
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
- Bosman Ruling (1995) 375–6, 527–8
- 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
 community 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
- entrepreneurship, *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
 - Bosman Ruling (1995) 375–6, 527–8
 - broadcasting listed sports events 202, 203, 204–5, 206
 - football 145–6, 219, 263, 374–7, 398–401
 - sport management 517–18, 537–8
 - Sportfive 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

- 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
 - FA's 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
 - Bosman Ruling (1995) 375–6, 527–8
 - 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 captures
 - 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
 - stadia, *see* stadia development in France
 - youth academies 376
- Formula 1 racing 210
- framework approach 370–71
- France 151
 - stadia 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 (SPLISS 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
- 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 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

- illustrative study 398–40
- team-year-observations (publications) 411–12
- remuneration/discrimination/performance 401–7
 - illustrative study 403–5
 - main findings 404, 405–7
 - team-year-observations (publications) 413–17
- research: implications for the future 407–8
- participant observation 477–91
 - critical success factors 488–90
 - data collection (legitimacy) 483–6
 - marketing/mission 488
 - motorsports as field of sport management research 477–8
 - participant observation technique and literature 480–83
 - other fields of application 490–91
 - research findings 486–8
 - financial issues 487, 488
 - promotional issues 487–8
 - research setting (Flying Kiwi Promotions Limited) 478–80
 - the researcher's view and focus 482–3
 - validity 482–3, 485–6
 - see also* customer-oriented approaches
- participants, *see* players/athletes
- Penrosian tradition 378
- person–organization fit ('P–O fit') 51–3
- phenomenological hermeneutical approach 168–71
- phenomenology 162–4
- place and time related factors, *see* event impacts; residents' perceptions of major sport events; social impacts of sport events; stadia development in France
- players/athletes 107–8, 315, 527, 558
 - acquisition and transfer systems 517, 527–8
 - collaboration 515–16
 - as income earning assets 540–41
 - management research, *see* portfolio theory and club management
 - media attention and behaviour management 539–40
 - on-field/off-field performance measurements 516–17
 - performance uncertainty 535–7
 - post-career, international comparisons 107–8
 - remuneration and performance, *see* panel-econometric analyses
 - value capture 375–6, 386
 - see also* teams/team sport
- Pocono Raceway field research 312, 313, 316–17
- policy, *see* benchmarking (SPLISS model) and elite sports policies; sport management research
- political governance 143–4, 154
- politics (national) 94, 149–50, 156, 165–8, 550
 - French football and 265–6, 267–8
 - financing 268–70, 271
 - government intervention in sports
 - broadcasting, *see* broadcasting regulations
 - see also* sociocultural contexts
- portfolio theory and club management 333–48
 - case study
 - corporate partnerships 340–41, 342, 344
 - Maple Leaf brand 337–40
 - Marlies brand 343–4
 - player risk value 338–40, 341
 - Raptors brand 340–43
 - Toronto FC brand 343
 - corporate development of professional sport 334
 - future research areas 557
 - management models and sport management research 333–4
- methodology
 - case study method 335–6
 - categorization of club assets 336
 - unit analysis 335
- portfolio theory model
 - application 334–5
 - asset categories 337
 - conceptual development 345–6
 - summary and future research 347–8
 - see also* clubs; economic impact studies; network of value captures; relationship marketing for sports clubs
- positivism/postpositivism 43, 127–8
- practice-based approaches 352
- pragmatism 44, 427
- pragmatist thesis 168
- prosumer economy, *see* sport marketing research
- public opinion monitoring 298–9
- purchase intention 42, 435, 437, 438–42, 446
- qualitative comparative analysis 76–91
 - added value of 90
 - limitations and implication for further research 90–91, 551–2
- methodology 80–85
 - aims and scope 80–81
 - case selection 81–2
 - clustering methods 81, 85–8
 - crisp-set (csQCA) 82–5
 - performance measurement 81

- 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 and reconstructed memory 470
 - 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
 - Genesis Review (2002) on roles 119–20
 - 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
- efficacy 183–4
- measurement of success 190–91
- monitoring tools 189, 191, 197
- prosumer model strategies 189–92
- studies on 195
- successful planning 189–90
- technological foundations 180–81
- used in sport business 184–6, 190, 191, 192–8
- social media, influence on research 192–8
 - adaptation/abductive thinking 193–4
 - and application (field research) 316
 - innovative methods 194
 - prosumerism 186–9
 - research idea-matrices 195–8
 - service-centred approach 186
 - studies on 196–8
 - synergy of social media 195
 - value chain aggregation 194–5
 - value co-creation 187–8
- social networking groups 191
 - see also* media technology; sport business field research
- sport policy, *see* benchmarking (SPLISS model) and elite sports policies; sport management research
- sporting venues, *see* facility management; stadia development in France
- sports rights, *see* broadcasting regulations; game theoretic approach
- stadia development in France 257–71
 - financing: public to private 268–70
 - French football's economic model 257, 258–66
 - 'public cost for private gain' problem 265–8, 271
 - market, the 'place' variable 258–60
 - safety and services 264
 - spectator characteristics and attendance 260–62
 - ticket price and occupancy/facilities 264
 - ticket revenues and broadcast dependency 262–3
- Leagues 1 and 2 stadiums 265
- Lille Olympique Sporting Club (case study) 270–71
- overview 555
- Sportfive agency study 269–70
- the stadium as centre of urban living 257–8
 - see also* facility management
- stakeholders
 - event impacts analysis 240–41, 253
 - institutional network model 358–60
 - marketing 360–61
 - 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
- telephone surveys 300
- 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

- cycling 324
- fishing 318
- football 397–8
- golf 312
- league organization and franchising 350
- marketing 457, 458, 459
- motorsports 312, 313, 316–17
- Olympic Games surveys 296–7, 301, 462
- profit-maximization 219, 537–8
- sport business research 312, 533
- sport management research 517
- urban renewal factors 303–4
- 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