

A Study of Attitudes Regarding Social Responsibility and Social Accountability amongst NCAA College/University Athletes and Administrators

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Abstract

This study will attempt to examine attitudes regarding social responsibility from a sample of university athletes and administrators. The study will attempt to investigate any possible correlations and/or significant differences in expressed attitudes toward social responsibility as well as accountability of student athletes and administrators. The study's findings will assist in gaining a better understanding of students and administrators' perceptions of their roles within institutions of higher learning. As the escalation of economic and fiscal policies focused on athletics rise, many do not address many of the social and economic issues that many of the recruited athletes inhabit.

Purpose of the Study:

Examine attitudes toward social responsibility and social accountability among sampled university athletes and administrators.

This study will attempt to investigate possible correlations and/or significant differences in expressed attitudes of student athletes and administrators toward social responsibility and accountability.

Need for the study:

- Rising costs associated with athletics
 - Lack of moral compass (athletes/administrators/supporters)
 - Desire for developing socially conscious future leaders
- Research Questions:**
- What are the identified attitudes toward social responsibility and accountability among sampled university administrators and athletes?
 - Is there a relationship between those identified attitudes of athletes in contrast to administrators?
 - Is there a significant difference in attitudes of athletes and administrators toward social responsibility and social accountability?

Review of Literature

With the rising emphasis in collegiate athletics, there is a need to investigate the attitudes of student athletes and administrators toward social responsibility and social accountability. College football (American) coaches make as much as 4 million dollars a year in total salary and benefits. Coaches are many times the highest paid employee on campuses of institutions of higher learning. Although there has been a recent push for more civic involvement, service and student participation, it has been historically the responsibility of higher education to teach the principles of a democratic society [2].

Launching off of conceptual models within the business literature, the notion of strategic management, corporate responsibility, and stakeholder management have become critical links to business models [6]. Corporate social responsibility (CSR) is an increasingly pervasive phenomenon on the European and North American economic and political landscape [3]. CSR has been addressed from multiple angles [1]. Friedman [4] [5] offered the view that the main goal of corporations is profit and meeting the needs of shareholders. Others contend that organizations have to be more socially conscious to the impact of socially contributions to general society in conjunction with profits [7]. The role of students and athletic administrators had been limited and research in this area is void of contributions within the field of sport management.

Theoretical Framework

The theoretical framework adopted for this research will be based on Doh, Guay and Babiak & Wolfe's Corporate social responsibility framework. These frameworks addressed the importance of sport organizations utilizing their respective platforms for addressing social issues.

Sample

The study's sample will consist of university athletes and athletic administrators from eight universities in the Southeastern United States.

Methodology

Surveys and Qualitative Interviews

References

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