



SIG 08 - SPORT - Managing Sport

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

ST07_02/ST08_01 - Managing Sport Events and Participation

Proponents:

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Short description:

Events are universal and occupy a special place in all societies and cultures around the globe. The number of events is still on the increase, leading to competition about resources and attendants. Event bankruptcies occur, and hybrid crossovers of event design are being developed to make the events sustainable, unique and to attract new participants. Increasingly, hosting and managing a successful large or small event represent a number of unique management challenges especially when the international context is considered, for example issues of event bidding, corruption, sponsorship, broadcasting, internet streaming, participation (athletes, spectators), or social, financial and environmental impact.

Long description:

Events are universal and they occupy a special place in all societies and cultures around the globe. The number of events is worldwide still on the increase, leading to competition about resources and attendants. Increasingly, hosting and managing a successful event represent a number of unique management challenges, especially when the international context is considered.

The standing track on “Managing Events” at EURAM aims to examine what is unique and challenging about event management. We further would like to address comparative and cross-disciplinary studies by drawing on existing conceptual models, event-related literature and practical experience in the field. There are multiple objectives for hosting events, such as a focus on celebration, education, sport, competition, business, academic exchange, exercise, entertainment or fun and these elements certainly influence the management of an event. Further, the greater the expected differences among event types, such as the difference between a sport or a cultural event; a mega-event or a local event or within different event settings and cultures, the more important it is develop a dynamic and widely adaptable perspective in event research. This also bring into focus the challenges related to event design. In addition, there is the very special feature that many events are created by not-for-profit organizations and government agencies tied to social and cultural policy fields as well as strategic place marketing, tourism, sport, and economic development. With so many potential objectives to achieve, and stakeholders to involve, events provide unique opportunities and challenges for researchers.

The contributions to the topic should therefore encourage both theoretical advances and the expansion of practical knowledge for managers in the field. We welcome papers that address the



aforementioned issues or – not exclusively – the following topics:

- Measures of demand for events (including event tourism);
- Bidding for events and award;
- Faces of bribery and corruption;
- Unintended outcomes and externalities of events;
- Impact studies of events;
- The place of events in communities and the management of event stakeholders;
- Risk and security management;
- Event safety;
- The consumer perspective: Personal, social and cultural benefits of attending events;
- Management functions applied to organizing events including volunteer management;
- Event marketing, social media and events;
- Financing events and sponsorship;
- Ambush marketing and trademark protection;
- The event life cycle;
- Environmental issues, which must be considered for events;
- Comparisons between different types of events and event locations;
- Event and venue (stadium) design and management.

Keywords:

- Event participation
- Event management
- Event marketing
- Mega Events
- Event Impact
- International Management

UN Sustainable Development Goals (SDG):

Goal 4: Quality education, Goal 5: Gender equality, Goal 6: Clean water and sanitation, Goal 7: Affordable and clean energy, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 16: Peace, justice and strong institutions.

Publication Outlet:

- Sport Business and Management
- Event Studies

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>