

Current State of Research: The Labour Market Of and For Sports Managers in Germany

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Aim

The aim of our contribution is to give an overview about the labour market of sports managers in Germany. While analysing the labour market of the sports branch for sports managers we identified big gaps between the studies about sports management and sports managers. The state of the sports management science can be described that all areas and fields are discussed very well – sports management functions like events, finances, marketing, human resources, ethics, logistics, and others; and athletes or players, and coaches. This may surprise, but the difference between the education of sports managers and their later jobs and careers is obvious. For these reasons the research question extends some studies about the graduates from different German universities.

Theoretical Background and Literature Review

The research about sports labour and sports employment has been conducted for a long time more or less either about sports athletes (see Sloane, 2006; FIFPro, 2016) or about macro-economic data (SpEA, 2012; EUROSTAT, 2018). Some studies exist about sports coaches, but we have less knowledge about the national labour market for sports managers. But they are the „backbone of sports activities“ (Trosien et al., 2017). Labour market data for individual national and international careers of sports managers exist very rarely.

Research Design and Data Analysis

The online-survey was conducted first in 2016 and will end with another wave in 2019. Our first sample consists of academic sports managers, which are members of the Association for sports economists and sports managers in Germany (VSD). But this is only a small segment in the general sports branch. Furthermore, data is presented for the three sports sectors (sports managers in nonprofit-sports-organisations, in forprofit-sports-organisations and in public sports-organisations) and for sports managers working for sports-sponsoring in corporations of other branches. The next step is to extend the research of sports managers to international sports careers. This idea should be achieved by a research collaboration among various European partners which is necessary for this broader scope. This collaboration will be discussed as part of the workshop.

Results and Discussion

In our initial empirical data we find that the sample consists of 80 % male and 20 % female sports managers; additionally, in the sports labour markets there is a high percentage of academic educated sports managers. This is not surprisingly, even not that male sports managers earn more money than female sports managers. Nevertheless, to a great extent all sports managers show a high satisfaction with their jobs. We cannot generalize those findings for more specific target groups such as public sports offices or sports managers working in sports marketing and sponsoring affairs).

Conclusion and Implications

The science about sports employment of and for sports managers is very important because they are responsible for professionalisation of sports athletes, sports events, sports facilities and so on. We have to look forward in researching and comparing international careers of sports managers. A few CEOs in sports corporations, born in other countries, are known, when we look at the sporting goods corporations of Adidas (Kasper Rorsted, a Danish born citizen) or PUMA (Björn Gulden, a Norway born citizen) or the German citizen Wilfried Engelbrecht-Bresges, who is the CEO of the Hongkong Jockey Club for a long time. But these are exceptions, yet. And in the non-profit-sports-organisations we find foreigners in leading positions very seldom. A great number of sports managers are educated and trained in international sports management studies and businesses; what also, are the barriers for hiring them? The future of the labour markets for sports managers is on a good way, but there are very heterogenous requirements and expectations in our globalised (sports) world (WEF, 2016), we should analyse and find recommendations for solving.

References

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