



**EASM Office**



**EASM**

# Annual Report 2016-2017

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## 1. Report from the President

Over the past 25 years our Association has been working hard to increase its profile. Since the General Assembly 2015 we have five new board members and a new EASM Alumni representative. This is challenging and developing, “old truths” are discussed and a many stones are turned. We can really see a new and young EASM in progress.

This development causes a lot of discussions but also ensures development and renewal of the organisations. In line with this the EASM board is currently reviewing the Charter and Bye-laws. At the General Assembly in Bern we will make a presentation of areas and issues that we are discussion and we will invite all EASM members to add their ideas and suggestions with the ambition to come back at the 2018 conference with a well anchored proposal. The board has been busy updating and improving our existing services as well as planning for the future. Our working and voluntary Board members met three times over the last twelve months. The Executive Board meets at regular skype meetings and held an additional meeting in connection with the WASM Conference in Lithuania in June.

The EASM Conference and student seminar in Warsaw was a big success much depending on the excellent work by Rector Jolanta Zysko and her LOC. Authors and inspiring keynote speakers presented more than 300 papers. Further the PhD Seminar gathered students from 10 different countries. The event and associated workshops, The Student Seminar and PhD seminar gave the delegates the opportunity to exchange ideas and experiences, to make new friends. EASM has worked hard to put together a high profile conference and PhD and student seminar in Bern in September 2017 and are already in intensive planning for the 2018 conference and Student seminar in Malmö Sweden. The increasing scientific quality of the EASM conferences largely depends on the Scientific Committee earlier led by Bo Carlson and during the last year taken over by Tim Breitbarth and Claas Christian Germelmann.

Subscriptions and submissions to our official journal, the European Sports Management Quarterly (ESMQ), continue to increase, thanks to the efforts of our editor Tracy Taylor, the Associate Editors and the Editorial Board. We are happy to note the improving of the overall image of the publication and also would like to high light that the Impact Factor for *European Sport Management Quarterly* has increased. The 2016 Impact Factor increased from 1.019 to 1.778 (2 yr) and 2.087 (5 yr). For the first time ESMQ is placed in the 2nd Quartile of the Hospitality, Leisure, Sport & Tourism category.

The journal is one of EASM’s main “products” and the efforts by all contributors, especially our editor Tracy Taylor and their associated colleagues are of significant importance. EASM has signed a new few year contract with Taylor & Francis and we are very happy that we have ensured a long-term cooperation with Taylor & Francis.

Our new updated website is provide the members more updated information, a restricted member-only area, abstracts from all the EASM conferences and our profiles on social networks to keep members abreast of all sport management initiatives throughout Europe and, also, make it easier for you to renew your membership. While there is still much work to be done, we are confident that we can keep improving the sites with your help, our web-master and our content social media managers.

EASM Alumni, our association for students, also continues to grow, providing an excellent platform for sports managers and EASM members of the future. With the effort off the Alumni President together with the input of the students we hope to improve its profile.

The University of Bayreuth has continued its long-term cooperation with the European Association for Sport Management (EASM) and hosted the EASM Summer School for the 8<sup>th</sup> time. 39 Sport Management students from six different nations participated in the Summer School over the Pentecost-Weekend and were offered an exciting and informative program in and off the lecture room.

Our Office in The Netherlands has made great advances -a special thanks to our Executive Secretary General, Gerco van Dalfsen, and his assistants for their excellent effort this year.

EASM is together with the other five regional associations active in the development of WASM – World Association for Sport Management. Since 2016 Ruth Crabtree is the Vice President of WASM and the key contact person between the organisations.

Lead by the organisation “Play the Game”/Danish Institute for Sport Studies, EASM has successfully applied for an ERASMUS+ research grant. Further together with partners from Cyprus, Lithuania, Italy, France, Greece and Belgium EASM has applied for one more research project under the ERASMUS+ research scheme, titled "Good Governance enhancement through e-Learning for Sport Volunteer Board Members (GReFORM)".

Apart from input from our volunteers we depend on our Conference, journal and membership fees for funding. Fortunately we have been able to maintain the membership rates over the last few years. However we face important challenges in the near future and we need to focus on the benefits we can offer as an association in order not only to keep members and attract new ones, specially sport managers, but also new sponsors.

To summarize, then, we are delighted with our progress. We have an established annual conference. The ESMQ is a recognized journal. Our student activities, the PhD seminar, the Student Seminar and the EASM Summer School are successful, high quality products. Our network is developing and EASM in taking a role in different international projects. Our finances are good. What’s more, updated information is available on our website and social media. Our Office is doing a fantastic job with challenging projects in cooperation with other institutions and associations. All these activities help us to fulfil the mission of EASM to develop. All EASM members should feel proud of this development.

Our next step is to focus on our strategy for the near future and on our public relations policy. With your help we plan to think more strategically and to work more closely with a selected number of international partners with the ambitions to improve our relations with sport institutions, sport managers, specialized sport management media and initiatives in an effort to inform them about EASM and explain what it can do for them.

Your support is very much appreciated. Please maintain this support and let our collaboration continue.

Jönköping in June, 2017

*PG Fahlström*

## 2. Financial report, 2016-2017

It is my pleasure to present for the second year of my mandate this financial report for the period from 1st August 2016 to 31st July 2017.

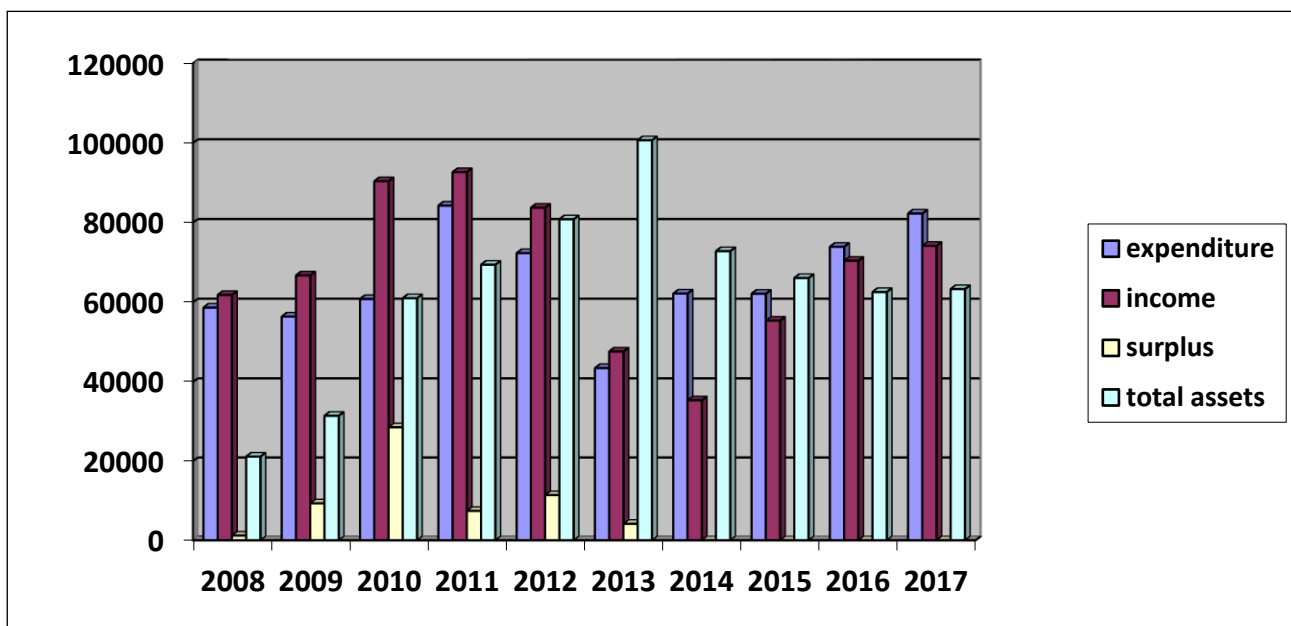
### **Financial and accounting organization.**

The bank accounts are located in Holland, Groningen where our office secretariat is settled. All incomes and expenditures are directly managed by the Secretary General. He collects all bills, invoices, bank and financial documents and notes incomes and expenditures in an Excel file. Each month the General Secretary sends a copy to myself of all these documents for checking.

The accountancy tool is an Excel file that we have continued to use over the past few years. The Treasurer is responsible for general checking including: final balance sheet, final statement of incomes and expenditures of the year and this financial report.

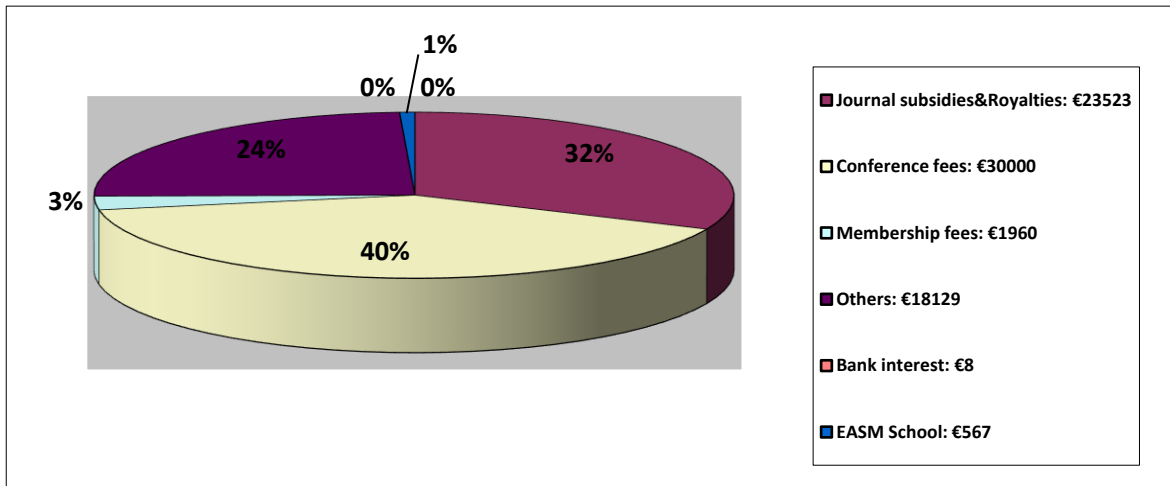
### **Financial situation.**

EASM now has recorded assets in excess of €63,344 including the Alberto Madella fund of €7.000 (a fund to help support delegates with special economic needs to attend our Conference).



**Income Streams:**

Taylor and Francis subsidies amounted €23.523 for editorial expenses and journal support, the conference fee amounted to €30,000 there were no research grants this year, membership fees via the website amounted to €1960, bank interest received was €8, and other income (Royalties) were €18,129.

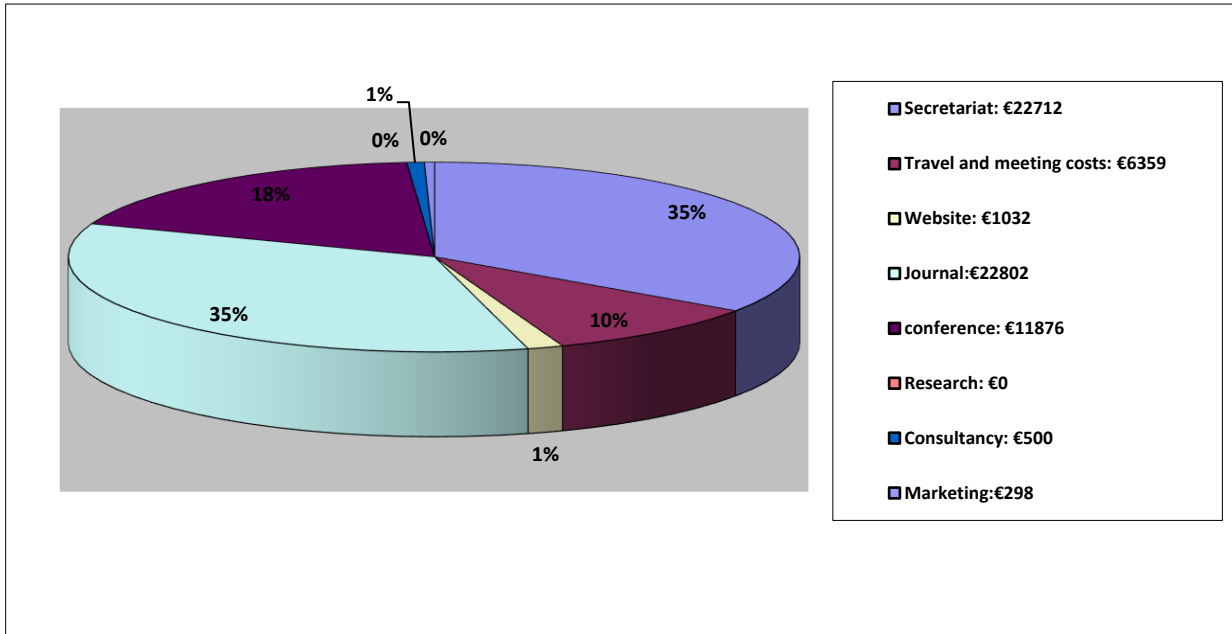


**Expenditure Streams.**

EASM Office operational cost in Groningen amounted €22,712; these are costs for the Secretary General and the Content Manager. Travel and meetings costs reached €6,359 including Secretary General, President and EASM Alumni president travel cost. Website costs amounted to €1,032, Journal production cost for both 2015 and 2016 was paid €22,802, Conference cost were €11,876, Consultancy cost reached €500, marketing cost €298.

Board meetings were organised in March and in September, during the EASM conference 2016 in Warsaw; December 2016, and March 2017 meeting in Magglingen & Bern (Switzerland); and an Executive board meeting in Vilnius & Kaunas (Lithuania) in June. Most of the accommodation was provided by the hosts and most of the travel costs of the Board members were paid by their own organisations, thus reducing significantly the cost of these meetings for EASM.

Moreover let's remember that EASM main activities are achieved thanks to the support provided by Board members and other colleagues who give their time and obtain services for EASM without charge. These contributions are vital to the ongoing performance of EASM.



**Summary.**

Currently, the EASM finances are good mainly due to the Conference/Seminar and Journal, however, we are strategically aware that we need to maintain good services to our members in order to sustain a strong financial base. Our organisation very much relies on the voluntary services of the committed people on the Board and the Executive would like to thank all who contribute to this.



## 3. EASM Conferences and student seminars

### **The 24<sup>th</sup> EASM Conference and Master Student and PhD seminars, Magglingen and Bern 2017**



The Institute of Sport Science of the University of Bern and the Swiss Federal Institute of Sport Magglingen organise the 25<sup>th</sup> Conference of the European Association for Sport Management (EASM) and the Student and PhD Seminars in Bern and Magglingen, Switzerland.

The 25<sup>th</sup> anniversary conference focuses on the most recent challenges in the context of globalisation and professionalisation of sport with the main theme *Challenges and Developments of Sport Organisations*.

#### **Facts and Figures - EASM Conference (status on 4 August, 2017)**

- 324 submission from over 30 countries and all continents
- 291 accepted submissions
  - 33 Short Presentation & Poster submissions
  - 28 Workshop submissions
  - 11 ESMQ New Researcher Award submissions
  - 10 EASM Conference Best Paper Award submissions
  - 19 EASM PhD Student Seminar submissions
- Over 400 registered conference participants
- 13 LOC Newsletters

#### **Parallel Sessions**

- Sport Governance and Policy
- Sport Marketing
- Sport Consumer Behaviour
- Sport Events and Tourism
- Sport, Media and Communication
- E-sport and Technology
- Strategy, Leadership and Stakeholder Management in Sport
- Sport Facility Management
- Sport Funding and Finance
- Legal and Ethical Aspects of Sport
- Public Health and Physical Activity Management
- Sport Development and Socio-Cultural Perspectives
- Sport Management Education
- Broader, New and Critical Aspects of Sport Management

Our social media channels:



Official EASM Conference 2017 App:



[www.easm2017.com](http://www.easm2017.com)



## Keynote speakers

- Prof. Dr. Alison Doherty (CAN), Western University
- Prof. Dr. Denis Oswald (SUI), IOC Member
- Dr. Berend Rubigh (NED), First EASM President
- Prof. Dr. David Shilbury (AUS), Deakin University
- Prof. Dr. Sarah Springman (SUI), ETH Zürich
- Prof. Dr. Tracy Taylor (AUS), University of Tech. Sydn

## Thematic Symposia

- Management of High Performance Sport
- Managing the Fight Against the Manipulation of Sports Competitions Effects
- Professionalisation of Sport Organisations
- Social Inclusion and Volunteering in Sport Clubs

## Workshops

- Organisational Innovation in Sport for Development and Peace
- Problematic Issues in Sport Sponsoring: Scepticism, Negative Image Transfer and Reverse Effects
- Reseach, Policymaking, and Active Design: Stimulating Physical Activity in Open Spaces
- Sport Business Intelligence
- ESMQ 2019 Special Issue Workshop: Social Responsibility and European Sport Context



[www.easm2017.com](http://www.easm2017.com)

Join us ...

...for the 25<sup>th</sup> anniversary EASM conference in Bern.

...for EASM Student and EASM PhD Student Seminars in Magglingen.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Office of Sport (DOSPO)  
Swiss Federal Institute of Sport Magglingen (SFISG)



### EASM PhD Student Seminar

- 19 PhD Student Seminar submissions
- 23 PhD Student seminar registrations
- International two-day seminar for doctoral students in sport management
- Networking, which encourages to create future international research projects

### EASM Student Seminar

- 49 Student and 10 Tutor registrations
- International four-day meeting of sport management students
- Aimed to enhance managerial skills in practice while cooperating in an international environment
- The educational programme primarily consists of a management game
- Field trip Lausanne Olympic Capital

### EASM PhD Student Seminar - Keynote speakers

- Prof. Dr. Emmanuel Bayle (SUI), University of Lausanne
- Prof. Dr. Helmut M. Dietl (SUI), University of Zürich
- Prof. Dr. Michael Lechner (SUI), University of St. Gallen
- Prof. Dr. Tracy Taylor (AUS), University of Tech. Sydney
- Prof. Dr. Ulrik Wagner (DEN), University of Southern Denmark

### EASM Student Seminar - Keynote speakers

- Christophe Dubi (SUI), IOC Executive Director of the Olympic Games
- Pascal Colmaire (FRA), Development and Education Director of the World Archery
- Pierre Fratter-Bardy (FRA), Head of Summer Sports and International Federations Relations (IOC)
- Nuria Puig (ESP), Manager External Relations and Academic Programmes (IOC)
- Heike Grösswang (GER), Secretary General of the International Bobsleigh and Skeleton Federation

### Our partners:



### Our social media channels:



### Official EASM Conference 2017 App:



[www.easm2017.com](http://www.easm2017.com)

***The 26<sup>th</sup> EASM Conference and Student and PhD seminars, Malmö, 2018***

From a Malmö Horizon, Upcoming conference (2018):

The plans and the works for EASM 2018, in Malmö, runs smoothly. The LOC has been organised, and has been divided in several sub-groups, responsible for abstract review, keynotes, the student seminar(s), social programs and the contact with the conference venue.

The venue, Malmö Live, is settled, and parts of the social program has been decided. (In this respect, Malmö City Council invites the conference participants to the Conference Dinner at the Old City Hall). Besides, all keynotes (5) are invited and confirmed.

Approximately ten colleges from Malmö Sport Science Department, in addition to two master students, will participate at the conference/seminars in Bern, in order to encourage and support the interests for the Conference in 2018.

The discussions concerning possible and suitable conference tools have, recently, become intensified.

## 4. EASM Scientific Committee

Over the period covered in this report, the EASM Scientific Committee (SC) has consisted of the following members: Tim Breitbarth (Chair; Bournemouth University), Bosse Carlson (Linnaeus University), Claas Christian Germelmann (University of Bayreuth), Tracy Taylor (ESMQ Editor; University of Technology Sydney)

### Overview

Mainly, the SC focused on delivering the scientific programme of the Warsaw 2016 conference (Chair: Bosse Carlson) and developing its scientific offering for the Bern 2017 conference (Co-Chairs Tim Breitbarth and Siegfried Nagel). However, the SC has also been developing proposals, feeding into board discussions and advising the board in respect to the role of the conference (plus ESMQ and possible other scientific products) within EASM's current and future overall service portfolio.

With the conference being EASM's core delivery to the community and its membership (currently; and besides ESMQ) pre-/during-/after-conference internal EASM board work, communication with the community and engagement with the respective host universities requires significant investment all year around. A big thank you to Bosse Carlson, who is leaving the EASM Board in 2017, for carrying much of the load and leading the way as our past Chair.

The SC and the ESMQ Editorial Board have agreed to hold a joint meeting once a year, typically during the conference, in order to seek for opportunities that benefit our journal and conference, both of which find themselves in a changing environment. On this note, I like to thank outgoing ESMQ Editor Tracy Taylor for her proactive, regular and valuable contribution to the work of the SC over the past years.

### Bern 2017 Conference

Scientific Committee: Tim Breitbarth (Co-Chair; Bournemouth University), Claas Christian Germelmann (University of Bayreuth), Hippolyt Kempf (Swiss Federal Institute of Sports Magglingen), Siegfried Nagel (Co-Chair; University of Bern), Tim Ströbel (University of Bern)

### New developments

- The list of topical sessions was completely revamped in order to a) re-align track names with conventional terms describing main sport management research fields, and b) introduce substantial emerging themes.
- A new process for interested convenors to propose conference workshops with a view to 'activate, engage, discuss and produce shifts through conference workshops'.
- A new format to present and value posters at the conference.

- Introduction of the opportunity to submit short papers and compete for the inaugural EASM Best Conference Paper Award. The award committee consists of: Tim Breitbarth (EASM, Chair Scientific Committee), Bosse Carlsson (EASM, Scientific Committee), Siegfried Nagel (Bern 2017, Conference Chair), Leigh Robinson (ESMQ, Stirling University).
- The introduction of the new EASM Conference Reviewer Award. The Bern 2017 Scientific Committee acts as the award committee.
- Introduction of track chairs, mainly overseeing the review process for submissions into respective topical sessions.
- More than 100 reviewers showed their hands in response to a call for reviewers and were invited to allocate themselves to topical sessions and research themes.
- Use of a new and sophisticated online conference management tool.
- Efforts to interlink past/current/future conferences by respective host universities organising pre-/past-conference special workshops.
- Clear and coordinated communication about the deadline for submissions (20 April), which got not extended (something the community responded well to). Also, all first reviews were sent out at the committed date (31 May).

We very much appreciate the activities Ulrik Wagner (EASM PhD Student Seminar, University of Southern Denmark) and Joerg Koenigstorfer (ESMQ New Researcher Award, TU Munich) contribute to the scientific side of the conference. Both successful and by now established formats demonstrate commitment to further develop young researchers in particular and sport management research quality in general.

### Submissions

Overall, 348 abstracts were submitted in 2017 (incl. 23 for poster presentation; 20 short papers to the EASM Best Conference Paper Award; 11 short papers to the ESMQ New Researcher Award). This is a healthy number and trend after 213 in 2016 (Warsaw), 369 in 2015 (Dublin) and 323 in 2014 (Coventry). In addition, 20 applications are received for the PhD Student Seminar.

Based on data from submitting authors across all conference formats, 59% of submissions come from Europe, 18% from North America, 12% from Asia, 6% from Australia & New Zealand, 3% from South America and 2% from Africa. Compared to last year, it means that we have received a greater percentage of submissions from outside Europe, mainly driven by submissions from North America which are about as high as in Dublin 2015.

Submissions from 20 different European countries have been received, with 42 submissions from Germany, 40 from the UK, 20 from Switzerland and 12 from Finland/ Netherlands/ Norway each. Especially the relative high number of submissions from the host country is noteworthy.

More than 100 members of our sport management community voluntarily dedicated some of their valuable time and expertise to provide critical, yet encouraging reviews. With such a strong backbone, it is a prime aim of the conference to encourage scholarly development

and progression of conference presentations to full paper submission to peer-reviewed journals; to allow for presentations which, collectively, inspire conference conversations based on excellence and diversity; and to support work which, ultimately, leads to advance sport management.

### **Malmö 2018 Conference**

The SC has already started to work with the Malmö 2018 team in order to carry forward learnings and positive experiences from the Bern 2017 process.

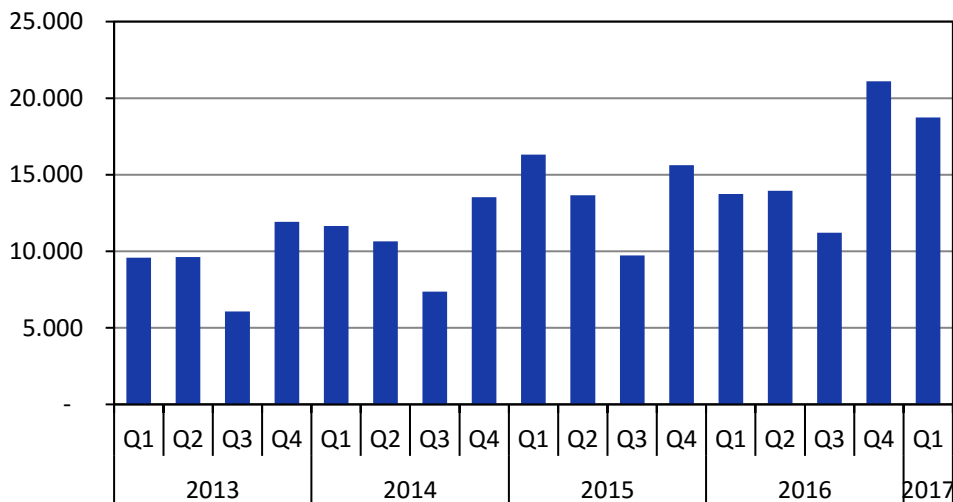
Tim Breitbarth, Chair EASM Scientific Committee

## 5. European Sport Management Quarterly (ESMQ)

### Highlights

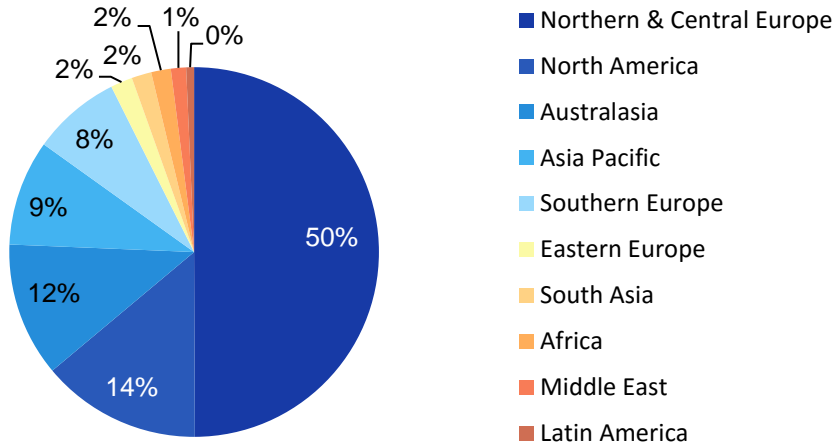
- ESMQ received over 60,000 downloads in 2016. This is 8% higher than downloads received in 2015.
- Q1 2017 there were almost 19,000 downloads. This is 36% higher than the same period in 2016.
- The most downloaded article in 2016 was ‘The Olympic Games and raising sport participation: a systematic review of evidence and an interrogation of policy for a demonstration effect’ by Mike Weed et al., with over 1,800 downloads.
- The 2016 Impact Factor increased from 1.019 to 1.778 (2 yr) and 2.087 (5 yr). This places ESMQ for the first time into the 2nd Quartile of the Hospitality, Leisure, Sport & Tourism category (18/45 compared to 27/44 based on the 2015 Impact Factor).

### Article Downloads

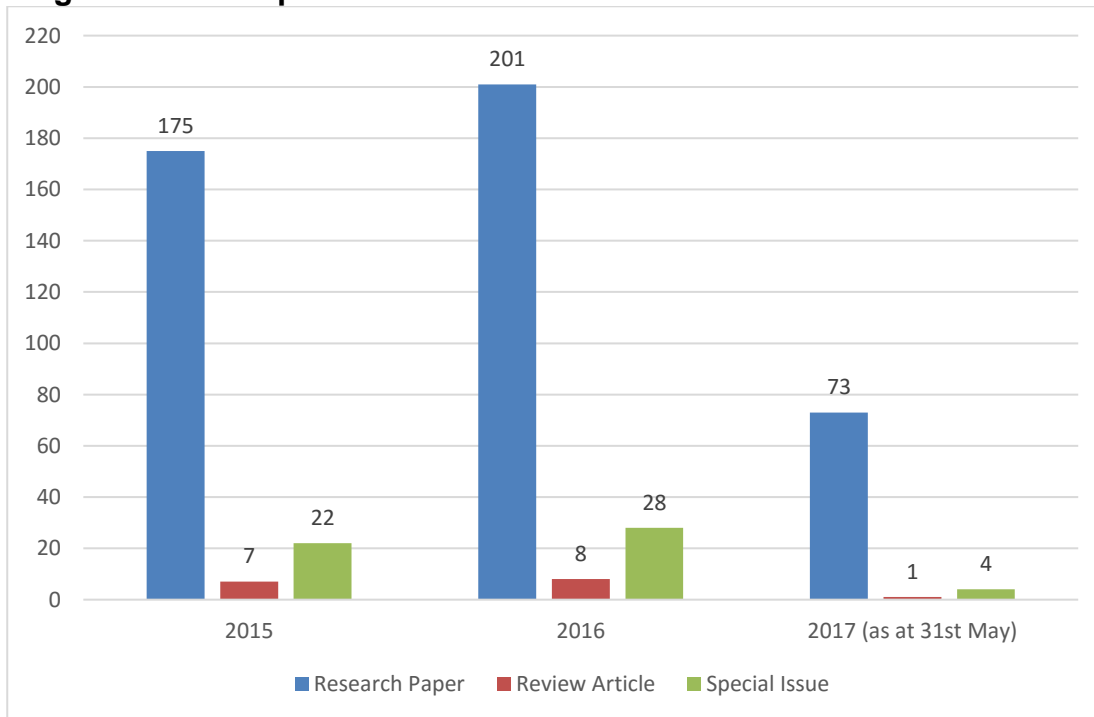




## Article Downloads by Region in 2016



## Original Manuscripts Received



Total new submissions received in 2016 = 237

**Final Manuscript Decisions**

Decision	2017 (as at 31 <sup>st</sup> May)	2016	2015
Accept	20.3%	15.5%	15.4%
Reject	79.7%	84.5%	84.6%

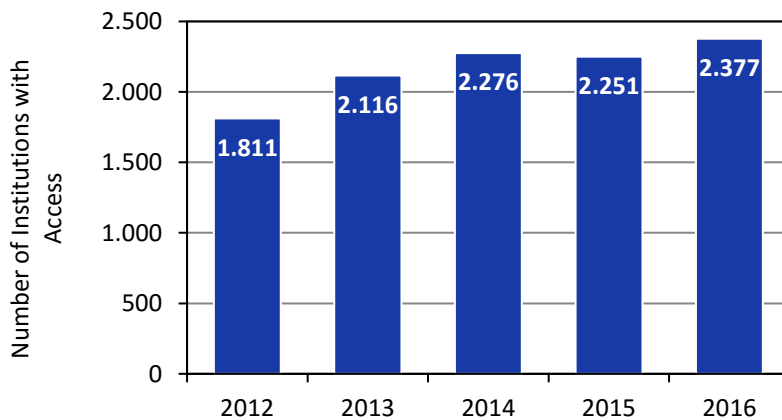
**ESMQ Impact Factor Trend**

	2010	2011	2012	2013	2014	2015
ESMQ	0.818	0.875	0.489	0.638	0.980	1.019

**Spreading the Word**

ESMQ is accessible to readers via direct subscriptions, online-only sales packages with institutions and as part of Taylor & Francis’ Social Sciences & Humanities Library.

**Circulation**



**Marketing**

Over 550 downloads were generated by Taylor & Francis campaigns ESMQ was included in throughout 2016. ESMQ was included in the following subject-focused marketing campaigns: Editor’s Choice Collection; #ReadMyResearch; Corporate Social Responsibility; Best of the Archive; Conflict; Most Read Sport, Leisure & Tourism; Human World Sport, Leisure & Tourism; Sustainable Development Goals.

Over 300 article downloads came through Twitter in 2016.

**Associate Editors and Editorial Board**

ESMQ’s Associate Editors, manage a large number of submissions and assist me with a range of ESMQ matters. Thank you Editors for your hard work, diligence and dedication to the journal:

**Paul Downward, Hallgeir Gammelsaeter, Benoit Seguin, Guillaume Bodet, Pamela Wicker**

Thank you to all the ESMQ board members who review multiple manuscripts and provide a great standard of evaluation and valuable feedback to authors and to the ad hoc reviewers who have contributed to ESMQ through the year. The effort of all reviewers ensures ESMQ remains one of the top ranked sport management journals in the world. I would also like to acknowledge the work of my Editorial Assistant Dr Ashlee Morgan who has been instrumental in ensuring the smooth operation of the journal's submissions, management and reporting over the past three years. It has been a pleasure to serve as Editor for the journal for the past term and I wish ESMQ and the incoming Editor Professor Paul Downward all the best in future endeavours.

### **Special Issues**

Special Issue – **Corruption in Sport and Sport Management Issues in an Era of Austerity** – was included in vol. 17(1). Guest Editors: Lisa Kihl, Terry Engelberg, James Skinner and Stephen Moston. Guest Editors for Austerity: Daniel Parnell, Karl Spracklen and Peter Millward.

The next special issue – **Managing High Performance Sport** – is in progress for publication in 2018. Guest Editors: Popi Sotiriadou and Veerle De Bosscher. In total 21 manuscripts were submitted, of which 14 were rejected and seven are currently being revised/processed.

ESMQ 2019 Special Issue – **Social Responsibility and the European Sport Context** – is in progress for publication in 2019. Guest Editors: Tim Breitbarth, Stefan Walzel and Frank van Eekeren. Deadline for submissions: **30<sup>th</sup> November 2017**.

### **The New Researcher Award (NRA)**

The NRA is for the best original theoretical or conceptual advance and significant unpublished contribution in sport management. The award is organised by ESMQ and sponsored by Routledge Journals. The prize is established to stimulate dissemination of new ideas and innovative research in sport management by encouraging new researchers at the start of their career.

The NRA follows a three stage process. Round 1, applicants submit both a regular 750 word abstract and a five page short paper. These are reviewed by the NRA Jury and those with the most positive evaluations are invited to Round 2. Selected candidates submit a full paper in Round 2, via the ESMQ online submission homepage. The Jury reviews these papers and the candidates are invited to present their papers at the EASM Conference. The prize for the NRA is €500 donated by Routledge Journals and one year EASM Membership. The two finalists receive a book prize.

### **ESMQ Editor's Workshop – EASM Conference**

The 2017 ESMQ Editor's Workshop aims to provide a forum where young and established scholars can discuss the publication process – from the inception of ideas to producing a manuscript and dealing with reviewers and journal editors. This annual event continues in Bern:

**ESMQ Editor's Workshop: Challenges to and Solutions for Increasing the Quality of Reviews and Papers**



**EASM Office**

The purpose of this workshop is to educate both reviewers and authors on the review process in order to improve the quality of the review process, and consequently the quality of published manuscripts. This will be attained by sharing ESMQ's standpoint of what good reviews are. Challenges will be discussed, such as quality standard differences between disciplines, conflicting reviews within the reviewer team, and the lack of a consensus on reviewing standards, and based upon the discussion, solutions will be provided. Past and current editors of ESMQ will share their expertise and refer to best practices and worst practices (and how to prevent them).

Tracy Taylor  
Editor  
June 2017

## 6. EASM Marketing

EASM marketing actions in year 2016 were related to EASM conference, student seminars, EASM Summer School and EASM Board open positions. EASM Board has developed the marketing actions from previous year with more active use of social media and ESMQ adverts, by renewing the Web site and its content, and by establishing a newsletter to communicate more efficiently with members.

### **EASM Newsletter**

EASM Board decided to submit a newsletter three times per year to inform its members for upcoming activities and news related to EASM services and ESMQ journal. First newsletter was sent out in December 2016. Newsletter will be published three (or four if necessary) times a year; January, April and September.

### **EASM Website**

EASM Website ([www.easm.net](http://www.easm.net)) is created to serve as an information source for members and academic staff interested in EASM. It contains basic information about EASM, ESMQ and current news related to EASM activities, such as annual conference, membership registration and fees, student seminars and EASM Summer School. From the website EASM members have a direct access to Taylor & Francis /ESMQ journal. The website publishes also job advertisement in Sport Management field.

The number of people visiting the website has increased yearly, and especially after the site renewal.

### **EASM in Social Media**

EASM has two main social media accounts:

1. Facebook (<https://www.facebook.com/EASMOrg>)
2. Twitter (<https://twitter.com/#!/EASMBBoard>)

In addition to these EASM student representatives have created an Instagram account for student use.

Facebook and Twitter are used to share news, information about upcoming EASM events, job openings in Sport Management field, EASM Conference updates (deadlines, student seminar, PhD seminar and registration information). Twitter and Facebook are linked to EASM website and vice versa. The aim of the social media is to engage EASM members to more actively take part in EASM activities and inform potential new members of EASM and its services.

EASM Social media has grown actively during past year. The main promotion tasks for 2016 have been the 25<sup>th</sup> EASM 2017 conference and student seminars in Bern, EASM Summer School in Bayreuth University and vacant EASM Board positions for 2017.

**EASM Facebook page** has 1913 followers now, and the amount has been constantly growing.

**EASM Twitter** hashtags that are linked to EASM has been: #easm #easm2016, easm2017 and #sportmanagement.

**Instagram account for EASM** was created during the student seminar in Dublin 2015. With the Instagram account, EASM reaches out to their student seminar participants and potentially future EASM members. The account is updated by the student representatives.

### **ESMQ ADVERTS**

ESMQ adverts in 2016 were used to promote the EASM Summer School, EASM 2017 conference in Bern and vacant Board member positions. The adverts are published only in the paper pack version of the ESMQ.

## 7. EASM Student Representative activities

The new format (from the name change of EASM Alumni into EASM Student Representative in 2014) works well. This format provides benefits as it fits into the EASM strategy. It is easier to liaise with other student bodies and both express EASM student relationship with undergrad students (Winter and Summer Schools), master students (EASM Seminar before conference) and PhD students (PhD seminar before conference). The EASM Student Representative represent all of these student bodies during the EASM meetings and is in close contact with students who participated in all of those activities.

In September 2015 during the General Assembly the former Student Representative (Gaby Dijkstra) was chosen as an official Board Member of EASM. Therefore, the role of Student Representative became vacant.

From the students that attended the EASM Student Seminar in Dublin in 2015, two representatives were chosen to take on this new tasks. In the year 2015-2016 Cheryl Bos and Ben de Boer. These two students will be present at EASM Board meetings and during the EASM Student Seminar in Warsaw 2016, where they scouted the next EASM Student Representative.

The 2016-2017 student representative was Tim Koritkowski.

The student representative(s) work closely together with two EASM Board members (Gaby Dijkstra and Aila Ahonen) in order to prepare for the Student Seminar.



## 8. EASM Summer School, 2017

The University of Bayreuth has continued its long-term cooperation with the European Association for Sport Management (EASM) and hosted the EASM Summer School for the 8<sup>th</sup> time. 39 Sport Management students from six different nations participated in the Summer School over the Pentecost-Weekend and were offered an exciting and informative program in and off the lecture room.

According to the motto “Lead, Don’t Follow – Make Your Experience Count” the participants were able to join a versatile program around the field of Sport Management and Marketing. During the Summer School from June 02<sup>nd</sup> to June 06<sup>th</sup> 2017 various aspects from sports management research and practice was dealt with and discussed with international professors. Besides researchers from the department of services management of Prof. Herbert Woratschek, several international guest speakers like John Nadeau, David Ridpath (both Ohio University, USA) and Risto Rasku (JAMK University of Applied Sciences, Finland) attended to discuss their recent state of research with the students.

Besides academic content, the Summer School also provided an extensive social program that perfectly fitted into the network character of the EASM Summer School. Evening events like the visit of the traditional Bayreuth funfair or a collective BBQ contributed to intercultural exchange and success of the Summer School. Furthermore, participants were able to use the sport facilities of the University of Bayreuth and enjoyed the nice weather by playing volleyball and soccer.

As one of the highlights at end of the five-day program all participants were able to take part in the field trip and visited the global headquarter of PUMA in Herzogenaurach. The students gained valuable insights into the strategic marketing process, were shown the latest collection in the showroom and also had the possibility to shop at the official PUMA outlet.

As a consequence students used the Summer School to make new friends all over the world, improved their knowledge in sport management and marketing and last but not least: lots of fun and a great time!

The 8<sup>th</sup> EASM Summer School 2017 has once again has to be considered as a great event from an organizational, a social as well as a professional point of view.

## 9. International projects

### World Association for Sport Management (WASM) Update

**Executive Council** - the WASM Executive Council (EC), composed of Karen Danylchuk from NASSM (President), Ruth Crabtree from EASM (Vice-President), Kong-Ting Yeh from AASM (Secretary), Rosa Lopez de D'Amico from ALGEDE (Treasurer), and Noah Hsu from AASM (Executive Director), have continued to hold monthly Skype meetings throughout the year. While the varying time zones of the EC members have posed a challenge, the mode has nevertheless proven to be very successful. WASM has made positive strides to developing a coordinated approach to achieving its fundamental mission to "facilitate sport management research and teaching and learning excellence worldwide".

**Constitution** - the constitution has been in existence since the WASM inception, but regularly requires review. A primary challenge of the organization relates to limited human resources to both sustain and move the organization forward. Hence, WASM are currently investigating the structure and also the constitution.

**Conferences** - hosting a WASM conference is viewed as one of the best ways to promote WASM and develop the brand. The Second WASM Conference was recently held at the Lithuanian Sport University in Kaunas, Lithuania in June. The conference was extremely successful in bringing people from all six regional associations and resulted in the following: 178 delegates from 36 countries; 254 authors; 94 oral presentations; 31 poster presentations; 3 workshops; 2 panel sessions; 1 special session; and, 3 keynote speakers.

**Business Plan** - the WASM Business Plan is a working document that provides direction for the association. It includes an overview of the initiatives in which WASM has been involved since its inception as well as ideas for the future. A critical element of the plan is the acquisition of income to support the endeavours of WASM, which has been achieved primarily from the Sport Authority of Thailand (SAT) initiative in August, 2016, as well as two conferences.

**Communication** - WASM has established three forms of communication: (a) a website; maintained by Noah Hsu and his colleagues at Aletheia University, including that institution's ongoing support; (b) a newsletter that has been disseminated twice a year for the past few years under my direction and with assistance from Drs. Michael Odio and Annemarie Farrell; and a book series from Taylor & Francis/Routledge under the Co-editorship of Drs. Brenda Pitts and James Zhang. Two books were published that contained manuscripts from the previous conference in Madrid and a third is in press that contains additional manuscripts not related to the conference. These publications further enhance the standing of WASM in the global community of Sport Management scholars and practitioners.

**International Engagement** - one of the more fundamental purposes of WASM is to facilitate international co-operation and the exchange of knowledge. First, the opportunity to promote internship opportunities at the universities of the members of the Regional Associations is

available via the WASM website. This opportunity has received minimal interest, in part due to the challenges associated with the website maintenance. Second, WASM agreed to establish a “Scholarly Exchange Forum” where an institution may advertise an opportunity for a scholar with requisite expertise to attend for a specific or general purpose, or for an academic or practitioner to indicate their expertise and availability for a certain period to visit a needy institution. The intention is to link scholars and institutions to help grow the field of research and teaching. This initiative has not come to fruition. A third strategy is to provide an opportunity for research collaboration through both formal and informal means.

## **International projects – EASM**

### **1) ERASMUS+ research grant 2017 and 2018**

EASM has successfully applied for an ERASMUS+ research grant with the organisation “Play the Game”/Danish Institute for Sport Studies in the lead in 2016. The research fund of 383,000 Euros was granted for two years (2017 and 2018) for the research project “National Sports Governance Observer: Benchmarking sports governance across national boundaries”. The academic leader of this project is Dr. Arnout Geeraert from University of Leuven, Belgium. In total eight participating countries (Belgium, Cyprus, Denmark, Germany, Netherlands, Norway, Poland and Romania) are present in the project. The involved partners are the following ones: KU Leuven, Belgium; Flemish Sports Confederation (VSF), Belgium; Cyprus Sports Organisation (CSO), Cyprus; Danish Institute for Sports Studies, Denmark; Danish Football Association (DBU), Denmark; Enlarged Partial Agreement on Sport (EPAS), Council of Europe; European Association for Sports Management (EASM); German Sport University Cologne, Germany; International Council of Sport Science and Physical Education (ICSSPE); Utrecht University, the Netherlands; Norwegian Football Association (NFF), Norway; Molde University College (MUC), Norway; University of Warsaw, Poland; Polish Golf Union (PGU), Poland; University of Bucharest, Romania; Romanian Football Federation (FRF), Romania. The EASM conference 2018 in Malmö was chosen for the first dissemination of the research results. This project not only increases the visibility of EASM, it also provides an additional benefit for the EASM community to get the research results first and having the chance to discuss them with the project group. More information regarding this project are available online at <http://www.playthegame.org/theme-pages/the-sports-governance-observer/sgo2017-summary/>.

### **2) ERASMUS+ research grant application for 2018 and 2019**

Together with eleven partners from Cyprus, Lithuania, Italy, France, Greece and Belgium EASM also applied for one more research project under the ERASMUS+ research scheme with the title “Good Governance enhancement through e-Learning for Sport Volunteer Board Members (GReFORM)”. The application is currently under review and has a volume of 483,659 Euro. The project aims to increase the capabilities and knowledge of volunteer Board Members in sport organisations by providing online and research-informed education on Good Governance in sport. The development of an online learning electronic portal will allow board members of sports organisations, especially Volunteer -in their own time- to follow a series of educational modules on Good Governance principles. By providing up-to-

date, research-informed and quality oriented educational support to Volunteer Board Members, the good governance of sport organisation will be strengthened. The role of EASM in this project is to provide consultancy as well as being an integral part of the dissemination of the project findings. This project is scheduled for two years, from 2018 on.

### **3) Media partnership with SportBusiness International**

In order to increase the visibility of EASM and the annual conference as well as to link EASM with the sport business industry, we signed a media partnership agreement with SportBusiness International. SportBusiness is the leading European magazine and subscribed by almost all major sport business companies. The agreement was signed for one year and after the conference in Bern both organisations will evaluate the partnership and will come together to see if and how we continue the partnership. Currently, EASM benefits from the partnership through media attention for the EASM conference. There is potential for further areas to partner up with SportBusiness, e.g. in terms of the university ranking or publishing research findings of the ESMQ papers in the magazine.

It is the aim of EASM to partner up with more international sport business companies and use EASM as the platform for exchange also for people from the sport business industry.

## 10. EASM Office

The EASM office is since January 2012 located again in Groningen, Netherlands where it all started in 1993 with its first EASM student seminar and EASM conference. EASM was officially founded in Groningen and is since then officially registered at the notary in Groningen.

The EASM Office receives several hundreds of e-mails in the e-mail account of [secretariat@easm.net](mailto:secretariat@easm.net) concerning various topics such as questions about bidding for future EASM student seminar and conference, EASM membership and updating list of EASM members, contact with T&F concerning ESMQ distribution, ESMQ affairs with Tracy Taylor, contact with the local organizing committee in Bern and Malmö, and lots of other issues.

Next to the enormous amount of e-mail work on a weekly base SG was in contact with Chris Kubbinga, taking care of the web content and Gaby Dijkstra, Aila Ahonen responsible for EASM student seminar and also taking care of social media. Every month an online web meeting via anymeeting system took place together with Ruth Crabtree (vice-president) and PG Fahlström (president) and Christian Germelmann (treasurer). During the meetings the financial management, planning and accounting was updated and new meetings, contracts and other strategic issues were discussed.

The EASM alumni president was changed into a new role: easm student representative taking part in the EASM Board meetings and representing the students. Tim Koritkowski was the representative in 2016-2017.

The whole EASM Board works as a team and the level of information is getting more and more intensive. EASM Office as a secretariat is fully supported by the Hanze University of Applied Sciences Groningen.

Next year the EASM Office depending on the elections will be moved to the new location. The SG will maintain his work for EASM for one more year making sure that the transfer goes smoothly.

## 11. Appendix

### Appendix A: Financial Statements

#### European Association for Sport Management - Accounts for Year ending 31 July 2017

Final:

#### INCOME

Grant Aid	0,00
Membership fees	1960,00
Other	18129,27
Journal subsidies	23532,00
EASM School	567,12
Research	0,00
Conference fee	30000,00
Merchandising	0,00
Interest	8,07
<b>Total Income</b>	<b><u>74196,46</u></b>

#### EXPENDITURE

Staffing costs&Insurance	20896,70
Printing/stationery	0,00
Office costs	1815,00
Postage/telecoms	1308,23
Travels & Meetings	1767,28
Board meetings	3734,10
Bank charges	314,55
Web site	1031,68
Affiliation fees	0,00
Marketing	297,60
Editorial expenses	14400,00
Journal costs	22801,76
Research program	0,00
Consultancy	500,00
Alumni	857,64
Conference	11876,24
EASM School	0,00
Bursaries	704,95
Sundry	0,00
<b>Total expend.</b>	<b>82305,73</b>
Subvention to Bursary Fund	
surplus	<u>-8109,27</u>
<b>Total</b>	<b>74196,46</b>

#### Balance sheet

bank - Holland c/a	1437,28
bank - Holland deposit	61906,71

63343,99

Debtors & prepayments	<u>0,00</u>
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63343,99

#### less

creditors	
rec in advance	

Bursary Fund	7000,00
Balance from 2016	64453,26
surplus	<u>-8109,27</u>

63343,99

63343,99

Difference: 0,00

**Auditors: Risto Raku**

**Guido Schafmeister**



**EASM Office**



## European Association for Sport Management

### BALANCE SHEET AT 31st JULY 2017

	2017		2016
	Euros	Euros	Euros
<b>Cash at Bank</b>			
Current Account	1437,28		4589,12
Deposit Account	61906,71		67792,61
	63343,99		72381,73
<b>Plus Debtors &amp; Prepayments</b>	0,00		0,00
<b>Total Assets</b>	63343,99		72381,73
 <b>Less Liabilities</b>			
Receipts in Advance			
Creditors <sup>13</sup>			9776,55
		63343,99	62605,18
 <b>REPRESENTED BY</b>			
General Fund at 1st August 2016	64453,26		
Surplus for the year <sup>11</sup>	-8109,27		
General Fund at 1st August 2017	56343,99		
Alberto Madella Fund for Bursaries <sup>10</sup>	7000,00		
	63343,99		

## Notes to the Accounts

- 1 These accounts were prepared in August 2017 by the Treasurer, and they represent the summary of the financial position of EASM for the year ending 31st July 2017.
- 2 EASM Office was fully supported by the Hanze University of Applied Sciences Groningen (Holland), with no costs for housing to EASM. A content manager was used for the EASM website.
- 3 The travel costs represent expenses mainly of the Executive Secretary and President in representing EASM at various meetings and events. Other board members and officers travel costs are mainly supported by their own institution.
- 4 Board meetings were organised in March and in September, during the EASM conference 2016 in Warsaw; December 2016, and March 2017 meeting in Magglingen & Bern (Switzerland); and an Executive board meeting in Vilnius & Kaunas(Lithuania) in June. Most of the accommodation was provided by the hosts and most of the travel costs of the Board members were paid by their own organisations, thus reducing significantly the cost of these meetings for EASM.
- 5 As part of the agreement with Taylor & Francis, EASM pays T&F a subscription for all members of EASM to receive a copy of the Journal free of charge, and Taylor & Francis provide a subsidy to EASM to support the costs of the editorial team.
- 6 T&F also pay royalties of the sales each year.
- 7 The Secretary General work has been voluntary from the beginning. During the last period of the SG it was decided to recompense the SG for 1 day a week as the amount of work was extending his voluntary duties. Some of the work in the office has been supported occasionally by voluntary students and internships .
- 8 The production expenses for the journal normally is paid afterward. This year financial year EASM paid both 2016 and 2017 production cost.
- 9 In 2017 a consultancy job was undertaken related to membership management and other EASM Office services including web-platform and the upkeep of the EASM membership database.

The EASM Board established in 2005 the "Alberto Madella Fund" to support EASM Members with special economic needs to attend the EASM Conference. From 2011-2015 the fund has been used annually. This year two members will also be supported and will be paid in September 2016 during the conference. The account for the fund is as follows:

	Bursary fund opening balance at 1st August 2016	7,000
	Subvention to fund at 31st July 2017	0
10	Balance of Fund at 31st July 2017	7,000 euros

- 11 The Income for 2016-2017 was lower than the expenditure. In total the negative surplus was €8,109.27. This is due to the payment of the journal production cost of both 2015 and 2016 and increasing conference cost.

## Appendix B: EASM Membership, 2005-2017

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Year	Members
2005-06	278
2006-07	175
2007-08	229
2008-09	243
2009-10	354
2010-11	371
2011-12	453
2012-13	384
2013-14	374
2014-15	448
2015-16	424
2016-17	307

## Appendix C: Honorary members

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### **Honorary Presidents**

Livin Bollaert  
Berend Rubing  
Berit Skirstad

### **Honorary members:**

Packianathan Chelladurai  
Ian Elvin  
Paul Emery  
Ian Henry  
Alberto Madella  
Gustavo Pires  
Kari Puronaho  
Marijke Taks  
Mel Welch  
Klaus Zieschang  
Hans Westerbeek

### **The EASM Chelladurai Award winners:**

Packianathan Chelladurai (2016)