

# **The PROFESSIONALIZATION OF RUGBY CLUBS: HOW TO DRIVE CHANGE? ANALYSIS BY THE ACTOR-NETWORK THEORY**

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## **Aim**

The object of this communication is to reflect over the management of the organizational change in sports clubs, more precisely of rugby clubs in the age of professionalization. Indeed, the European model of an open championship depending on being promoted according to the final sports ranking, opens the opportunity for the clubs to climb the championship pyramidal system from amateur to professional sport. The accession to the upper level of competition leads to a major organizational change which can be a source of controversies within some clubs.

The actor-network theory of the provides a frame of analysis which allows to grasp change within these organizations, to understand the reasons for the controversies which could arise during promotions, mainly on the occasion of stepping from amateur championship to professional championship. This approach summons up all the parties concerned, human and non-human and their interrelations in order to start the process of understanding and mastering organizational changes. Our reflection offers an interpretation of the changes caused by the sports promotion and therefore by the professionalization put to the test of the actor-network theory.

## **Theoretical framework**

To conduct our research, we will mobilize the actor-network theory and stakeholder theory.

## **Methodology**

Our study consists in conducting semi-structured interviews with rugby clubs' top manager in "Federale 1" (highest level of the no professional competition league). These best no-professional clubs could be promoted to the first level of the professional league.

## **Results, discussion and conclusions\*\***

Le results are not yet available at the time of abstract submission. We guarantee that the results will be presented at the conference.

## **References**

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