

Developing a research plan for studying sport managers' career success from a gender viewpoint

Contact details

Name author(s): Päivi Aalto-Nevalainen

Institution(s) or organisation(s): Jyväskylä University, School of Business and Economics

City and country: Vantaa, Finland

Email address for correspondence: paivi.aalto-nevalainen@kolumbus.fi

Abstract

The main aim of this research project is to examine the degree to which sociodemographic, human capital, social support, organisational and sport industry specific (independent) variables explain sport managers' career success. Career success is defined to include objective (pay, status) and subjective (career satisfaction, work-life balance) elements (dependent variables). The sample consists of upper-level managers in public, private and non-governmental sport organisations in Finland. The data is gathered by an internet survey and analysed by regression analysis and other descriptive statistical methods. In this presentation, the research plan for the empirical research is developed.