

## 25 years of Sport Management Research in Hungary – A Critical Review

**Author:** Attila Kajos, Assistant Lecturer

**Institution:** University of Pécs, Institute of Sport Sciences and Physical Education, Hungary

**E-mail:** kajos@gamma.ttk.pte.hu

### Introduction

As Pedersen and Pitts (2001 p.8) reveals "taking a critical examination for the literature in a field can help determine what is on the cutting edge, considered valuable or esteemed by academicians" and that "critical self-examination can reveal advances and identify areas for improvement" (p.8). Content analysis of a scientific field is therefore very important in order to identify the trends and most important papers. It also allows us to compare the directions of the same field in different nations, countries or regions. Furthermore a critical comprehensive study of the knowledge of a given field is essential in order to improve it. To date there has been no critical review of the field.

### Aim of the paper

While Sport Management Research only exists in Hungary since the regime change in 1990, the aim of the current paper is to examine and introduce the literature from the past 25 years and highlight its main focal points and differences from the international trends. The quantitative content analysis helps to evaluate the current state of body of literature. The findings will reveal the strong and weak sides of the literature and identify the gaps that can be used to improve this area of the literature.

### Data collection

In order to identify the body of literature the data collection included academic papers written in Hungarian, English or German language by authors based in Hungary. We only include papers which was published in scholarly journals, or research papers published by Universities (very common publication format in Hungary) or PhD dissertations. Conference papers and presentations were not included in the current study while some older conference papers are not available anymore.

Our work contained a four step data collection method. The first step was the examination of the publications presented by Hungarian authors in sport, business, economic, management and marketing related scientific journals. The goal was to identify the most important articles and authors of our field. Second, we examined the references of such papers for further details. At the end of the second step we were able to identify the most important actors of sport management in Hungary. After identifying the authors, we reviewed their publication lists for further articles and working papers. In Hungary all authors in academia must upload all of their publications to a common database. This database is the basis of the academic evaluation and progress in all local Universities. Finally we examined the web pages of all Hungarian higher education institutes offering sport management courses in BSc (n=6) or MSc (n=1) levels in order to get a highest possible number of authors and publications.

### Data analysis

In our analysis we follow the quantitative content analysis approach used by Pitts et al. (2005). The measures of the study were also based on the work of Pitts et al. using a few alteration. From the seven categories and individual measures originally used by Pitts et al. (2005) we kept Authors; Research Methods; Sport Management Content Areas; Sport Industry Segments, Gender Focus. Due to the different approach – we examined a particular field, not only one specific journal – Article consists the number of articles published during in a year. Also, the title and type of Journals were added to the analysis.

### Expected results

Currently we collected over 100 articles and research papers. The data are currently being analysed and we assume, that our findings will be significantly different from findings of the studies in the current literature. For instance the most common Segment of the original analysis – Intercollegiate Sport – is simply non-excitant in Hungary, while in the content areas we look forward to a Finance and Sponsorship dominant (also from a financial and not marketing perspective) result. The content analysis can identify the most frequent topics of Sport Management academics in Hungary and it will reveal the gaps and fields needs improvement.

### References

- Pedersen, P. M. and Pitts, B. G. (2001). Investigating the body of knowledge in sport management: A content analysis of the Sport Marketing Quarterly. *The Chronicle of Physical Education in Higher Education*, 12 (3), 8-9, 22-23.
- Pitts, B. and Pedersen, P.M. (2005). Examining the Body of Scholarship in Sport Management: A Content Analysis of the Journal of Sport Management. *The SMART Journal*, 2 (1), 33-52.