



Sport as a Business: Internationalisation, Professionalisation, Commercialisation

Track Chair

Professor Harald Dolles, Heilbronn Business School, Germany
dolles@hn-bs.de

Co-Organiser

Professor Sten Soderman, Stockholm University, Sweden

Many sport businesses are regionally, and often globally, active. Some sports have achieved global scope; there are more members of FIFA than of the UN. Sport's role in sustainable development is also not only symbolic as it represents the core of UN values – such as cooperation, tolerance and respect – its also concrete in business terms, quotes Eric Falt, UN Director of Communications. "It is an industry with unparalleled global reach and power." Sport today is bound up in a global network of interdependency chains marked by various cross-border transactions. The trade around the globe of goods, equipment as well as the construction of sports complexes, racecourses and arenas has developed into a multi-billion dollar business. Sport businesses build global brands and, increasingly, develop modes of international operation.

Mainstream academic literature often suggests that sport should be studied in specialist niches on the grounds that it is "not generalisable." Indeed, sport does have a number of distinctive characteristics which may influence the way in which it internationalises and the extent of its globalization. Sports events have uncertain outcomes, evoke strongly emotional responses from customers which result in intense loyalty. These distinctive characteristics merit its discussion by a separate track to the EURAM2008. The track seeks to gain a better understanding of the unique development in sports and sport-related industries towards internationalisation, professionalisation and commercialisation. It also address the economic impacts of mega-sporting events including legacy programs; challenges sport and sport governing institutions encounters in their quest abroad; and solutions or lessons from International Business approaches and theories they need to learn in the course of going global. Below is a additional partial listing of the issues among others the papers submitted to the track might take up:

- Reputation, branding and sponsorship.
- Club management, revenue generation, financial effectiveness and success.
- New media and internet.
- Regulations of sport governing bodies, institutional control and elite sport systems.
- Sustainability and ecology in sports, sport facility construction and management.
- Impacts of mega-sporting events on society, business and management.

Key words:

Sport Business, mega-sporting events, sponsorship, sports management, sports marketing