance of equalities and anti-discrimination policy and practices to both scholars and sports' administrators. The field remains a rich and developing domain of study that ranges across the global field of ethical sports management. It is pleasing to see the development of critical approaches to these studies and the willingness of researchers to reach across to other disciplines, such as sociology and philosophy, in order to find the tools through which to gain a critical theoretical purchase on their data.

### 4. Annotated Bibliography

**Coffey, L. M. (2022). 'Equity or Discrimination: Addressing Legal Challenges to Transgender Participation in U.S. High School and College Sport'. *Journal of Global Sport Management*. Published online.**

The visibility of transgender athletes in elite sport has prompted concern surrounding the potential competitive advantages for transgender women who underwent through male puberty before transitioning. In the United States, several states have passed legislation banning transgender women from high school and/or college sport for the purpose of removing this advantage and keeping sport equitable for cisgender women. The author addresses the legality of transgender participation bans and related lawsuits. She considers whether they are likely to withstand challenge under the current legal system, and how sport organisations may respond when the law is not clear.

**Desjardins, B. M., Ketterling, J., & Hepburn, T. (2022). 'It's not fair! Constructing gendered legal subjects via trans-exclusionary sport legislation.' *International Journal of Sport Policy and Politics*, 14(4), 673-687**

Using Critical Discourse Analysis, the authors analyse four Bills that seek to ban transgender student participation in school sport. They argue that, in seeking to regulate the participation of trans students in school athletics, legislatures are producing essentialist gendered subjects through binary conceptualisations of sex and gender. Further, by operationalising an instrumental view of sport – wherein winning and thus achieving material reward motivates participation – legislatures can construct

trans girls as threats to cisgender girls' future success and mobilise affect and emotion to both produce subjects and to justify transphobic discrimination.

**Feddersen, N. B., & Phelan, S. E. (2022). 'The Gradual Normalization of Behaviors Which Might Challenge Ethical and Professional Standards in Two British Elite Sports Organizations'. *Journal of Sport Management*, 36(5), 409-419.**

The authors seek to understand how serious unethical behaviours in British sport can develop and go unchallenged to the extent that they become normalised as part of the competitive culture of the sport. They use a theoretical concept known as 'functional stupidity' to conclude that the problem lies in a collective lack of reflexivity, of wilful blindness and of looking the other way rather than challenge unethical behaviours. They found that the common rationales for accepting such behaviours were: (1) you have not spent time in the trenches, (2) it has always been like this, (3) policing space, (4) I am just doing my job and (5) giving opportunities to those close to me.

**Forsdike, K., & Fullagar, S. (2021). 'Addressing the Complexity of Violence Against Women in Sport: Using the World Café Method to Inform Organizational Response'. *Journal of Sport Management*, 36(5), 473-487.**

The authors deploy an innovative method of World Café technique to gather data on the persistent problem of violence against women in Australian community sport. The procedure involves gathering participants drawn from a diverse range of perspectives into an informal group to discuss the issue, using flipcharts and similar means to record findings. Combining insights from feminist research and a socio-ecological perspective, the article contributes to sport management scholarship by using an innovative methodology for collaborative knowledge sharing and creation to explore the challenges and opportunities for organisational action to address violence against women.

**Hardin, M., & Billings, A. C. (2022). 'In the Wake of a 'Racial Reckoning': Resistance... or Persistence in Sporting Representations?'. *Communication & Sport*, 10(6), 1019–1022.**

In an introductory editorial piece to a special issue on sport, race and the media, the authors survey the territory, noting that media constructions of the intersections

between sport and race remain fertile ground for scholars. They note that ‘research has observed this social construction of racial and ethnic identities through mediated sport across global cultures. Although manifested differently in different geopolitical contexts, media (broadly defined) consistently represent sporting bodies, in a variety of ways, as inherently inferior or superior based on racial identity’ (1019). The special issue problematises these media practices, notably, as discussed above, through unexpected findings concerning the disapproval by many people of colour of national anthem protests in the United States.

**McBean, C., Townsend, R. C., & Petrie, K. (2022). ‘An historical analysis of disability sport policy in Aotearoa New Zealand’. *International Journal of Sport Policy and Politics*, 14(3), 419-434.**

Drawing on archival data the authors outline the evolution of disability sport policy, highlighting key initiatives of government sport agencies from 1937 to the contemporary disability sport policy landscape. They identify the diffusion of power between government agencies and national sports organisations as a notable problem for inclusive disability sports policy and practices. They conclude that attitudes which they characterise as ‘enlightened ableism’, whereby intentions are often good but are not matched by effective action, serve to continue to marginalise athletes with disabilities from effective participation in sport.

**Mueller, L. (2022). ‘Do Americans Really Support Black Athletes Who Kneel During the National Anthem? Estimating the True Prevalence and Strength of Sensitive Racial Attitudes in the Context of Sport.’ *Communication & Sport*, 10(6), 1070–1091.**

After Colin Kaepernick popularised the practice in 2016, kneeling during the US national anthem became a prominent form of racial protest activism. “Anthem protests” gained renewed attention after the police killing of George Floyd and nationwide unrest in the summer of 2020. The researcher found hidden opposition to anthem protests, especially among people of colour, who may feel heightened pressure to support racialised protesters. A second experiment reveals that social desirability bias persists even after respondents hear reassurance that nobody will judge their views. These findings indicate that mainstream surveys misrepresent attitudes toward contemporary

racial issues, and that anthem protests have yet to gain wide acceptance in the general U.S. population.

**Storr, R., O’Sullivan, G., Spaaij, R., & Symons, C. (2022). ‘Support for LGBT diversity and inclusion in sport: a mixed methods study of Australian cricket’. *Sport Management Review*, 25(5), 723-747.**

The authors explore the extent and nature of support for LGBT diversity in sport, with an empirical focus on cricket in Australia. Using a mixed method research design, the authors combine an online survey (n = 337) and semi-structured interviews (n = 17) across various levels of competition and administration. Drawing on Avery’s theory of support for diversity, the findings demonstrate a perceived lack of institutional support through endorsement and activism for LGBT diversity but noticeable support from the grassroots cricket community. The authors conclude that if cricket in Australia is to truly be a “sport for all,” and policy imperatives around diversity and inclusion are to be achieved, clear and consistent institutional support showing both commitment and action towards LGBT diversity must be demonstrated.

**Turconi, L., Shaw, S., & Falcous, M. (2022). ‘Examining discursive practices of diversity and inclusion in New Zealand Rugby’. *Sport Management Review*, 25(4), 589-607.**

The authors examine how decision makers interpret diversity and inclusion (D&I) within a national sport organisation (NSO). Discourse analysis within the context of Critical Management Studies was established as a framework to investigate how discursive practices can be simultaneously supportive and restrictive to D&I’s development. Eighteen semi-structured interviews were conducted with key personnel at one NSO, New Zealand Rugby. The findings identified five discursive practices related to D&I. These were speech acts, othering, meritocracy, performance, and the role of sport. The discussion illustrates that these discursive practices can be simultaneously supportive, ambiguous, and contradictory.

# The Geography of Sport Management Research in 2022

Xiaoyan Xing

## Introduction

Building on the analysis of the 180 empirical articles published in the first half of 2022 in the 10 targeted journals, this essay examines the geography of empirical sport management (SM) research throughout 2022 or a total of 342<sup>1</sup>. By using the same coding protocol for the analyses reported in the previous two *Sport Management Digest* issues, we first examine the distribution of the key components that form SM research settings (i.e., sport domain, specific sport, and continental context) in these articles and then investigate the continental distributions of SM knowledge production in terms of authors' institutional affiliations and geographical contexts.

## Geography of the SM research settings

Based on the product/service offerings and key stakeholders involved in the SM research settings, we identified 10 **sport domains** that give rise to SM knowledge production. These domains are heuristic categorisations because a given SM research setting may involve multiple domains. For instance, an article examining the media coverage of an Olympic Games is set in both domains of 'sport events' and 'sport media'. In these instances, we coded the article to the domain of 'sport events' and added a code to indicate that it had a mediated research setting. Further, these domains are not mutually exclusive. For instance, professional sport, sport media, and events can all be considered as part of the sport industry. In these instances, we followed the rule of concrete domains first. Only when a research setting cannot fit into one of the concrete categories (e.g., professional sport), it is placed in one of the more general categories (e.g., sport industry).

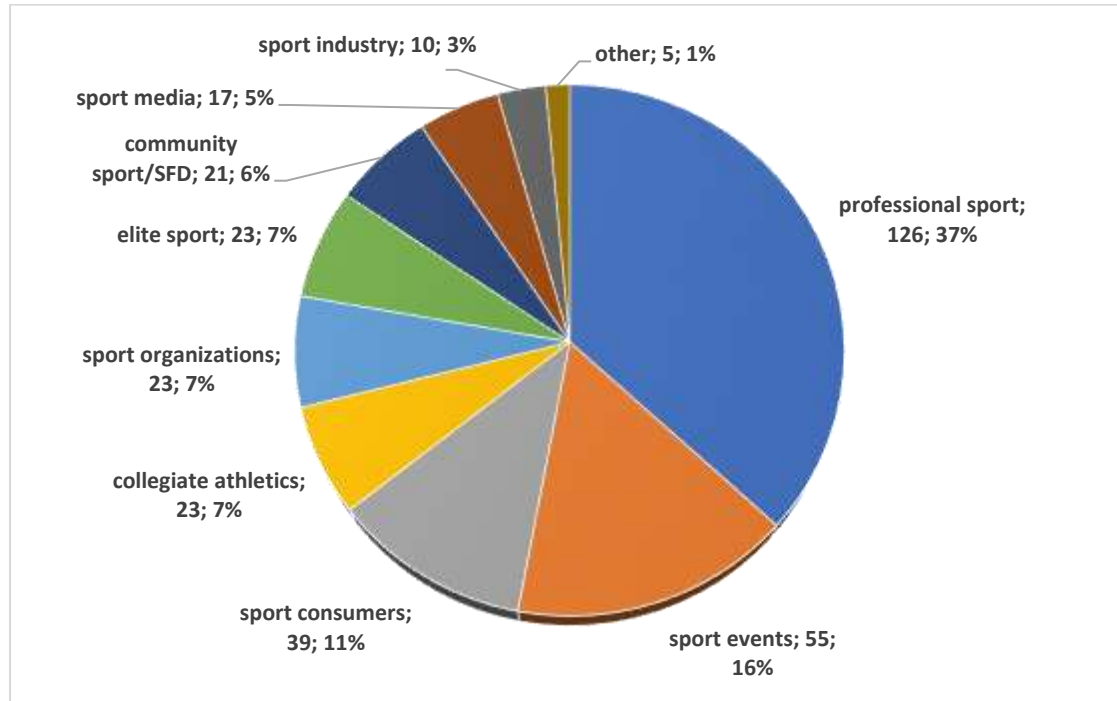
For the 342 empirical articles published in 2022, articles in the domain of professional sport accounted for the largest share (37%), followed by sport events (16%), and sport consumers (11%). Collegiate athletics, sport organizations, and elite sport each accounted for 7% of these

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<sup>1</sup> We collected a total of 429 articles published by the 10 targeted journals in 2022. After removing 70 articles not based on empirical studies (i.e., editorial, conceptual, and review articles) and 17 book reviews, 342 empirical articles were retained for this analysis.

articles. Community sport/Sport for Development (SFD), sport media, sport industry, and other sport domains accounted for 6%, 5%, 3% and 1% respectively (see Figure 1).

**Figure 1. The distribution of sport research domains**



Summaries of the topics covered by articles in each domain are provided below for a better understanding of the context.

**Professional sport:** this domain covers a variety of professional sport settings. The most common ones are football leagues in Europe, and the major professional sport leagues in North America. The sports covered by the 126 articles in this domain include football, basketball, American football, ice hockey, baseball, rugby, cricket, tennis, MMA, e-sport and so on. A rough coding showed that the most common topics examined were related to fans (18.3%), business/economics (18.3%), followed by attendance/viewership (11.1%), race/gender/ethnicity (10.3%), media presentation/communication/social media (9.6%), on-field performance (7.9%), referee/coach/manager/owner (7.2%), marketing (6.3%), athlete (5.6%), politics (3.2%) and others (2.4%).

**Sport events:** this domain includes both sport mega-/major-events, mass participant sport events (MPSEs), and charity events. Out of the 55 articles in this domain, over half used Olympic-related settings, and over a dozen used major sport event-related settings. A small

number of publications used MPSE- or charity event-related settings. For the articles in Olympic and other major sport event-related settings, a wide range of topics were examined including event legacy and leveraging, media presentation and framing, social media, marketing, audience and spectators, national identity, soft power, public support, economic-related, doping and so on. The few articles using a MPSE- or charity event-related contexts mainly examined topics related to participant-, sponsor-, and donor-related issues.

**Sport consumers:** this domain contains studies that mainly use a sport consumer (e.g., viewers, spectators, fans, and participants) sample without specifying a particular sport consumption setting or a concrete sport domain (e.g., professional sport, sport events, collegiate athletics, and community sport/SFD). Most of the 55 articles in this domain examined the effect of a set of variables on consumer experience, consumer decision, consumer expenditure, consumer evaluation of sport brand/product/service, and consumers attitude toward focal issues in sport.

**Collegiate athletics:** included in this domain are also articles set in high school athletics. The 23 articles mainly addressed issues related to athletes, administrators, employees, referees, and coaches in collegiate athletics contexts. In addition, a few articles explored gender and race issues in this setting. A small number of articles examined marketing and communication issues in collegiate athletics.

**Sport organizations:** the 23 articles in this domain mainly used non-profit sport clubs or national sport organizations as study settings. The most common topics examined were diversity, gender, and equality, followed by membership-related and management/policy-related issues (e.g., strategic management, innovation, and communication).

**Elite sport:** the 23 articles in this domain addressed policies or issues related to doping, youth sport, disability, gender, athlete dual-career, naturalised athletes, national sport success, and sport performance.

**Community sport/SFD:** this domain consists of two categories. The first category includes articles using community sport settings to explore topics on physical environment or sport facility for sport participation, grassroots sport participation of special groups (e.g.,

immigrants, women), and views of coaches/managers on community sport development. The second category concerns articles examining various aspects of the identified SFD programmes such as the achievement of programme outcomes, managerial issues, and funding.

**Sport media:** The 16 articles in this domain mainly concerned with work life in sport media, sport media content production, and media presentation and framing of chosen issues.

**Sport industry:** this domain includes articles using sport-industry related settings that do not belong to other sport domains, such as sport goods retailing, sports betting, e-sport economy, and managing sponsorship.

**Other:** The 5 articles not fitting into the above sport domains examined sport policy related topics, and the development of a given sport (e.g., parkour).



**Table 1. Sport domains across continental contexts**

Sport domain	Continental context								Total
	NA	EU	OC	AS	AF	CSA	CC	IN	
Professional sport	59	34	5	15	0	0	4	9	126
	46.8%	27.0%	4.0%	11.9%	0.0%	0.0%	3.2%	7.1%	100%
Sport events	11	12	5	14	1	3	5	4	55
	20.0%	21.8%	9.1%	25.5%	1.8%	5.5%	9.1%	7.3%	100%
Sport consumers	17	6	1	14	0	0	0	1	39
	43.6%	15.4%	2.6%	35.9%	0.0%	0.0%	0.0%	2.6%	100%
Collegiate athletics	22	0	0	1	0	0	0	0	23
	95.7%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	100%
Sport organizations	2	11	5	3	0	1	1	0	23
	8.7%	47.8%	21.7%	13.0%	0.0%	4.3%	4.3%	0.0%	100%
Elite sport	3	6	1	4	0	0	0	9	23
	13.0%	26.1%	4.3%	17.4%	0.0%	0.0%	0.0%	39.1%	100%
Community sport/SFD	4	5	5	5	1	0	1	0	21
	19.0%	23.8%	23.8%	23.8%	4.8%	0.0%	4.8%	0.0%	100%
Sport media	11	2	2	1	0	0	1	0	17
	64.7%	11.8%	11.8%	5.9%	0.0%	0.0%	5.9%	0.0%	100%
Sport industry	7	1	0	0	0	0	1	1	10
	70.0%	10.0%	0.0%	0.0%	0.0%	0.0%	10.0%	10.0%	100%
Other	0	2	1	0	0	0	0	2	5
	0.0%	40.0%	20.0%	0.0%	0.0%	0.0%	0.0%	40.0%	100%
Total	136	79	25	57	2	4	13	26	342
	39.8%	23.1%	7.3%	16.7%	.6%	1.2%	3.8%	7.6%	100%

**Note:** NA = North America; EU = Europe; OC = Oceania; AS = Asia; AF = Africa; CSA = Central and South America; CC = Cross-continental; IN = International.

We then plotted the distribution of the articles in the 10 sport domains across their **continental contexts** (see Table 1). North America served as the continental context for the greatest number of articles (39.8%), followed by Europe (23.1%), Asia (16.7%), and Oceania (7.3%). Articles based in cross-continental contexts and international contexts accounted respectively for 3.8% and 7.6% of the total. An examination of Table 1 led to the following observations:

First, of the 126 articles in the domain of professional sport, 46.8% were in the North American context, followed by Europe (27.0%), and Asia (11.9%).

Second, the 55 articles in the domain of sport events covered all six continents with most of them taking place in Asia (25.5%), followed by Europe (21.8%) and North America (20.0%).

Third, the 39 articles in the domain of sport consumers mainly used samples drawn from the contexts of North America (43.6%), followed by Asia (35.9%).

Fourth, research underpinning all 23 articles in the domain of collegiate athletics, except one, took place in North America.

Fifth, the European context contributed to the largest number of articles in the domain of sport organizations (47.8%), followed by Oceania (21.7%) and Asia (13.0%).

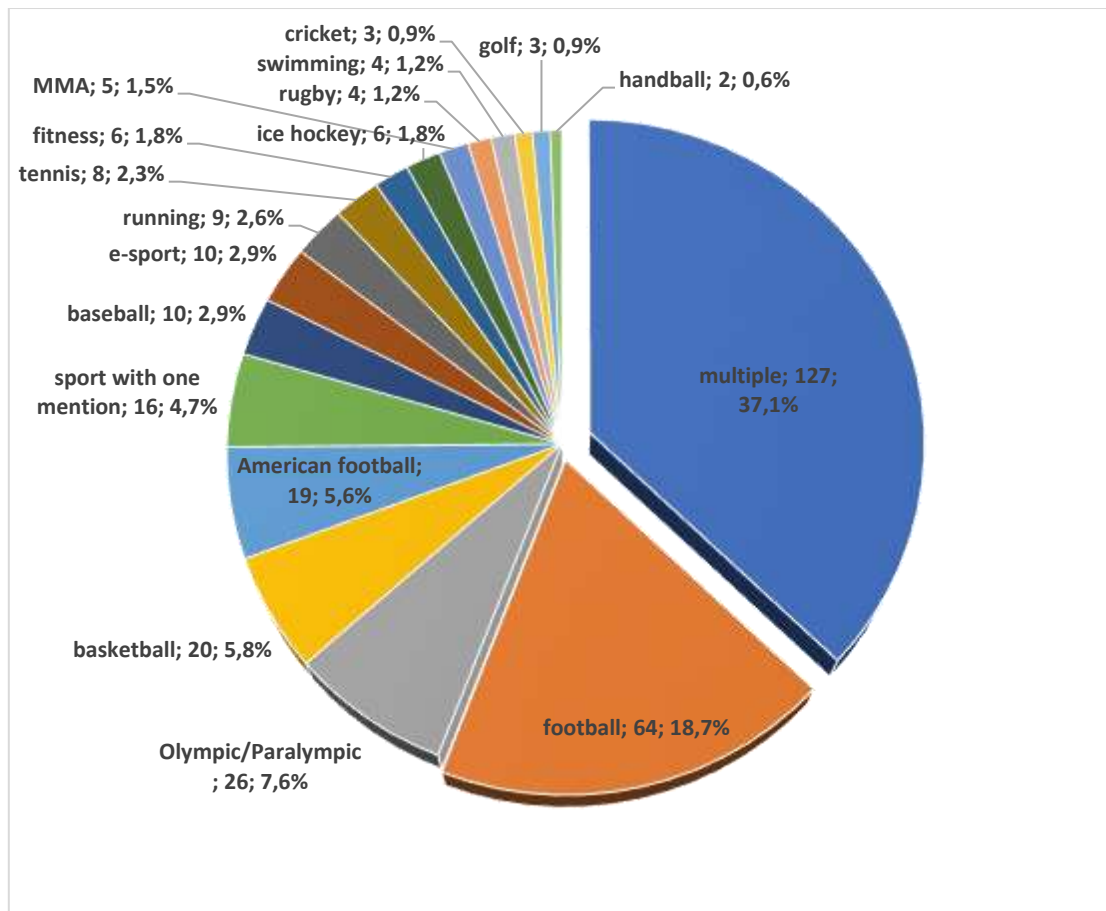
Sixth, the 23 articles in the domain of elite sport mainly came from an international context (39.1%), followed by Europe (26.1%).

Seventh, the geographical contexts of Europe, Oceania, and Asia contributed equally (23.8%) to the 21 articles in the domain of community sport/SFD, followed by North America (19.0%).

Eighth, the 17 articles directly situated in the domain of sport media were mainly distributed across North America (64.7%), Europe (11.8%), and Oceania (11.8%). It should be noted, though, that there were another 46 articles in other sport domains using a mediated research context including 22 in the domain of professional sport, 13 in sport events, 5 in elite sport, 3 in collegiate athletics, 2 in sport organizations, and 1 in community sport/SFD.

Finally, most of the 10 articles in the domain of sport industry came from a North American context (70%).

**Figure 2. The distribution of specific sports research**



The **specific sport** serves as a key dimension of the SM research setting. As shown in Figure 2, football served as the research setting for the largest number of articles (18.7%), followed by Olympic and Paralympic sports (7.6%), basketball (5.8%), and American football (5.6%). Second, 37.1% of articles were situated in study contexts that either featured multiple sports (most often a combination of sports played by the major North American professional leagues) or mentioned no specific sports. Third, over a dozen articles applied research contexts featuring non-traditional sports such as e-sport (2.9%) and Mixed Martial Arts (MMA, 1.5%). Fourth, popular participatory sports such as running (2.6%), and fitness (1.7%) also had a decent presence in the SM research settings. Fifth, 16 other sports were included in one article.

**Table 2. Specific sport by continental context**

<b>Continental context</b>									
<b>Sport</b>	NA	EU	OC	AS	AF	CSA	CC	IN	Total
<b>Football</b>	9	32	0	15	0	2	2	4	64
<b>Olympics/Paralympics</b>	5	4	2	7	1	2	3	2	26
<b>Basketball</b>	18	1	0	1	0	0	0	0	20
<b>American football</b>	19	0	0	0	0	0	0	0	19
<b>Baseball</b>	9	0	0	1	0	0	0	0	10
<b>E-sport</b>	7	0	0	3	0	0	0	0	10
<b>Running</b>	3	0	2	4	0	0	0	0	9

**Note:** NA = North America; EU = Europe; OC = Oceania; AS = Asia; AF = Africa; CSA = Central and South America; CC = Cross-continental; IN = International.

We further examined the distribution of continental contexts of the articles in the top 7 sports. As shown in Table 2, football-related contexts were most popular in Europe, followed by Asia and North America. The contexts of Olympic/Paralympic sports covered all six continents with Asia having the greatest number of articles. Research contexts including basketball, American football and baseball were mostly seen in North America. A potential explanation being that these sports were commonly associated with professional leagues and collegiate athletics popular in North America. Moreover, articles in e-sport related contexts were most likely to take place in North America, followed by Asia. Interestingly, most of the studies related to running were based in Asia, followed by North America and Oceania.

### **Geography of SM knowledge production**

We examined the geography of SM knowledge production through two sets of distribution of: (1) articles' continental contexts in relation to continental location of author's institutional affiliation, and (2) the continental contexts of the articles published by each targeted journal in 2022.

The association between an article's geographical context and the geographical base of the author(s) who produced it is interesting to untangle. Although the geographical location of an author's affiliation may be misleading in some cases because an author from a USA institution may well have a South Korean origin conducting research in the South Korean context. Nonetheless, in most cases, a consistency between the two indicates that the author examines a SM issue in a local context native to his/her own culture, thus, easy to grasp the

locally grounded meanings. This consistency functions analogous to the emic study approach in cultural research (Pike, 1967, e.g., the Balinese cockfight, Geertz, 1973). Conversely, an inconsistency between the two indicates that the author may investigate research questions in a foreign cultural context. As the research context is 'foreign' to the author, additional care should be taken to appreciate hidden assumptions grounded in that culture. Finally, a SM study can be carried out through cross-continental collaborations comprising both local and foreign researchers which allows due prudence to both local idiosyncrasy and cross-cultural generalisability.

**Table 3. Continental context versus author institutional affiliation**

Continental context	Author institutional affiliation					
	NA	EU	OC	AS	CC	
NA	116	7	0	1	12	136
	85.3%	5.1%	0.0%	.7%	8.8%	100%
EU	3	63	1	3	9	79
	3.8%	79.7%	1.3%	3.8%	11.4%	100%
OC	2	1	16	0	6	25
	8.0%	4.0%	64.0%	0.0%	24.0%	100%
AS	9	6	0	17	25	57
	15.8%	10.5%	0.0%	29.8%	43.9%	100%
AF	0	0	0	1	1	2
	0.0%	0.0%	0.0%	50.0%	50.0%	100%
CSA	1	2	0	0	1	4
	25.0%	50.0%	0.0%	0.0%	25.0%	100%
CC	2	5	0	1	5	13
	15.4%	38.5%	0.0%	7.7%	38.5%	100%
IN	8	12	1	1	4	26
	30.8%	46.2%	3.8%	3.8%	15.4%	100%
Total	141	96	18	24	63	342
	41.2%	28.1%	5.3%	7.0%	18.4%	100%

Notes: 1. NA = North America; EU = Europe; OC = Oceania; AS = Asia; AF = Africa; CSA = Central and South America; CC = Cross-continental; IN = International. 2. Author institutional affiliations in cross-continental authorships covered all six continents.

These three types of geographical context-author associations (i.e., 1. consistent context-author geographical location, 2. inconsistent context-author geographical location, and 3. cross-continental collaboration) were captured in Table 3 and a few patterns were observed as discussed below.

First, for articles taking place in the Global North, the majority was produced by authors with institutional affiliation in the same continent (e.g., North America: 85.3%; Europe: 79.7%; Oceania: 64.0%).

Second, for the articles with a geographical context in the Global South, the majority was produced by authors with institutional affiliation in another continent or by a cross-continental collaborative team (e.g., Asia: 43.9% by cross-continental research teams; 26.3% by authors based in the Global North; Africa: one article each by a cross-continental authorship, and authors based in Asia; Central and South America: three articles by authors based in the Global North, and one by a cross-continental research team).

Third, articles using a cross-continental context or an international context were mainly produced by authors based in the Global North or by cross-continental research teams.

Given the sizable number of articles with cross-continental author teams (n=63), we further unpacked the pattern of cross-continental collaborations regarding whether authors based in the same continent as the study's geographical context were included in the research team. It was found that for the 54 articles based in a single continental context (the other 9 were studies based in a cross-continental or an international context), 50 articles (except 4 articles based in an Asian context) had at least one author whose institutional affiliation was in the same continent as the geographical context of the study. This finding is encouraging as it indicates that research teams in SM knowledge production were structurally equipped to be sensitive to identifying findings with both culture-specific features and features shared across cultures.

Finally, we examined the distribution of continental contexts of the articles published by the 10 targeted journals in 2022. First, articles based in a North American context accounted for the greatest numbers of studies published by JSM, SMR, IJSMS, IJSF, IJSC, JSE and C&S in 2022. Second, consistent with the production locations of the journals, articles based in a European context were more likely to appear in ESMQ and IJSPP. Similarly, JGSM published the greatest number of articles with an Asian context. Finally, it was noted that IJSMS published the largest number of articles based in an Asia context in 2022 across all 10 journals, followed by JGSM, ESMQ and SMR.

**Table 4. Continental contexts of articles from the 10 journals**

Continental context									
	NA	EU	OC	AS	AF	CSA	CC	IN	Total
<b>JSM</b>	18	4	3	3	0	0	1	3	32
	56.3%	12.5%	9.4%	9.4%	0.0%	0.0%	3.1%	9.4%	100%
<b>SMR</b>	16	4	7	6	0	0	0	2	35
	45.7%	11.4%	20.0%	17.1%	0.0%	0.0%	0.0%	5.7%	100%
<b>IJSMS</b>	22	9	0	15	0	0	1	0	47
	46.8%	19.1%	0.0%	31.9%	0.0%	0.0%	2.1%	0.0%	100%
<b>ESMQ</b>	4	15	5	8	0	0	3	1	36
	11.1%	41.7%	13.9%	22.2%	0.0%	0.0%	8.3%	2.8%	100%
<b>IJSF</b>	10	6	0	0	0	0	0	0	16
	62.5%	37.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100%
<b>IJSC</b>	16	2	2	4	0	0	3	3	30
	53.3%	6.7%	6.7%	13.3%	0.0%	0.0%	10.0%	10.0%	100%
<b>IJSPP</b>	3	13	5	4	1	1	1	3	31
	9.7%	41.9%	16.1%	12.9%	3.2%	3.2%	3.2%	9.7%	100%
<b>JSE</b>	11	7	0	3	0	1	1	8	31
	35.5%	22.6%	0.0%	9.7%	0.0%	3.2%	3.2%	25.8%	100%
<b>C&amp;S</b>	28	12	3	4	1	1	1	4	54
	51.9%	22.2%	5.6%	7.4%	1.9%	1.9%	1.9%	7.4%	100%
<b>JGSM</b>	8	7	0	10	0	1	2	2	30
	26.7%	23.3%	0.0%	33.3%	0.0%	3.3%	6.7%	6.7%	100%
	136	79	25	57	2	4	13	26	342
	39.9%	23.0%	7.3%	16.6%	.6%	1.2%	3.8%	7.6%	100%

**Note:** NA = North America; EU = Europe; OC = Oceania; AS = Asia; AF = Africa; CSA = Central and South America; CC = Cross-continental; IN = International.

### Concluding thoughts

We embarked on the analysis of the geography of SM research with the intuition that an appreciation of settings used in SM studies as well as geographical distribution of SM knowledge production was valuable for the SM field and research community. As this is the third analysis in a row covering a total of over 500 empirical articles published by the 10 targeted journals in 2021 and 2022, it becomes imperative to answer the question ‘what is the value of tracking SM research’. We believe that the value of continually tracking the geography of SM research is at least three folds:

First, it informs us of the types of settings (i.e., sport domain, specific sport, and continental context) used in published SM studies in the given period. This knowledge helps us to identify

new frontiers for theory testing and knowledge building. For instance, while sports such as football, basketball, and American football are commonly used as settings of SM studies, there is a dearth of SM studies using a context in emerging and lifestyle sports. Embracing these sports may contribute to the knowledge expansion in our field. In the 342 empirical articles published in 2022, 16 sports including alpine skiing, athletics, Australian football, Canadian football, cycling, drag racing, free-diving, gymnastics, horse racing, netball, parkour, soft ball, surfing, taekwondo, and volleyball, appeared only once. More attention to these marginalised sports and those not yet researched in SM studies may well serve the field.

Similarly, while most of the articles using a geographical context in the Global North and produced by authors whose institutional affiliations were based in the Global North, the presence of studies based in Africa and Central and South America were conspicuously lower. Out of the 342 articles, only 2 were based in an African context and 4 in a Central and South American context. Even more concerning is the fact that only 2 out of these 6 articles were produced by cross-continental research teams including authors with institutional affiliations in these two continents. In an era marked by increasing globalisation of sport, more research attention to these largely uncharted geographical contexts would be beneficial for the SM field.

The third value is a practical one. Publishing in SM journals has become increasingly competitive. Our analysis provides knowledge about the sport domains and issues/topics addressed in these domains, specific sports and continental contexts used in SM studies. This may enable a better sense of direction when a SM scholar search settings for the research questions to be addressed, and vice versa. Further, knowing the distribution of articles with different continental contexts published by SM journals may provide an additional piece of information when searching the suitable outlets to submit and publish SM research.

Finally, the analysis sheds light on the importance of international collaboration in SM research. International collaboration is clearly essential for expanding the geography of SM knowledge production. And it is also effective for successful publishing as demonstrated by the amount of article using an Asian context produced by cross-continental research teams. Nonetheless, it also begs the question 'how can our field effectively involve SM researchers in other two continents of the Global South, in addition to Asia, to enhance the presence of



SM knowledge production'. In a broad sense, the value of international collaboration goes well beyond SM knowledge production in an increasingly turbulent world.

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