



Strategic Interest 08 – Managing Sport (SPORT)

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

ST08_00 Managing Sport General Track

Corresponding Proponent:

Anna Gerke (Audencia Business School, France) agerke@audencia.com Programme Chair

Proponents:

Mathieu Winand (University of Stirling, UK), mathieu.winand@stir.ac.uk SIG Chair

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Short Description

The EURAM general track on ‘Managing Sport’ seeks to gain a deeper understanding of the unique development in sports, its logic of co-creation of value and the advancement of the industry towards internationalisation, professionalisation, and commercialisation. The track aims to cover all management functions and welcomes papers that address a range of topics related to sporting issues and particularities of the management of sport organisations, including human resources and voluntarism, sport facility management, professional sport clubs, sport finance and sport economics, sport sponsorship and branding, fans and spectators in sport, equality and diversity in sport.

Long Description

Sport today has developed into a major industry in the global market place. Sport businesses build global brands and, increasingly, develop various modes of international operation. The trade around the globe of sporting goods, sports equipment, as well as the construction of sports complexes and arenas has developed into a multi-billion dollar business. Further, the proliferation of information technology has made it possible to serve the needs of fans all over the world. Within this, the opportunities for the promotion of sport, and the benefits for sport and its partners, are even more increasing.

Research on sports however reveals a number of distinctive characteristics, which may influence the way in which value is created in this industry. Sports events have uncertain outcomes; evoke strongly emotional responses from spectators, which result often in an intense, sometimes unexpected, loyalty.

The EURAM general track on ‘Managing Sport’ seeks to gain a deeper understanding of the unique development in sports, its logic of co-creation of value and the advancement of the industry towards internationalisation, professionalisation, and commercialisation. The track aims to cover all management functions. Below is an additional listing of the issues among others papers submitted to the track might take up:

- Uncertainty in sport and economic perspectives on sport.
- Branding, reputation, sponsorship, social media and ambush marketing.
- Fans, spectators, and consumer culture.
- Human excellence, HR management, voluntarism vs. professional staff.
- Ecology in sports, sport facility management.
- Financial issues and sport.
- Gender issues in sport and women’s sport.
- Methods in research on sports management.

Publishing Outlets:

The 'Managing Sport' SIG collaborates with Emerald – a global publisher - since 2010. A “Best Paper Award” and a “Best Reviewer Award” sponsored by Emerald will be awarded among the papers and reviewers of the 'Managing Sport' SIG at EURAM 2017.

A selection of high quality papers will be accepted for a special issue in 'Sport, Business and Management: An International Journal' published by Emerald. This follows a tradition of best paper issues with SBM, for example in 2011 on “Governance and Performance” (EURAM Rome Conference), in 2012 on “Evaluating and Measuring” (EURAM Tallinn Conference), in 2013 on “Managerial Decisions” (EURAM Rotterdam Conference), in 2014 on “Branding and Governance” (EURAM Istanbul Conference), in 2015 on 'Advancing Knowledge' (EURAM Valencia Conference), in 2016 (EURAM Warsaw Conference) and forthcoming in Autumn 2017 (EURAM Paris Conference).

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2018 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.

7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.