

Contribution To The Main Players For The Alignment Of Sport Governance To Fight Against Corruption And Cheating

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Research question

The world of sport with its organisations is a complex system by the multiplicity of its component parts and the ambiguity of the relationships between its members, their forms of governance and the environment. The International Sports Federations (IFs) are united by the rules of the Olympic system, but each IF is an independent association based on Articles 60 and the following ones of the Swiss Civil Code. In this context, how can the world of sport be consistent, that is to say, control and improve its governance?

For example how can FIFA cope with the situation after the suspension or arrest of football dignitaries such as Sepp Blatter and the election of Gianni Infantino and now UEFA with the Panama Papers scandal, and the dismissal of Platini, the corruption scandal of IAAF with its former President Lamine Diack, etc.

This communication follows EASM Warsaw's communication in 2016. The objective is demonstrate that the creation of a regulatory agency (the World Sport Governance Agency: WSGA) is based on sport's different players who, according to their knowledge of sport, different sciences such as management, political, sociological and legal sciences will be able to change the world of sport towards a better governance.

Theoretical background

The direct involvement of the sport players in the creation of a WSGA has become urgent due to the different recent scandals such as the successive investigations and arrests at FIFA (2010–2016), UEFA (2010–2016), IAAF (2015) and the low impact of recommendations such as IOC 2000 and resolutions 41 and 42 (IOC report in Copenhagen 2009).

In the USA, private economy has proved this necessity thanks to the "Sarbanes Oxley Act" as well as the discussions on sport governance at the European Commission.

Our study matches the theories on governance developed by Carver (1997, 2001) and his system of "Policy governance", the reflections by Chappelet (2010), sport management (Hoye & Cuskelly, 2003), systemic governance (Henry, 2005) and the analytical framework for the assessment of the governance of IFs as described by Arcioni (2007, 2011, 2017) let alone different articles from 2010 to 2017 and corporate governance. The study aims at fighting against induced corruption in the current governance models by aligning the jurisdiction models and the sanctions at every level. However, the process is based on the sciences related to management, the political, sociological and legal sciences.

Methodology, research design and data analysis

The objective is to link sport governance theories with corporate governance and the governance of organisations. In order to demonstrate the urgency for the control of governance, we proceeded in four steps:

- A longitudinal analysis of scandals and dysfunctional governance of the IOC, IFs, NOCs from 1996 to 2012, using questionnaires and field research, an analysis of documents and literature on management and control of sport set against the literature and the functioning of the world of economy;
- A longitudinal analysis of scandals and corruption of FIFA, UEFA and IAAF from 2010 to 2017 with field research, an analysis of documents and press reviews;
- An analysis (based on the sciences) of improvements to prevent future scandals thanks to an alignment on corporate governance.
- As opposed to management, political, societal and legal aspects and all the theories of governance and not sport. The results are described in a table including the scientific aspect and the sport players.

Results, discussion and implication, conclusions

Based on our field research and analysis of the literature as well as on the operation of the UN-Watch, the codes of good practice, the work by Arcioni (2007, 2015, 2016), the functioning and the organisation of the Court of Arbitration for Sport (CAS), the IOC and IFs, we have highlighted the following main improvements.

What are the sport players and which competences should be used to support the procedures of the World Sport Governance Agency (WSGA), an environment in which ethics is intended to be a central concern (anti-doping controls governed by an independent body: WADA's aligned penalties, including rules from

the Olympic Charter governing the Olympic movement, i.e. the recognition of the Olympic Federations, the money movements, betting, etc. controllable in a transparent manner).

In conclusion, this communication provides all the elements necessary for the implementation of the world-wide agency supported by all sport players of a global agency for the support and regulation of the international governance of sport: a WSGA.

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