Index

Index notes: this index focuses on research methods and subjects. All country names are included.

abductive thinking 20–21, 32, 193, 362–3
Africa 146
amateurism 153
asset-based approach, see relationship marketing for sports clubs
athletes, see players/athletes
Australia 67, 148, 248
Anti-siphoning List 203–4
Olympic Games (2000) 275–6
Australian Institute of Sport (AIS) 67
Barcelona Football Club 351
baseball 312, 319, 329, 340–43
basketball 518
Bassmaster Elite 50 Series study 318
BBDO consultancy 507–8
Belgium 102, 107
Ghent stage of Tour de France, see social impacts of sport events
qualitative studies, see qualitative comparative analysis
benchmarking (SPLISS model) and elite sports policies 94–110
culture and politics 94
measurement and validation 95, 98–107
critical success factors 95, 97, 103–6
data analysis (scoring system) 104–7, 108–9
data collection 102–4
economic indices comparisons 98–101
essential features of 95
international comparisons 104
sample selection 102
stakeholder involvement 95, 102, 104
method as field of future research 551
results: example 107–8
theoretical framework (SPLISS model) 94, 95, 96–7, 108–9
see also benchmarking of elite sports systems; international comparisons
benchmarking of elite sports systems 61–74
appropriateness of 66–73
club competitiveness 72
conscious interventions 73
data analysis 71–2
data collection 70–71
implementation 72–3
implications for managers 73–4
key agents’ personality/knowledge 73
preparation/objects 68–9
preparation/subjects 69–70
purpose and planning 66–7
sociocultural factors 72
working atmosphere 73
concept of 62–3
models 63–6
data analysis/recommendations 65–6
data collection/best practice 65
implementation/transferability 66, 73
preparation/subject choice 63–5
success factors 64, 67
see also benchmarking (SPLISS model) and elite sports policies
brand equity evaluation 495–509
BBDO’s valuation for accounting 507–8
conclusions drawn 508–9
definitions of a brand 495–6
definitions of a brand equity 496–8
financial and brand strength determinants of brand strength 506
differentials 497–8, 508
integrative model 506–7
mergers and acquisitions 498–9, 501
reasons for; external 498
reasons for; internal 499
relevance to sport business 499–500, 559
research models, customer-oriented 504–5
Aker’s five determinants 504
Keller’s determination of brand knowledge 505
research models, finance-oriented 501–4
Kern’s net value-oriented 503
Simon and Sullivan’s capital market-oriented 503–4
research models, importance of 501–2
research models, integrative 505–8
BBDO’s valuation for accounting 507–8
Interbrand’s 506–7
branding, see brand equity evaluation; fan identity and influence on sponsorship; portfolio theory and club management
broadcasting regulations 202–17
IAP (Independent Advisory Panel UK) 202, 206–7
IAP’s collected evidence 211–14
discussion and overview 214–15
international comparison 212–13
satellite broadcasters’ evidence 213
terrestrial broadcasters’ evidence 213
UK sporting organizations evidence 211–12
IAP’s recommendations 215–16
conclusions drawn from 216–17
IAP’s research methodology 210–11
listed events: European and Australian 203–5
listed events: UK 205–10
A- and B-lists 205–6, 209
arguments against 208–10
arguments for 207–8
Cable and Broadcasting Act (1984) 205
criteria for 206–7
digital impact 209–10
equity 208
externalities and public good 207
public domain versus private ownership 208–9, 215
revenue dynamics 211, 216–17, 375
rights owner’s profits 208
Sky/BBC battle 214–15
pay-TV channel migration, prices and quality 214
see also game theoretic approach
business studies, see financial regulation (a case study); sport business field research; sport business research agenda; sport business special features; sport marketing research

Canada 102, 104, 161
Calgary Winter Games survey 297, 301
Maple Leaf Sports and Entertainment 336–44
cartels 537
case studies, see broadcasting regulations; fan identity and influence on sponsorship; financial regulation (a case study); portfolio theory and club management; social impacts of sport events; sport governance in Ireland; sport management (a case study); stadia development in France
case study key elements 116, 118, 127–8
causal description and causal explanation, see mixed methods in management research; qualitative comparative analysis
choice modeling approach 463–4
clubs 162–4; see also network of values capture; portfolio theory and club management; relationship marketing for sports clubs
community values 378, 384, 427–8, 438, 517
competition sport, definition 143
competition-oriented sport governing bodies, see governance of football; qualitative comparative analysis
competitive advantage, see network of value captures
competitiveness measurement, see benchmarking (SPLISS model) and elite sports policies
consumer behaviour, see fan identity and influence on sponsorship
contingency theory 44
corporate partnerships 340–41, 342, 351, 383–4
corporate social responsibility, see financial regulation (a case study); grounded theory; sport governance in Ireland
correlational modeling techniques 41, 192, 198
cricket 209, 211–12, 215, 322–3
crisp-set Qualitative Comparative Analysis 82–5
critical success factors, see benchmarking (SPLISS model) and elite sports policies
customer-oriented approaches 354–6, 369, 377, 380–81, 504–5, 519–20
countryside values 378, 384, 427–8, 517
prosumerism 186–92
see also fan identity and influence on sponsorship; participant observation; sociocultural contexts
cycling 276–7, 279, 324
Tour de France, see social impacts of sport events
decision-making 354, 462–4
deductive, inductive and abductive thinking 193
demographic factors, impacts of sport events 281–2, 286–8
Denmark 379–80
descriptive research questions 192, 198
dialectic pragmatism 44
drugs 540
economy-based studies, see brand equity evaluation; broadcasting regulations; event impacts; financial regulation (a case study); panel-econometric analyses; portfolio theory and club management
elite sports, see benchmarking (SPLISS model) and elite sports policies; benchmarking of
elite sport systems; relationship marketing for sports clubs
England and Wales Cricket Board (ECB) 211–12
tenrepreneurship, see participant observation
environmental issues 240, 248–9, 304, 377–8, 517
ESPN XP project 194
ethnographic methods 421–2, 480–82
Europe/European Union
broadcasting listed sports events 202, 203, 204–5, 206
football 145–6, 219, 263, 374–7, 398–401
Sportive marketing 459, 461
see also individual country names
European Broadcasting Union (EBU) 206
European Club Forum (ECF) 145–6
event impacts 237–54
aggregated impact analyses 238–40
capital assets 239
sustainability 239–40
‘carrying capacity’ and ‘capitals’ concepts 250
commensurability of 251–2
economic impacts 239, 242–6
computed general equilibrium 243–4
input–output analysis 243, 251
opportunity costs 242–3, 244, 251
sales value and value added 243–6
social exchange theory 246
synthesis of methodologies 244–6
environmental impacts 240, 248–9
ex post analyses 253
objects and subjects of analysis 241–2
research development 253–4, 554–5
sociocultural/community impacts 239, 241
cost–benefit analyses 241, 243–4, 246, 250
extrinsic and intrinsic impacts 237–8, 250–51
measurement of 246–7
stakeholders and spheres of organization 240–41, 253
synthesis of methodologies 244–5
triple bottom line approach 237, 239, 249–54
see also residents’ perceptions of major sport events; social impacts of sport events
externalities 207–8
facility management 377–8, 379–80; see also stadia development in France
fan identity and influence on sponsorship 435–52
case studies’ methodology 442–6
attitude measure 446
contextual setting 442–3
data collection and sample 443
multi-item measures 443–6
purchase intention measure 446
case study results 446–9
implications for sponsorship 450–52
limitations 450
measurement model (validity) 447
sponsorship comparisons 449
structural model (hypotheses testing) 447–9
extant research results (literature review)
436–7
sponsorship effectiveness 436–7
team identification construct 436
fan identity as special feature of sport 530–32
future study areas 560–61
social identity theory and 438, 531–2
socio-cultural embeddedness 513–14
theoretical frameworks (purchase intention)
commercialization and club values 441
corporate and sponsor credibility 440
identity as determining variable of sponsorship effect 439–40
overview of hypotheses 441–2
purchase intention as resulting parameter 440
sports fans as unique consumer group 438
see also customer-oriented approaches; sponsorship; sponsorship-linked marketing
Fédération Internationale de Football
Association (FIFA) 142, 145–7, 156, 206
broadcast listed events and 212–13, 217
field research, see sport business field research
financial regulation (a case study) 126–40
case studies and sports management research 129–30, 139–40
case study applied to English football 130–31
case study strategy 127–30
competing epistemological positions 128
constructivist approach 128
data collection, flexibility and problems 128–9
Yin’s positivist approach 127–8
data collection methods applied to football interviews 131–2
secondary documents 132
financial performance in football industry 132–5
bankruptcies 133–4
Index

debt levels 133
effective public sector subsidy 134
regulation and 134–5
turnover and profits 132–3
regulatory response of football authorities 135–9
agent regulations 136–7
FAs fit and proper person test 135–6
ITV Digital losses and 135
salary cost capping 138
sanctions against unfair practice 137–8
tax payments 138–9
third party ownership of player contracts 137
transfer activity 137
fishing 318
Flanders 104, 107
football
American 397–8
associations
FA 135–7
FIFA 142, 145–7, 156, 206
FIFA: broadcast listed events and 212–13, 217
FAI 113, 118–20
UEFA 145–7, 149, 156, 257, 267–8, 270
British, see United Kingdom of Great Britain
business vision and strategy 385–7, 388
Canadian 343
EURO World Cup
(1998) 263
(2002) 276
(2006) 203, 248, 263, 276
(2010) 183
(2016), see stadia development in France
broadcasting rights 212–13, 215
fan identity and purchase intention 442, 445
future research into 551, 555
governance, see governance of football
history 513
management, see network value captures
management of clubs, see network of value
marketing, see relationship marketing for
sports clubs
pay–performance relationship 398–401
regulations, see financial regulation (a case study)
rights fees 219–20
Spanish 351, 360
stadium, see stadia development in France
youth academies 376
Formula 1 racing 210
framework approach 370–71
France 151
stadium development, see stadia development
in France
franchising 336–7, 340–44, 350, 534
Gaelic Athletic Association (GAA) 113, 118–22
game theoretic approach 219–33
bilateral monopoly model 227–30
chicken game 223–5
core concepts and uses 221
gate receipts 230–32
stakeholder role and objectives 219–20
negotiation strategies 228–9, 232
summary 233, 553
television channel competition model 221–7
see also broadcasting regulations
generalization 128, 172, 326
Germany 384, 385, 398–401, 442
research community 496, 497, 501
globalization and internationalization 518–19, 534, 560
golf 215, 312
governance, sociocultural influences 115
governance, term/concepts/theories 7, 114, 143–4
governance and performance, see
benchmarking (SPLISS model) and
elite sports policies; benchmarking of
elite sport systems; financial regulation
(a case study); governance of football;
mixed methods in management research;
qualitative comparative analysis; sport
governance in Ireland; sport management
(a case study)
governance of football 142–57
issues for further research 156–7, 550–51
political governance 154
studies in organizational governance 144–9
on leadership (FIFA/UEFA) 146–7
national level 147–9
transnational level 145–7
studies overview (synopsis) 154–5
studies (systemic) in stakeholder networks
149–53
amateurism and 153
national comparative studies 152–3
national level 151–3
transnational level 149–51
study parameters 142
team sport (cooperation and competition)
143–4
see also network of value captures
governing bodies, see qualitative comparative analysis
grounded theory 418–30
as chosen methodology 421–3
case study methodology and 422–3
ethnographic methodology and 421–2
phenomenology and 422
corporate social responsibility and 558–9
‘inherited understanding’ of reality 428–9
reasons for focusing on concept 419–21
researcher’s role 423–4
situated in community value 427–8
diverging variants 425–6
employment of, in sport business 429–30
literature preview and 424–5
participant observation and 485
symbolic interactionism and Straussian variant 426–9
theory development 420

Harvard Business School 127
health 166, 172–3
hermeneutics 163, 164–5
history of effects 164
hockey 184
horse racing 211–12

ice hockey 337–40, 343–4, 442, 445
illegal activities 135, 157, 540
incompatibility thesis 43
Independent Advisory Panel (UK), see broadcasting regulations
Indian Premier League 517
Inspired Research Wiki 193
Institute for Economic and Social Research (IRES Piemonte) 301
institutional network marketing (INM) theory 352, 357–61
intentionality 163
inter-organizational approach 356–7
Interbrand consultancy 506–7
international club collaboration 385
international comparisons 152–3, 212–13, 296–8, 550; see also benchmarking (SPLIIS model) and elite sports policies
international league structures 241–2
international non-governmental organizations (INGOs) 145
International Olympic Committee (IOC) 212
internationalization and globalization 518–19, 534, 560
interpretation/interpretivism 163–5
Ireland, see sport governance in Ireland
Irish Rugby Football Union (IRFU) 113, 118–19, 121
Irish Sports Council (ISC) 112, 121
Italy 102, 104, 148
Institute for Economic and Social Research 301
Torino Olympic Games study, see resident’s perceptions of major sport events
item processing 467–8
Japan 297, 384, 385, 550
Jockey Club 211
‘Johari window’ 438

leader–member exchange 51–3
leadership studies 146–7, 157, 462–4
league structures 241–2
levels-of-processing theory 467
Lille Olympique Sporting Club (case study) 270–71
longitudinal studies, see participant observation; residents’ perceptions of major sport events
Malta 151–2
management studies and research methods, see grounded theory; managerial decision making; mixed methods in management research; network of value captures; participant observation; portfolio theory and club management; sport management (a case study); sport management research on managerial decision making 462–4, 469–70
Maple Leaf Sports and Entertainment, see portfolio theory and club management
market-as-networks approach 356–7
market research company IPSOS 262
marketing, see brand equity evaluation; entrepreneurship in motorsports; fan identity and influence on sponsorship; relationship marketing for sports clubs; marketing management theory; sponsorship-linked marketing; sport marketing research
marketing management theory 354
McNamee Review 120
media marketing groups 191
media studies, see broadcasting regulations; game theoretic approach; media technology; sport marketing research
media technology
internationalization and globalization 518–20
management of fixed short-run supply problem 538–9
television 135, 153, 212, 214–15
see also media studies; sport marketing research
mega-events, see residents’ perceptions of major sporting events; social impacts of sport events
mixed methods in management research 40–55
articles on 40–41
cause and effect relationships
causal description and causal explanation 41–2, 47–9
as a molar 48
specification error 42
standard view versus scientific realism 49
data analysis 47
emergence of 43–4
postpositivism and 43
pragmatism and 44
fundamental principle of 40
mixed methods typologies 45–6
dialectical method 46
time order and status 45–6
quantitative and qualitative methods, distinctions 44–5
sports management examples 49–54
finance 53–4
marketing 50–51
organizational behavior 51–3
triangulation 40
see also qualitative comparative analysis
motorsports 210, 312, 313, 316–17, 437, 462, 534, 561; see also participant observation
NASCAR, see motorsports
national governing bodies (NGBs), see sports governance in Ireland
Netherlands 102, 104
network marketing theory 356–7
network of value captures 367–88
competitive advantage and research
customer/economic experiences 369
resources and competitive advantage 369
value, concept of 368–9
competitive balance and 535–7
fans’ motivations, local and international comparisons 381
framework and model-based approaches 370–71
framework components (offerings and customers) 371–87
business strategy (levels) 385–7, 388
business vision 385
the club 374–5
other clubs 384–5
communities 384
event, arena and facilities 377–8
interlinks between 372, 387
media 382–3
merchandise 378–9
other commercial activities 379–80
players 375–6, 540–41
sponsors and corporate partners 383–4
sporting competitions 374
team sport service 376–7
teams 372–3
future research areas 387–8, 557–8
initial working paper on 368
as a management tool 387–8
management challenges (football as an industry) 367–8
see also clubs; governance of football; portfolio theory and club management networks, societal
social networking groups 191
sponsorship theory and 468–9
systemic studies in stakeholder networks 149–53
see also relationship marketing for sports clubs
New Zealand 478–80
Nice Declaration on Sport (2000) 527
Norway 71–2, 102, 104, 148
Lillehammer investigation into Winter Games 296
Olympic and Paralympic Committee and Confederation of Sports (NOC) 167
sport policy 165–8
Olympic Games (2000) 275–6
Atlanta (1996) 462
impact studies and surveys 295, 296–8
Torino study 300–306, 556
International Olympic Committee 212, 248
Winter Olympics 295, 297
organizational memory theory 467
organizational research 51–3, 165, 211–14
football’s national level 147–9
football’s transnational level 145–7
goal achievement, see participant observation
market-as-networks approach 356–7
organizational behaviour 51–3
organizational performance, see qualitative comparative analysis
panel-econometric analyses 396–408
pay–performance relationship (papers on) 387–401
<table>
<thead>
<tr>
<th>Illustrative study: 398–40</th>
<th>Team-year-observations (publications): 411–12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remuneration/discrimination/performance: 401–7</td>
<td>Main findings: 404, 405–7</td>
</tr>
<tr>
<td>Motorsports as field of sport management: 477–8</td>
<td>Research technique and literature: 480–83</td>
</tr>
<tr>
<td>Participant observation: 478–80</td>
<td>Other fields of application: 490–91</td>
</tr>
<tr>
<td>The researcher's view and focus: 482–3</td>
<td>Validity: 482–3, 485–6</td>
</tr>
<tr>
<td>Place and time related factors: 517–81</td>
<td>See also: customer-oriented approaches</td>
</tr>
<tr>
<td>Player–organization fit ('P–O fit'): 51–3</td>
<td>Participants: see players/athletes</td>
</tr>
<tr>
<td>Phenomenological hermeneutical approach: 168–71</td>
<td>Penrosian tradition: 378</td>
</tr>
<tr>
<td>Phenomenology: 162–4</td>
<td>Person–organization fit: 51–3</td>
</tr>
<tr>
<td>Place and time related factors, see event</td>
<td>Impact: 315, 527, 558</td>
</tr>
<tr>
<td>Impacts: Residents' perceptions of major</td>
<td>Acquisition and transfer systems: 517, 527–8</td>
</tr>
<tr>
<td>Sport events: Social impacts of sport</td>
<td>Collaboration: 515–16</td>
</tr>
<tr>
<td>Events: Stadia development in France</td>
<td>As income earning assets: 540–41</td>
</tr>
<tr>
<td>Players/athletes: 107–8, 315, 527, 558</td>
<td>Management research: see portfolio theory and club management</td>
</tr>
<tr>
<td>Media attention and behaviour management: 539–40</td>
<td>On-field/off-field performance measurements: 516–17</td>
</tr>
<tr>
<td>Remuneration and performance, see panel-</td>
<td>Econometric analyses: 375–6, 386</td>
</tr>
<tr>
<td>Econometric analyses: 375–6, 386</td>
<td>See also: teams/team sport</td>
</tr>
<tr>
<td>Pocono Raceway field research: 312, 313, 316–17</td>
<td>Policy: See benchmarking (SPLISS model) and elite sports policies; sport management research</td>
</tr>
<tr>
<td>French football and: 265–6, 267–8</td>
<td>Financing: 268–70, 271</td>
</tr>
<tr>
<td>Government intervention in sports broadcasting: See broadcasting regulations</td>
<td></td>
</tr>
<tr>
<td>See also: sociocultural contexts</td>
<td>Portfolio theory and club management: 333–48</td>
</tr>
<tr>
<td>Case study: Corporate partnerships: 340–41, 342, 344</td>
<td>Maple Leaf brand: 337–40</td>
</tr>
<tr>
<td>Marlies brand: 343–4</td>
<td>Player risk value: 338–40, 341</td>
</tr>
<tr>
<td>Raptors brand: 340–43</td>
<td>Toronto FC brand: 343</td>
</tr>
<tr>
<td>Corporate development of professional sport: 334</td>
<td>Future research areas: 557</td>
</tr>
<tr>
<td>Management models and sport management research: 333–4</td>
<td>Methodology: See case study method: 335–6</td>
</tr>
<tr>
<td>Categorization of club assets: 336</td>
<td>Unit analysis: 335</td>
</tr>
<tr>
<td>Portfolio theory model: Application: 334–5</td>
<td>Asset categories: 337</td>
</tr>
<tr>
<td>Conceptual development: 345–6</td>
<td>Summary and future research: 347–8</td>
</tr>
<tr>
<td>See also: clubs; economic impact studies; network of value captures; relationship marketing for sports clubs</td>
<td></td>
</tr>
<tr>
<td>Positivism/postpositivism: 43, 127–8</td>
<td>Practice-based approaches: 352</td>
</tr>
<tr>
<td>Pragmatism: 44, 427</td>
<td>Pragmatist thesis: 168</td>
</tr>
<tr>
<td>Prosumer economy: See sport marketing research: Public opinion monitoring: 298–9</td>
<td></td>
</tr>
<tr>
<td>Purchase intention: 42, 435, 437, 438–42, 446</td>
<td>Qualitative comparative analysis: 76–91</td>
</tr>
<tr>
<td>Added value of: 90</td>
<td>Limitations and implication for further research: 90–91, 551–2</td>
</tr>
<tr>
<td>Methodology: 80–85</td>
<td>Aims and scope: 80–81</td>
</tr>
<tr>
<td>Case selection: 81–2</td>
<td>Clustering methods: 81, 85–8</td>
</tr>
<tr>
<td>Crisp-set (csQCA): 82–5</td>
<td>Performance measurement: 81</td>
</tr>
</tbody>
</table>
organizational performance determinants 77–80
centralization 78
elite training structure 79
funding (external relations) 79
funding (independence) 79
innovative activities 79
key determinants 89–90
leadership vision 78
size and objectives 79
staff task orientation and supervision 78
organizational performance strategic goals 77
results: performance/achievement 85–9
see also mixed methods in management research
qualitative research methods, key elements 43–4, 45; see also qualitative comparative analysis; sport governance in Ireland; sport management (a case study)
quality 535–7
quantitative research methods
key elements 43, 44–5, 129
limitations 167
panel-econometric analyses, see panel-economic analyses
postpositivism 43–4
social impacts sampling 278–9
referenda 297
regulations, financial, see financial regulation (a case study)
regulations in broadcasting, see broadcasting regulations
relational processing 467–8
relationship marketing for sports clubs 350–63
approaches
customer-focused relationship marketing 354–6, 361
institutional network marketing theory 352, 357–61
institutional network model 358, 362
institutional theory 357
marketing management theory 354
network marketing theory 356–7, 362
practice-based 352
through the world of institutions 359–60
definition of ‘institution’ 359
definition of ‘product’ 351
definition of ‘social arena’ 350, 352
Dolles and Söderman’s marketing framework 353
profitability and societal legitimacy 350, 351
research for the future 362–3
research methodology: scientific realism perspective 352–4
research: socio-economic approach 351–2
stakeholder networks and 360–61
see also clubs; networks, societal; portfolio theory and club management
Research Information Network (2011) 194
research, basic process 192
research, future agenda, see sports business research agenda
residents’ perceptions of major sport events 295–308
longitudinal study (Torino) 300–302
questionnaire 301, 310–11
monitoring public opinion 298–9
previous studies 295, 296–8
research inattention to 295, 297–8, 307
study results (evolutionary) 302–6
anticipation factors 304–5
conclusions drawn from 306–8
knowledge, optimism and pride 302–3
post-event reactions 305–6
urban renewal factors 303–4
see also event impacts; social impacts of sport events
rights, see broadcasting regulations; game theoretic approach
rugby 209, 212
Russia 150
salaries, see panel-econometric analyses
Scandinavia 148
scheduling of surveys 320–21
science, theory of, and case studies, see sport management (a case study)
scientific realism 49
Sky media 209–10, 211, 213, 214
social exchange theory 246, 278
social identity theory 438, 531–2
social impact evaluation framework 247
social impacts of sport events 274–93
inattention to 274
literature on event leverage 275–7
goals and purpose 275
Olympic Games (2000) 275–6
Tour de France 276–7
tourism studies 275
World Cup (2002 and 2006) 276
research findings discussed 289–93
research results 281–9
demographic profile 281–2
dropout analysis 282
factor analysis 282, 283–4
residents’ expected and perceived impacts 282, 285–6
by gender and age 286–8
logistic regression 290
as predictor of willingness 289
research, theoretical framework
before and after analysis 291
data analysis 280–81
data collection 279
measurement 280
quantitative sampling 278–9
questionnaire sample size 279–80
strengths and limitations of 291–2
Tour de France 276–7, 279
see also event impacts; sociocultural contexts; residents’ perceptions of major sport events
social integration 166
social media, see sport marketing research
social research principles 299
sociocultural contexts 72, 115, 151, 513–14
event impacts 239, 241, 246–7
demographic factors 281–2, 286–8
extrinsic and intrinsic impacts 237–8, 250–51
personal experience/phenomenology 163–4
social impact evaluation framework 247
see also social impacts of sport events;
customer-oriented approaches; politics (national)
Spain 351, 355, 360
special features of sport, see sport business, special features
spectator research, see customer-oriented approaches; sport business field research
SPLISS model, see benchmarking (SPLISS model) and elite sports policies
sponsorship 344, 350, 383–4, 487–8; see also fan identity and influence on sponsorship; sponsorship-linked marketing
sponsorship-linked marketing 456–73
growth in, superseding traditional advertising 456–8
managerial decision making
egos/agency effects 462–3
research into, and choice modeling 463–4
sponsorship as reasoned business investment 462
managerial implications 469–70
overview 559–60
research for the future 470–73
ambushing 472–3
leverage and activation 470–71
social controversies 471–2
sponsorship policy as company instrument 472
sponsorship portfolios 471
sponsorship’s role in market entry 471
termination 472
sponsors/industry seeking opportunities 458–9
sponsorship, theoretical workings 464–9
information processing/association 464
memory, paired association and natural mediators 464–5
relational and item information 467–8
technology and brand placement 468–9
sponsorship intermediaries 459–62
see also fan identity and influence on sponsorship; sponsorship
sport business field research 312–27
areas covered and publications 312
Bassmaster Elite 50 Series study 318
Cricket World Cup 322–3
data collection 314–18
door-to-door 315
e-surveys 317
mail survey 317
on-site approaches 315
skier lift technique 315, 317
unobtrusive observation 317–18
data treatment (attendance records) 321, 323–5
future of 326
Little League Baseball World Series 312, 319, 329
Pocono Raceway survey 312, 313, 316–17
problem development 313
reporting 325
research design 314
instrumentation (writing survey) 318–19
logistics 320
sample size and subjects 319–20
scheduling 320–21
validation 325–6
research questions
hypotheses/terms and conditions 313–14
survey questionnaire 329
Tour de Georgia 324
see also sport marketing research
sport business research agenda 548–63
branding and sponsoring 559–61
fan identity 560–61
measurement of brand equities 559
sponsorship-linked marketing 559–60
club management and teams 556–9
corporate social responsibility 558–9
players 558
risk management 557
value-capture 557–8
governance and performance 548–52
international comparisons 550
methods 551–2
national politics 550
sports governance 550–51
media and technology 552–4
game theoretic approach 553
social media 553–4
place, time and spectators 554–6
event impacts: triple-bottom line approach 554–5
hosting, long-term effects 555–6
sport management question 562
winning and profit question 561–2
see also sport business special features
sport business special features 526–44
commercialization 528–9, 533–5
league structures, disparities 241–2
overview 542–4
philosophical approaches to sport 526
sociocultural and business demarcation 526–9
sport’s special features 529–30
fixed short-run supply and technology 538–9
loyalty, identification and irrational optimism 530–32
paradox of commercialism 534–5
players as income assets 540–41
sport-field as workplace 533–4
variable quality and competitive balance 535–7
winning and profit 219, 532–3
and structures for collaborative behaviour 537–8
see also sport business research agenda
sport events, see event impacts; social impacts of sport events
sport governance in Ireland 112–23
corporate and non-profit distinction 112
executive behavior and service concept 112–13, 114, 121–2
governance arrangements in NGBs 118–19
enhancing function 121
finance and marketing 119–20
games development 121
internationalization 121
planning 120–21
regulations/codes 120
volunteers 120
organizational structures 115
qualitative case study methodology 116–18
data collection 116–17
interviews 117–18
study objectives 113–14
study reflections 121–3
theoretical underpinnings 114–15
sport management (a case study) 161–73
case study evaluation 171–3
design 168–71
data collection and analysis 169–70
ideal sample typologies 168–9
interview guide 170
methodological triangulation 168
pragmatist thesis 168
triangulation methods 170
validation test 170–72
hermeneutics 164–5
Norwegian sport policy 165–8
phenomenology 162–4, 168
study aptness and strengths 161
see also mixed methods in management research; sport management research
sport management research 513–24
community relations 517
competitor collaboration 515–16
contest management/tension between product and market 515
environmental concerns 517
history/socio-cultural embeddedness 513–14
internationalization and globalization 518–19
media technology and 518–20
performance measurement (on-field/off-field) debate 516–17
research model of sport in Europe 517–18
research model of sport in USA 517
research needs 518, 519–23
resource rich sports organizations and players 519
uncertainty of outcomes promotion 514–15
see also sport management (a case study)
sport marketing research 179–98
adaptation from traditional marketing 182–3, 383
DECIDE method 193
definition 182
ESPN XP project 194
future research areas 553–4
information technology 179–80
mixed research methods and 41, 50–51
‘place’ variable 259
prosumerism 186–92
social media, influence on business 180–86
advertising and buzz index 181–2
digital marketing 183

media rights and, see game theoretic approach

media rights and, see game theoretic approach

structures for collaborative behaviour 537–8

systemic governance of football 149–53

state policies, see politics (national)

Strategic Review 120

Straussian grounded theory 422, 424, 425–9

surveys, principles of 297

Sweden 71–2, 146–7, 356, 360

Switzerland 442

symbolic interactionism 426–9

systematic comparisons, see benchmarking (SPLISS model) and elite sports policies; benchmarking of elite sports systems

teams/team sport

effectiveness/value capture 372–3, 386

remuneration and performance, see panel-econometric analyses

study of governance in 143–4, 374

see also players/athletes

technology, see media technology

television 135, 153, 212, 214–15; see also broadcasting regulations; game theoretic approach (sports rights)
tennis 215

Tour de France, see social impacts of sport events
tourist flows 275, 297–8, 314

triangulation of data-collecting methods 71, 129, 132, 170

triple impact assessment, see event impacts

uncertainty of outcome 514–15, 535–7

Union of European Football Associations (UEFA) 145–7, 149, 156, 257, 267–8, 270

United Kingdom of Great Britain 102, 104

broadcasting, see broadcasting regulations

Canterbury stage of Tour de France 276–7, 289

football 513

‘39th game’ 518

corporate social responsibility 419–21, 430

facilities/services 264

financial regulation, see financial regulation (a case study)

Manchester United’s revenues 380

players as value capture 375–7, 541

studies on 147–8, 150

Wimbledon sell-off 378, 384

United States of America 94, 550

baseball 312, 319
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>cycling</td>
<td>324</td>
</tr>
<tr>
<td>fishing</td>
<td>318</td>
</tr>
<tr>
<td>football</td>
<td>397–8</td>
</tr>
<tr>
<td>golf</td>
<td>312</td>
</tr>
<tr>
<td>league organization and franchising</td>
<td>350</td>
</tr>
<tr>
<td>marketing</td>
<td>457, 458, 459</td>
</tr>
<tr>
<td>motorsports</td>
<td>312, 313, 316–17</td>
</tr>
<tr>
<td>Olympic Games</td>
<td>surveys 296–7, 301, 462</td>
</tr>
<tr>
<td>profit-maximization</td>
<td>219, 537–8</td>
</tr>
<tr>
<td>sport business research</td>
<td>312, 533</td>
</tr>
<tr>
<td>sport management research</td>
<td>517</td>
</tr>
<tr>
<td>urban renewal factors</td>
<td>303–4</td>
</tr>
</tbody>
</table>

| validation/validity                       | 26–7, 71, 87, 90, 132, 161,  |
|                                          | 170–72, 317, 447              |
| in participant observation               | 485–6                         |
| threats to                               | 325–6                         |
| value captures, see                      | network of value captures     |
| volunteers/volunteerism                  | 78, 120, 239                  |
| Wallonia                                  | 104, 107                      |
| Web Center for Social Research Methods   | 192                           |
| working atmosphere                       | 73                            |
| World Anti-Doping Agency (WADA)           | 540                           |
| World Competitiveness Yearbook           | 98                            |