
**SPORT GOVERNANCE DESIGN:
EXPLORING ISSUES AND IMPACTS OF OWNERSHIP CHANGES IN
RUGBY UNION**

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Synopsis:

This conceptual presentation uses the case of rugby union and elements of its professional journey to raise questions about the implications of commercial ownership of sport entities. In drawing from non-profit sport governance literature and scholarship that probes professional sport ownership issues, we will present a theoretical and practical case for a research agenda that probes ownership design options and impacts.

Abstract:

see attached

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