

Political risk management and sport: under-theorised, poorly understood and inconsistently applied

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Abstract

This paper looks at how one can utilise a risk theoretical framework to assess the impact of government policies and actions on the operations and strategies of sport organisations. Whilst the subject area of sport and politics is an area where robust discussions can take place, it is argued in this paper that this does not extend to the subject area of sport and political risk. The discussion about sport and politics tends to sit around a number of subject areas, such the political nature of sports (e.g. Bairner, and Molnar 2010), sport as a political tool (e.g. Guillianotti 2004), sport policy (e.g. Green 2009), its impact on human rights (e.g. Donnelly 2008), or sport and terrorism (e.g. Toohey, 2008). All are important, but these areas of analysis and discussion, whilst they touch on issues of political risk, do not fully engage with it as a discrete subject area. This is perhaps a little surprising considering how the political

environment can generate numerous risks for sport organisations or events, which can range from the impact of government policies, civil unrest, terrorism and war. This paper therefore looks more specifically at the subject area of political risk as it is used in a more general business management context, in order to review, assess and evaluate its relevancy to sport practitioners and academics. The work then shows the value of transferring a range of concepts and practices from both the general area of risk management and political risk management to help refine the discussion about the risks generated by the political environment, to the area of sport management.

References

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