

THE INVESTIGATION OF SOCIAL RESPONSIBILITY ACTIVITIES OF SPORT CLUBS IN TURKEY

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Purpose

The purpose of this research was to attract the attention towards the role of sport clubs in the corporate social responsibility (CSR) activities through analyzing the social responsibility activities and workouts conducted by the sport clubs in Turkey.

Literature

Smith and Westerbeek (2007) expressed that sport has properties such as access and communication power via media, health aspect, providing social interaction which affects the quality and coverage of the organizational CSR activities. Sport is a part of CSR organizations (Sheth & Babiak, 2010). Sport Clubs which are a main institutions carry out sport facilities and their activities. In addition they play an important role in studies for its social needs. Although sport clubs were non-governmental organizations in Turkey, they gave importance to commercial activities as a result of competition in the sport fields. Sports clubs have a role on the organizations and services in relation to sports, also on the social projects of the poor areas of the community. It was thought that the social projects of the sports clubs created many benefits such as composing social identity, increasing the fan number, developing the image of the institutes and social esteem. (Sönmezoğlu, Ekmekçi, Ekmekçi, 2012). Similarly, Kömür (2009) stated that sport clubs conducts the social projects to create positive image in the society and also prefers the social responsibility projects in order to introduce themselves for the society and increase the fan number of the teams. In the same way, the present study showed that the social projects of the sport clubs contributed to the similar purposes.

Methodology

This research is a qualitative and document analysis were used in the study. The study covered the sport clubs which competed in premier leagues on the football and basketball in Turkey. The data were collected by the researchers from web sites of the clubs and local and national news sites. The social projects of the study includes sponsorship, specialist support, product donations and so on (www.siviltoplum.com). Totally 38 social responsibility projects (26 carried out by football clubs and 12 carried out by basketball clubs) were analyzed separately according to their sport branch by the help of document analysis procedure. By identifying the purpose, content, target population of social responsibility projects, the types of implementations which have been conducted by the clubs were identified. In this process the clubs were ordered according to alphabetical order.

Findings

The present study investigated the programs of 15 clubs (8 clubs in the branch of football, 7 clubs in the branch of basketball). The 38 projects (26 projects in the branch of football, 12 projects in the branch of basketball) were analyzed by the researchers in the study. The implementation types and frequencies in the 26 projects of the eight sport club competing in football, respectively were product donation (freq.=9), promotional support (freq.=6), social/sportive event (freq.=5), organizational support (freq.=5), secondment (freq.=3), building and equipment support (freq.2),expert support (freq.=1), and share and saving transfers (freq.1). The types and frequencies of the implementations conducted in the 12 social responsibility projects of seven sport clubs competing in basketball branch respectively are product donation (6), secondment (6), social/sportive event (5), expert support (2), share and saving transfers (1), building and equipment support (1) and institutional support (1).

Results and discussion

When it is thought that the CSR implementations is a field which increments its importance for the sport clubs and that the professional sport clubs are busy with CSR activities (Babiak ve Wolfe:2009), the sport clubs existing in Turkey seems like they are relation with CSR activities. The research results revealed that sport clubs

conduct their social responsibility projects independently and prefer to give support to the other civil society organizations. Similar to the social support activities conducted by enterprises, institutions and organizations, the sport clubs also demonstrated product donation, building and equipment support, secondment, expert support, share and organizational saving transfer activities. Different from the mentioned activities new applications such as institutional support and organizational social/sportive activities was found. Finally, the CSR implementations conducted by the sport clubs in Turkey showed parallelism with the findings of Sheth and Babiak's (2010) research. The focus of the activities conducted by the sport club in Turkey was based on classifications which are given in moral behaviors and philanthropy by Carroll (1999). \

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