

## A quest for the scientific identity of sport management

**Author:** Dr Jana Nova

**Institution:** Masaryk University Brno, Faculty of Sport Studies, Brno, Czech Republic

**E-mail:** nova@fsps.muni.cz

### Aim of paper

This theoretical paper is touching the problem related to the nature and identity of sport management discipline and its appropriate integration into the structure of the scientific discipline. To justify the position of the Sport Management within the kinanthropology - an integrative paradigm for the study of human movement offered by the R. Renson (1989), the subject of the study, research, methodology and paradigms in sport management are examined and discussed from the perspective of historical development.

### Literature review

Available studies dealing with the body of the knowledge in sport management (Parkhouse, Ulrich & Soucie, 1982; Soucie & Doherty, 1996; Pitts & Pedersen, 2005; Pitts & Danylichuk, 2007; Kim, 2012; Ciomaga, 2013) showed historical development of the topics in the period from 1950 to 2010 from leadership and administrative arrangement of sport management to sport marketing (motivation and behaviour of sport consumers) and organizational change and culture. Remarkable progress in the number and diversity of scholarly opinions regarding the research topics and methodologies in the field of sport management can be documented by number of scholars work (Zeigler, 1987; Paton, 1987; Olafson, 1990, 1995; Slack, 1991, 1996; Soucie & Doherty, 1996; Boucher, 1998; Pitts, 2001; Balduck, Parmentier & Buelens, 2004; Skinner & Edwards, 2005; Frisby, 2005; Chalip, 2006; Chadwick, 2009, 2011, 2013; Rudd, Johnson & Burke, 2010; Doherty, 2012, 2013; Naumovski, Sojkov, Naumovski & Naumovski, 2013; Chelladurai, 2013).

### Research design

Content analysis and philosophical as well as disciplinary approaches were used as a primary research method in order to identify the links between the kinanthropology as the scientific discipline and Sport Management as its sub discipline. Following the disciplinary approach described by Renson (1989) i.e. that the discipline is characterized by a particular focus or object of study, a specialized method of inquiry and unique body of knowledge, the comprehensive historical overview of the thoughts in these three areas has been conducted. The overview was complemented with the insight of the paradigms in sport management in tune with the Kuhn's (1962) and Morgan's (1979) concepts of a science.

### Results, discussion, conclusions

Considering the Renson's (1989) concept of the kinanthropology, the sport management as a discipline is a smaller part of the particular portions of knowledge related to the kinanthropology which follows the integrated paradigms in the study of Human Movement. Creating a unique body of literature has been and it is still tough in sport management due to the breadth of the field and the various mother disciplines that provide the knowledge applicable in the field of sport management. The confusion of where to place the sport

management as a research discipline has its origin in the different housing of the sport management study programmes within the universities (Costa, 2005) and in the conviction that sport management as an academic discipline is also an autonomous branch of scientific knowledge. Another confusion especially in some countries in Europe, comes from the different interpretation and the distinctions between the scientific disciplines kinanthropology and kinesiology. The kinanthropology as an integrative paradigm for the study of human movement offered by the R. Renson (1989) is the cross – disciplinary science consisting from various sciences / disciplines from natural, human movement and human sciences and the sport management is placed in the bottom line as a professional application in the socio – cultural vertical dimension. The subject of research of the kinanthropology and thus of the sport management alike, is in general focused on physical activity of man in relation to its socio- cultural context. This is in tune with the taxonomy framework of sport management suggested by Zeigler (2007) that provides another justification regarding the interdisciplinarity of the sport management research. Sport management as the discipline has to be described also as a more or less logical integrated system of theories. Critical assessment of the theories that have been developed in sport management showed, that the unique sport management theories are those which are coming from the research related to the sports phenomenon's. Application of the classification of the paradigms (Morgan, 1979) in sport management revealed that there are paradigms at the philosophical level, which are reflecting the basic beliefs about the world as well as paradigms set at the social level, that provide guidelines about how the researchers are conducting their endeavours. The paradigms in at a third – technical level, specify the methods and techniques which are adopted at the course of conducting research in sport management, development of the theories of sport management and methodological aspects of the research in sport management.