

European Trends affecting Sport Management - National and European Perspectives

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Last issue of European Sport Management Quarterly (ESMQ):

- Organizational culture
- Brand strategy in Professional Sport
- Human and Social Capital
- Labor dispute
- Research Synthesis
- Book reviews on organizational theory, spectator sport, key concepts in social research, doping and Australian sport

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Last issue of Journal of Sport Management

- Sport development
- Spectators (Honeymoon in baseball)
- Stacking (Occupational segregation on the baseball field)
- Job embeddedness (why people stay in the job)

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Book reviews and sport Management digest (JSM):

- Gender (title IX)
- Labor dispute (hockey)
- 3 on diversity, 2 on professional sport, funding of sport facilities, marketing of sports broadcasting rights, elite sport policy, stakeholder theory, corporate golf leagues, architectural dominance, sport participation, snowboarding liability issues

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Previous research:

- Danylchuk & Boucher (2002) Investigation of 15 leading sport management academicians from 11 countries and 5 continents on changes in the next ten years
- 18 sport management students from 4 continents (three rounds by e-mail)
- Results concerning the academic program: Increased number of students, increased focus on international sport and professionalism.
Job market: work with older adults, sport consultancy and international work.
Subjects: sports marketing, finance and internship
Research: integration with other disciplines and sport marketing and increased quality

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Research on Sport Events

Critical success factors:

The quality of staff, the availability of finance, the effectiveness of promotion, depth of planning

Trends: control key partner relationship, manage increasing costs and stakeholder expectations

Important to share best practices (Emery, Lindsay, Kriemadis 2002)

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Norwegian trends:

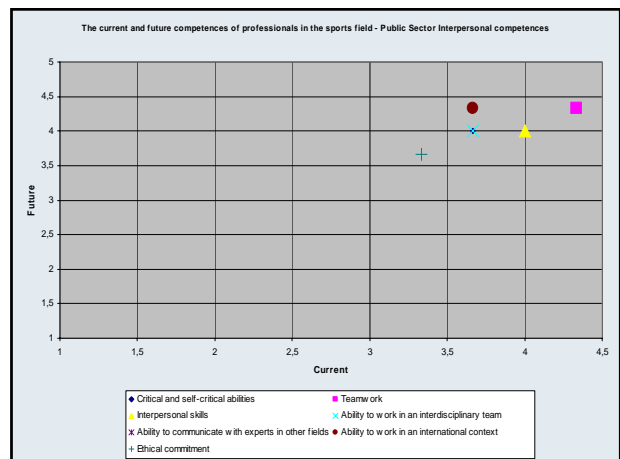
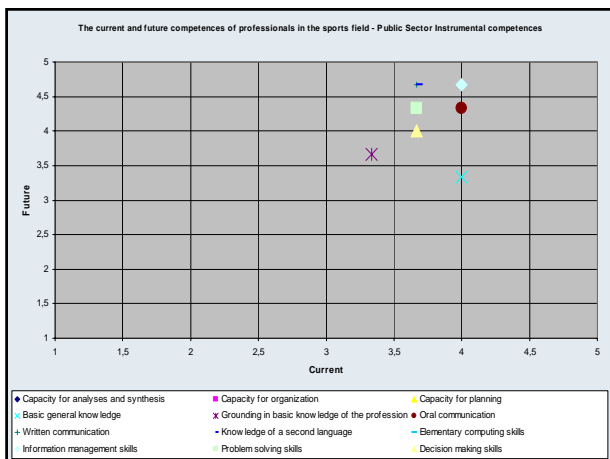
- Investigation in 2003 of former sport management students (N=245), response rate 69.4%, 54% male and 46 % female
- If they could choose job freely they would choose organised sport
- International experience and wishes to be involved internationally are new trends
- More of the graduates set up their private business and are involved in private enterprises
- Part-time job in combination with other jobs

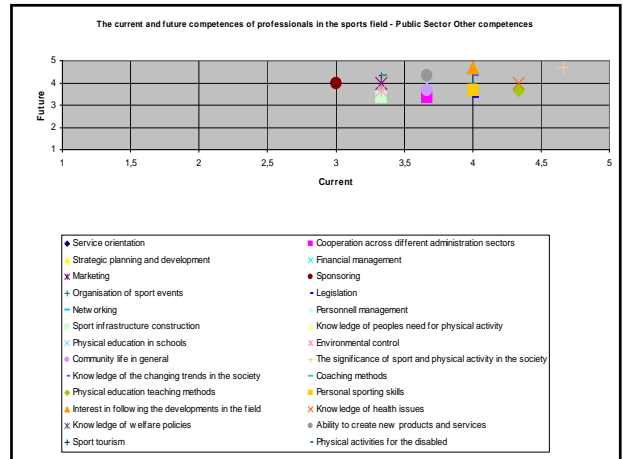
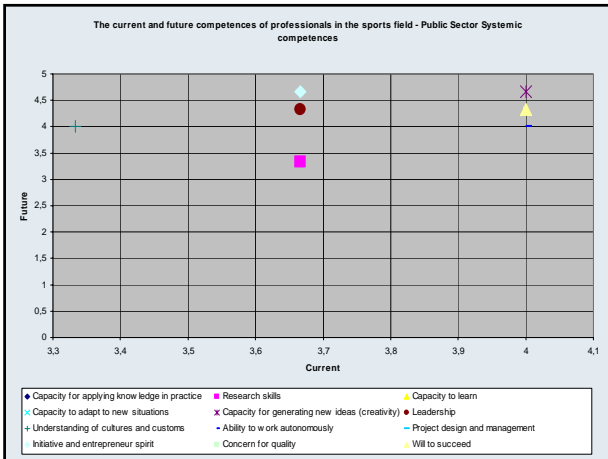
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Generic competences:

- Instrumental competences (decision making, problem solving, organization and planning, computer skills and analyses and synthesis)
- Interpersonal competences (interpersonal skills, teamwork, critical abilities, interdisciplinary, communication)
- Systematic competences (project design, knowledge to practice, leadership, creativity, adaptation, capacity to learn)

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Conclusion from test survey:

- Communication
- Capacity for analyses and synthesis
- Capacity for organisation and planning
- Teamwork
- Creativity
- Leadership
- Applying knowledge
- Capacity to learn
- Create new products
- Sponsoring
- Marketing

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Trends in sport

- Professionalization
- Commercialization
- Individualization
- Specialization
- Differentiation
- Globalization

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Trends in sport management:

- Synthesis
- Teams responsible for deadlines and quality control
- Creativity
- Outsourcing
- E-business
- International cooperation

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