

# Commitment in Sport Management Call for Papers



The 19th Conference of the European Association for Sport Management  
Madrid 2011, 7-10 September  
Spain

[www.easm2011.com](http://www.easm2011.com)



# Call for abstracts / papers

**The 19<sup>th</sup> Conference of the European Association for Sport Management takes place in Madrid, September 2011 bringing together leading teachers, researchers, students and practitioners in the area of sports management.**

**The Conference theme is Commitment in Sport Management. This theme was selected as we wish to explore and examine the importance of commitment, the factors which influence it and other pertinent issues which impact on sport management. The theory and practice pertaining to organizations and sports management personnel with respect to their capacity and willingness to commit to values and objectives, and the implications of this commitment, will be among the aspects to be investigated.**

The EASM 2011 program structure will consist of different main session types:

- Plenary sessions (by invited speakers)
- Scientific and professional practice abstract/paper presentations in:
  - Topical sessions (abstract only)
  - Workshops (abstract and/or paper, where specified)
  - Poster presentations (oral) (abstract only)

EASM cordially invites you and your colleagues/friends to submit an abstract/paper to be considered for presentation in the topical session or in a workshop. In the topical sessions topics of interest for abstract submission include, but are not limited to the following:

- Commitment and Values in Sport
- Opportunities, Challenges and Trends in Sport Management
- Leadership Issues in Sport Organisations
  - > Continuous improvement and quality assurance, human resources management, conflict management etc.
- Tourism and Leisure Sport Management
  - > Sport as entertainment, tourism, wellness and fitness drivers.
- Global Sporting Events
  - > Sporting events from local to global scale
    - organization and management issues
  - > Participants' and spectator experiences and perspectives
- Critical Sport Management Issues
  - > Doping, fixing, corruption and foul play
- The Governance of Professional and 'Amateur' Sports
  - > Competition, leagues, governance, salaries, laws and rules.
- Marketing in and Through Sport

EASM is currently promoting the development of Conference workshops and abstracts/papers are invited for the following workshops:

- Sport Policy > [read more](#)
- The Organisation and Management of Elite Sport Systems > [read more](#)
- The Governance of Professional European Team Sport > [read more](#)
- New Perspectives on Sport Volunteerism > [read more](#)
- The Contribution of Science to Practice in Football > [read more](#)
- The Contribution of Sport Economics to Sport Management > [read more](#)
- University Teaching in Sport Management > [read more](#)
- Managing the Olympic Experience (this is an EASM-ESMQ themed workshop) > [read more](#)
- ESQM Editor's Workshop > [read more](#)

Abstract requirements, along with the EASM New Researchers Award (NRA) are detailed below and are valid also for workshops requiring a paper submission. Please use the on-line abstract form for submission.

## SCIENTIFIC ABSTRACTS/PAPERS

Abstracts in this category should include the presentation of either a substantial literature review/discussion (conceptual advance) or primary data analysis (theoretical advance). Presentations will be oral. Abstracts may be submitted for presentation within the conference topical sessions or within a particular workshop (see submission details below) and will be peer reviewed.

While the author may indicate a preference for a poster presentation, the Scientific Committee will make the final decision as to how the abstract is to be presented (topical or poster presentation). In the topical sessions oral presentations will be

limited to a 15 minute presentation followed by a 5 minute moderated question and answer period. Please note that other delivery formats may apply for the workshops.

#### **PROFESSIONAL PRACTICE ABSTRACTS/PAPERS**

Professional practice abstracts can either be submitted by researchers or by sport management professionals. These abstracts are presentations about sport organizational and managerial practice, reflecting and/or reporting on success or failure of sport management. Professional practice abstracts will be reviewed by the local organizing committee and by the Chair of the Scientific Committee.

#### **POSTERS PRESENTATIONS (ORAL)**

Posters will be placed on an appropriate poster board and authors are expected to be present at the assigned presentation time slot as detailed in the Conference Schedule.

#### **ABSTRACT/PAPER SUBMISSION GUIDELINES**

Scientific and professional practice abstracts/papers

- Each abstract can only be submitted fully electronically using the on-line abstract form and must indicate the category – Scientific, Workshop, Professional Practice, New Researcher Award (NRA)
- The abstract must be submitted in English and follow the APA style (5th edition)
- Use Times Roman 10 point font size and single line spacing
- Use a brief title (in CAPITALS) to clearly indicate the nature of the study/presentation – do not use abbreviations in the title.
- Abstracts should include the names of all authors, their institutional affiliation, and the email address of the lead author – these will be removed to facilitate the review process
- When writing your abstract, it is recommended that you consider the topics listed under the topical sessions or the workshops. However, the Scientific Committee reserves the right to decide on final topic or workshop grouping upon abstract selection.
- The length of the abstract is maximum 750 words, excluding references. Abstracts which exceed the upper word limit will not be accepted.

**Scientific abstracts/papers** should be structured to best illustrate the topic selected and include the following:

- Aim of abstract/paper - research question\*
- Theoretical background or literature review\*\*

- Methodology, research design and data analysis
- Results, discussion and implications/conclusions
- References – limited to 5

If figures and tables are included they must be good quality and limited to no more than 3.

\*Each abstract submission should be original and not previously presented. Should it be based on a modified version of a prior presentation, this should be clearly stated.

\*\*Authors may consider submitting details of an extensive literature critiques/review and the abstract headings will differ slightly from above. As there will be no results section there needs to be a section outlining the implications of the review, insights gained, possible research propositions and the like.

**Professional practice abstracts/papers** should be structured to best illustrate the topic selected and include the following:

1. Aim of abstract/paper\*
2. Practice description
3. Context description, actors involved
4. Implications and learning

If figures and tables are included they must be good quality and limited to no more than 3.

\*Each abstract submission should be original and not previously presented. Should it be based on a modified version of a prior presentation, this should be clearly stated.

#### **EASM NEW RESEARCHERS AWARD (NRA)**

"The EASM New Researchers Award" NRA 2011!

Organized by ESMQ & Sponsored by Routledge Journals

The NRA is for the best original theoretical or conceptual advance and significant unpublished contribution in sport management. The research should be appropriate for presentation at the Annual EASM conference and for publication in the European Sport Management Quarterly. To be eligible for this award, researchers must be near to completion of their Ph.D. or have graduated less than three years prior to submission. The prize is established to stimulate dissemination of new ideas and innovative research in Sport Management by encouraging new researchers at the start of their career.

## INSTRUCTIONS FOR NEW RESEARCHERS AWARD (NRA) SUBMISSION

For this award a three stage process is used:

**Round 1:** Applicants submit a regular 750 word abstract to the EASM 2011 conference organizers by April 4, 2011, indicating they want to participate in the NRA. All abstracts will be reviewed, and selected candidates will be invited to participate in the following round.

**Round 2:** Successful candidates submit a 5-page paper, single-spaced (including references, and key tables, and/or figures); a minimum of 12-point font, in MS-Word (\*.doc) format by May 31, 2011 to the editor of ESMQ (esmq@uwindsor.ca). All 5-page papers will be reviewed, and selected candidates will be invited to the next phase.

**Round 3:** Nominees from round two are invited to present their papers at the 2011 EASM conference.

- The language for each submission is English.
- Successful candidates need to provide a statement regarding the stage of their academic career, including where appropriate the date of graduation for their doctoral degree.
- The research paper may not have been presented or published previously in scholarly outlets.
- If the paper constitutes part of a broader research project undertaken by the student and/or advisor, a note as to how the submitted paper represents an original, independent contribution must be provided by the student's advisor/supervisor.

The author/s of the best paper will receive a prize of €500 which has been donated by Routledge Journals. In addition, the winner will receive a complimentary one-year EASM membership, which includes a free annual subscription to the ESMQ. The winner will also be invited to submit a full paper of his/her work to the ESMQ for publication, taking into account the comments and feedback of the reviewers on how the paper may be strengthened for possible publication.

An expert panel will adjudicate on the award which will be weighted as follows

- 70% will be based on the written paper
- 30% will be based on the oral presentation during the EASM conference

## Review Process (Excluding NRA)

All Scientific abstracts/papers will go through a double blind review. The abstract will be accepted based on the following criteria:

- The background to the topic is succinctly outlined
- The literature is pertinent and informs the study
- The methodology (where appropriate) is described and explained
- Study findings are presented clearly and analyzed
- Implications / pointers for further research are relevant

The final inclusion of any abstracts/papers in the programme depends upon a presenting author's registration to attend the EASM conference.

## Further Considerations

- All accepted abstracts will be published in the EASM Conference Book of Abstracts, provided the lead author is registered to attend the EASM Conference in Madrid.
- By mid-May authors will be notified by e-mail on the status of their submission
- In workshops where full papers are required, authors will be reminded by the conveners for paper submission deadline
- Late abstract/paper submissions will not be accepted
- All accepted presenters must be prepared to present at any time during the conference as decided by the Scientific Committee.

It is accepted that authors of accepted abstracts/papers have the financial resources to pay all personal expenses incurred, including Conference registration, production of their presentation and conference travel and accommodation.

Confirmation of abstract/paper acceptance is required together with the conference fee payment by a particular date (to be advised) to guarantee the inclusion of each author's abstract in the EASM Conference Book of Abstracts. Should an author not comply with either of these requirements, the organiser reserves the right not to include his/her work in the printed book.

## EASM CONFERENCE DATES TO REMEMBER

Start Online Registration	February 1, 2011
Deadline for Abstract Submission	April 4, 2011
NRA Submission Deadline	April 4, 2011
Master Students Seminar Reg. Fee Deadline	May 31, 2011
Early Bird Registration Fee Deadline	June 20, 2011
Complete Paper Submission (where specified)	July 1, 2011
Registration and Accommodation Deadline	August 1, 2011

Dear researchers,

We expect to be receiving a high number of submissions of challenging papers that will generate engaging discussions that will lead to new research and new academic and professional opportunities.

Our Committee is ready and looking forward to read your works.

Sincerely,



Dr. Hallgeir Gammelsater  
Chair of the Scientific Committee  
[sc.chair2011@eventsgb.com](mailto:sc.chair2011@eventsgb.com)



Dr. Veerle De Bosscher  
Vice chair of the Scientific Committee

# Sport Policy

## **Conveners**

Barrie Houlihan, Loughborough University, B.M.J.Houlihan@lboro.ac.uk

Veerle De Bosscher, Vrije Universiteit Brussel, veerle.de.bosscher@vub.ac.be

## **Call for abstracts**

For the purpose of this workshop, sport policy is considered to cover what many consider to be the central issues within national sport policies – anti-doping controls, policies aimed at increasing mass participation in sport, youth sport, elite sport development – as well as allied areas of government policy that affect sport such as gambling, media broadcasting, urban regeneration, social inclusion, child protection, and the regulation of sporting activities.

The intention of this Workshop is to:

- review the current state of knowledge in relation to the study of sport policies
- identify a future research agenda for sport policy related studies,
- facilitate a unique networking opportunity between scholars and students with an interest in the study of sport policy

Consequently, we invite researchers to submit abstracts of presentations which:

- explore theoretical issues in sport policy analysis such as agenda-setting, implementation and policy evaluation
- address methodological issues associated with the study of sport policy
- report recent theoretically-informed empirical research on sport policy

Interested participants are invited to submit abstracts by April 4th in the general format required for the conference.

## **Workshop format**

The workshop will be run as normal paper presentations followed by a brief discussion within the timeframe. It is recommended that presenters stay within the Sport Policy Workshop during its entire duration. The workshop will end with a concluding discussion on the state of the art of sport policy research and future developments, led by Barrie Houlihan.

# The Organisation and Management of Elite sport Systems

## Conveners

Svein S. Andersen, Norwegian School of Sport Sciences / Norwegian School of Management svein.s.andersen@bi.no

Nikolai Böhlke, UK Sport, Research and Innovation nikolai.Boelhke@uksport.gov.uk

Dag Vidar Hanstad, Norwegian School of Sport Sciences dag.vidar.hanstad@nih.no

Lars Tore Ronglan, Centre for training and performance, Norwegian School of Sport Sciences lars.tore.ronglan@nih.no

## Call for abstracts and short papers

The intention of this Workshop is to

- 1) review the current state of knowledge in the field,
- 2) identify ongoing research and a future research agenda, and
- 3) facilitate a networking opportunity between scholars and students with an interest in the study of elite sport systems. In order to achieve peak performances there is a competition across nations and also across sports in terms of organizing and managing the infrastructure and support systems around their elite athletes. Besides describing such systems it is important to see whether they converge or are specific and what are the factors that seem to impact actual development and performance changes in different sports. What is actually happening around top athletes? While there are at present important quantitative studies that are built around rough structural indicators, we particularly encourage empirical studies that perhaps capture the more detailed structures as well as intentions and processes behind the decisions and structures that is implemented. We also welcome theoretical studies as well as reflections from practitioners.

Interested participants are invited to submit abstracts in the general format required for the conference. Authors selected on the basis of abstracts are invited to submit a short paper (about 8-10 pages) to the conveners no later than July 1.

## Workshop format

The presentation of participants' papers is followed by prepared comments and a brief discussion within the timeframe of 30 min. per paper. It is recommended that presenters stay within the workshop during its entire duration.

# The Governance of Professional European Team Sport

## Conveners

Hallgeir Gammelsæter, Molde University College hallgeir.gammelsater@himolde.no

Christos Anagnostopoulos, Coventry University c.anagnostopoulos@coventry.ac.uk

Benoît Senaux, Coventry University b.senaux@coventry.ac.uk

## Call for abstracts and papers

Team sport has been able to spread and become popular on the basis of the development and voluntary embracement of universal rules administered and monitored by international, national and regional bodies (Guttman 1978). Along the way sports have seemingly been professionalised, commercialised and commodified, indicating that constituents outside the sports hierarchies are gaining extended impact or perhaps even invading sport. Ironically perhaps, through this process elite team sports seem to have moved from being non-profit to being largely not-profit (i.e. Beech et. al. 2008, Gammelsæter 2010, Lago et al. 2006). This is all the more remarkable against the expanding embracement of more commercially oriented management techniques and organizational structures. While this is true for football in particular, there is reason to believe that other team sports follow suit (cf. O'Brien & Slack 2003, 2004, Fahlén 2006, Storm 2009) and papers of other team sports than football are very much welcomed. The financial problems in some of these sports spur the question if there is something inherently in the European model of governing sport that makes it incompatible with profit-making (Senaux 2008).

The confinement to European professional team sport means that we invite 1) papers that focus on team sports that apply the European relegation-promotion models as opposed to the US franchise model, not merely on European soil but including all other continents, 2) papers that treat team sports that are managed according to the US model in a European context, 3) papers that focus on hybrid models whether in Europe or worldwide. When referring to governance of team sport we have in mind a broad set of organisations and relationships among them: those organisations that traditionally make up the hierarchy of associations or federations in a sport, including the club, regional, national, and transnational levels; Leagues, which are communities of clubs that are delegated powers to market and run elite sport competitions; interest groups formed within the sport, such as clubs, players, coaches, referees, and fans; commercial actors and the way they interact with sport through ownership, sponsorships, or otherwise; communities and civil service organizations; and public authorities such as cities, governments, and the EU. We invite both theoretical and empirical papers, and basically descriptive papers will also be of interest depending on their novelty to the field. The list of themes and topics below indicate issues of interest, however, it should not be seen as a complete list:

- Changes in the organisation form of clubs, Leagues, and governing bodies
- Ownership forms in European team sport
- Recruitment patterns to management positions in team sport organisations
- Forms of licensing across competition
- Imitation mechanism in sport governance, across sports and sectors
- Entrepreneurs in sport governance
- Relationships between governance form and sporting performance, or/and financial performance
- The relationship between sport organisations and public authorities
- The relationship between sport organisations and civil society organisations
- Social Corporate responsibility in team sport organisations
- 'Listed' FCs and Corporate Social Responsibility
- Stakeholders' management in team sport
- The impact of commercialisation on sport governance
- Player migration, development and logistics

## The Governance of Professional European Team Sport

Interested participants are invited to submit abstracts by April 4. in the general format required for the conference. Authors selected on the basis of abstracts are invited to submit a paper (about 6000-8000 words) to the conveners no later than July 1.

### References

- Beech, J., Horsman, S., & Magraw, J. (2008). The circumstances in which English football clubs become insolvent. Coventry University Business School: The CIBS Working Paper Series – No.4. Retrieved from [http://www.coventry.ac.uk/researchnet/external/content/1/c4/53/26/v1215786928/user/CIBS%20WP04\\_edit.pdf](http://www.coventry.ac.uk/researchnet/external/content/1/c4/53/26/v1215786928/user/CIBS%20WP04_edit.pdf)
- Fahlén, J. (2006). Structures beyond the frameworks of the rink. On organization in Swedish ice hockey (Unpublished doctoral dissertation). Umeå University, Sweden.
- Gammelsæter, H. (2010). Institutional Pluralism and Governance In “Commercialized” Sport Clubs. *European Sport Management Quarterly*, 10, 569-594
- Guttmann, Allen (1978), *From Ritual to Record*. New York: Columbia Press
- Lago, U., Simmons, R., & Szymanski S. (2006). The financial crisis in European football: An introduction. *Journal of Sports Economics*, 7, 3-12.
- O'Brien, D., & Slack, T. (2003). An analysis of change in an organizational field: The professionalization of English Rugby Union. *Journal of Sport Management*, 17, 417-448.
- O'Brien, D., & Slack, T. (2004). The emergence of a professional logic in English Rugby Union: The role of isomorphic and diffusion processes. *Journal of Sport Management*, 18, 13-39.
- Senaux, B. (2008). A stakeholder approach to football club governance. *International Journal of Sport Management and Marketing*, 4, 4-17.
- Storm, R. K. (2008). Håndballklubbernes finanshuller og spørgsmålet om profit – på vej mot en sportsøkonomisk modell? (Handball clubs' financial holes and the question of profit – towards a sport economic model?). In R. K. Storm (Ed.), *Dansk Håndbold – bredde, elite og kommeriseringens konsekvenser* (pp. 144-170). Slagelse: Bavnepanke.

### Workshop format

The Workshop will be run as paper presentations (15.min) followed by prepared comments from a discussant (5 min.) and a brief discussion within the timeframe of 30 min. per paper. Papers are distributed among the presenters before the conference and the presenters are allocated commentary duties on each others' papers as formal discussant. The conveners will initiate a concluding discussion in the last session of the workshop. It is recommended that presenters stay within the workshop during its entire duration.

# New Perspectives on Sport Volunteerism

## Conveners

Berit Skirstad, Norwegian School of Sport Sciences, berit.skirstad@nih.no

Vassil Girginov, Brunel University, UK, vassil.girginov@brunel.ac.uk

Alison Doherty, University of Western Ontario, adoherty@uwo.ca

## Call for abstracts and papers

2011 is the European year of Volunteers, and so it is timely to pose the question whether it is possible to imagine sport without the involvement of volunteers? The answer, of course, is no; not only in Europe but in the global context of sport. Because volunteers are so important to sport we need to continue to develop our understanding of who they are, what they do as sport volunteers, and why? Should volunteering be used as a substitute for state provision in sport? What are the personal benefits and costs of volunteering in sport, and what is the likelihood volunteers will continue to be involved? Further, we need knowledge about how volunteers are used, and for what event and organizational purposes. There is an extensive body of research already on volunteerism in sport, but much of the literature, with a few exceptions, is rather atheoretical. Recently, researchers from various countries have been examining different types of volunteers, using a range of conceptual models and methods including community volunteerism that creates cohesion and social capitalism through volunteer networks, civic engagement, volunteer profiles, management of volunteers, and sport volunteerism connected to events of all types, from local football matches of children to the Olympic Games. It would be therefore, both timely and appropriate to bring several of these researchers together to present and discuss the newest perspectives on sport volunteerism for the benefit of wider sport management community.

The workshop will have three interrelated strands and will address aspects of sport volunteering within the context of various sport organizations and events. We invite theoretical, empirical, and applied papers. The list of themes and topics below is indicative and should not be seen as complete and exclusive of other topics:

- Sport Volunteering and Social Capital. Indicative topics in this strand may include Sport volunteering and activating social networks; Building organizational capacities for the development of social, human and political capital; Sport volunteering and individuals' agenda.
- Sport volunteering and Citizenship (new ways of understanding volunteers in the social/ ideological / political agenda). Indicative topics in this strand may include sport volunteering and the broader political/social/ideological agenda; Corporate volunteering in sport; Volunteer training and development; Retaining sport volunteers; Relationship between staff and volunteers.
- New research methods (e.g., autoethnography, retrospective analysis, data mining techniques) and discussions of which methods to use ("best practice"). Indicative topics in this strand may include Concepts and methods in sport volunteer research; Knowledge transfer of sport volunteer research.

Interested participants are invited to submit abstracts by April 4. in the general format required for the conference. Authors selected on the basis of abstracts are invited to submit a paper (about 6000-8000 words) to the conveners no later than July 1.

## Workshop format

The workshop will be run as paper presentations (15.min) followed by prepared comments (5 min.) and a brief discussion within the timeframe of 30 min. per paper. All applicants must submit abstracts and those selected for presentation must submit full papers (at least first draft) by July 15. Papers are distributed among the presenters before the conference and the presenters are allocated commentary duties on each other's papers. In the end extra time is provided for discussion and drawing conclusions for further work. It is recommended that presenters stay within the workshop during its entire duration.

# The Contribution of Science to Practice in Football

## **Conveners**

Dr. Kari Puronaho, Haaga-Helia University of Applied Sciences, kari.puronaho@haaga-helia.fi

Prof. Herbert Woratschek, University of Bayreuth, hji.woratschek@uni-bayreuth.de

Director Berend Rubingh, Manage to Manage, berend.rubingh@managetomanage.nl

## **Call for abstracts**

The idea of this workshop is to bring football science and research closer to the practice and everyday life of football organizations. Abstracts of applied research or practical experience are welcome in areas such as football management, financing, marketing, HRM, law, economics, social responsibility, education, meta-analysis, voluntarism etc. In the workshop we also intend to investigate if better cooperation between researchers, academic institutes, football federations and football clubs can be realized?

Interested participants are invited to submit abstracts by April 4. in the general format required for the conference. Submissions to the Workshop will be reviewed by the conveners.

## **Workshop format**

The idea is to have an open discussion between the participants about the presented topics areas after every 3 presentations. The final format of the track will be decided according to the number and content of accepted abstracts. It is recommended that presenters stay within the workshop during its entire duration. The practice oriented summaries of the presentations will be prepared after the conference in close cooperation with the presenters and actors in football. The idea is also to create connections between scientists and national federations and clubs.

# The Contribution of Sport Economics to Sport Management

## **Conveners**

Plácido Rodríguez, University of Oviedo, placido@uniovi.es

Ángel Barajas, University of Vigo, abarajas@uvigo.es

Dr. José Manuel Sánchez Santos, University of A Coruña, santos67@udc.es

## **Call for abstracts**

The idea of this Workshop is to show how methodologies used in economics can be applied to sport management. We welcome abstracts in such topics as competitive balance, players' labour markets, attendance, sport TV-ratings, economic impact and the like. The intention is that some of the techniques and ideas brought by the conveners can later be used by policy makers from private and public companies or politicians.

Interested participants are invited to submit abstracts by April 4. in the general format required for the conference. Submissions to the Workshop will be reviewed by the conveners.

## **Workshop format**

The idea is to have an open discussion between the participants about the presented topics areas after every 3 presentations. It is recommended that presenters stay within the workshop during its entire duration. The practice oriented summaries of the presentations will be prepared after the conference in close cooperation with the presenters.

# University Teaching in Sport Management

## Conveners

PG Fahlström, Linnaeus University, Department of Sport Science, [pergoran.fahlstrom@lnu.se](mailto:pergoran.fahlstrom@lnu.se)

## Call for abstracts

The university teaching workshop focuses on classroom methods, innovations, experiences, examination etc. The purpose is to improve academic programs and teaching in sport management by critically describing, analyzing and discussing methods and procedures used in the classroom (scientific papers) or by sharing good examples of best practice (practice papers).

We invite teachers and researchers to submit scientific or practice abstracts/papers by April 4. in line with the following instructions.

### 1. Scientific papers on university teaching

- A traditional abstract review procedure. The presentations should focus on classroom methods, innovations, experiences etc. The purpose is to improve academic programs in sport management by critically describing, analyzing and discussing methods and procedures used in the classroom.
- Review criteria:
  - Relevance/significance of the topic to sport management instructors
  - Review of relevant literature
  - Clarity of purpose/objectives of the presentation
  - Potential for impact on teaching quality
  - Originality of teaching innovations suggested

### 2. Practice papers on university teaching

- The presentations focus on classroom methods, innovations experiences, examination etc. The purpose is to improve academic programs in sport management by sharing good examples of best practice
- The papers must include:
  - Aim of paper
  - Organizational context
  - Educational issues, experiences
  - Implications for sport and sport management

## Workshop format

The workshop will be run as normal paper presentations followed by a brief discussion within the timeframe. It is recommended that presenters stay within the workshop during its entire duration. The workshop will end with a summarizing and concluding discussion, led by PG Fahlström.

## ESMQ 2012 Special Issue Managing the Olympic Experience: Challenges and Responses

(and for the Pre-publications Workshop at the EASM 2011 Conference)

### Guest editors

Dikaia Chatziefstathiou and Ian Henry

**Invitation to authors and Workshop Contributors:** The special issue of the journal for 2012 will be on Managing the Olympic Experience. There will be a workshop organised at EASM's 2011 conference under this title, where the opportunity will be afforded to potential contributors to the Special Issue to make a conference presentation of their prospective paper. While acceptance to present at the conference will not have any impact on the acceptance of the related article, it is anticipated that the workshop and its oral presentation format will be very helpful to authors to receive feedback from the audience and editors before papers are submitted for the blind review process. Papers may however also be submitted without being presented at the workshop.

Authors wishing to submit a paper for this workshop should do so through the normal procedure for submission which will be advertised on the 2011 EASM Conference web site when this is launched. The format for the oral presentation will only require an abstract to be submitted.

For the Special Issue itself authors are invited to submit articles that contribute to our understanding of how sport organisations are structured, managed and operated within the Olympic Movement or in Olympic contexts. In particular we invite conceptual and empirical studies on appropriate topics from a range of disciplines relevant to Olympic enquiry.

**Rationale and purpose of the special issue:** In terms of scale, scope and reach the Olympic Games is the biggest and many would argue the most significant cultural event in the contemporary world. The Olympic Games incorporates more participating National Olympic Committees than the United Nations has member states, the Beijing Games were estimated by the IOC to have attracted 4.7 billion viewers, and marketing revenue for the 2005-8 Olympiad exceeded \$5.45 billion. However while the Olympic Movement is indeed a global phenomenon it is one which is subject to continuing controversy in terms of the ways in which not only the Games but also the Olympic movement are managed. Problems such as gigantism, negative environmental impacts, political manipulation, the conceptualisation and realisation of legacy, of security and risk management, and the onset of global economic recession present a backdrop of major challenges for managers of Olympic programmes, venues and teams.

The purpose of this special issue is to bring together work in fields relating to sports management which identify, engage with, and extend understanding of key debates in management and policy within Olympic organisations. The issue will adopt a multi-disciplinary approach drawing on management studies and its subsidiary disciplines such as economics, marketing, human resource and strategic management, but also allied disciplines including political economy, politics and policy analysis.

**Indicative Themes:** An indicative (but not exclusive) list of thematic areas to be considered would include: Strategic and performance management of the Olympic Games (gigantism, managing risk and security, human capital); Marketing, sponsorship, the development of revenue streams, and the economics of the Games (marketing, economics); Ethics and governance in the contemporary Olympic context (gender equity, transparency/ accountability, corporate social responsibility, anti-doping, bidding process, anti-bid campaigns); Innovating in management of the contemporary Olympic context (Youth Olympic Games, Virtual Congress, the use of Social Networking and other avenues for publicity and communications); Cultural differences in the management of global Games (interculturalism/ multiculturalism, organisational development and knowledge transfer within the Olympic market); Conceptualizations of legacies and their operationalization (competing visions of legacies, the discourse of legacy claims, legacies of bids and of the event itself); Issues and perspectives about London 2012 (International Inspiration Project, financial challenges, legacies and impacts)

## ESMQ 2012 Special Issue Managing the Olympic Experience: Challenges and Responses

(and for the Pre-publications Workshop at the EASM 2011 Conference)

### **Timelines for submission to the Journal:**

20 October 2011, deadline for submission of manuscripts to Guest Editors by email (not via the automated manuscript submission system) [dc130@canterbury.ac.uk](mailto:dc130@canterbury.ac.uk) and [I.P.Henry@lboro.ac.uk](mailto:I.P.Henry@lboro.ac.uk)

- 1 January return of reviewers' comments
- 1 March for response to reviewers to be received by Guest Editors; followed by a second round of review if necessary and/or final editing
- 13 June submission of accepted manuscripts to publisher.
- September publication as ESMQ Volume 12.4

## ESMQ Editor's Workshop

The full title and topic of this workshop is not yet finished but it will be related to writing and submitting manuscripts to journals. A new ad hoc committee will work on the content. The ad hoc committee shall consist of editors of other journals who will be invited to present at the workshop in 2011 plus the Editor and Associate Editor.

**ESMQ Editor's Workshop "Title" on September 7, 15:30 – 18:30**