

Social responsibility of professional sport events in China: from the perspective of stakeholders

Authors: Chen Xiyao & Pang Xuwei

Institutions: School of Economics and Management, Shanghai University of Sports & Tongji University Shanghai

Keywords: professional sporting events social responsibility stakeholders

Context

Although the concept of social responsibility (SR) has been evolving (Carroll, 1976) for more than half a century, the dimensions of SR in sport event are unanimous in China. Walker et al. (2010) evaluated the SR perception of IOC (International Olympic Committee) through the survey of the consumer of 2008 Beijing Olympics with few mention of other stakeholders. As an international issue, however, there are quite a few studies on SR of sports events in China, not to mention the study on relative stakeholders or methods. Stakeholder's perspective provides a broad method to examine the SR of professional sports event.

Objectives

This study tried to expound the basic conception, features of SR of sports events, based on analyzing the interests and demands of various stakeholders. Based on theoretical basis construction, the study applied the methods of the evaluation system.

Methods

By using Delphi study, a survey via anonymous questionnaire was conducted in 2008, 7 experts on sports events theories study and operation in Shanghai were asked standardized questions to elicit their answers to the scope of SR and basic requirements of carrying out SR of professional sporting events. Anonymous questionnaire were applied to spectators, journalists, sponsors and officials related to Shanghai F1 Grand Prix and Shanghai ATP Mastercup Tennis Match as well. Try to find out people's awareness and cognition of SR of the events. We used extant scales for the measurement of the constructs and the definition of SR awareness was from previous literature (Du et al., 2007; Sen et al., 2006). And the correlation analysis was applied among the stakeholders. Results: (1) All participants of social responsibility of professional sports are the stakeholders. (2) The social responsibility of professional sports is of fair competition, economic, legal, moral and educational duties carried out by operation agencies, sponsors, audience, athletes, media, government, members of relevant social groups for social members and social development. (3) The features of SR of the events in China mainly include: air competition is the foundation of SR of sports events of China, stakeholders balance, and the unity of subject and the object of the SR. (4) The present situation of today's professional sports in China is that the overall image is satisfied by consumers, but the body has poor SR awareness and cognition. The performance of the duty is inadequate resulted from the lack of macro-guidance from the government, law and ethic etc.

Conclusions

This study provides a sketch of the basic conception, content, features of SR of professional sports events of China. More research is needed in how to construct the evaluation index system as well as related regulatory mechanism.