

EURAM
2010



10th

19th-22nd May, Rome

Back to the Future

Tor Vergata University, Rome, ITALY

SIG: SPORT AS A BUSINESS: INTERNATIONALISATION, PROFESSIONALISATION, COMMERCIALISATION”

TRACK 18: Sport as a Business: internationalisation, professionalisation, commercialization

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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. Beyond the sports and political aspects mega events like the FIFA football world championships or the Olympic Games are also one of the largest international marketing events in the world, reaching billions of people in over 200 countries around the globe and generating millions of revenues in merchandizing and sponsorship.

Mainstream academic literature often suggests that sport should be studied in specialist niches on the grounds that it is "not generalisable." Indeed, sport does have a number of distinctive characteristics which may influence the way in which it internationalises and the extent of its globalization. Sports events have uncertain outcomes, evoke strongly emotional responses from customers which result often in an intense, sometimes unexpected, loyalty. The proliferation of information technology has made it possible to serve the needs of fans all over the world. They can consume an event real-time or recorded from virtually anywhere. Within this, the opportunities for the promotion of sport, and the benefits for sport and its partners, are significant. Surprisingly the current financial crises and even several recent doping scandals seemingly only had limited impact on the sports industry. These distinctive characteristics merit its discussion by an EURAM Strategic Interests Group on "Sport as a Business". The EURAM 2010 track seeks to gain a deeper understanding of the unique development in sports, its governance and its logic of co-creation of value and the advancement of the industry towards internationalisation, professionalisation and commercialisation.

The track represents all management functions. Below is a additional partial listing of the issues among others papers submitted to the track might take up:

- Reputation, branding and sponsorship.
- Human resource management in sport, cross-cultural teams, coaching and leadership in sports.
- Club management, revenue generation, financial effectiveness and success.
- New media and internet.
- CSR, sustainability and ecology in sports, sport facility management.
- Regulations of sport governing bodies, institutional control and elite sport systems.
- Legal issues, doping regulations, player's agreements and movements, media rights.
- Impacts of mega-sporting events on society, business and management.

Key words:

Sport business, sports management, sports marketing, sport finance, governance, new media