

Sport Management Digest
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State of Sport Management Research in the first half of 2022 (January-June):

An Overview

Vassil Girginov

The Sport Management Digest (SMD) is a new type of publication design to provide a high-level synthesis of research in the field published in 10 established sport management journals. It is published biannually in March and September. Therefore, the SMD should not be perceived as a competitor to the existing journals rather as a complementary publication freely available to the global sport management community.

The aim of this introductory article of the SMD is to provide an overview of the research published in the ten specialised journals between January and June 2022. The eight individual sections of the SMD cover in sufficient detail the main topics and key findings of different subject areas. While the current overview is mostly bibliometric and thus quantitative, an attempt has been made to raise some qualitative issues as well. The published research in early 2022 continues to support the earlier conclusion that sport management scholarship has been growing in scope, geography, and appeal. As customary, the present overview of research in the field focuses on three interrelated areas including a bibliometric analysis, theoretical and practical appeal, 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. These three areas are complemented by an analysis of the geography of sport management research, which provides a temporal map of the geographical distribution of sport management studies as well as their context in terms of sports and settings where research was conducted. As established in the previous issue of SMD, sport management remains a highly contextual activity, and our research has been shaped by established cultural preferences and sport structures. In addition, two important features of sport management publications are also discussed including how we frame the contribution of our research and the role of sport management journals special issues for enhancing their impact and appeal.

In the first half of 2022 (January-June), the ten sport management journals published a total of 22 issues with 277 articles (excluding book reviews and commentaries). Table 1 shows the number of articles by journal including those published under OA, which is

discussed below. Some 576 authors affiliated with over 450 institutions have written these articles which represents numbers comparable to the output in 2021.

Table 1 Total number of articles and Open Access ones published in 10 sport management journals in the first half of 2022 (January-June)

Journal	Founded	Publication frequency/year	Impact factor 2021	Articles No	Open Access No/%
<i>Journal of Sport Management</i> https://journals.humankinetics.com/view/journals/jsm/jsm-overview.xml	1987	5	3.69	27	2/7
<i>Sport Management Review</i> https://www.tandfonline.com/loi/rsmr20	1998	5	6.57	29	4/14
<i>International Journal of Sports Marketing and Sponsorship</i> https://www.emerald.com/insight/publication/issn/1464-6668	1999	4	2.93	36	2/5
<i>European Sport Management Quarterly</i> https://www.tandfonline.com/loi/resm20	2001	5	4.00	33	9/27
<i>International Journal of Sport Finance</i> https://fitpublishing.com/journals/ijfsf	2006	4	0.94	8	0/0
<i>International Journal of Sport Communications</i> https://journals.humankinetics.com/view/journals/ijsc/ijsc-overview.xml	2008	4	N/A	6	0/0
<i>International Journal of Sport Policy and Politics</i> https://www.tandfonline.com/loi/risp20	2009	4	0.69	30	11/27
<i>Journal of Sports Economics</i> https://journals.sagepub.com/home/jse	2011	6	2.22	38	8/21
<i>Communication and Sport</i> https://journals.sagepub.com/home/com	2013	6	3.17	50	11/22
<i>Journal of Global Sport Management</i> https://www.tandfonline.com/loi/rgsm20	2016	4	N/A	20	7/35

USA-based scholars continue to be the largest contributor to publications in the ten sport management journals. This can be partly explained by the fact that the US hosts the largest number of institutions offering sport management degrees, some of which are well-established and boosting a critical mass of scholars and graduate students. Like last year, the contribution of American scholars is followed by those from the UK, Canada, Germany and other countries. It should be noted that the geography of publications also includes scholars from Taiwan, Turkey, Singapore, Thailand and other less represented countries in the field.

Sport management research has been funded by a range of research councils, governments, charities and commercial companies. Ninety-two agencies funded research published in the ten journals. The range of funding sources includes intergovernmental agencies such as the European Commission, DCICD, national governments (e.g., Canada, Australia, China, Singapore, USA), major sport organisations such as WADA, various national research foundations (e.g., National Nature Science Foundation, China, National Research Foundation, Korea, SSHRC) as well as universities. This range of funding sources is highly indicative of the appeal and potential impact of the sport management research conducted.

The first two issues of the SMD have discussed at some length the democratisation of knowledge promoted by the Open Access (OA) approach to publication. The background to the rationale and main principles of the OA approach were laid out in the document *Plan S* launched in September 2018 and can be found at this link (<https://www.coalition-s.org/guidance-on-the-implementation-of-plan-s/>). In a nutshell, the main principle of *Plan S* stipulates that beginning from 2021, all scholarly publications funded by public or private grants provided by national, regional and international research councils and funding bodies, must be published in [Open Access Journals](#). Out of the **277** published articles analysed in the SMD, **53 (19%)** were OA (see Table 1). Except for the *International Journal of Sport Finance and International Journal of Sport Communications*, the rest of the journals published OA articles at a rate between 27%-35%. While having free access to published research is welcome, we should not forget that countries and institutions who do not have access to resources will be in a disadvantaged position compared to those who can afford to pay the publication fee. The cost of publishing a single article continues to be very high and exceeds \$6,000 for some journals. Many institutions

would be reluctant to support OA publications by their staff because for this amount of money for a single article, they would be able to subscribe the institution for all ten journals included in the SMD for a year. Readers can check out the OA policy of their targeted journal by using the 'Journal checker tool' (<https://journalcheckertool.org/>).

The bibliometric analysis below uses the VOSviewer software (van Eck & Waltman, 2020) 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 three 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. The next issue of the SMD will be able to combine data from 2021-22 and hopefully present a more comprehensive analysis.

Figure 1 depicts the co-authorship links where two authors had worked together on a publication. Out of 596 authors who published in the ten journals, 95 met the threshold of working together on two documents, and the different colours in figure 1 help see those collaborations.

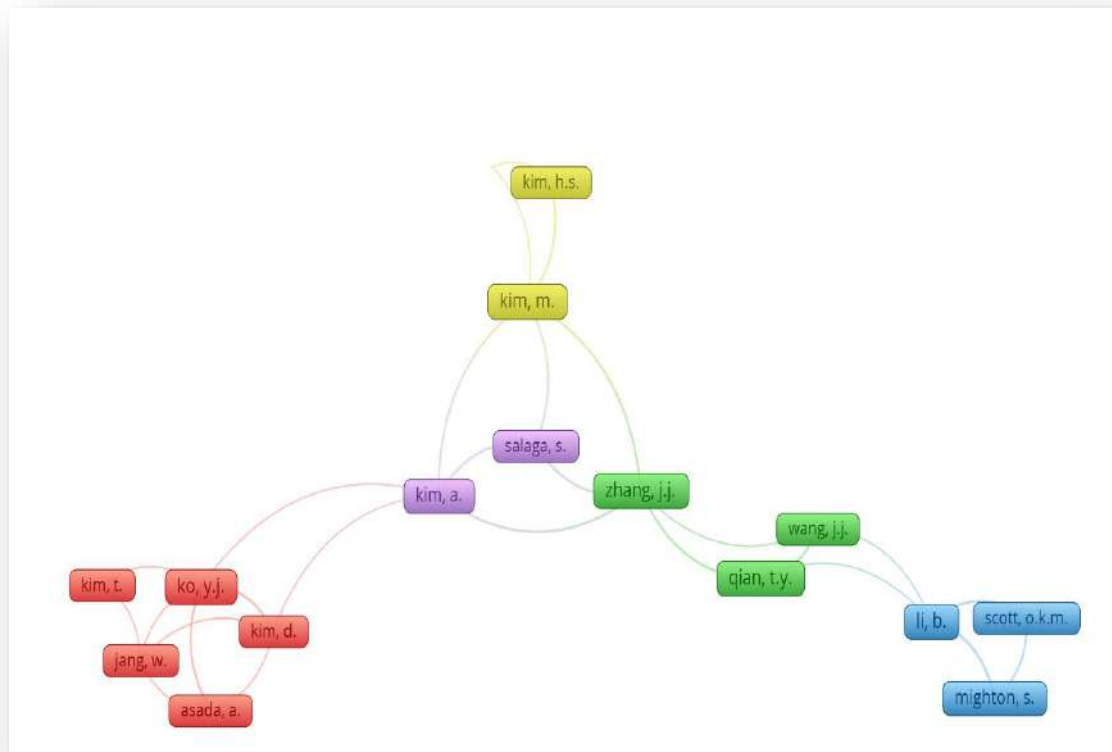


Figure 1. Co-authorship network visualization across ten SM journals in 2022 (January-June)

Figure 2 shows the co-occurrence links, where out of 1036 key words, 17 met the threshold of occurring more than 5 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 'football' dominated in the research published, followed by 'social media'. In the same analysis of the SMD issue 1 (2), the word 'football' was closely related to 'organisations' and 'governance', but this time it was related to 'sport journalism'.

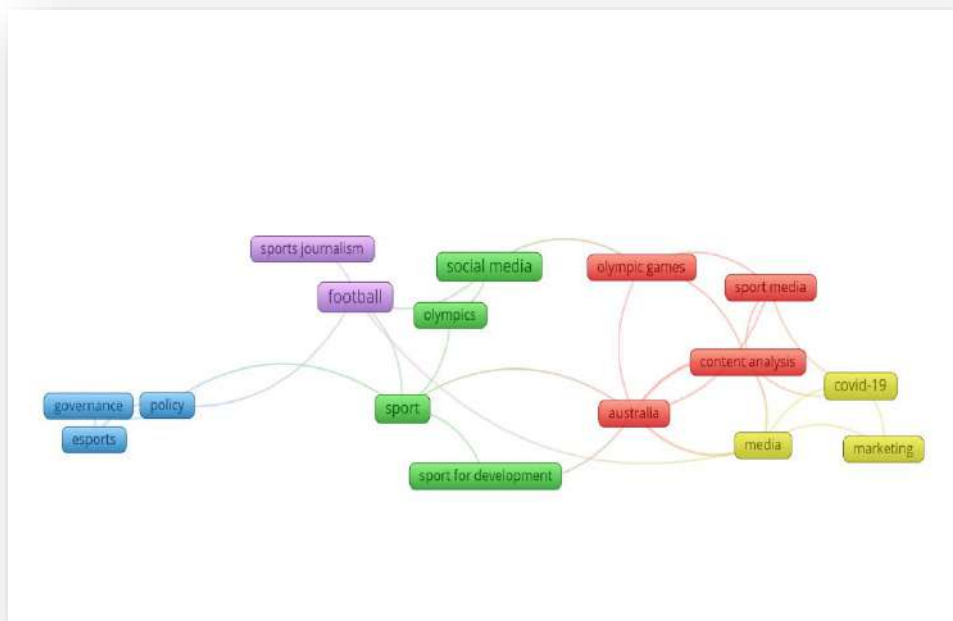
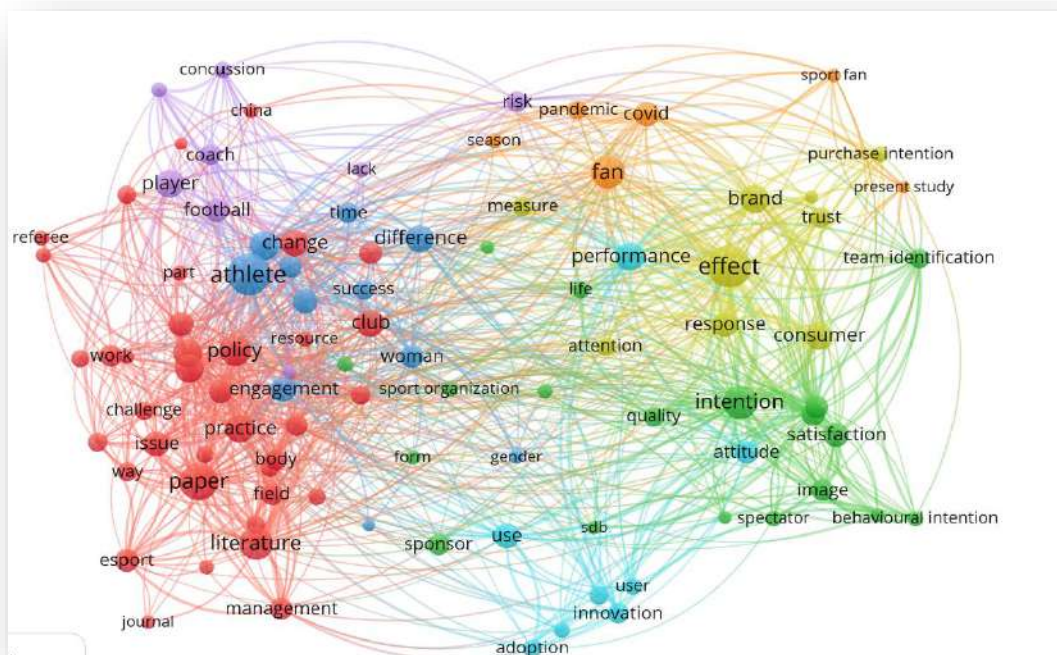


Figure 2. Key words co-occurrence network visualization ten SM journals in 2022 (January-June)

Both the different types of networks and the author co-citation (ACC) analysis have the power to reveal the intellectual structure of the sport management discipline. The Sport Management Digest will continue to analyse the intellectual structure of the discipline which will help researchers and practitioners to readily understand who and where conducts what kind of research. This information is also valuable for devising research strategies of different centres, departments, and universities as well as academic publishers. It is hoped that readers will find this analysis useful.

Figure 3. Visualization of co-occurrence network of important terms in the ten SM journals in 2022 (January-June)



The insights about the sport management field intellectual structure generated by the bibliometric analysis can be complemented by an analysis of the ways in which scholars frame their contributions to sport management. A novel study by Stenling and Fahlén (2022) examined 128 papers published between 2001 and 2020 in ESMQ, SMR and JSM. The authors revealed that 94 (73%) of the papers used the track-bound model of framing their contributions by spotting a gap in the literature and addressing it. Another group of papers (20/15%) framed their contributions as ‘application spotting’, that is, applying current knowledge to a new practice, thus generating a new theoretical and/or practical perspective. The rest of the papers used a combined model of framing their contributions. Importantly, the authors found no unframed papers which in their view “is likely indicative of a general rising of the publishing standards in our field” (p.14).

Of the ten journals covered by the SMD, the following journals published a special issue in the first half of 2022: Journal of Sport Management 36 (3), ‘*State of Literature*’ guess

edited by Fink, James & Tainsky; *European Sport Management Quarterly* 22 (1) '*Sport and COVID-19: Impact and Challenges for the Future: Volume 2*' guest edited by Smith & Skinner; *International Journal of Sport Marketing and Sponsorship* 23 (20), '*Sport Management Using Partial Least Squares Structural Equation Modelling (PLS-SEM)*', guest edited by Cepeda-Carrión, Hair, Ringle, Roldán & García-Fernández, and *Journal of Global Sport Management* 7 (2) '*Managing Sport for Development and Peace*' guest edited by Giulianotti, Collison & Hognestad.

Journals' special issues have the power to focus attention on specific topics and to explore them more holistically and systematically. Scelles (2020) analysed 180 special issues published in 27 sport management and sociology journals with a CiteScore over the 2014–2020 period which generated 1,534 cites. Among the journals analysed were ESMQ, IJSP and SMR. The author concluded that "The comparison across SIs (*special issues, explanation added*) reveals 14 SIs with an average ratio above 2.25 (i.e., an average impact more than twice and a quarter higher than the journal without the SI)" (p.9). Most sport management journals subject to analysis in the SMD tend to publish special issues once a year, which involves a carefully planned and managed process on the part of the editorial board, guest editors and contributing authors and reviewers.

Happy reading!

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Research Methodologies in Sport Management

James Skinner

Introduction

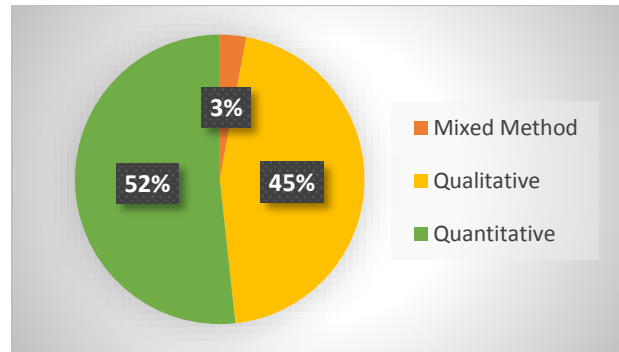
This section provides a summary of the ten sport journals consistent with the previous two volumes of Sport Management Digest. The papers were published between January and June 2022. Table 1 summarises the methodological approaches used in the respective journals:

Table 1: Summary of Methodological Approaches

Journals	Mixed	Qualitative	Quantitative	Total
Communication & Sport	-	17 (incl. three editorial essays)	12	29
European Sport Management Quarterly (excl. one Introduction)	-	5	17	22
International Journal of Sport Finance	-	-	8	8
International Journal of Sport Marketing and Sponsorship	-	5	17	22
International Journal of Sport Communication	1	13 (incl. five book reviews)	7	21
International Journal of Sport Policy and Politics	4	15	4	23
Journal of Global Sport Management	-	10	7	17
Journal of Sport Economics	-	2 (incl. one commentary and one response)	14	16
Journal of Sport Management (excl. one Introduction and one Lecture)	1	17 (incl. one perspective)	11	29
Sport Management Review	-	8	8	16
Overall Total	6	92	105	203

Similar to the previous Sport Management Digest volumes, the use of qualitative and quantitative approaches is relatively balanced, though a greater presence of quantitative approaches is apparent in this volume, as seen in Figure 1:

Figure 1: Distribution of Methodological Approaches



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

Table 2: Data Collection and Analysis Techniques

Quantitative Approaches	Qualitative Approaches
Survey	(Semi-Structured) Interviews
Structural Equation Modelling	Content Analysis
Regression Analysis	Case Study
Experimental Study	Focus Group
Event Study	Thematic Analysis
Content Analysis	Ethnography
	Conceptual Review

From the above-mentioned journals, eight papers were selected for a detailed discussion. Another eight papers were additionally reviewed and an annotated bibliography has been created and is presented at the conclusion of the review.

Fair go? Indigenous Rugby League Players and the Racial Exclusion of the Australian National Anthem

In this Communication & Sport, 10(1) article, Cleland and colleagues (2022) investigated the

implications of publicised national anthem protests by several Indigenous rugby league players in Australia. The foundation of the study is based on Australian society's "fair go" principle which suggests that everyone is entitled to fairness by way of shared opportunity. This includes education, health, as well as social security and underpins a society that is not characterised by differences in wealth and living standards (Herscovitch, 2013).

In relation to the national anthem protests among Indigenous rugby players, the article focussed on two key moments: (1) the decision by the Australian National Rugby League (NRL) to include an alternative anthem alongside the national anthem during the Indigenous Round of matches in 2017 and (2) high-profile silent protests by Indigenous players during the playing of the national anthem at a game between the Indigenous All Stars of Australia and the Maori All Stars of New Zealand in February 2019, followed by similar actions in the three-match State of Origin series between Queensland and New South Wales in June/July 2019. With these two key moments, the authors aimed to evaluate the players' reasoning for the protests as well as reactions by commentators which ultimately could frame a debate around reforming the Australian national anthem.

The research design applied a critical race theory framework to do Indigenous players justice. The aim of the study was to listen and interpret the reasons behind the protests. The authors undertook an online search of relevant "national anthem" material covering the period from the creation of the Recognition in Anthem Project (RAP) in 2017 through to the high-profile national anthem protests that took place during 2019— specifically, the Indigenous All Stars game and the State of Origin series. The authors identified 74 online media reports taken from a variety of regional, national, and international media organisations, alongside the NRL's media department and the National Indigenous Television service. The reports covered the perspectives of players and rugby league officials as well as responses to the protests by journalist and politicians.

The reports were analysed by employing a textual analysis method, as it allowed them to explore and interpret implicit as well as explicit meanings within textual data (Sparkes & Smith, 2014). The authors used an inductive approach to open coding across first and second-order phases and identified thematic patterns and commonalities within the narrative of the reports (Braun & Clarke, 2006). Their process resulted in two dominant themes: (1) a racially exclusive national anthem and (2) responses to the player-led protests. The insightful findings, linked to the themes, indicated that the voices of Indigenous athletes in Australia are important in raising concerns about nationalist rituals and symbols that subjugate Aboriginal peoples.

Understanding Sport Sponsorship Decision-Making

In their *European Sport Management Quarterly*, 22(3) article, Schoenberner and colleagues (2022) investigated in the "Understanding sport sponsorship decision-making – an exploration of the roles and power bases in the sponsors' buying center" the roles of individuals involved in sponsorship decision-making and their power bases. The authors argue that sponsorship decision-making as group decision-making is largely underresearched despite the fact that sponsorship represents a vital revenue stream for sports organisations and sponsoring companies (Cornwell & Kwon, 2019). Indeed, sponsors invest large amounts

annually in sponsorships, particularly in sport (IEG, 2018a). The authors highlighted that sponsorship decisions tend to be group decisions which involves the contribution and collaboration of several individuals. They, therefore, stressed the importance to investigate sponsorship decision-making as a group decision-making process.

Given the lack of studies, the authors employed a qualitative Delphi study method which is particularly useful for an exploratory nature of research (Okoli & Pawlowski, 2004). Day and Bobeva (2005, p. 103) defined the Delphi technique as 'a structured group communication method for soliciting expert opinion about complex problems or novel ideas, through the use of a series of questionnaires and controlled feedback'.

The authors designed the data collection iteratively and introduced the study with 17 semi-structured interviews. Their aggregated results were edited graphically and were returned to the participants as part of their second iteration. In the first round of data collection an online questionnaire with open-response questions was utilised and participants evaluated the results of the interviews. Following this round, the participants reached consensus about the roles involved in sponsorship decision-making and added no further roles. The authors therefore stopped the data collection with this sample. For their third iteration, they recruited another, independent sample as they aimed to increase the confirmability of the research by discussing the first-round interview results with unbiased members of the research population (Day & Bobeva, 2005). The authors again conducted semi-structured interviews and followed the same procedure as in the first round for their data analysis.

Their results indicated that sponsorship decision-making processes are guided by eight different roles: deciders, users, coordinators, experts, signatories, negotiators, initiators, and networkers. Their findings also revealed that individuals occupying the various roles fulfil different tasks and rely on different power bases.

An Ethnography of Basketball as a Communicative Act of Resilience

In his research published in the *International Journal of Sport Communication*, 15(2), Higgins explored resilience as a characteristic developed through basketball and its culture. His main goal was to better understand 1) What communication processes can be extracted from the way basketball participants express resilience and 2) How the basketball culture can serve as a site for resilience, as extracted from the expressions of basketball participants. Higgins suggested that participation in sport creates culturally specific habits of mind, judgment, and decision making (Blanchard, 1974; McLaughlin, 2008) which should encourage researchers to better understand how individuals in professional sport develop resilience as part of their socialisation in the respective environment.

He employed an exploratory ethnographic research design utilising purposive sampling to ensure participants were of particular and specific characteristics of a population (Lindlof & Taylor, 2011). The study focussed on professional basketball players or coaches. The sample consisted of 12 professional basketball players (n = 8) and coaches (n = 4), all playing basketball at the collegiate level. All participants were from a large city in the Southwest of

the United States. At the time of the data collection, all participants, predominately male (11) were actively playing or coaching and all participants had been actively doing so for at least the previous 5 years, this was to ensure they had considerable experience within the basketball culture.

The author conducted 12 in-depth interviews to understand participants' own experiences of resilience. The interview covered questions such as: "Tell me about your basketball career"; "What do you think of the idea that basketball has its own culture?" and "What are some of the strengths of basketball culture?" Questions about resilience included: "Tell me about a difficult situation you had to overcome"; "What did you do to recover or bounce back?" and "What is resilience to you?". Higgins aim was to explore the individual experiences of resilience, what they did to overcome their adversity, and how they understand resilience as members of basketball culture.

The data was coded using a thematic analysis approach (Braun & Clarke, 2006) to identify key elements of basketball culture. The findings indicated that basketball culture limits discourse regarding adversity. The study therefore concluded that basketball players and coaches used their participation in basketball as an adaptive response to communicatively develop resilience.

Athletes' Subjective Evaluations of the Implementation of Dual Career Measures

Herold and colleagues paper in the International Journal of Sport Policy and Politics, 14(1) investigated athletes' perception of Dual Career (DC) environments. According to authors, DC environments of elite athletes is a topic that has received significant attention recently given its complexity (e.g., European Commission 2012, European Athletes 2016, Stambulova and Wylleman 2019, Stambulova et al. 2020). Herold et. Al, highlighted that here is a need to generate a holistic understanding of athlete environments to ensure athletes are appropriately supported.

Athletes face intrapersonal, interpersonal and structural constraints when pursuing high-performance sport and a professional career (education and vocation). In response to these constraints, the 'EU Guidelines on Dual Career' were developed that support athletes' dual careers in European Union countries. To better understand athletes' perceptions of the provided support, the authors employed a qualitative research design to provide insights into the subjective and multiple realities as perceived by elite athletes. By doing so, they applied a social constructivist perspective to gain a broad understanding of how different athletes evaluate the implementations of the EU Guidelines' in their respective countries.

To assist the data collection, the authors developed an interview script based on four evaluation domains (1) programme theory and design, (2) programme process, (3) programme impact and (4) programme efficiency (Rossi et al. 2019). In total, they conducted 21 semi-structured interviews with professional athletes (12 male and 9 female) from six different EU countries. The athletes pursued different sports and were in various different stages of their athletic careers. Interview questions included: 'Do national DC guidelines exist? Do you attend a DC programme (if yes, how does it operate)? Do you receive specific funding (if yes, who is the funding entity)?

The data analysis was guided by a structured qualitative content analysis. The findings indicated that athletes are struggling with their DCs particularly in relation to balancing their resources appropriately. The authors therefore concluded that EU DC Guidelines were insufficiently implemented. In particular, they noted the lack of coordinated governmental support. The authors claimed that this is the first international academic study assessing the EU Guidelines' implementation of DC athletes in different countries and should thus encourage EU policymakers and national authorities to facilitate more effective dual career environments.

Predicting Future Use Intention of Fitness Apps

In her *International Journal of Sports Marketing and Sponsorship* 23(2) article "Predicting future use intention of fitness apps among fitness app users in the United Kingdom: the role of health consciousness", Damberg explored the drivers of future use intention of fitness apps among users. In particular understanding the drivers that influence the emergence of technologies in the health care sector.

The rationale for the study is linked to the steep increase in smartphone users throughout the world in the past decade (Newzoo, 2021). Along with the increase comes an increasing popularity for the use of apps for various purposes. This increasingly growing market that is expected to generate US\$14.64bn by 2027 includes fitness apps that monitor daily exercise (Globenewswire, 2020). This growth co-exists with an increasing number of cases in health problems, as the World Health Organization stressed "the five leading global risks for mortality in the world are high blood pressure, tobacco use, high blood glucose, physical inactivity, and overweight and obesity" (WHO, 2009). The author's motivation for the study was to explore if the growth in fitness apps is a response to the health needs of society or reflect a general trend in app use.

Damberg suggested that some of the above-mentioned health issues are particularly severe in the UK, and noted that one in four adults is obese. As such, undertaking this research in the UK context could help to identify patterns that could influence prevention measures. The study employed a quantitative research design and distributed an online survey to UK citizens. In total, 591 survey respondents were used to test and analyse their relationships in a partial least squares structural equation model (PLS-SEM). The PLS-SEM methodology is a composite-based statistical analyses method that allows the assessment of causal-predictive relationships in models and, in turn, the development and testing of theories (Sarstedt et al., 2014).

The data of the study defined five drivers that further explain future use intention. These drivers are: (1) habit, (2) perceived playfulness, (3) health consciousness, (4) perceived performance and (4) price value. The author concluded that these findings have implications for sports marketing theory and practice, as well as for policymakers, in that health consciousness is important for fitness app adoption, which in turn has repercussions for health care systems.

Adapting to Local Context and Managing Relationships

AlKhalifa and Collison in their *Journal of Global Sport Management*, 7(2) paper employed a case study design of a multinational Sport for Development and Peace (SDP) event in Bahrain and investigated how SDP management and relationships are localised in this regional setting.

SDP refers to the involvement and use of sports to achieve various social development outcomes (Svensson & Woods, 2017). Given the diverse contexts in which SDP initiatives are operating, this study investigated local contextual influences of one initiative in a geographic area that has not been previously explored in the SDP literature. The investigation examined programme management processes as well as considering partnership dynamics within the region of Bahrain. In doing so, it contributes to a wider understanding of how SDP initiatives operate when multiple international organisations are involved in a project.

The authors employed an autoethnography research design in order to explore the personal experiences of participants joining the “Youthful festival” in October 2018. The festival was held under the patronage of HM the King of Bahrain and was aimed at raising youth awareness across the United Nations’ Sustainable Development Goals. Participants were between 12–15 years old at the time of the study and from backgrounds including; orphans, children with mental and physical impairments, and able-bodied private school students.

The primary investigator engaged in participant observations over 4 days and conducted interviews with leaders from different organisations to develop an understanding of how SDP management and relationships are localised in Bahrain. Through an analysis of narratives and interview scripts, the authors identified a number of thematical and contextual concepts. The findings related to topics such as funding, interests, roles, and contributions and indicated potential for further cooperation and expertise sharing between international organisation. The authors noted there is a particular need to better understand roles and partnership structures as well as local contexts and needs.

Female Sports Officials and Mental Health: The Overlooked Problem

In their *Journal of Sport Management* 36(4), study, Tingle and colleagues explored mental health issues among female referees. The authors noted that some sport organisation have recognised the importance of mental health. Nevertheless, these considerations do not include or are not extended to the well-being of referees. They therefore suggested there is a need to understand, normalise and destigmatise mental health conversations and to respect the high-pressure environments referees are working in. Since the prevalence of stress-related issues is greater for women, this study focused on female referees’ well-being by employing a phenomenological approach (Laverty, 2003).

Tingle et al, noted that phenomenology is considered particularly useful when a certain phenomenon is investigated and when common lived human experiences needs to be explored within a specific social setting (e.g., Kellett & Warner, 2011; Nordstrom et al., 2016; Tingle et al., 2014). Guided by this methodology, the authors conducted 20 semi-structured interviews with female US basketball referees. Different questions around mental health were asked, such as: “What is your current knowledge of the term mental health (MH)?”,

“How do you maintain your mental health?”, “What in your sport causes you to be happy/sources of happiness?”, “What stigma/barriers are you aware of relating to MH in (your) sport?”, and “Can you tell me about any experiences you have had with MH related issues as an official?”

The data analysis followed an inductive thematic approach (Braun & Clarke, 2006) and each of the four authors independently coded five different transcripts. As encouraged with interpretive phenomenology, three of the four researchers had referee experiences, which ensured a balance of both an insider and outsider perspectives throughout the coding process (Willig, 2007). Allen-Collinson (2009) highlighted that having insider and outsider perspectives allowed the research team to avoid “imposing their own meanings and constructs upon the accounts of the ‘expert’ participants” (p. 209). After coding the 20 transcripts, an iterative process was utilised to condense the most salient first level codes into emergent themes that best represented the participants’ understandings of mental health in the officiating context.

The authors found that gendered aggressions negatively impacted the referees, mental health issues are stigmatised, and more resources and support are needed.

Sport League Sponsor Retention

In their Sport Management Review 25(1) article entitled “Investigating sport league sponsor retention: Results from a semi-parametric hazard model”, Jensen and colleagues explored sponsorship retention across six North American sport leagues. According to the authors, investments in sponsorship is at an all-time high, surpassing investments of advertising and marketing promotions. Nevertheless, they argued it is unknown how sponsor retention varies across a range of sport leagues. This study therefore quantitatively analysed a dataset of nearly 500 “official product” sponsorships by utilising a proportional hazard model.

As a first step, the authors compiled a complete history of all “official product” sponsorships across six major North American sport leagues: the NFL, MLB, MLS, NASCAR, the NBA, and the NHL. Sources consulted in the compilation of the dataset included analyses of each league’s sponsorship programs by IEG (e.g., IEG, 2018b), research reports from the Sports Business Journal (e.g., Broughton, 2017), and league websites. Their dataset included a total of 3,759 observations, reflecting the total number of years the 488 agreements have been in place (an average of 7.7 years per sponsorship). Sponsors included in the dataset were global brands, such as Adidas, Nike, Under Armour, Coca-Cola, McDonald’s, and Pepsi. Consumer brands and banks such as the Bank of America and Wells Fargo, tech firms such as Amazon Web Services, IBM, Motorola, and Yahoo!, as well as automakers Hyundai, Kia, and Toyota were also part of the dataset. In addition, firms represented in the dataset were headquartered in a wide variety of countries, including Austria, Canada, China, Germany, India, South Korea, Spain, the U.K., and the U.S. The two longest-running sponsorships in the dataset were Gillette’s relationship with the MLB and Union 76 gasoline’s relationship with NASCAR, both lasted for 50 years.

The authors used a proportional hazards model (Cox, 1972) to determine the probability of the sponsors being retained. Their results indicated that partnering with tech firms, sponsorship clutter, and lower level financial sponsorship reduces the probability that

sponsors are retained. B2B sponsors are more likely to be retained. In addition, they highlighted the superiority of the NFL and the NASCAR in their ability to retain sponsors. The authors concluded that these findings strengthen managerial as well as theoretical understanding of sponsor retention and could support both sponsors and sponsees in developing longer-term relationships.

Conclusion

Overall, the methodological approaches used in these papers highlight the eclectic methods evolving within sport management research and display the robust methodological contribution that is being made. The selected papers discussed demonstrate how methodological designs provide a framework for rigorous investigation of the phenomena and reflects the methodological growth occurring in the discipline.

Annotated Bibliography

1. **Byun, J., Leopkey, B., & Ellis, D. (2022). Examining post-merger sociocultural integration in sport. *European Sport Management Quarterly*, 22(2), 205-226.**

The researchers explored post-merger sociocultural integration in sport organisation. They investigated the merger of elite and mass sport organisations in Korea through a qualitative case study design including interviews and archival materials. In their findings, the authors highlighted sociocultural integration challenges, such as competing values, perceived unfairness, and human resource conflicts, in addition to antecedents and interventions related to post-merger sociocultural integration in complex multilevel sport organizations.

2. **Scott, O. K., Li, B. N., & Mighton, S. (2022). Gender Representation at the 2018 Winter Olympic Games From an Australian Broadcast Perspective. *International Journal of Sport Communication*, 1(aop), 1-10.**

In this study, the authors examined differences in the Australian Seven Network's primetime coverage of the 2018 PyeongChang Winter Olympic Games across all of its channels. The authors analysed more than 102 hours of coverage in relation to clock time, name mentions, and the descriptions of athletes by announcers divided by gender. They found that male athletes received the bulk of the clock time; 13 of the top 20 most-mentioned athletes were men. They also found gender differences in the word for word descriptors of success, failure, physicality, and personality. The top three sports that were broadcast featuring women were ice hockey, freestyle skiing, and snowboarding, which they noted differs from other studies.

3. **Wicker, P., Orlowski, J., & Weimar, D. (2022). Referees' Card-Awarding Behavior and Performance Evaluation in Professional Football: The Role of Teams' Running Distance and Speed. *International Journal of Sport Finance, 17*(2).**

This study examined the effect of football teams' distance covered and number of intensive runs on referees' card-awarding behavior and their performance evaluation. The analysis used data from the German Bundesliga (2011–2018), including a final sample of $n = 2,130$ observations on a match-game day basis. The authors' regression analyses showed that greater distance covered by teams is associated with significantly fewer yellow, yellow-red, and red cards and significantly better grades for referees. The higher the number of intensive runs, the fewer yellow-red and red cards are awarded. Referees receive significantly better grades when teams have covered more distance in the match. The authors also concluded that referees make biased decisions and the evaluation of their performance is also subject to biases.

4. **Hong, H. J., Morris, R., López-Flores, M., & Botwina, G. (2022). An international analysis of dual careers support services for junior athletes in Europe. *International Journal of Sport Policy and Politics, 14*(2), 305-319.**

This study investigated existing support services/systems that support junior dual career athletes in seven different countries. The goal was to identify: (1) What support services/systems are available? and (2) Are there any similarities or differences between the seven countries? Research teams from seven countries collected data from websites of sports organisations, sports clubs and schools to identify any structured support services/systems used to help junior athletes manage their dual careers. The authors identified between 10 and 36 organisational support services/systems which support junior athletes manage their dual career. Many of the sports organisations across the countries provided financial support via a small grant to cover equipment costs, travel expenses, and sport science and medicine support (e.g. physio and sport psychology support). The authors concluded that holistic support for junior athletes is lacking at the secondary school level.

5. **Nam, B. H., Marshall, R. C., Love, A., Graham, J., & Lim, S. (2022). Fostering global sport leadership: A partnership between a Korean sport organization and a US university. *Journal of Global Sport Management, 7*(1), 199-225.**

The South Korean government has initiated a programme to assist elite athletes in transitioning to roles as international sport administrators, coaches, and scholars. The purpose of this study was to examine the success and challenges of this programme. The authors' employed a qualitative research design including qualitative document analyses and

interviews. Their findings indicated that there have been positive outcomes of the programme in which a number of former athletes successfully transferred to career paths in education, administration, and coaching. However, they also found some programme challenges, such the covering of very broad topics, inappropriate development of English skills, and discrimination issues outside of the official partnership program (i.e. at the university facilities).

6. **Gasparetto, T., & Barajas, A. (2022). Wage Dispersion and Team Performance: The Moderation Role of Club Size. *Journal of Sports Economics*, 23(5), 548-566.**

In this paper, the authors analysed the relationship between wage dispersion and team performance. They used the clubs' payroll to represent the club's size (as it captures the financial strength) and used this value as a moderator. In their analysis, the authors employed Ordinary Least Squares regression with season and league fixed effects. Their outputs confirmed the quadratic relationship between wage dispersion and performance and highlighted that identical levels of dispersion have different impact on football clubs according to their financial strength.

7. **Behrens, A., Yang, Y., & Uhrich, S. (2021). Keeping It Real or Bridging the Gap? Brand Positioning of US Sport Teams in Germany and China. *Journal of Sport Management*, 36(2), 105-117.**

Professional team sport brands are increasingly striving to conquer markets abroad. The authors of this study suggested that little is known about promising brand positioning strategies in international markets. In the context of U.S. team sport brands efforts to attract overseas fans in two different target markets (i.e., Germany and China) was considered. The research used three experimental online studies to test the relative effects of two foreign brand positioning strategies (purely foreign vs. locally integrated foreign) on overseas fans' attitudes toward the strategy and brand interaction intentions. The authors' findings suggested that fans' responses depend on the target market. While German fans responded more favorably to purely foreign brand positioning, Chinese fans preferred local adaptations of the U.S. brands to Chinese customs. These diverse effects were explained by different underlying mechanisms: purely foreign brand positioning increases perceptions of authenticity among German fans, while locally integrated foreign brand positioning increases perceived customer orientation and pride among Chinese fans.

8. **Misener, L., Rich, K., & Pearson, E. (2022). Tensions and opportunities in researching social change in sport management. *Sport Management Review*, 25(2), 323-340.**

In this paper, the authors examined theoretical presumptions about social change and challenged scholars to critically consider their social change agenda. The authors drew from established theories of social change to articulate how the term has been discussed more broadly in academic literature. In particular, they distinguished between individual, organisational, and community or social level changes as well as the nature of the change in question. They further employed a critical interpretive synthesis to consider how social change has been addressed within sport management scholarship. As a result, they identified where the sport management literature has aligned with the broader social change literature as well as where it has not. The authors concluded with future considerations for sport management scholars interrogating social change should involve a critical consideration of both the level and nature of the change.

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Sport Governance and Policy

Dr Shushu Chen

Introduction

Sport policy and governance-related articles published in the ten major journals relevant to the discipline in the first six months of 2022 were reviewed for this issue of the Sport Management Digest.

For the section on Sport Governance and Policy, this review features six articles produced by a group of scholars from Europe, Asia, and Australia (the full annotated bibliography can be found at the end of this review). The reviewed articles covered timely and novel topics, including *anti-doping policy*, *e-sport* and *board governance*, and the policy and political dynamics between *national and local policy actors*.

These articles are selected for the issue because of their relatively strong theoretical contribution to, or the conceptual advances made for, the development of policy and/or governance disciplines. Research, addressing policy/governance concerns in passing, is not included.

All the six articles conducted theoretically grounded investigations and five of the six articles were supported by empirical data (apart from Kelly, Derrington and Star's (2022) work where their primary aim was to propose an integrated policy process model). Supplemented by document analysis, qualitative approaches (interviews) were commonly used in studies relevant to sport governance and policy, with one exception [Wicker, Feiler and Breuer (2022) used survey data]. A broad range of theories was incorporated to guide the research investigation and interpret the results, including *policy process* and *implementation analysis*, the *advocacy coalition framework*, the *corporate governance framework*, and *critical mass* theory.

The following section highlights the key messages of each reviewed paper in turn.

Papers in this section's review

Relevant to the topic of sport policy, Yang et al's (2022) study examined anti-doping policy implementation processes in China. Whilst the topic of anti-doping and its related policies is a relatively new research area, much of the studies are based in western contexts. Little is known about how non-USA/Europe countries – such as China – have implemented anti-doping policies and are compliant with the world anti-doping code. Yang et al (2022) mapped out China's anti-doping administration system and relevant organizations. They revealed that the central government played a dominant role in making and implementing relevant anti-doping policies, but not necessarily providing full financial support. Challenges and barriers were reported by various local agencies when trying to be compliant with the world anti-doping code, such as, the standards and objectives of some aspects of the anti-doping policy were perceived as vague; limited policy resources; low awareness of anti-doping; and the restrictions on the media's freedom to investigate issues and publicise sanctions.

Also examining the implementation process of anti-doping policy, Krugers and van Botenburg (2022) focused specifically on urine sample collection procedures and highlighted the power imbalance relationships between the doping control officers and athletes. They conclude that the discretion used by doping control officers does not affect the reliability and credibility of anti-doping policy. The authors further suggest that doping control officers might employ different interaction strategies with athletes and try to take specific situations and circumstances into account when dealing with this intrusive urine sample collection process.

Using the advocacy coalition framework, Chatzopoulos (2022) analysed the role of sport policy as an instrument for fostering social integration amongst female migrants in Copenhagen. The author specifically focused on a local swimming club which offered gender-segregated swimming lessons for migrant children and young people, and highlighted the efforts made by various stakeholders – including the local government, sport federations and clubs, local housing organisations and schools – to collaboratively work towards migrants and asylum seekers inclusion for distressed neighbourhoods. The study, nevertheless, reveals the differences (in terms of policy priority) between the liberal-conservative government at the national level and the social-democratic government at the local level, in a sense that local governments were more creative with their integration actions aiming to help the immigrants to develop social and citizenship skills, whereas the national government seemed to place more emphases on tightening the immigration laws.

Also focusing on the micro levels, Hoekman, Elling and van der Poel's (2022) work expands our understanding of the development and functioning of local sport policy in the Netherlands. They studied local sport managers' perspectives on recent changes in national sport policy and how the changes were interpreted and implemented in their daily practice. Whilst the local sport managers recognised that policies and policy discourses have changed over time and that local sport policies today were more closely intertwined with other policy domains because of sport's social benefits, related data-to-day practice at the local level, however, remained relatively unchanged. An interesting finding was that very little variation was found in response patterns across the nine locations despite their varied socio-demonphrahpic characteristics.

Relevant to board governance, Wicker, Feiler and Breuer (2022) examined the effect of board gender diversity in German non-profit sport clubs. Using large quantitative data collected from 1626 clubs (6504 responses) between 2009 and 2015, the results of regression analyses indicated that board gender diversity significantly reduced human resource and financial problems. They further suggest that a diverse board of directors benefits the organisation by increasing resource access, adding human capital, and improving decision-making quality.

Building on Burger and Gosline's (2005) corporate governance framework, Kelly, Derrington and Star (2022) turned their attention to esports governance and adapted the seven principles – accountability, responsibility, transparency, social responsibility, independence, fairness, and discipline, to the context of esports. An integrated policy process framework was proposed to incorporate various esports actors with an intention to minimise stakeholder tension.

Conclusion

The above-reviewed articles relevant to sports policy and governance are novel and rigorously researched. The variety of topics and themes covered here highlight the fact that sport policy and governance is of interest to many sport scholars and the quality of relevant research on this topic is maintained at a high level.

To finish this review, I would like to share my personal reflection relevant to policy implementation, as quite a few of the papers included in this review have paid particular attention to policy adaptation and implementation at local levels. Building on the past thirty years' research work on examining the role of states in developing and implementing policy cycles at the macro levels, research attention seems to move to micro-level analysis e.g., to

understand how localised policy actors and their individual ideologies influence policy implementation and outcomes. To this end, Ball's (1990) well-known work on policy decontextualization seems relevant and useful for further guiding the examination of power decentralisation in policymaking and implementation. A key message from Ball's work is to be aware of the existence of 'power-knowledge relations' in different social, political and cultural contexts, which change over time and place.

Annotated bibliography

Yang, K., Dimeo, P., & Winand, M. (2022). Anti-doping in China: an analysis of the policy implementation processes through stakeholders' perspectives, *Sport Management Review*, 25:2, 360-381, DOI: 10.1080/14413523.2021.1917247

The authors, researchers at Sichuan University, University of Stirling, and LUNEX International University of Health, Exercise and Sports, explained anti-doping policy implementation processes in China. They undertook field trips to seven provinces and two municipalities in China, and conducted interviews with relevant stakeholders including staff of local anti-doping agencies and local sports bureaus, Chinese elite athletes and coaches, journalists, and staff from the World Anti-Doping Agency and other national anti-doping organisations. Guided by Van Meter and Van Horn's top-down policy implementation approach, data were subject to thematic analysis. The findings revealed that the Chinese government had the organizational and financial resources to support anti-doping, but issues, such as poorer provinces lacking funding and insufficient doping control officers, still persisted.

Krugers, J. & van Bottenburg, M. (2022). Sample collection as a social process: the influence of interaction between doping control officers and athletes on the implementation of anti-doping policy, *International Journal of Sport Policy and Politics*, 14:2, 353-368, DOI: 10.1080/19406940.2021.2013924

The authors, researchers at University Medical Center Utrecht and Utrecht University, analysed how sample collection worked in practice, proposed strategies that doping control officers can employ to deal with the intrusive sample collection process, and examined how their interaction with athletes influenced the implementation of anti-doping policy. Informed by Lipsky's theory of street-level bureaucracy and Goffman's dramaturgical perspective, the research team conducted 18 interviews with elite athletes, active doping control officers, National Anti-doping Organisation officers, chaperones, sports team doctors and anti-doping policy officers from sport organisations. Their study shows that the discretion used by officers does not affect the reliability and credibility of anti-doping policy. As a

response to uncomfortable situations and unexpected events, doping control officers did not define their discretion as bending or ignoring rules. The research team further highlights the importance of the social interaction between the officer and athletes in the sample collection process.

Chatzopoulos, I. (2022). Sport, migration and integration in Denmark: local political responses and policies in Copenhagen, *International Journal of Sport Policy and Politics*, 14:1, 53-69, DOI: 10.1080/19406940.2021.1996436

The author, a researcher at Loughborough University, used document analysis and semi-structured interviews to analyse the development of sport policy as part of the migrant integration policy in Copenhagen, focusing on female immigrants and women-only swimming programmes. The gender-segregated swimming within local sports facilities was highlighted in this study as one of the most effective venues for facilitating integration for minority girls and women.

Hoekman, R., Elling, A. & van der Poel, H. (2022). Local Policymaking in Sport: Sport Managers' Perspectives on Work Processes and Impact, *Journal of Global Sport Management*, 7:1, 89-111, DOI: 10.1080/24704067.2018.1537682

The authors, researchers at Radboud University and the Mulier Institute, studied how local sport managers (i.e., the heads of municipal sport policy departments) interpreted national policies and legitimated new discourses when implementing national sport policies. Using interview approaches, they concluded that whilst austerity measures, organizational restructuring and changes in national policies and discourses had influenced the day-to-day work of local sport managers, they continued to focus on the building of good sport facility infrastructure.

Wicker, P., Feiler, S., & Breuer, C. (2022). Board gender diversity, critical masses, and organizational problems of non-profit sport clubs, *European Sport Management Quarterly*, 22:2, 251-271, DOI: 10.1080/16184742.2020.1777453

The authors, researchers at Bielefeld University and German Sport University Cologne, examined how board gender diversity affected organisational problems of German sport clubs in the areas of human resources, finances, facilities and club development. Gender diversity was measured with the share of women on the board, the Blau index, and the number of women on the board using panel survey data (2009–2015; n = 6504). They suggest that human resource and financial problems can be significantly reduced by gender diversity on boards.

Kelly, S., Derringtonm S., & Star, S., (2022). Governance challenges in esports: a best practice framework for addressing integrity and wellbeing issues, *International Journal of Sport Policy and Politics*, 14:1, 151-168, DOI: 10.1080/19406940.2021.1976812

The authors, researchers at the University of Queensland and Jindal Global University, focused on esports governance and its related policy development. The study offers a governance model that serves to mitigate critical challenges such as integrity and participant wellbeing, building on the seven pillars of the corporate governance framework recommended by Burger and Goslin (2005).

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Sport Economics

Joel G. Maxcy

Introduction

All papers considered in this section of the digest come from published issues in the first six months of 2022 from 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 the three 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 42 identified papers covering sport economics related research that have been published in either of these six journals as of June 2022:

JSE (Issues 1-5): 25 papers, with each of the 25 covering sport economics related research,

IJSF (Issues 1 & 2): 8 papers, with each of the 8 covering sport economics related research,

ESMQ (Issues 1-3): 23 papers, with 2 covering sport economics related research,

JSM (Issues 1,2, & 3): 26 papers, with 4 covering sport economics related research,

SMR (Issue 1 &2): 14 papers, 0 covering sport economics related research,

JGSM (Issue 1 &2): 16 papers with 1 covering sport economics related research.

The forty papers fall into seven 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): 11,

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): 7,

Mega Event Analysis (such impact of large sport events— i.e., Olympics, Super Bowl, World Cup— on communities and regions): 6,

Sport and Vice (financial analysis of sports gambling markets, effects of law and policy on sports wagering, doping and sport outcomes): 4,

Amateur Sports (USA College sports and other amateur sports): 3

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

New perspectives on labor markets and performance in sport

For this edition of the Digest, I've reviewed empirical studies exploring labor market and performance issues in sport. Labor market analyses are long a staple of sport economics research and the initial volumes of 2022 have seen a substantial amount of traditional sport labor market research. Indeed, the *JSE* contains nine of the eleven labor market publications, most of those on traditional labor issues such as pay and performance, wage dispersion, and labor market discrimination. Although much prior research has examined American major league sports and European football, in this year's publications, we continue to see an extension of research across sports and countries. Two *JSE* articles (one a reply) address pay and performance among UFC fighters (Gift, 2022 and Caves, Tatos, & Urschel, 2022) and another a discrimination in the Chinese basketball league (Berri, Budekin, & Deutscher). Performance studies are now more often associated with behavioral economics. For example, reference points as principal to decision making regarding gains and losses, rather than absolute utility. Sport offers data-rich opportunities to test these theories.

In many instances, labor market research and studies of performance analysis overlap as performance largely determines compensation and contractual outcomes. For example, the shirking literature in sports economics, e.g., Maxcy, Fort and Krautmann (2002) would

generally be considered a labor market application, but performance analysis and psychology also underlies this research. There are likely to be behavioral effects influencing an athlete's willingness to supply effort that are not fully addressed in the early shirking literature. New perspectives on performance have developed in recent years with the influence of innovative behavioral economics on the sports economics literature. Additionally, behavioral applications best categorized as performance analysis is covered in several papers published already in 2022. Included are performance under pressure in team handball (Bühren and Träger, 2022), the effects of a sophomore slump in EPL soccer (Kim, Kim, and Kang, 2022), the effects of more running on the behavior of football referees (Wicker et al, 2022), and reference points in auto racing (Yaskewich, 2022). There is also a paper on external factors like air pollution that may affect performance (Qin, Wu, & Zhang, 2022).

For the balance of this article, I'll discuss four important papers in more detail. A topic of garnering great attention in sport management and labor markets is discrimination. Sports labor markets have provided a very useful ground for testing for evidence discrimination. Notwithstanding, discussion and research on discrimination in sport are hardly limited to economic analysis. In fact, several 2022 JSM articles have addressed gender and race-based discrimination in sport management institutions from non-economic perspectives (e.g., Singer, et al. 2022 and Sveinson, et al. 2022).

The first paper deals with discrimination in sport labor markets. Research on racial discrimination in professional basketball has drawn attention since the well-cited paper of Kahn and Sherer (1988) finding that despite over-representation on rosters, black players were under paid by about 20% relative to similarly productive white players. Moreover, the source of the discrimination was determined to be customers rather than owners, as discrimination was most prominent in the demographically whitest cities. That topic is revisited in an econometric analysis of the Chinese Basketball Association (CBA) by Berri, Budekin, & Deutscher in the *JSE's* February 2022 edition. This study likewise provides some unanticipated results. Prior studies on the CBA have examined competitive balance, but none has previously investigated whether or not xenophilia, implied by existing studies of European Soccer (i.e., the English Premier League and Spanish Liga), extends to professional basketball in China.

Using data from the Chinese Basketball Association the authors examine the factors that determine a player's playing time, looking in particular at the national origins of players. The CBA is the preeminent basketball league in Asia, and its current form began in 2005-2006. The league has enjoyed a steady rise in attendance and TV viewership in recent years. The question remains as to the degree to which this growth is because of foreign player participation in the league. There are a number of prominent American basketball players who have participated in the and starred in the CBA, including Stephon Marbury and Jimmer Fredette.

As expected, playing time in the CBA is explained by the standard performance variables as and personal characteristics like age and height. However, when the authors tested for evidence of privileged treatment for foreign players, their findings offered reliable support for discrimination in favor of U.S. players and other foreign nationals. Non-Chinese players receive significantly more minutes per game after controlling for performance and individual characteristics. This is true whether U.S.-born foreign players or players from other countries. However, there are a relatively small number of non-U.S. foreign players in the data sample.

Moreover, the Chinese coaches are found to have discriminated against the Chinese players more than non-Chinese coaches. As with the Kahn and Sherer findings it argued that likely that it is fan demand to see American players — the customer as the source of discrimination— which drives this playing time disparities. The bias uncovered appears to reflect the preferences of the Chinese customers.

The second paper by Wicker, Orlowski, and Weimar in the January 2022 *IJSF* also has an aspect of testing for discrimination. The study considers the possibility of referee bias when issuing penalty (red and yellow) cards in football. Referee behavior has been considered in several prior studies. Nevertheless, most of these offered the workings of referee behavior on the determination of outcomes. For example, prior studies on referee behavior in professional football, have focused on home advantage and social pressure of the crowd, largely neglecting other factors which may be accountable to referee behavior. As with the first paper, discrimination is hypothesized here to be important in referee decisions. Previous research has explained biased their decisions are linked to inherent time pressure, as referees have to make decisions within a few seconds. The role of national identity between the referee and players has been emphasized.

This study finds that teams that run farther and more intensely during a match are given fewer penalty cards by referees, all else constant. It's theorized that intensive player running causes more time pressure for referees as they may be poorly positioned on the field to see the situation they have to evaluate and thus make a quick but less-informed decision opening the door for biased decision-making.

The empirical analysis uses data from the German Bundesliga over a eight year period (2011–2018). The regression analyses show that a greater running distance covered by teams is correlated with significantly fewer yellow, yellow-red, and red penalty cards. Moreover, higher the number of intense runs, is also positively associated with fewer yellow-red and red cards. Interestingly the referees also receive significantly better performance grades from teams that have covered more distance in the match. Collectively, these findings suggest that not only referees make biased decisions but that the evaluation of their performance is also subject to biases. The last point seizes attention because it suggests that referees are responding to incentives for their own better grades by rewarding teams more likely to grade them better.

The findings have implications for referee development and coaching. Physical and cognitive abilities are already considered in referee training, yet the results of this study suggest that both the total distance covered by players on the field and the distance covered at higher intensity have measurable effects on referees' behavior. The authors suggest that instructors responsible for referee development should reconsider the design and focus of referee training.

The third paper by Yaskewich, and also the *IJSF* January edition, is likewise a behavioral economics application. The paper covers the rarely studied sport of professional drag (automobile) racing. The hypothesis is that a driver's performance is altered when facing off against a competitor of very similar rank, or current status. The National Hot Rod Association (NHRA) tournaments are organized as a series one-on-one of races. The author contends drag racing is very useful for behavioral analyses because unlike other forms of auto races, there is no intrusion between the competitors during a drag race. This creates clean measures of absolute and relative performance. Drag racing data incorporates very distinct measures of performance, including both reaction and elapsed times. A unique feature of drag racing is an element of outcome uncertainty introduced by reaction time performance. Drivers with slower vehicles might need more time to travel the distance of a drag strip yet a faster reaction to the lighting signal that officially starts a race helps them

compete with faster vehicles. The author analyzed pairs of higher- and lower-ranked drivers in cases where ranking differences were both large and small. The analyses used a panel of data collected over 10 years (2010-2019). The final empirical results showed that closeness in drivers' rank improved the absolute performance, the reaction times of the higher-ranked driver. However, this effect was only statistically discernable when closely ranked rivals were paired together. The main results of the paper suggest that the presence of a status rival actually improve a competitor's absolute performance. In an analysis of the NHRA tournaments, higher-ranked drivers were found to have improved reaction times when paired with a lower-ranked status rival. A second notable result was there was no evidence of "choking" under pressure in most outcomes. The author explains that these results differ from studies on other sports, and he offers reasons as to why professional drag racers might be less susceptible to choking. Vehicle quality is an essential component of success and involves much effort from a driver's crew members, so disparities in quality minimize choking under pressure. However further investigation is needed to develop a better understanding of why performances in some competitive environments are more vulnerable to psychological stress.

The final paper by Qin, Wu, & Zhang (2022), was published in the May edition of the *JSE*, and considers impact of air pollution on Chinese professional football players' performance. Are sports players, with high level professional skills, affected air pollution and thus have productivity losses during games? Prior studies have shown athletes can adapt to some unfavorable external conditions like high temperature. But this study is unique in addressing the problem of air pollution. The paper addresses the emerging literature studying the impact of air pollution on sports outcomes. It also documents a consequence that air pollution may amplify the home advantage in sports contests. Their secondary question is one of adaptability and that there may be both physical and behavioral aspects of adaptation to pollution. Can the negative effects of air pollution can be mitigated by adaptation, and what types players are more suited to adapt to the pollution?

Empirical evidence from professional football players in China is used to analyze these questions. A typical professional football player participates in routine training in his home city but participates in football games in many other cities. The empirics here evaluate the disparity between the home and away game-day air pollution for each player in all games, which enabled the authors to identify the effects of adaptation and test whether home advantages exist in terms of air-pollution adaptability. The data used covered all football games held from the 2015 – 2017 seasons a total of 576 games on 210 game days in 16

different cities. Air pollution was measured using hourly data from 163 national monitoring stations during those seasons, in the 16 cities from May 2014 and December 2017.

Their results suggest that football players' performance is negatively affected by air pollution. However, the negative effects of air pollution can be mitigated if the player has been able to adapt to the pollution. A higher pollution level during the game, relative to the adapted pollution level in players' home cities, has a negative and significant impact on the players' efforts and accuracy. The impact of non-adapted air pollution can be greatly offset by the home advantage, but not by personal attributes such as higher ability. The important take away from the findings is that they call for the improvement of air quality from the context of sports. Air pollution reduces performance for almost all types of football players, including less passing and lower shot accuracy, all of which decrease the quality of the game for the audience. They also suggest the results show the importance of psychological adaptation. Mitigation the potential negative impact of air pollution, may be to make players feel like "home-team players".

Conclusions

This review covered labor issues in sport and specifically issues related to a performance by athletes and referees, and how outcomes may be affected. The paper by Berri et al addressed the long-studied issue of discrimination in sports but within a new setting of basketball in China. Sports is proving to be a rich area for empirical research on behavioral economics as shown by the papers of Wicker et al and Yaskewich. Finally, as sustainability and environmental issues become more in the forefront the paper by Qin et al provides a nice application given its findings on the effect of air pollution on soccer players' performance. The initial review of sports economics research for the Digest covered new assessments about the existence or lack thereof of local economic effects of sports. This is likewise important, and we expect upcoming research in sport economics to include both of these areas and likely other topics including issues in league organization, the consumer demand for sport, and sport financial issues.

Annotated bibliography

Berri, D.J., Burdekin, R. and Deutscher, C. (2022) Nationality Effects on the Allocation of Playing Time in the Chinese Basketball Association: Xenophilia or Xenophobia? *Journal of Sports Economics*. 23 (2) (February). 156-174.

This paper uses 2011–2019 data from the Chinese Basketball Association to assess the determinants of playing time with a focus on the effects of players' national origin. Playing time is explained by an array of standard performance variables as well as each player's characteristics (such as age, height, and weight). Controlling for these factors, we test for whether there is any evidence of preferential treatment for foreign players over Chinese players. Our findings, using both a fixed effects model and the Oaxaca–Blinder decomposition approach, offer consistent support for discrimination in favor of U.S. players and other foreign nationals. Intriguingly, Chinese coaches discriminate against Chinese players even more than non-Chinese coaches. We argue that foreign players draw attendance and hence receive more playing time than is justified by their performance alone.

Qin, Wu, & Zhang (2022) Can Professional Football Players Adapt to Air Pollution? Evidence From China. *Journal of Sports Economics*. 23(3) 277-300.

In this paper, we study the impact of air pollution on Chinese professional football players' performance. Our primary research question is whether the negative effects of air pollution can be mitigated by adaptation, and which cohort of players can have higher adaptability. We find that a higher pollution level during the game, relative to the adapted pollution level in players' home cities, has a negative and significant impact on the players' efforts and accuracy. The impact of non-adapted air pollution can be greatly offset by the home advantage, but not by personal attributes such as the higher ability.

Wicker, P. Orlowski, J. and Weimar, D. (2022) Referees' Card-Awarding Behavior and Performance Evaluation in Professional Football: The Role of Teams' Running Distance and Speed. *International Journal of Sport Finance*, 17, (1) 62–72.

This study examines the effect of football teams' distance covered and number of intensive runs (>20 km/h) on referees' card-awarding behavior and their performance evaluation. The empirical analysis uses data from the German Bundesliga (2011–2018), yielding a final sample of $n = 2,130$ observations on a match-game day basis. Card-awarding behavior is measured with the number of yellow, yellow-red, and red cards awarded. Performance evaluation is captured by Kicker grades. The regression analyses show that greater distance covered by teams is associated with significantly fewer yellow, yellow-red, and red cards and significantly better grades for referees. The higher the number of intensive runs, the fewer yellow-red and red cards are awarded. Referees

receive significantly better grades when teams have covered more distance in the match. Collectively, these findings suggest that not only referees make biased decisions but that the evaluation of their performance is also subject to biases.

Yaskewich, D. M. (2022) Reacting to Status Threat? Rank Proximity and Performance in Professional Drag Racing. *International Journal of Sport Finance*. 17, (2) (May 2022) 107-122.

This paper used data from professional drag racing to study how proximity to another competitor in a status ranking affected performance. The one-on-one format of races in National Hot Rod Association (NHRA) tournaments provided a setting to analyze pairs of higher- and lower-ranked drivers when status differentials were either large or small. Based on panel data from the 2009 through 2019 seasons of the NHRA's Top Fuel and Funny Car divisions, results indicated that rank proximity improved absolute performance on reaction times by higher-ranked drivers. However, this effect only occurred when contiguously ranked opponents were paired together. Lower-ranked drivers, or underdogs, did not experience any improvements in absolute performance due to rank proximity. In the main findings, I observed that a threat of status loss can motivate performance for a focal competitor, but this effect primarily occurred when a status rival was physically present during a task.

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Sveinson, K., Taylor, E. Keaton, A. C.I., Burton, L.; Pegoraro, A.; Toffoletti, K. (2022) Addressing Gender Inequity in Sport Through Women's Invisible Labor. *Journal of Sport Management*, Vol. 36 Issue 3 (May). 240-250.

Sport Leadership

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Introduction

This edition of the Sport Management Digest's Sport Leadership section encompasses a total of seven articles. The current edition includes four studies from the *Journal of Sport Management (JSM)*, one from *Sport Management Review (SMR)*, one from *European Sport Management Quarterly (ESMQ)*, and one from the *Journal of Global Sport Management (JGSM)*. Each of the articles in this section include either a direct focus on leaders and leadership in sport or examine those in leadership positions as important populations in the research.

The articles spanned a variety of contexts, cultures, and approaches to studying leadership. Included in this section are articles involving different countries such as a global sport leadership approach to examining the aptitude of a relationship between a South Korean governmental organization and a U.S. university (Nam et al., 2022). Chiu et al. (2022) conducted a study based on South Korean student athletes at the collegiate level involving leader-member exchange (LMX), turnover intention, and psychological factors. Feddersen and Phelan (2022) investigated when unethical and unprofessional behaviors may become more prevalent during significant times of change in elite British sport organizations. Based in Australia, Whales et al. (2022) investigated relational leadership in a professional sport organization as it pertained to leadership practice, development, and collective leadership performance. Breuer et al. (2022) conducted a German-based study, which aimed to determine factors that influence coaches' intention for further training at both the individual and organizational levels. Misener et al. (2022) focused their review of interorganizational relationships in amateur sport across England, Flanders, Canada, and U.S. Lastly, Damon et al. (2022) did not contextualize their North American Society for Sport Management (NASSM) conference-based paper on any country but took a holistic approach to apply relational reflexivity across all of sport leadership.

In addition to the various contexts and countries studied, the articles in the current issue also spanned different methods. Two studies used case study methods to garner

findings in their contexts (Feddersen & Phelan, 2022; Nam et al., 2022). Misener and colleagues performed a thematically organized review of interorganizational relationships. One of the articles performed a qualitative approach centered on semi-structured interviews and interviews paired with observations (Whales et al., 2022). Damon and colleagues (2022) performed relational reflexivity to create a conceptual model. The remaining articles used a form of quantitative analyses, such as Breuer et al. (2022). Chiu et al. (2022) also used regression analyses along with Structural Equation Modeling (SEM), confirmatory factor analysis (CFA), and reliability analysis.

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

Nam et al. (2022) examined a Collaborative Global Leadership Program (CGLP) between a South Korean sports organization, the Korea Foundation for the Next Generation Sports Talent (NEST) and a U.S. university. Using Bourdieu and Passeron's (2000) work on how social minorities can gain standing through acquiring forms of capital, Nam et al. (2022) used a case study approach to investigate the CGLP. Nam et al. (2022) used a mix of qualitative data, including interviews with participants, and qualitative document analysis of program documents. All sources of data were triangulated to ensure trustworthiness and a robust insight into the CGLP was provided. Findings illustrated that stakeholders involved in the CGLP believe that the focus was to aid former Korean athletes to gain educational and professional knowledge with an eye towards cross-culture social capital. Not only did the athletes who gained the cross-culture social capital enhance their standing aligned with the notion of Bourdieu and Passeron (2000); this also showed evidence of leadership skill development through the lens of Bandura's (1977) social learning theory and self-efficacy behavior change as athletes positively enhanced their social behaviors as they embraced the educational experiences. Overall, the findings centered on several aspects. First, the historical evolution of the CGLP was an important finding to chronologically examine how the partnership transpired. Within this finding, it was evident that communication between

the NEST leadership team and that of the U.S. university was paramount for the CGLP to evolve to meet the needs of the athletes and allow them the educational opportunities to enhance their various capabilities. The partnership grew to involve the host U.S. university integrating the athletes into educational curriculum opportunities beyond the classroom, such as through the university athletic department.

Secondly, there were findings pointing to three main positive outcomes from the CGLP: fostering potential global sports scholars, fostering potential global sports administrators, and fostering potential global coaches. Each of the positive outcome areas showed participants, namely the former Korean athletes how they can pursue leadership positions across sport in several ways. Nam et al. (2022) showed that participants recognized their potential to research issues surrounding Korean sport by pursuing graduate degrees through the host university. Further, evidence showed an enlightening participants had towards the possibility to influence change and leadership by becoming sport administrators themselves, including 12 participants who achieved administrative positions through the CGLP. Participants were drawn to global coaching possibilities, once they realized they could gain coaching experience at the host university and use the experience to coach sports such as judo and Taekwondo.

The last key finding from Nam et al. (2022) revolved around the factors which impeded the effectiveness of the CGLP. Initial hinderances included several participants not believing that the CGLP curriculum met their needs. This proved to be an aspect of the partnership that evolved over time to meet the various needs of the different students (former Korean athletes). Another shortcoming of the program in the view of the participants was the lack of emphasis to learn and practice their English in the curriculum, specifically with an emphasis on what participants would need to know to communicate in business settings through English. The last impediment to the partnership's effectiveness was discrimination towards the participants at times. While instances of discrimination were not reported as frequent, they still negatively impacted several of the former Korean athletes as they studied in the U.S. Overall, Nam et al. (2022) illustrated how leadership training can be accomplished through an international partnership, with the NEST and U.S. university combining to enhance the human and social capital of Korean athletes while opening sport career opportunities for them.

Remaining in the realm of leadership and various types of capital, Breuer et al. (2022) examined coaches in Germany on nonprofit sport clubs as leaders and what factors influenced their intention to increase their own human capital; namely, coaching education. With differing roles between coaches and trainers in German club sports where coaches are responsible for one sport whereas trainers are involved in more than one sport as well as a sport's fitness program, Breuer et al. (2022) targeted coaches for their study. A framework based on human capital theory and rational choice theory (Becker, 1967; 1976) was used to inform this paper. As their framework and previous research showed, Breuer et al. (2022) argued that coaches are likely to invest in their own human capital, such as education, when they believe the outcomes will be greater than the costs. However, what factors influence a coach's intention to engage in such education remained limited in our understanding. Through a robust quantitative approach, which garnered $n = 2,384$ coaches from $n = 1,274$ sport clubs, Breuer et al. (2022) performed multilevel analysis to account for the clustering that coaches from the same club were not independent from each other. This allowed for finer analysis than regular regression analysis and to also examine the coaches (individual-level) and clubs (group-level).

Results showed that a mix of individual and organizational (i.e., sport club) factors influenced coaches' intention to pursue formal education training. Specifically, at the individual level, coaches' intention was high when the education would renew their coaching license. The potential to develop personally through the education was also an influencing factor and one that was more important than sharing knowledge with fellow coaches, financial remuneration, and other fringe benefits from the education (Breuer et al., 2022). Further evidence showed that coaches would also be more likely to engage in increasing their human capital if their own profit off the education would outweigh the costs and time when taken into consideration long-term and across multiple clubs (Breuer et al., 2022). Thus, showing evidence for the human capital theory (Becker, 1967) alluded to in Breuer et al.'s (2022) framework. At the group level, their analysis pointed towards evidence of cost-oriented measures, specifically, reducing the costs, to be the most influential factor a club could provide to enhance a coach's intention to pursue additional education. Overall, Breuer et al. (2022) showed that applying human capital theory to better understand coaches' continued education shed greater light on the phenomenon and helps

to inform managers of sports clubs and coaches about how to enhance the likelihood that a coach will engage in further education. From a leadership perspective, positioning coaches as key leaders of a sport club shows that coaches in leadership figures should continue to pursue additional education to not only renew their necessary licenses, but to also take into consideration career progression and how financial benefits further in their careers may be enhanced by more education in the short-term.

Shifting away from different types of capital and leadership, Feddersen and Phelan (2022) investigated how times of change in British sport organizations allowed for unethical and unprofessional behaviors among organization staff. Using two separate ethnographic case studies, Feddersen and Phelan (2022) captured focus groups of leaders (administrators) and stakeholders (athletes, parents, coaches) across the two different organizations throughout the ethnography. The organizations encompassed an Olympic sport governing body and a high-performance organization within Britain's Performance Hub and referred to as the Institute. As both authors undertook ethnographic approaches to each organization, they used the Alvesson and Spicer (2012) concept of function stupidity for their framework. This concept entails when there is a reluctance for individuals to engage in substantive reasoning, reflexivity, and tends to hold a short-sighted view (Feddersen and Phelan, 2022). This framework helped to make sense of how unethical and unprofessional behaviors can occur even from people who are intelligent and do not normally engage in such behaviors. The rationale to engage in such behaviors was the crux of the current study.

Through a multi-step data analysis process involving focus group data, ethnographic observations, and a cross-case analysis after analyzing each case individually, Feddersen and Phelan (2022) found several themes with specific themes for each case: lack of reflexivity, lack of justification, and a lack of substantial reasoning. In the first case the lack of reflexivity theme showed a specific behavior of *not questioning taken-for-granted practices*, the lack of reasoning theme showed *how bureaucracy created the conditions for turmoil*, and the lack of justification theme showed evidence of *when smart people do bad things*. The second case revealed findings for the themes as such: a lack of reflexivity illustrated *entrenched behaviors—medals and more*, lack of reasoning showed *bureaucracy, money, and a leadership vacuum*, and the lack of justification theme demonstrated *the policing of space and acceptance of conflict*. It should be noted that both organizations were facing significant

change during the time of the study, and this offered a unique view into the change processes with leadership and unprofessional behaviors on display for the researchers. The cross-case analysis shed further light into the phenomenon through the functional stupidity lens, with Feddersen and Phelan (2022) finding five rationales having emerged as to why unethical and unprofessional behaviors were enacted (a) you have not spent time in the trenches, (b) it has always been like this, (c) policing space, (d) I am just doing my job, and (e) giving opportunities to those close to me. Having analyzed two individual cases and both cases in a cross-case analysis, Feddersen and Phelan (2022) showed that organizations undergoing significant change are particularly susceptible to individuals engaging in unethical and unprofessional behaviors. Moreover, their findings illustrated that the individuals engaging in such behaviors did not necessarily harbor malicious intent but slipped into a gray area of behavior during a time of change.

While Feddersen and Phelan (2022) examined behaviors that can come about with a leadership vacuum during organizational change, Misener et al. (2022) reviewed interorganizational relationships (IORs) and how sport leaders have used IORs throughout amateur sport. While their review encompassed a variety of ways through which IORs have been studied, related theories that have been applied, and future research, Misener et al. (2022) also critiqued IORs, acknowledging the pros and cons of their growing emphasis. Of particular interest to sport leadership and leaders is the notion of IORs being used by leaders for networking purposes. While IORs and networks or network theory have been intertwined with opening opportunities, previous research has confirmed the trepidation Misener, and colleagues (2022) pointed to in who is leveraging the IORs networks and whether it is truly a two-way network of a mutually beneficial relationship. Katz et al. (2018) found the IOR for senior woman administrators (SWAs) in intercollegiate athletics was not as cohesive as previously thought. The two studies validate that SWAs as women leaders in amateur US intercollegiate sport do not always engage in mutually beneficial IORs. Misener et al. (2022) conclude their review with not only future research directions but also a call for sport academics and practitioners to come together to better understand and evaluate the partnerships at the roots of IORs.

To link with the notion of relationships among leaders and others in sport, Whales et al. (2022) examined relational leadership through a case study approach on a professional

Australian netball team. Through their multi-method case study approach, Whales et al. (2022) collected data including observations, video analysis and both informal and semi-structured interviews. With relational leadership and the root notion of socially constructed leadership emerging in sport in recent years (Billsberry et al., 2018), this study advanced the discipline's understanding of how relational leadership can be manifest in a professional sport team context.

As Whales et al. (2022) noted, based on their findings there is an important care that needs to be taken by members or a team or organization as there is evidence that multiple members influence each other. Specifically, their findings pointed to three categories which emerged: non-verbal interactions, verbal interactions, and meaning making. Each of these categories can occur at any time and often there is always at least one category of relational leadership being participated in. Whales et al. (2022) argued that leadership is practiced through these categories and share this similar notion of leadership as practice as Damon et al. (2022) put forth in their model as well.

Damon and colleagues (2022) used a relational reflexive approach from their NASSM symposium to broadly discuss how sport leadership can continue to evolve. Specifically, they used their relationally reflexive practice and discussion with their NASSM audience to form the Sport Leadership Generative Partnership Model (GPM). The Sport Leadership GPM was rooted in the notion of leadership as practice (Raelin, 2016) and brings together sport leadership teachers and researchers, sport industry practitioners, high impact learning, and high impact research against the backdrop of a socio-political cultural context to be applicable to any culture. With the Sport Leadership GPM as a foundation, Damon et al. (2022) proceeds to offer thought-provoking questions for readers from academic backgrounds (researchers, teachers, and students) and sport practitioners related to how leadership is understood, engaged with communities, and what the future of sport leadership will look like in a post COVID-19 world. Further, they also provide a "privileging practice in sport leadership call to action self-assessment tool" to aid the reader in their journey towards reflecting on their own leadership as practice.

The last article in this edition revolved around South Korean intercollegiate student-athletes perception of leader-member exchange (LMX) and its impact on their turnover intentions (Chiu et al., 2022). Additionally, Chiu et al. (2022) also examined two dimensions

of psychological empowerment through the LMX and turnover intention relationship. With LMX offering a dyadic approach to studying leadership and its influence on followers, LMX offered a unique approach to study the leadership dyad between coaches and student-athletes (Chiu et al., 2022). Much like in the broader organizational behavior research track, turnover intentions in the intercollegiate context are integral to understanding as keeping these intentions low can not only save team resources in having to recruit more players but can also impact the psychological well-being of the team and its individual athletes (Chiu et al., 2022).

Through their SEM and related quantitative analyses, Chiu et al. (2022) found that LMX had a negative influence on turnover intentions of student athletes, thus illustrating the utility of the LMX approach by coaches to their student athletes to decrease the chances that a student athlete will want to leave the team. Further, as a student athlete's psychological empowerment increased, this also negated turnover intentions. Their results illustrated leaders of sport teams in South Korea should not only monitor the LMX approach between coaches and student athletes and psychological empowerment of student athletes, but also aim to cultivate high perceptions of both to increase the chance that a student athlete will remain on the team.

Conclusions

Overall, this collection of articles advances the sport leadership research stream in several ways. Among the advancements include broad contexts spanning different countries, types of sport organizations, and a variety of methods employed. While there is no single overarching theme or theory connecting each article, it is noticeable that these articles tend to be moving away from the traditional way the discipline has researched leadership for decades (Welty Peachey et al., 2015). For example, common and foundational leadership theories such as transformational and transactional were not major parts of these studies despite their significant use in building the sport leadership foundation. Additionally, most of the studies also used methodological and analytical approaches that deviated from the traditional leadership studies. For a quantitative study, Breuer et al. (2022) used a multilevel approach to capture both individual and group levels. Even Chiu et

al. (2022) who used a more traditional approach of independent, dependent, and moderating variables, integrated a not as often used theory in LMX as an independent variable, and then used SEM to analyze LMX across turnover intentions and involved psychological contract breach and empowerment as additional moderating and dependent variables. Further, this edition of articles also illustrated the variety in approaches that can be used to study sport leadership. Approaches that have not been used extensively before such as two case studies and cross-case analysis (Feddersen and Phelan, 2022) and relationally reflexivity (Damon et al., 2022) provided deep insights that may not have been evident without their specified approach. Additionally, articles in this edition captured broad aspects of leadership through unique contexts, such as Nam et al. (2022) in their global sport leadership partnership study or Misener et al. (2022) who examined an important aspect of amateur sport leadership; interorganizational relationships. The papers in the current edition offer unique contributions, which will hopefully provide a foundation for coming sport leadership research.

Annotated Bibliography

Breuer, C., Feiler, S., & Rossi, L. (2022). Increasing human capital of coaches—An investigation into individual and organizational factors. Journal of Sport Management, 36(2), 199- 209. <https://doi.org/10.1123/jsm.2020-0319>

A group of researchers from the German Sport University Cologne, used a multilevel regression approach to capture individual coaches (n = 2,384) and their sports clubs (n = 1,274) to determine what factors influenced coaches' intentions to increase their human capital. The results showed that at the individual level, factors that positively influenced a coach's intention to increase their human capital included if doing so would renew their license and if the education benefit would outweigh the cost.

Chiu, W., Hui, R. T. Y., Won, D., & Bae, J. S. (2022). Leader-member exchange and turnover intention among collegiate student-athletes: The mediating role of psychological empowerment and the moderating role of psychological contract breach in competitive team sport environments. European Sport Management Quarterly, 22(4), 609-635. <https://doi.org/10.1080/16184742.2020.1820548>

The authors, researchers at Open University of Hong Kong, Nagoya University of Commerce and Business, Texas A&M University—Corpus Christi, and Konkuk University examined the relationship between leader-member exchange (LMX) and turnover intention in South Korean collegiate student-athletes. Further, they also integrated psychological empowerment as a mediating variable, and psychological contract breach as a moderating

variable. Results indicated that LMX negatively influenced turnover intentions, two dimensions of psychological empowerment (meaning and self-determination) significantly mediated the relationship, and that psychological contract breach negatively moderated the relationship between LMX and psychological empowerment.

Damon, Z. J., Leberman, S., Wells, J. E., Burton, L., Ferkins, L., Weese, J., & Peachey, J. W. (2022). Privileging practice in sport leadership: Applying relational reflexivity. Journal of Sport Management, 36(4), 394-407. <https://doi.org/10.1123/jsm.2020-0407>

Researchers from the University of Central Arkansas, Massey University, University of South Florida, University of Connecticut, Auckland University of Technology, Western University, and University of Illinois performed relationally reflexive practice based on their NASSM conference symposium. Doing so, along with the discussion during the symposium led to the creation of the Sport Leadership Generative Partnership Model and a self-assessment tool for the reader to use to reflect on their own thoughts towards sport leadership practice, research, and teaching.

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. <https://doi.org/10.1123/jsm.2021-0077>

Researchers from the Norwegian University of Science and Technology and Oxford Brookes University examined two organizations in Britain undergoing significant change through ethnographic case study approaches to determine what justifications are given to normalize unethical and unprofessional behaviors. The case study and cross-case study analyses provided evidence that the common rationales were (a) you have not spent time in the trenches, (b) it has always been like this, (c) policing space, (d) I am just doing my job, and (e) giving opportunities to those close to me.

Misener, K. E., Babiak, K., Jones, G., & Lindsey, I. (2022). Great expectations: A critical review of interorganizational relationships in amateur sport. Journal of Sport Management, 36(3), 277-288. <https://doi.org/10.1123/jsm.2021-0240>

Researchers from the University of Waterloo, University of Michigan, Temple University, and Durham University performed a critical review of interorganizational relationships (IORs). The review found a variety of cultural and political impacts which dictated IORs throughout amateur sport and how leaders in such sport organizations do not always provide a mutually beneficial IOR as is implied. The review concludes with a call to engage with practitioners in future IOR research.

Nam, B. H., Marshall, R. C., Love, A., Graham, J., & Lim, S. (2022). Fostering global sport leadership: A partnership between a Korean sport organization and a US university. Journal of Global Sport Management, 7(1), 199-225. DOI: 10.1080/24704067.2018.1520608

Researchers from the University of Tennessee and Korea University detailed the partnership between a South Korean sport government organization and a U.S. university to

develop former South Korean athletes into leaders in the sport industry. The findings illustrated that the former South Korean athletes were successfully learning from the partnership to achieve leadership positions in sport across academia, sport administrator positions, and sport coaching positions.

Whales, L., Frawley, S., Cohen, A., & Nikolova, N. (2022). *We are a team of leaders: Practicing leadership in professional sport*. *Sport Management Review*, 25(3), 476-500. <https://doi.org/10.1080/14413523.2021.1952793>

Researchers from the University of Technology Sydney used an exploratory case study approach to investigate relational leadership in a professional netball team in Australia. Emergent themes of relational leadership found through non-verbal interactions, verbal interactions, and meaning making pointed towards a professional sport team socially constructing their own leadership and allowed for leadership to develop this way rather than in a hierarchy, with effective team performance still occurring.

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Sport Marketing and Sponsorship

Dongfeng Liu

At least 41 articles on sport marketing and sponsorship have been published by the relevant journals in the first half of 2022, representing a significant growth since last edition. In this section of sport marketing and sponsorship, a summary of these articles regarding their main topics and themes will be offered with five of them selected for in-depth review.

Advances in Sport Marketing and Sponsorship

Written by 126 authors, the 41 articles come from 5 different journals, and IJSMS is the journal with the most publications (17) followed by ESMQ (11 articles). Additionally, seven articles are from JSM, and both SMR and JGSM have three articles each. Most of these publications (34) contribute to the theme of sports marketing, and the rest to sports sponsorship-related topics. A breakdown of them regarding themes and topics can be found in table 1 below, and consumer behaviour related topics are the most dominant focus areas of study. In addition, technology innovation, human brand and Covid are also prominently featured. Next, five articles will be reviewed in more detail.

Table 1 Publications on Sport Marketing and Sponsorship

Themes	Topics	Authors	Quantity
Sports marketing	Consumer behavior and technology	Uhrich*	6
		Jang, Kim, Chang & Kim	
		Lee & Kim	
		Cheng, Huang & Lai	
		Kim, Yu & Lee	
		Damberg	
	Consumer behavior under Covid-19	Stavros, Smith & Lopez-Gonzalez	4
		Su, Du, Biscaia & Inoue	
		Behrens & Uhrich	
		Boehmer & Harrison*	

	Fujak, Frawley, Lock & Adair. Williams & Son Park & Kwak	
Consumer behavior	Uhm, Lee, Han & Kim Luo, Qian, Rich & Zhang Channa, Tariq, Samo, Ghumro & Qureshi	6
	Finch, Abeza, O'Reilly, Nadeau, L evallet, Legg & Bill Foster	
Fan behavior/loyalty	Lamberti, Rialp & Simon Kim, Kim, Kim & Ko. Kim, Rogol & Lee	4
	Kunkel, Doyle & Na Mogaji, Badejo, Charles & Millisits Berndt* Koo Ferreira, Crespo & Mendes	5
Destination marketing	Lertwachara, Tongurai & Boonchoo* Cham, Cheah, Ting & Memon Yim, Lyberger & Song	3
Sport consumer behavior review	Delia, Melton, Sveinson, Cunningham & Lock	1
Customer engagement review	McDonald, Biscaia, Yoshida, Conduit & Doyle	1
Sport brand review	Baker, Kunkel, Doyle, Su, Bredikhina & Biscaia	1
CSR and marketing	Schvinck, Naraine, Constandt & Willem	1

		Behrens, Yang & Uhrich*	
Sports sponsorship	League/teams branding	Pritchard, Cook, Jones, Bason & Salisbury	2
	Sponsorship effects	Eshghi, Shahriari & Ray Weimar, Holthoff & Biscaia Mamo, James & Andrew	3
	Sponsor retention	Jensen, Head, Monroe & Nestler	1
	Event sponsorship	Fechner, Filo, Reid & Cameron	1
	Sponsorship communication	Kaushik, Mishra & Dey	1
	Sponsorship decision-making	Schönberner, Woratschek & Buser	1
Total			41

Note: * refers to articles reviewed in detail.

While the pandemic is still nowhere near over, its impact on sport business has already attracted significant scholarly attention in the past two years, as indicated by the ESMQ (2022, 22 (1)) special issue themed “Sport and COVID-19”. In the first article, Boehmer & Harrison (2022), seek to examine whether and how corporate social irresponsibility would affect a brand during a worldwide health crisis like Covid-19 by using Adidas’ announcement to withhold rent payments in Germany as an example. More specifically, the authors estimated the causal impact of Adidas’ social irresponsibility on sentiment, reputation, purchase intent, behavior, and stock prices using a series of Bayesian structural time-series models with data collected through Google Trends combined with stock prices data as well as the daily Brand Index survey data provided by YouGov spanning three years (until two months after Adidas’ initial announcement to stop rent payments). The results showed that while Adidas took a significant initial hit in sentiment and reputation immediately and the impact remained even months after the scandal, the impact on purchase intentions, consumer behavior, and stock prices turned out to be short-lived, if anything. It was suggested that the initial impact might have been amplified by the

heightened public attention to corporate behavior during the crisis, but long-term effects might have been mitigated by the rapid development of the pandemic that distracted public attention. The authors also held that the discrepancy between the customer perceptions and behaviors might be due to a number of factors such as product attributes (i.e., superior quality), past consumption habits, price, etc., which could all have played in Adidas' favor. This study provides some empirical evidence and valuable insights into how customers would react to corporate social irresponsibility in times of a global crisis.

The second paper is about the use of technological innovation in enhancing sport consumers experience. Through a qualitative pre-study, Uhrich (2022) first identified four specific reasons respectively for and against adopting fan experience apps (FEA) in the stadium from the perspective of team sport spectators. Drawing on behavioral reasoning theory, the author then proposed and empirically tested a model to explain sport spectator adoption of FEA with survey data collected from 792 live German team sport spectators. The results showed that reasons for and against adoption not only directly influence spectators' adoption attitudes and usage intentions, but also indirectly influence actual FEA use through attitudes and intentions. It also revealed that that reasons for adoption had a stronger relative impact on spectators' responses to FEA than reasons against. In addition, the study also delineated the relative contribution of specific pro-adoption and anti-adoption factors to overall reasons for and against adoption, with perceived enjoyment and social interaction identified as the two strongest reasons for adoption of FEA, while distraction from the game and declining atmosphere representing the two most important reasons against adoption. This study extends literature by integrating both pro-adoption and anti-adoption factors into the technological innovation framework in sport marketing, and it also contributes to knowledge by considering sport consumers actual adoption behaviour, as well as adoption attitudes and usage intentions.

The third paper came from JSM. Building on the location advantage theory for international business, Lertwachara, Tongurai, & Boonchoo (2022) seek to examine the effects of hosting mega sporting events on inward foreign direct investment (FDI) by using the event study approach with a sample of 54 mega sporting events held in 33 host countries between 1960 and 2018. While the findings suggested that mega sporting events including the Summer Olympic Games, the Union of European Football Associations Championship, and the International Federation of Association Football World Cup led to increase in FDI into the

host countries, hosting the Asian Games induced negative abnormal FDI. In addition, increases in FDI inflows were more pronounced following the hosting announcements and until the event year. The effects of hosting mega sporting events on inward FDI were also found to differ between countries, with host countries in the Middle East and North Africa, and Latin America and the Caribbean seemingly benefiting more from hosting a mega sporting event than countries in other areas. In contrast to the majority of literature on destination marketing through sports events which examined the image impact through a micro-economic perspective mainly focusing on tourism and using survey data, this study contributes to knowledge by adopting a macroeconomic perspective and focusing on investment impact. The study again cautions the use of hosting mega sporting events in attracting investment as the impact differs across countries as well as events.

The fourth paper, which also came from JSM, examined the response of satellite fans from different target markets to different branding strategies of international professional clubs. Using three experimental online studies with survey data collected from both German and Chinese markets, Behrens, Yang, & Uhrich (2022) tested the relative effects of two foreign brand positioning strategies (purely foreign vs. locally integrated foreign) used by US major league teams on satellite fans' attitudes toward the strategy and brand interaction intentions. The results showed that fans' responses would depend on the target market, as German fans responded more favorably to purely foreign brand positioning, and Chinese fans preferred local adaptations of the U.S. brands to Chinese customs. It is suggested that these diverse effects can be explained by different underlying mechanisms: purely foreign brand positioning increases perceptions of authenticity among German fans, while locally integrated foreign brand positioning increases perceived customer orientation and pride among Chinese fans. The existence of different mechanisms was then attributed to the different cultures and contexts shaping consumer's perception and behavior in different markets. This study highlights the importance of taking into consideration the cultural background of different target satellite markets, and the results seem to raise more questions than answers for future investigation into mechanism underlying satellite fan behavior.

In the last paper, Berndt (2022) explored the brand persona of a football manager by using Arsene Wenger as a case. Media reports and images that centered on Arsene Wenger's words covering a three-year period were collected from leading online newspapers and

analyzed in NVivo, using both a priori and emergent codes. As a result, three dimensions of the football manager persona were identified, i.e., the performance management of the players and team, person (expressions) and context in which the persona is constructed. In particular, this study identified the importance of the person in the development of identity and highlighted the role of emotions within a human brand with passion being a key factor. The study contributes to personal and CEO branding literature by reflecting the importance of the person when carrying out a specific role and extends this perspective to include the identification of external factors. Practical implications are offered in terms of integrating personal, corporate and CEO branding perspectives.

Conclusions

In the past two years, sport industry has been drastically disrupted by the global outbreak of the Covid-19 pandemic, with numerous sports events canceled, gyms closed, and sport retailers reduced. But that disruption doesn't seem to have any negative impact on the growing academic interests in study of the industry. As an observer put it, despite its disastrous human and economic loss, "the corona-virus pandemic provides a rare opportunity to study human society and systems" (Jordan, 2020). If anything, the pandemic might have indeed spurred more research efforts into sport marketing and sponsorship as the number of publications identified for this section almost doubled compared to previous issue. Collectively, these publications covered a broad range of topics featuring different methodological approaches. While some of the enduring topics, such as sponsorship effects and consumer behaviours continued to attract scholarly attention, Covid has been a strong focus reflecting the timely response by the academic community to this global pandemic. In the meantime, technological innovation represents a focused area which is supposed to not only provide answers to the short-term Covid challenge but also drive and shape the industry's long term future development. In addition, human branding seems another theme with very promising potential.

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Annotated bibliography

Uhrich, S. (2022). Sport spectator adoption of technological innovations: a behavioral reasoning analysis of fan experience apps. Sport Management Review, 25:2, 275-299, DOI: 10.1080/14413523.2021.1935577

The author aims to identify determinants for sports spectators' adoption of fan experience apps (FEA) and test the model drawn on behavioral reasoning theory using a mixed method. A qualitative pre-study was conducted to elicit pro-adoption reasons and anti-adoption reasons regarding FEA in the stadium from the perspective of team sport spectators. The subsequent empirical study confirmed that both reasons for and against FEA influenced adoption attitudes, usage intentions, and actual use of FEA. The results indicated that pro-adoption factors had a greater relative impact than anti-adoption factors. The findings contribute to a theoretical extension of existing innovation frameworks and appeal to app developers, market communicators, and researchers taking reasons for and against the use of FEA into account.

Lertwachara, K., Tongurai, J., & Boonchoo, P. (2022). Mega Sporting Events and Inward Foreign Direct Investment: An Investigation of the Differences Among the Types of Sporting Events and Host Countries. Journal of Sport Management, 36:1,:9-24, <https://doi.org/10.1123/jsm.2020-0256>

The authors aim to test the effects of hosting mega sporting events (MSE) on the inward foreign direct investment (FDI) in host countries by using an event study approach. The sample consists of 11 Summer Olympic Games, 10 Winter Olympic Games, 12 FIFA World Cups, 10 UEFA European Championships, and 11 Asian Games from 1960 to 2018. The findings indicated that hosting MSE increased the inward FDI in the host country. However, hosting the Asian Games induced negative abnormal FDI. The effects on the inward FDI from hosting MSE between global and regional events, multi-sport and single-sport events had no significant difference but varied across countries. Middle East, North Africa, Latin America, and the Caribbean with closed autocratic regimes gained the most benefits from hosting such events. Although this study provides empirical evidence on the economic impact of hosting

MSE, the robustness and sensitivity of the estimation model need to be considered in further research.

Behrens, A., Yang, Y. X., & Uhrich, S.(2022). Keeping It Real or Bridging the Gap? Brand Positioning of U.S. Sport Teams in Germany and China. Journal of Sport Management, 2022, 36, 105-117, <https://doi.org/10.1123/jsm.2020-0426>

The authors aim to analyze the international branding positioning strategies for sports teams. Three experimental online studies were conducted to test the direct and indirect effects of U.S. sports teams' brands of purely foreign and locally integrated foreign positioning strategies on perceived authenticity, customer orientation, pride, attitudes toward the branding strategy, and brand interaction intentions in satellite fans of two different target markets (i.e., Germany and China). The results showed that while purely foreign brand positioning can increase perceptions of authenticity among German fans, Chinese fans value locally integrated foreign brand positioning related to perceived customer orientation and pride. The comparative study designs taking into consideration cultural contexts contributed to understanding of the advantages and disadvantages of international brand positioning strategies.

Boehmer, J., & Harrison, V. S. (2022). No long-term consequences for social irresponsibility? Adidas' rent incident during the COVID-19 pandemic in Germany. European Sport Management Quarterly, 22:1, 11-34, DOI: 10.1080/16184742.2021.1926526

This paper aims to investigate the impact of Adidas' decision to take advantage of German government regulations by withholding rent payments on its brand metrics in times of Covid-19. Data were collected through the daily BrandIndex survey on sentiment, reputation, purchase intent, and behavior for 1,096 continuous days (from 1 June 2017 to 31 May 2020) and combined with Google Trends and stock price. The causal impact of Adidas' social irresponsibility was estimated using Bayesian structural time-series models. The findings suggested while Adidas took a strikingly initial hit in sentiment and reputation immediately and months after the crisis, the negative impact of corporate social irresponsibility on Adidas

company did not last long term judging from purchase intentions, consumer behavior, and stock prices. .

Berndt, A. (2022). The brand persona of a football manager – the case of Arsène Wenger. International Journal of Sports Marketing and Sponsorship, 23:1, 209-226, DOI : 10.1108/IJSMS-01-2021-0018

The author aims to explore the brand persona of an English Premier League (EPL) football manager - Arsene Wenger (AW), who is one of the longest-serving managers in the EPL. With a case study design, 1,364 unique documents and 23 images about media articles and materials on AW from leading online newspapers were collected. The findings showed the theoretical model of the brand persona including three aggregate dimensions (performance, person, and context), nine second-order themes, and 24 first-order concepts. However, the generalization of the brand persona model needs to be empirically tested by more extensive studies.

Sport Communications

Gashaw Abeza

Introduction

The sport management research community has published over 50 sport communication (and related) articles in the field's various journals since the second issue of SMD (March 2022 to Sep 2022). 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 28 and 17 research articles respectively over the period of this third issue. The research works covered a total of eight broadly classified but inter-related topic areas. These include 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. The specific topic areas that the field's scholars researched under each theme are listed below:

- *Gender representation in media coverage:* gender representation at the 2018 Winter Olympic Games, men and women sports on NBC Tokyo Games coverage, women's soccer viewership experience during the World Cup, masculinities in sport media; race, gender, and sport in advertisements in Japan, gender representation on the Instagram accounts of NCAA athletic departments, gendered body of Turkish bikini fitness athletes on Instagram, performance enhancing drugs (IPED) use and gender

- on a new women-only online IPED forum, recontextualizing barstool sports and misogyny in online sports media, and gender bias of organization communications.
- *Race and sport media*: race in Polish televised football, race representation on the covers of three popular running magazine, media framing of mamba mentality within the contemporary US racial and gender politics, and basketball as a communicative act of resilience.
 - *The profession of sport journalism*: female journalists in the Swiss press, journalists seen through the eyes of athletes, recruiting reporters' perceptions of ethical issues, MLB broadcasts and the fact metrics, being a female sports journalist on Twitter, and "digital" sports journalism.
 - *Media coverage of concussion*: media narratives about concussions, and media framing of concussion following the 2018 UEFA Champions League Final.
 - *Mega/Major-events and media coverage*: legacy of Rio 2016 Paralympic Games, and the impact of media globalization of English Football and the Kuwaiti experience.
 - *Forms of communication in sport*: basketball as a communicative act of resilience, playing through injury and communication, and effects of coach communication on student-athlete learning indicators.
 - *Social media use in sport*: athletic directors and social media use by student-athletes, perceptions of FIFA Men's World Cup 2022 host nation Qatar in the Twittersphere, and an analysis of digital advertisements.
 - *Social psychology and sport communication*: motivational differences among different type of viewers, predictors of esports gameplay and spectatorship, fulfilling the basic psychological needs of esports fans, the influence of emotions induced by

sportscasts, sports media as empathy facilitator, and streamer credibility and their influence on streamer marketing.

Advances in sport communications

As it may be recalled, the first issue of the sport communication section of SMD focused on topics such as: media representation of disability, mental illness, and women in sport; and media coverage and consumption of sport (TV and social media). Studies on these topic areas continued to be published and extended the findings of the previous studies covered since Issue I. The second issue focused on the topics of race and sport media, and forms of communications in sport. As pointed out above, articles on these topic areas continued to be published (over the period of this third issue) and have built on the previous studies under a different research context and focus.

For this digest the topic of social psychology and sport media has been selected. Over the period of March 2022 to Sep 2022, six articles presented their findings related the social psychology aspects of sport communication. In this regard, Stangor, Jhangiani, and Tarry (2022) group social psychology into three principles: social cognition (i.e., thinking and learning about others), social affect (feelings about ourselves and others), and social behavior (interacting with others). The six articles (considered for this digest) covered these three 'principles' in the context of media audiences/consumers domain (the three domains being: audience, content, and media). The six articles on these three research topics have been published in *Communication and Sport* (4 articles) and *International Journal of Sport Communication* (2 articles), representing the work of 17 authors from 9 different universities (namely, Butler University, Justus-Liebig-University Giessen, Kent State

University, Louisiana State University, Miami University, University of Alabama, University of Georgia, University of Kentucky, and University of South Florida).

The six studies under consideration were researched in context of sports such as NBA 2K League consumers, esport consumers in general, and Paralympic and Olympic Games. These studies used a quantitative study approach employing survey method, quasi-experimental method, and a cross-sectional nonexperimental design. The authors used different theories and conceptual frameworks such as self-determination theory, parasocial interaction (PSI) with the parasocial contact hypothesis (PCH), active-audience (e.g., uses and gratifications, theory of reasoned action) and structure theories.

Annotated bibliography

Rogers, R., Farquhar, L., & Mummert, J. (2022). Motivational differences among viewers of traditional sports, Esports, and NBA 2K league. *Communication & Sport, 10(2), 175-194.*

These three researchers (from Butler University) investigated motivations for consuming the digital version of the traditional basketball game, NBA 2K, content. According to the researchers, while research works have been conducted on motivations for esports participation and consumption, they contend that esports has broadly been treated as a monolith in the research community, which is similar to considering viewers watch the NFL football for the same reasons that viewers watch every other sport (beach volleyball, cricket, jai alai, basketball, etc.). Hence, for the authors, there has been limited research done with regard to the consumption of specific games and titles within esports such as NBA 2K, Rocket League, League of Legends. With that argument, the researchers examined the potential differences between the motivations for broadly viewing esports and

motivations for viewing a specific title within esports (NBA 2K). To accomplish the research objective, the authors employed Raney and Bryant's (2009) taxonomy of motivations which are sorted into one of three categories: emotional, cognitive, and behavioral. The author employed a three-condition quasi-experiment, with comparison groups of those who watched the NBA 2K League (condition 1), watched esports but not the NBA 2K League (condition 2), and watched traditional sports but neither esports nor the NBA 2K League (condition 3). The author reported that people consume a specific esports (NBA 2K) for different motivations than esports generally, which suggests the need for investigating motivations for viewing a specific title within esports games, not esports generally. Having reported their findings, the author argued that future studies should continue to treat games individually or at least continue to examine whether there is a need to treat them individually.

Tang, T., Kucek, J., & Toepfer, S. (2022). Active within structures: Predictors of esports gameplay and spectatorship. *Communication & Sport, 10(2), 195-215.*

With the aim of understanding the complexities and intricacies of esports consumption, these three authors from Kent State University examined why people play and watch esports. The authors contend that esports gameplayers are often potential viewers of esports events, and most esports spectators are active gamers with an intention of improving gameplay skills and performance from others game. The authors also argue that most of the existing esports research consider esports consumers as either players or spectators, and have examined esports gameplay and spectatorship in isolation. To accomplish the research objective, guided by active-audience (e.g., uses and gratifications, theory of reasoned action) and structure theories, the author employed an online survey.

526 participants (18 years old or older esports consumers in the United States) successfully completed the survey, who were recruited via several esports-related online message boards and mobile apps, such as Reddit, Discord, and other similar platforms. The author reported that esports gameplay was explained relatively more by structural factors (e.g., availability, access, cost) than by individual factors (e.g., motivations, preferences, fandom, demographics for media use). On the other hand, esports spectatorship was driven significantly more by individual factors.

Qian, T. Y., Wang, J. J., Zhang, J. J., & Hulland, J. (2022). Fulfilling the basic psychological needs of esports fans: A self-determination theory approach. *Communication & sport, 10(2), 216-240.*

These four authors from three different universities (Louisiana State University, Miami University, University of Georgia) argue that research examining human motivation should not only examine factors associated with behavioral classifications or be constrained by the content and structure of a particular consumption activity (e.g., U&G theory, Sloan's sport motivation theories). Instead, the authors contend that scholars should investigate how different basic psychological needs are fulfilled, in this manner enhancing behaviors among all potential consumers and across all types of activities. Following this argument, the authors investigated the fulfillment of esports fans' basic psychological needs and pertinent behaviors. Guided by self-determination theory (SDT), which (according to the authors) considers fulfillment of innate psychological needs as the theoretical grounds for human motivation, the study developed seven different hypotheses. To accomplish the research objective, the author employed a cross-sectional nonexperimental design. Using an online survey distributed on Reddit for 10 days, data was collected from a convenience sample of

adults (over 18) esports fans who watched esports at least once a month. Findings reported that the SDT is a relevant theory in explaining pertinent information on need satisfaction, motivation, and related consumption behaviors. Specifically, according to the study, relatedness has been reported as the most salient basic psychological need dimension.

Xu, Q., Kim, H., & Billings, A. C. (2022). Let's Watch Live Streaming: How Streamer Credibility Influences Brand Attitude in Esports Streamer Marketing. *Communication & Sport, 10(2), 271-290.*

According to these three researchers, from University of Kentucky and University of Alabama, unlike social media influencers who post pre-made content, esports streamers engage in real-time video chat with their followers while streaming their gameplay, which has a potential for an enhanced engagement, intimacy, and trustworthiness among the players and their follows. This marketing opportunity attracted a number of sponsors such as Adidas, Red Bull, Uber Eats, etc., and is becoming popular. Despite the fact that, the authors argue, the way in which esports streamers influence audience attitudes toward endorsed brands requires further exploration. Hence, the authors studied if and how perceived esports streamer credibility influences the audience's attitude toward the brand endorsed by the streamer. To help them accomplish their research objective, the authors introduced five hypotheses, employed a survey method with a participation of 277 US adults (recruited from Amazon Mechanical Turk) and run a structural equation modeling analysis. Findings reported a significant and positive relationship between streamer credibility and brand attitude, while identifying parasocial relationships and streamer loyalty as two factors mediating the impact of streamer credibility on brand attitude.

Mutz, M., & Gerke, M. (2022). Media Presentations of Olympic Victories and Nation-Related Identification Among Viewers: The Influence of Emotions Induced by Sportscasts. *International Journal of Sport Communication*, 15(2), 117-126.

These researchers, from Justus-Liebig-University Giessen, studied the framing effects of live sports broadcasts on viewer's attachment to the nation, their levels of patriotic pride, nationalism as well as nation-related values. As the author argue, emotions provoked by sportscasts are essential in activating the impact of a sportscast on viewers' national pride and national identifications. In their experimental study, the authors used sportscasts of German gold medal wins at the 2016 and 2018 Olympic Games. They investigated the causal effect that emotions induced by the reporter's commentary (independent variable) have on national identifications and nation-related values (dependent variables). The study findings showed that the broadcasting styles influence viewers' emotions, attitudes, and collective identifications beyond the effects of the sporting competition itself. Particularly, findings showed that those encounter partisan commentary experienced heightened emotions; identified more strongly with their nation; exhibited more patriotism and nationalism; and ascribed positive values (e.g., achievement, diligence) more strongly to their home country than did viewers in the control group.

Bissell, K., Billings, A. C., & Park, B. (2022). Sports Media as Empathy Facilitator: The Contrasting Influence of Paralympic and Olympic Content. *International Journal of Sport Communication*, 1(aop), 1-10.

These three researchers, from University of Alabama and University of South Florida, argue that there is a lack of study that integrated the characteristics that are fairly

permanent (trait empathy) to characteristics that are situation and fluid (state empathy) based on the level and nature of engagement with mediated content (presence). Based this argument, the authors attempted to explore relationships between media exposure and personal experience with a attitudes toward disability (DIS). Specifically, the study examined the relationships between state empathy, attitudes toward DIS, and stigma following exposure to two types of Olympic Game coverages, namely Paralympic and Olympic. Guided by parasocial interaction (PSI) with the parasocial contact hypothesis (PCH), an online experiment was conducted with 411 participants using Amazon Mechanical Turk. As the authors wrote, findings highlighted that there were two ways to induce empathy: (a) if one already had a preexisting experience with DIS or (b) if one consumed media exposing them to an adapted athlete in Paralympic competition. Thus, the primacy of relational contact is emphasized, yet with media exposure seemingly being capable of a worthy “back-up” for empathy facilitation for those who felt more detached from the experience of having a DIS.

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Sport Management Ethics and Integrity

Dr Andy Harvey

Introduction

In my first piece as the new editor of the Sport Management Ethics and Integrity section, I would firstly like to thank my predecessor, Lisa Kihl, for setting such a high standard in previous editions. Nine papers are included in this review. Six papers have been organised under a heading of equalities, with two papers each examining race relations and gender discrimination. One article studies LGBT+ inclusion policies and further paper investigates the inclusion of athletes with Differences in Sexual Development (DSD) in sport. Outside of equalities, one paper examines the ways in which sports mega events can promote human rights and further articles advance the study of event manipulation and anti-doping policies in new countries and contexts.

In this review, three articles are drawn from Communication and Sport, and two each from the International Journal of Sport Policy and Politics, the Journal of Sport Management, and Sport Management Review.

Equalities

Research and scholarship on sport and equalities continues to expand in the sports management literature. Perhaps, one of the most pressing and controversial topics for governing bodies and competition organisers is how, or even whether, to include athletes who do not fit easily into the binary categories of male or female. Brömdal and Rasmussen (2022) argue that powerful sport medical discourses that serve to produce some bodies as non-normative are enmeshed in wider societal discourses (notably historical, religious, scientific, and cultural) that regulate sexed and gendered bodies. The authors conclude that *somatechnics* offers a way to understand how material bodies and discourses about them are mutually constitutive and that an analysis of the discourses of sport medical officers can help to uncover the broader societal assumptions that produce some bodies as problematic and others as 'normal'.

LGBT+ participation in sport has been the subject of a considerable literature since the 1980s. Spurdens and Bloyce (2022) turn their attention to the inclusion of gender and sexual

minorities by examining the equality policies of 188 English National Governing Bodies (NGB) and 67 policies from other relevant organisations. Using a Foucauldian theoretical framework, the authors argue that many NGBs appear to engage in equalities initiatives as part of wider commercial activities within a capitalist epistemic framework. Such work might also be driven as a way to 'equality-proof' the NGB through a tick boxing exercise that would help to maintain grant funding but with little evidence of sustainable action. Overall, they argue that NGBs produce visible 'signalling' on equality rather than concrete plans to deliver it.

Piggott and Matthews (2021) also found that NGBs may be engaging in a tick boxing exercise to satisfy funding regulations in their study of gender, leadership and governance. The authors conducted research within two long-established English national governing bodies (NGBs) – England Golf and the Lawn Tennis Association (LTA). Deploying a theoretical framework developed from the sociological work of Pierre Bourdieu, the study found male-dominated leadership teams, governance structures and practices that led to the exclusion of women from strategically important roles, thus preserving the long-standing position of men within the organisations. The authors concluded that the initiatives taken to increase gender diversity within governing bodies had only a limited impact on gender power relations within England Golf and the LTA.

Gender relations in media representation of sport were examined by Johnson *et al* (2022) in a quantitative study, demonstrating the breadth of research methodologies in this area of policy. Utilizing media framing theory, the authors examined 1064 visual images posted on the Instagram accounts of North American Olympic Games rights holders, the National Broadcasting Company (NBC) and the Canadian Broadcasting Corporation (CBC). The study revealed that posted images broke from previous stereotypes of representations of femininity in sport, with images of the strength and power of women athletes making up a large percentage of posts.

Racial equalities in sport also feature in two articles for this Digest in radically diverse forms, showing that this field of research attracts vibrant international scholarship. Critical Race Theory (CRT) continues to be a popular choice for a theoretical framework, underlining its powerful capacity to uncover structural causes for inequalities. In an article on protests by Indigenous rugby league players of the Australian national anthem, Cleland *et al* (2022) found, in contrast to the norm, that Indigenous voices were given a prominent platform and that

their views and opinions were actively sought by media outlets in press conferences and interviews (see also Skinner's analysis of the methodology used in this study in this issue of the Digest).

Also contributing to research on sport, race and the media, van Lienden and van Sterkenburg (2022) examined Polish televised football as a cultural text on which racial and ethnic categorisations are constructed. Using a CRT framework, the researchers found that, despite largely positive discourses about players of all races/ethnicities, stereotypes about the physicality of Black players and the psychological inferiority of southern European players were a feature of the commentaries. The findings help to construct a hierarchy of race and ethnicity through football commentary that has resonance within wider Polish society where a national Whiteness is privileged.

Human Rights

McGillivray *et al* (2022) investigate how sport can contribute to the protection and promotion of human rights. They examine how mega sports events (MSEs) can be leveraged for the advancement of human rights and the role of advocacy organisations, such as Amnesty International and Human Rights Watch, in the process. The authors find that including human rights objectives within the bidding and development stages of the MSE life cycle was likely to result in favourable outcomes. The researchers interviewed seven high ranking individuals from advocacy organisations, MSE event holders and intermediary organisations. Using an interpretivist methodology, they analysed the data using a thematic analysis approach. Four broad themes were found – i) a growing acceptance of responsibility by MSE awarding bodies of their human rights obligations; ii) a recognition that MSEs can be leveraged as a vehicle to promote human rights; iii) the emergence of a more balanced and constructive relationship between MSE award bodies and advocacy groups; iv) implementation of good governance and structural change.

Event manipulation

Tanking, or the deliberate underperformance by a team or individual, usually with a view to obtaining longer term competitive advantage, such as a better draft preference, has been a specific topic for research within the wider event manipulation literature. Gong *et al* (2021) adopt a big data methodological approach, investigating the effect of team tanking in the

National Basketball Association (NBA) on supporter sentiment and, by extension, consumer demand for sports teams that engage in the practice. The results of the study were nuanced, with differences found between perceptions of tanking by away and home teams. Overall, the research showed a complex picture that can contribute to policymaking on the development of draft systems that will limit the incentive for underperformance.

Anti-doping

Anti-doping research is advanced by Yang *et al* (2022) as they investigate how China, one of the leading sports' nations, has developed and implemented policy in the twenty-first century, and particularly in the years immediately leading up to and since the Beijing Olympics in 2008. The authors aim 'to understand the process of this policy implementation, to assess strengths and weaknesses, and to identify implementation challenges' (361). The theoretical framework deployed is Van Meter and Van Horn's top-down model that is applicable to a country with a highly centralised state system for anti-doping control. The research found that China has implemented a robust anti-doping programme for elite sports but that issues of resources for poorer provinces remained and that there was little evidence of a strategy for student and non-elite sports (see also Chen's analysis of this study in the governance and policy section of the Digest).

Conclusions

The review underlines the breadth of topics that continue to be studied under a rubric of ethics and integrity as well as the geographical diversity of researchers engaged in this work. The use of critical theories, initially developed in sociology, law and philosophy, demonstrate an eagerness by scholars to deploy powerful interpretive tools to understand their data and to engage in efforts at social transformation in sport and wider society. While thematic analysis remains popular as an analytic technique, there is also evidence of researchers using newer methodologies, such as big data and AI, as well.

Annotated Bibliography

Brömdal, A., & Rasmussen, M.L. (2022). 'Eligibility regulations for the female classification': somatechnics, women's bodies, and elite sport. *International Journal of Sport Policy and Politics*, 14(2), 239-254.

Deploying and developing Sullivan's concept of *somatechnics*, Brömdal and Rasmussen argue that discourses around athletes with Differences in Sexual Development (DSD) are themselves technologies that help shape corporeal practices and our understanding of athletes' bodies. Using a Foucauldian discourse analysis methodology, the article aims to uncover the ways in which the official and unofficial statements by two leading sport medical officers help to support 'regimes of eligibility regulations/testing for the female classification, thereby sustaining such regulations' (242).

Cleland J., Adair D., & Parry K. (2022). Fair Go? Indigenous rugby league players and the racial exclusion of the Australian national anthem. *Communication & Sport*, 10(1), 74-96.

The article deploys a Critical Race Theory framework to analyse the voices, silences and (lack of) gestures of Indigenous rugby league players and officials in relation to the playing of the Australian national anthem at matches. Data was collected from 74 online media articles featuring verbatim testimonies of players and officials as well as the responses to protests by politicians and other commentators. Using thematic analysis to interpret the data, two dominant themes were identified – i) that the current Australian national anthem is racially exclusive, and ii) responses to protests by players against the anthem were diverse, ranging from supportive to strongly opposed.

Gong, H., Watanabe, N.M., Soebbing, B.P., Brown, M.T., & Nagel, M.S. (2021). Do consumer perceptions of tanking impact attendance at National Basketball Association games? A sentiment analysis approach. *Journal of Sport Management*, 35(3), 254-265.

By developing a unique algorithm that analysed millions of social media posts for evidence of consumer sentiment, the authors were able to understand changing consumer behaviours, specifically attendance at NBA matches, in relation to perceptions of tanking. In contrast to previous studies that questioned whether event manipulation had a negative impact on consumer demand, the study showed that perceptions of tanking led to lower fan attendance at games in both the short and longer term.

Johnson R.G., Romney M., Hull K., & Pegoraro A. (2022). Shared space: how North American Olympic Broadcasters framed gender on Instagram. *Communication & Sport*, 10(1), 6-29.

Using a quantitative analysis, the study found that the social media platforms of the official North American Olympic broadcasters 'demonstrate equitable framing (selection, emphasis, and exclusion) in their portrayal of gender—reciprocating the findings of recent studies on traditional Olympic media such as television or newspapers' (22).

McGillivray, D., Koenigstorfer, J., Bocarro, J.N., & Edwards, M.B. (2022). The role of advocacy organisations for ethical mega sport events, *Sport Management Review*, 25(2), 234-253.

The article considers how sport can contribute to the protection and promotion of human rights. With an assumption that sports events can be a vehicle for wider human rights goals the researchers investigated the role of advocacy organisations in influencing MSE's to embed human rights. Overall, the authors found that advocacy organisations were shifting from outright criticism of MSE awarding bodies to adopting a more collaborative role to advance human rights through sports events.

Piggott, L.V., & Matthews, J.J. (2021). Gender, leadership and governance in English National Governing Bodies of sport: formal structures, rules, and processes. *Journal of Sport Management*, 35(4), 338-351.

The aim of the study was to investigate the extent to which the administrative and governance hierarchies, rules, and processes of England Golf and the LTA reproduce or resist gender segregation and male dominance within their leadership and governance. A theoretical framework, developed from the sociological work of Pierre Bourdieu was deployed. The concept of the "organizational subfield" was used 'to understand how agents consciously and unconsciously reproduce and resist gendered sport administrative and governance hierarchies by following, resisting, or transforming formal organizational rules and practices' (340).

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.

The authors use a broad-based Foucauldian theoretical approach that deploys concepts of discourse, bio-power, discipline and governmentality to analyse and understand the sets of

relations and contexts in which NGBs develop equality policies and the socio-cultural effects these may produce. Through a document analysis of equality policies, the authors discovered that NGB policymaking in this area was significantly related to resources, especially if those came from Sport England where funding may be at risk without such a policy. However, only 5 NGBs had a specific and tailored LGBT+ policy aimed at fostering the inclusion of the community in sport.

Van Lienden, A., & van Sterkenburg, J. (2022). Prejudice in the people's game: A content analysis of race/ethnicity in Polish televised football. *Communication & Sport*, 10(2), 313–333.

By analysing the speech of Polish television football commentators over 12 games, the authors extend research into sport, race and ethnicity beyond the Anglophone world where it has been widely investigated. Critical Race Theory (CRT) is used as the framework through which commentary discourses are analysed to gain greater insight into of their place in maintaining and/or challenging hegemonic understandings of race/ethnicity in wider Polish society.

Yang, K., Dimeo, P., & Winand, M., (2022). Anti-doping in China: an analysis of the policy implementation processes through stakeholders' perspectives, *Sport Management Review*, 25(2), 360-381.

The authors use Van Meter and Van Horn's top-down model to assess the development and implementation of anti-doping strategies in China as well as to understand practical issues around its implementation and effectiveness. The researchers interviewed 42 stakeholders and used a 'constructionist ontology interpretivist epistemology to understand reality' (363). Thematic analysis was used to code and interpret the interview data.

The Geography of Sport Management Research

Xiaoyan Xing

Introduction

By using a coding protocol identical to that used in a previous *Sport Management Digest* (SMD) issue (see Xing, 2022), we coded 180 empirical articles to capture the geography of sport management (SM) research published in the first 6 months of 2022 by the 10 targeted journals.¹ These articles were produced by authors based in 36 countries in 6 continents, and the contexts of the articles covered sport management issues in 53 countries across the 6 continents and pertaining to more than 45 sports (Olympics/Paralympics counted as one sport). In the analysis that follows, we address the following questions:

First, which sport domains, specific sports, and geographical contexts constituted the SM research settings?

Second, where and in which journals was SM knowledge produced?

Addressing these questions offers a rough outline of knowledge production in SM research in the 10 targeted SM journals during the timeframe covered in this issue.

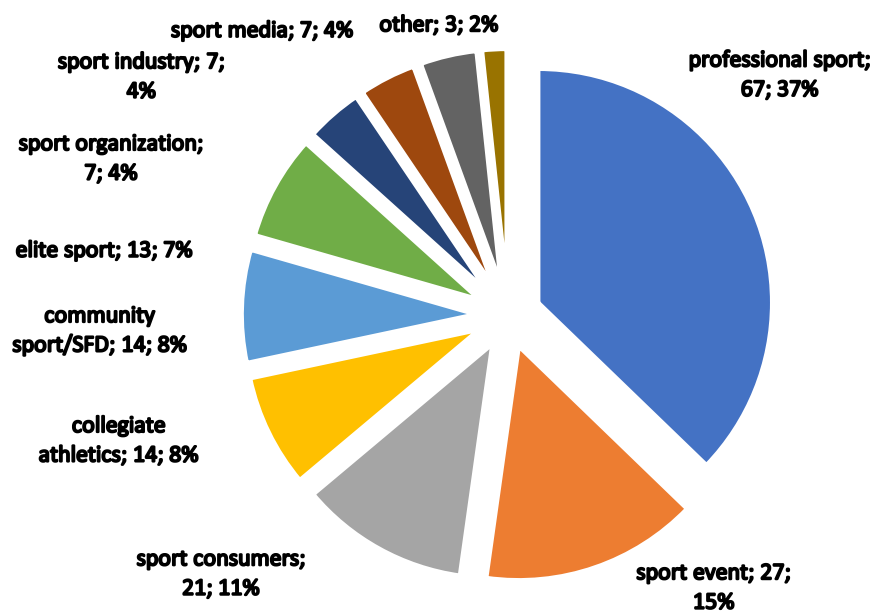
Geography of the SM research settings

SM researchers were brought together by shared concerns. As stated in the mission of the North American Society for Sport Management (NASSM), ‘...members of the Society are concerned about the theoretical and applied aspects of management theory and practice specifically related to sport, exercise, dance, and play, as these fields are pursued by all sectors of the population’ (NASSM, n.d.). Sport, an integral part of people’s lives, is staged and played in various forms ranging from professional sport, collegiate sport, and the numerous types of sport events to community sports and sport for development (SFD) programmes. Some of these are consumed via various media outlets. As such, the value of sport in society is co-constructed by its product or service providers (e.g. sport organisations and broadcasters) and consumers (e.g. participants and spectators). There are also stakeholders (e.g. sponsors and betting operators) that leverage sport to achieve their own organisational objectives while advancing the sport industry. We categorise these various

¹ There were a total of 231 articles, of which 31 editorial, review, and conceptual articles and 10 book reviews were excluded from the analysis.

sport offerings (i.e. products and services) and related stakeholders as **domains of the SM study context** that give rise to SM knowledge production. As in the previous SMD issue, this heuristic categorisation yielded 10 **sport domains** in the current study. As shown in Figure 1, professional sport accounted for the largest share (37%) of the 180 empirical articles examined, followed by sport events (15%), and sport consumers (12%).

Figure 1. Study contexts by sport domain



Geographical context refers to the continent in which the contextual countries of a given study are located. The distribution of the articles in each sport domain across the continental contexts reflects both the popularity of sport domains across the continents and the research interests of the SM scholars. As presented in Table 1, the greatest number of articles were based on studies taking place in the contexts of North America (40%), followed by the contexts of Europe (23%) and Asia (15%). In addition, 12% of the articles were based in international contexts. Plotting the sport domains against the contextual continents yielded these observations:

First, all 14 articles in the domain of collegiate athletics featured the geographical context of North America. Second, North America had the greatest number of studies in the domains of professional sport (followed by Europe), sport consumers (followed by Asia), and sport industry. Third, Europe had the largest number of studies in the domain of sport events

(followed by Asia). It also tied with Asia as the continent with the most studies in the domains of community sport / SFD programmes and sport organisation.

Fourth, of the studies in the domain of elite sport, the most common type of geographical context was the international setting, followed by the European setting. Finally, although 7 studies (6 of which were in North American settings) were directly situated in the domain of sport media, 22 studies from other sport domains (including 13 on professional sport and 6 on sport events) featured research questions that came from relevant media content.

Table 1. Sport domain in context versus continental context

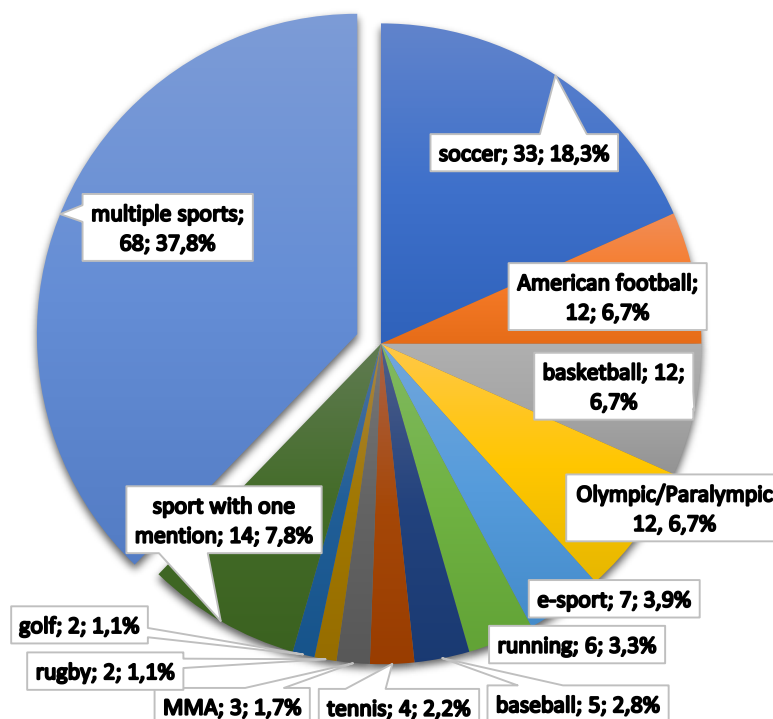
Sport domain	Continental context								
	NA	EU	AS	OC	AF	CSA	CC	IN	Total
Professional sport	32	19	5	2	0	0	3	6	67
	48%	28%	7%	3%	0%	0%	4%	9%	100%
Sport event (mega, major, MPSE)	4	8	6	3	0	1	2	3	27
	15%	30%	22%	11%	0%	4%	7%	11%	100%
Sport consumers	10	2	8	0	0	0	0	1	21
	48%	10%	38%	0%	0%	0%	0%	5%	100%
Collegiate athletics	14	0	0	0	0	0	0	0	14
	100%	0%	0%	0%	0%	0%	0%	0%	100%
Community sport / SFD programme	2	4	4	3	1	0	0	0	14
	14%	29%	29%	21%	7%	0%	0%	0%	100%
Elite sport	0	5	0	0	0	0	0	8	13
	0%	38%	0%	0%	0%	0%	0%	62%	100%
Sport organisation	0	3	3	0	0	0	1	0	7
	0%	43%	43%	0%	0%	0%	14%	0%	100%
Sport industry	4	1	0	0	0	0	1	1	7
	57%	14%	0%	0%	0%	0%	14%	14%	100%
Sport media	6	0	0	1	0	0	0	0	7
	86%	0%	0%	14%	0%	0%	0%	0%	100%
Other	0	0	1	0	0	0	0	2	3
	0%	0%	33%	0%	0%	0%	0%	67%	100%
Total	72	42	27	9	1	1	7	21	180
	40%	23%	15%	5%	1%	1%	4%	12%	100%

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

The **specific sports** associated with the continental contexts may serve as a lens to identify the locations of SM knowledge production. Our findings were similar to those in the previous SMD issue: First, soccer (18%) was the most popular sport in SM study settings, followed by American football (7%), basketball (7%), and Olympic and Paralympic sports (7%, see Figure 2). Second, 38% of articles were based on study contexts that either featured multiple sports

(most often North American professional leagues encompassing American football, basketball, baseball, and ice hockey) or mentioned no specific sports. Third, there was a surge in the number of studies (4%) featuring e-sport, reflecting the rapidly increasing interest in e-sports worldwide. Meanwhile, mixed martial arts (MMA) was another nonconventional sport featured in 2% of the articles, expanding the scope of SM study contexts. Finally, although more than half of the articles were accounted for by a few sports (i.e. soccer, American football, basketball, and Olympic and Paralympic sports), over a dozen of the sports appeared only in the study context of one article each, accounting for 8% of all the articles. These sports included Canadian football, Australia football, ice hockey, horse racing, cricket, handball, gymnastics, athletics, swimming, taekwondo, free-diving, outdoor sports, fitness, and drag racing. The selection showcases the wide variety of sports that inform SM research.

Figure 2. Study contexts by specific sport



Next, we investigated the distribution of specific sports across the geographical contexts. When the study contexts of the top seven sports were plotted against the continental contexts, the popularity of American football and baseball was noted to be confined to North America. Similarly, articles in the context of basketball and e-sport were based mainly in North America. In contrast, although articles with soccer-related contexts were based mainly in

Europe, soccer was also a common setting in studies based in North American, Asian, and international contexts—reflecting the worldwide popularity of the sport. With the Olympic and Paralympic Games being hosted worldwide (except in Africa), studies associated with Olympic and Paralympic sports were most evenly distributed across continents. Finally, most of the studies related to running were based in Asia.

Table 2. Specific sport in context versus continental context

Sport	Continental context								Total
	NA	EU	OC	AS	AF	CSA	CC	IN	
Soccer	5	17	0	6	0	0	1	4	33
American football	12	0	0	0	0	0	0	0	12
Basketball	10	1	0	1	0	0	0	0	12
Olympics/Paralympics	2	2	2	3	0	1	0	2	12
E-sport	6	0	0	1	0	0	0	0	7
Running	1	0	1	4	0	0	0	0	6
Baseball	5	0	0	0	0	0	0	0	5

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

Geography of SM knowledge production

In cultural research, a distinction is made between emic and etic studies (Pike, 1967). Whereas emic studies have delineated meanings within a single culture (e.g. the Balinese cockfight, Geertz, 1973), etic studies have often compared differences along dimensions across cultures (e.g. Hofstede’s model of cultural dimensions, Hofstede, 2001). Although a foreign researcher can “go local” – a practice commonly applied in anthropology studies – a local researcher may be better equipped to grasp ideas or meanings within the study context that are locally relevant. Furthermore, a research team comprising both local and foreign researchers may identify and interpret findings relatively efficiently, with due prudence to both local idiosyncrasy and cross-cultural generalisability. Accordingly, we plotted the continental distribution of the study contexts against that of the authors’ institutional affiliations.

Table 3. Continental context versus author institutional affiliation (No/%)

Continental context	Author institutional affiliation					Total (%)
	NA	EU	AS	OC	CC ¹	
North America	64	2	1	0	5	72
	89%	3%	1%	0%	7%	100%
Europe	2	32	2	0	6	42
	5%	76%	5%	0%	14%	100%
Asia	5	4	4	0	14	27
	19%	15%	15%	0%	52%	100%
Oceania	2	0	0	5	2	9
	22%	0%	0%	56%	22%	100%
Africa	0	0	1	0	0	1
	0%	0%	100%	0%	0%	100%
Central and South America	0	0	0	0	1	1
	0%	0%	0%	0%	100%	100%
Cross-continental	0	4	1	0	2	7
	0%	57%	14%	0%	29%	100%
International	6	9	1	1	4	21
	29%	43%	5%	5%	19%	100%
Total	79	51	10	6	34	180
	44%	28%	6%	3%	19%	100%

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

As shown in Table 3, most of the authors were affiliated with institutions in North America (44%) and Europe (28%), and most of the articles based in the context of North America (89%), Europe (76%), and Oceania (56%) were produced by authors with institutional affiliations in the same continent. By contrast, only 15% of the articles based in the Asian context were

produced by authors with institutions also based in Asia, whereas 52% of these articles were produced by research teams with institutional affiliations across multiple continents. It is also interesting to notice that one article on a sport event for peace and unity in an African country was produced by an author based in Japan.

Given the large number of the included articles ($n = 34$; 19%) produced by cross-continental research teams, we further investigated the pattern of cross-continental collaborations. It was revealed that 50% ($n = 17$) of these articles were collaboratively produced by authors based in the Global North (e.g., North America, Europe, and Oceania). Moreover, 41% ($n = 14$) of the articles were produced by research teams with at least one author based in Asia along with other authors from the Global North. Finally, one article in the context of Central and South Americas was produced by a collaborative authorship from Brazil and the United States.

The 10 SM journals vary in subject focus and geographical location in which they are published. These variations were somewhat captured by the distribution of the continental contexts from the articles the journals published. As presented in Table 4, most of the articles from JSM, SMR, IJSMS, IJSC, and C&S were based on a North American study context, whereas most of the articles from ESMQ and IJSPP were based on a European study context. The articles from IJSF were equally divided between North American and European study contexts. Most of the articles from JSE were based on North American and international study contexts. Finally, ESMQ ($n = 6$), IJSMS ($n = 6$), and JGSM ($n = 4$) were the journals that included most articles with an Asian study context.

Table 4. Continental contexts of articles from 10 journals (%)

	NA	EU	OC	AS	AF	CSA	CC	IN	Total	Total (%)
JSM	11	2	2	2	0	0	1	3	21	11.7
	52	10	10	10	0	0	5	14	100	%
SMR	7	2	1	2	0	0	0	2	14	7.8
	50	14	7	14	0	0	0	14	100	%
IJSMS	13	4	0	6	0	0	0	0	23	12.8
	57	17	0	26	0	0	0	0	100	%
ESMQ	1	8	2	6	0	0	3	1	21	11.7
	5%	38	10	29	0	0	14	5	100	%
IJSF	4	4	0	0	0	0	0	0	8	4.4
	50	50	0	0	0	0	0	0	100	%
IJSC	8	1	1	1	0	0	1	2	14	7.8
	57	7	7	7	0	0	7	14	100	%
IJSPP	0	9	1	3	1	0	0	3	17	9.4
	0	53	6	18	6	0	0	18	100	%
JSE	7	4	0	3	0	0	1	7	22	12.2
	32	18	0	14	0	0	5	32	100	%
C&S	17	4	2	0	0	1	0	1	25	13.9
	68	16	8	0	0	4	0	4	100	%
JGSM	4	4	0	4	0	0	1	2	15	8.3
	27	27	0	27	0	0	7	13	100	%
Total	72	42	9	27	1	1	7	21	180	100
	40	23	5	15	1	1	4	12	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

Sport is produced and consumed globally. Many professional leagues and sport events are global brands, which touch the lives of people worldwide. For instance, of the articles covered in this SMD issue, Dashti, Haynes, and Murad (2022) found that the local sport culture in

Kuwait has been extensively affected by the English Premier League (EPL). In Kuwait, the EPL has shaped not only the soccer fandom lifestyle but also how Kuwaiti people have played and attended soccer games. Indeed, the ongoing globalisation of sport leagues and events has increasingly exhibited local variations. Tang, Schallhorn, Guo, and Coombs (2022) investigated viewership behaviour of the 2019 FIFA Women's World Cup in China, Germany, and the United States. Their findings were analogous to Green and Houlihan's (2001) observations on the increasing uniformity and diversity of cross-cultural sport systems in the domain of elite sport. In Tang et al.'s study, although 22 individual and structural factors all significantly predicted viewership behaviour across the three countries, significant mean differences were observed in most factors. Notably, patriotism exhibited the greatest variation, with Chinese fans reporting the highest level and German fans the lowest. As the authors discussed, the culture, traditions, and history of the countries and the evolution of their national sports may have undergirded such differences.

Because sport is both a global and local phenomenon, mapping the geography of SM research helps to inform our understanding of how SM knowledge is produced. On the basis of the analysis of the 180 articles in the current SMD issue, a few tentative conclusions can be drawn: First, even though there are a few specific sports and sport domains that repeatedly show up in SM research contexts, overall, SM research still features numerous types of sports, providing room to explore uncharted territory in the testing and generation of SM theory. Second, reflecting the development trajectory of both modern sport and SM as an academic discipline, SM researchers based in the Global North are responsible for the lion's share of SM knowledge production. SM knowledge is also largely concentrated in the contexts of North America and Europe.

Third, the trend of international collaborations among SM researchers is encouraging. Of the 34 articles with cross-continental authorship, a large number (15) were by authors based in Asia and South America in collaboration with authors based in the Global North. These research collaborations were possibly attributable to the mutual trust and understanding fostered by the continuing waves of Asian scholars obtaining doctoral degrees or holding visiting scholarships at SM programmes located in the Global North.

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