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Sport management literature: A content analytic examination of the European Sport Management Quarterly and the European Journal for Sport Management

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All academic disciplines make a point to conduct comprehensive self-examination in order to determine their state and to discover where changes may be needed for positive growth. Similarly, scholars in sport management have made particular note of the critical need for a comprehensive body of knowledge for the field. Zeigler noted in 1987 that, "any profession must have a sound body of knowledge to under gird it if it is to survive with its professional status fully recognized by society" (p. 15). Moreover, Pitts stated in 2002 that "a body of knowledge that includes all known facts, theories, and principles about a subject is necessary for the continued and sustained growth of an academic field" (p. 88). As well, several noted sport management scholars have challenged their colleagues to assess the literature in the field (Barber, Parkhouse, & Tedrick, 2001; Chelladurai, 1992; Olafson, 1990; Parks, 1992; Paton, 1987; Pitts, 2001). Finally, Pedersen & Pitts (2001) proposed "taking a critical examination for the literature in a field can help determine what is on the cutting edge, considered valuable, or esteemed by academicians" and that "critical self-examination can reveal advances and identify areas for improvement" (p. 8).

There is now a small but growing area of research involving analysis of the literature in sport management. Danylchuk and Judd (1996) noted that scholarly journals are a major source of information to academicians. Of the now dozen-plus sport business management journals, only three have been included for research analysis--*Journal of Sport Management*, *Sport Marketing Quarterly*, and *Journal of Sports Economics*.

As one of the earliest sport business management journals, the *European Sport Management Quarterly* (ESMQ) has become one of the leading sport management academic publications. It began in May 1994 as the *European Journal for Sport Management* and has since published 36 issues through 2009. Similar to the *Journal of Sport Management* as a journal sponsored by the North American Society for Sport Management (NASSM), the *European Sport Management Quarterly* (previously titled the *European Journal for Sport Management*) is sponsored by the European Association for Sport Management (EASM).

To date there has been no published analysis of the journal. Such a review would provide critical information about where the journal is situated in regard to coverage of topics, an overview of authors and their characteristics, an analysis of the kinds of research methods undertaken, a

review of editorship opportunities, and an overview of where gaps might exist that perhaps require the attention of the association. EASM could utilize this information to help make decisions about the journal for growth and improvement. Therefore, it was the purpose of this study to conduct an examination of the *European Journal for Sport Management* and the *European Sport Management Quarterly*.

Content analysis methodology was used to examine every issue ($n = 36$) of the journal from its inaugural one in 1994. In an earlier phase of this research project, authors conducted an analysis of the *ESMQ* issues from 2001 through 2007 (Pitts, et al., 2008). This second phase of the research project includes the *EJSM*, compares the two sets, and provides an overall analysis.

Thirty one (31) measures were analyzed including number of issues and research articles; authors; editors and editorial board members; research methodologies; sport management content areas studied (management, marketing, cultural, financial, facility, law, education); and sport industry segments studied (professional sports, participant sport, college sports, sporting goods, research services, and others).

Among the findings are the following: *EJSM* and *ESMQ* have contributed 47 issues containing 209 research articles to the sport management literature; these articles were written by 665 authors, of which 12.6% (84) are female and 87.3% (581) are male; the majority of the articles were about management & organizational behavior, sport and the social context, sport economics, and sport marketing; the majority of the articles were studies on participant sport, professional sport, other, and international sport (industry segments); and the gender focus of the studies were (in order) non-gender-focused, male focused, male and female focused, and with no articles with a female focus. In relation to journal control and management, there were 88 possible journal editor opportunities with 87.5% (77) held by males, while 12.5% (11) were held by females; and there were 869 editorial review board opportunities with 81% (702) held by males, while 19% (166) were held by females. (Complete findings will be presented.)

The findings of this research have implications for the field, the body of literature for sport management, and the management of the journal. For instance, a large majority of this journal's editors, reviewers, and authors have been male. Compared to other similar studies on other journals, the *ESMQ* has the smallest percent of contributions of articles as well as the smallest percent of journal control and management from females. This certainly raises question and concern about gender bias and culture in the content of the literature from this journal. Further analysis of the findings and their implications will be presented.

Lastly, the findings of this study will be compared to those of the previous studies that analyzed other sport management journals. This study will add to and move forward the state of the small but developing research regarding the examination of the body of knowledge in sport management. Future research is greatly needed to gain a comprehensive analysis of the state of the literature in sport management that will guide both researchers in their decisions about research and journal management.