

SIG: Managing Sport

Call for Papers on

Managing Events

Events are universal and they occupy a special place in all societies and cultures. Managing events presents a number of unique challenges. The greater the expected differences among event types, such as the difference between a sport or a cultural event; a mega-event or a local event or within different event settings and cultures, the more important it is to develop a dynamic and widely adaptable perspective in event research and management.

The subtrack on “Managing Events” at EURAM will examine the nature and scope of event management studies and related disciplines by demonstrating what is unique and challenging about event management. We further would like to address comparative and cross-disciplinary studies, by drawing on existing conceptual models, event-related literature and practical experience in the field. There are multiple objectives for hosting events, such as a focus on celebration, education, sport, competition, business, academic exchange, exercise, entertainment or fun and these elements certainly influence the management of an event. In addition, there is the very special feature that many events are created by not-for-profit organizations and government agencies tied to social and cultural policy fields as well as strategic place marketing, tourism, sport, and economic development. With so many potential objectives to achieve, and stakeholders to involve, events provide unique opportunities for researchers and managers. The contributions to the track should therefore encourage both theoretical advances and the expansion of practical knowledge for managers in the field.

We therefore invite empirical and theoretical contributions that elaborate on event management drawing on a range of different theoretical and methodological approaches. We welcome papers that address the aforementioned issues or – not exclusively – the following topics:

Measures of demand for events (including event tourism);
Unintended outcomes and externalities of events;
The place of events in communities and the management of event stakeholders;
The consumer perspective: Personal, social and cultural influences of attending events;
Management functions applied to organizing events;
Event marketing and sponsorship;
Environmental issues, which must be considered for events;
Comparisons between different types of events and event locations.

Sub-Track Chairs:

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Further information on EURAM 2013 can be retrieved at <http://www.euram2013.com>. The deadline for submissions is 15th January 2013. For additional information please contact the track organizers.