

MANAGING SPORT GENERAL TRACK

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Introduction

Sport today has developed into a major industry in the global market place. Sport businesses build global brands and, increasingly, develop modes of international operation. The trade around the globe of goods, equipment as well as the construction of sports complexes, racecourses and arenas has developed into a multi-billion dollar business. Mainstream academic literature often suggests that sport should be studied in specialist niches on the grounds that it is 'not generalizable'. Indeed, sport does have a number of distinctive characteristics which may influence the way in which it internationalizes and the extent of its globalization. Sport events have uncertain outcomes, evoke strongly emotional responses from spectators which result often in an intense, sometimes unexpected, loyalty.

2013 Conference

Besides the general track on "Managing sport" there are two sub tracks within the SIG.

The sub track *Sport governance* covers issues like how sport organizations deal with tensions between different stakeholders and conflicting logics; with (mis) governance of sport which often makes the headlines: accusations of corruption to gain the hosting rights of mega-events such as the Olympics or FIFA World Cup and vote-fixing to elect committee members.

The sub track *Managing events* will examine the nature and scope of event management through a cross disciplinary lens. Since events are universal and occupy a special place in all societies and cultures focus is on related studies demonstrating what is unique and challenging about event management.

Awards are since several years and also in 2013 presented by Emerald Group Publishing Ltd: a best paper award and a best reviewer award. Selection of best papers will be included in a special issue of *Sport, Business and Management*. This special issue aims at being available online at the time of the conference the following year.

A pre-conference and SIG excursion is planned in cooperation with a local top sport club

