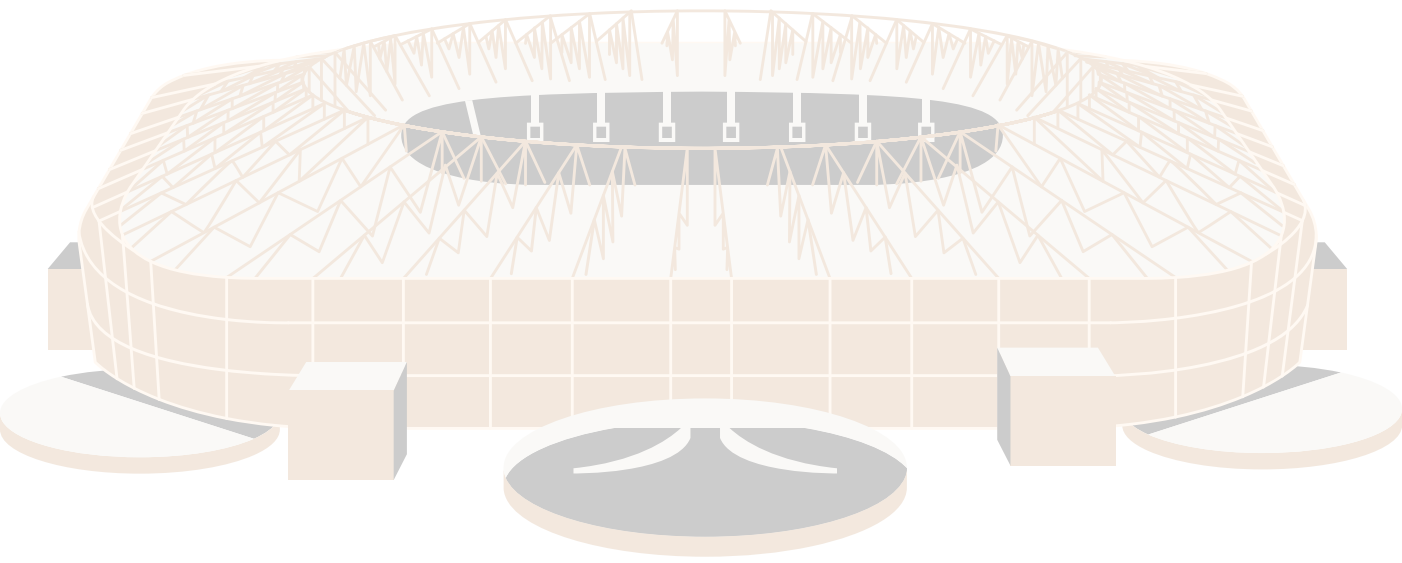
A faint, stylized illustration of a stadium with tiered seating and a central field, serving as a background for the main title.

BRIDGING THEORY & PRACTICE IN SPORT MANAGEMENT: INSIGHTS FROM THE 4TH WASM CONFERENCE

QATAR 5-8 MARCH 2023



The 4th World Association for Sport Management (WASM) Conference took place in Doha, Qatar, focusing on connecting theory and practice in sport management. A panel of experts from both academia and the sport industry agreed on key points for effectively building these bridges.



On the role of theory in sport management practice



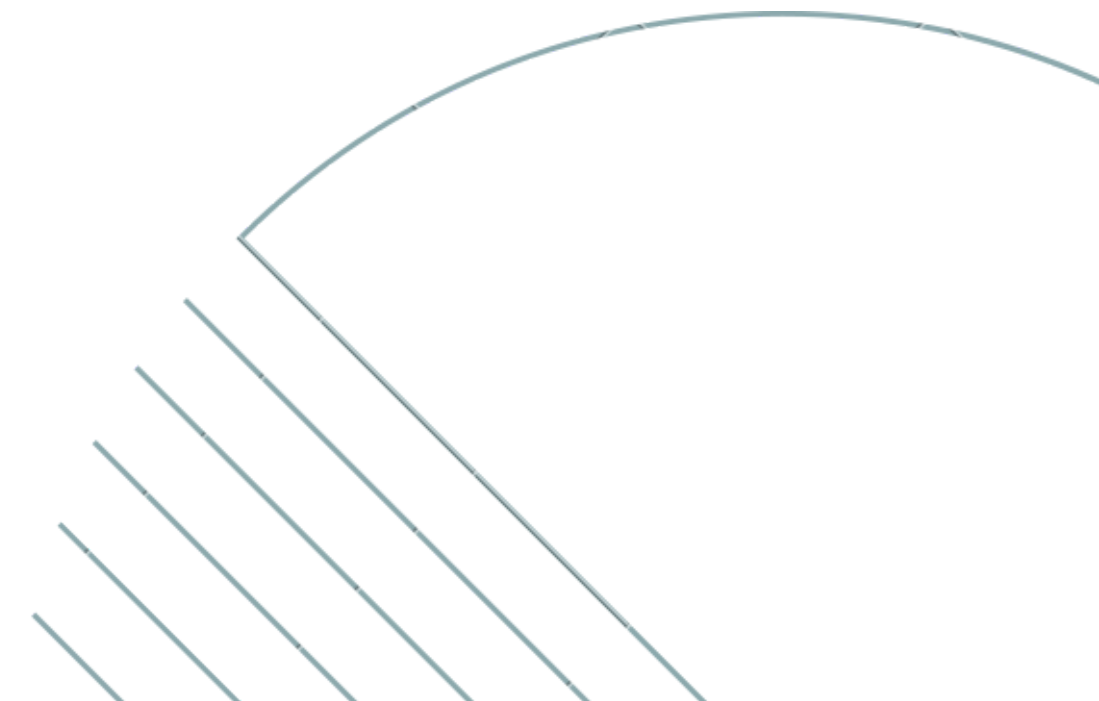
1.All decisions made by sport managers are based on theories both scientific and personal. It is important that sport managers give proper consideration for both and not prioritise one over the other.

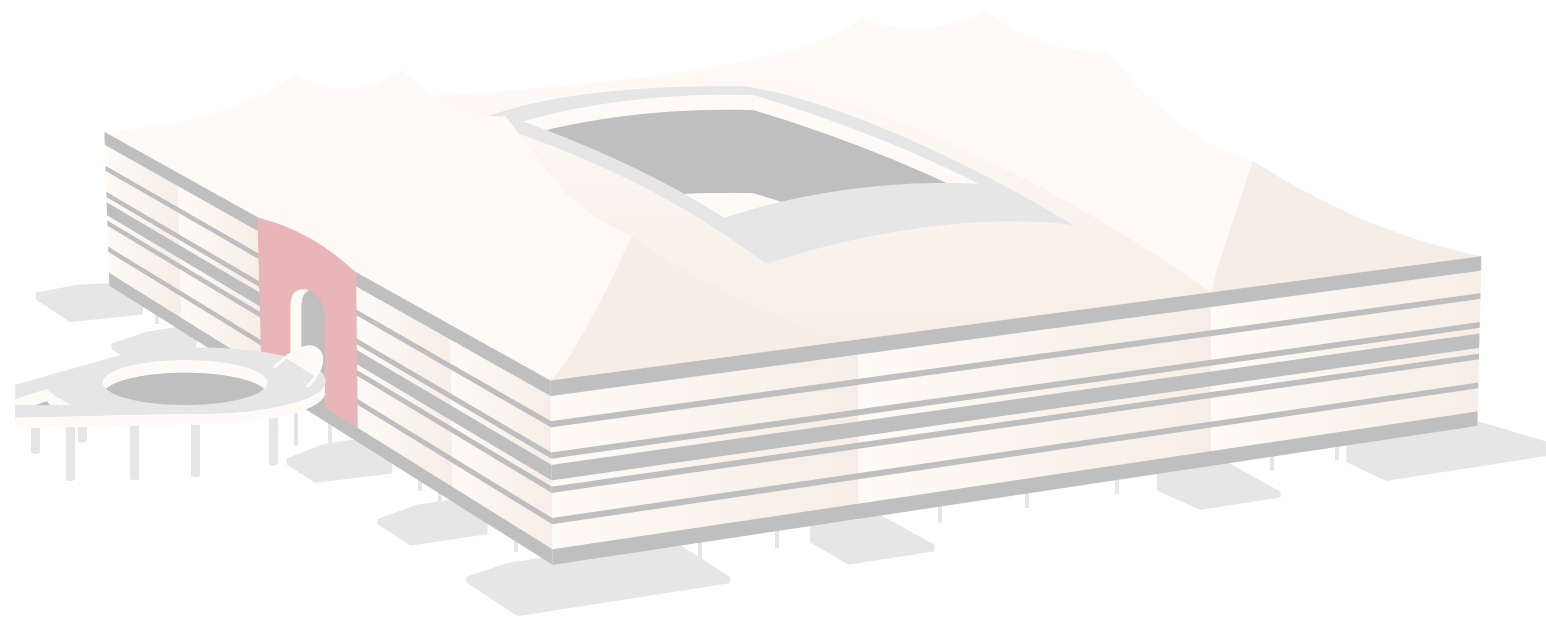
2.The role of academia is to formulate easily understood scientific theories with relevance to the real world.

3.Sport managers need to develop clear conceptual frames for all major issues they are dealing with before embarking on a course of action.

4. Research – both conceptual and applied – is critical for successful sport management.

5.Research can be used as a catalyst for generating new ideas, as a tool for addressing specific issues and a core function of any sport organisation.





Using Research to Inform Policies & Actions:

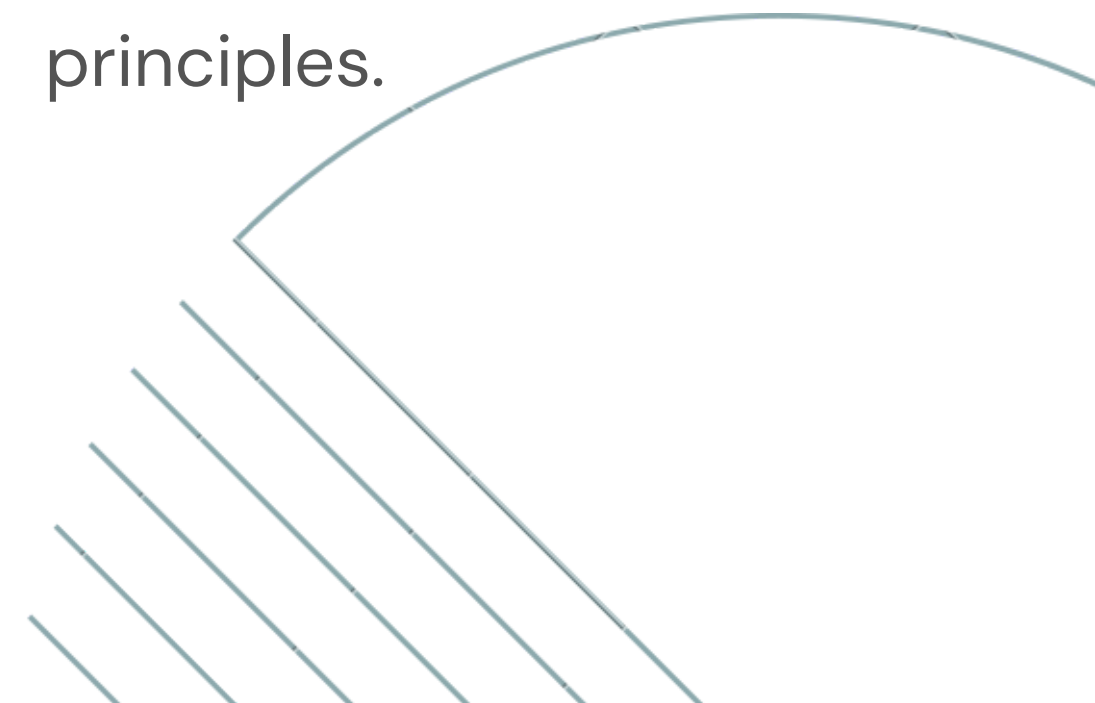


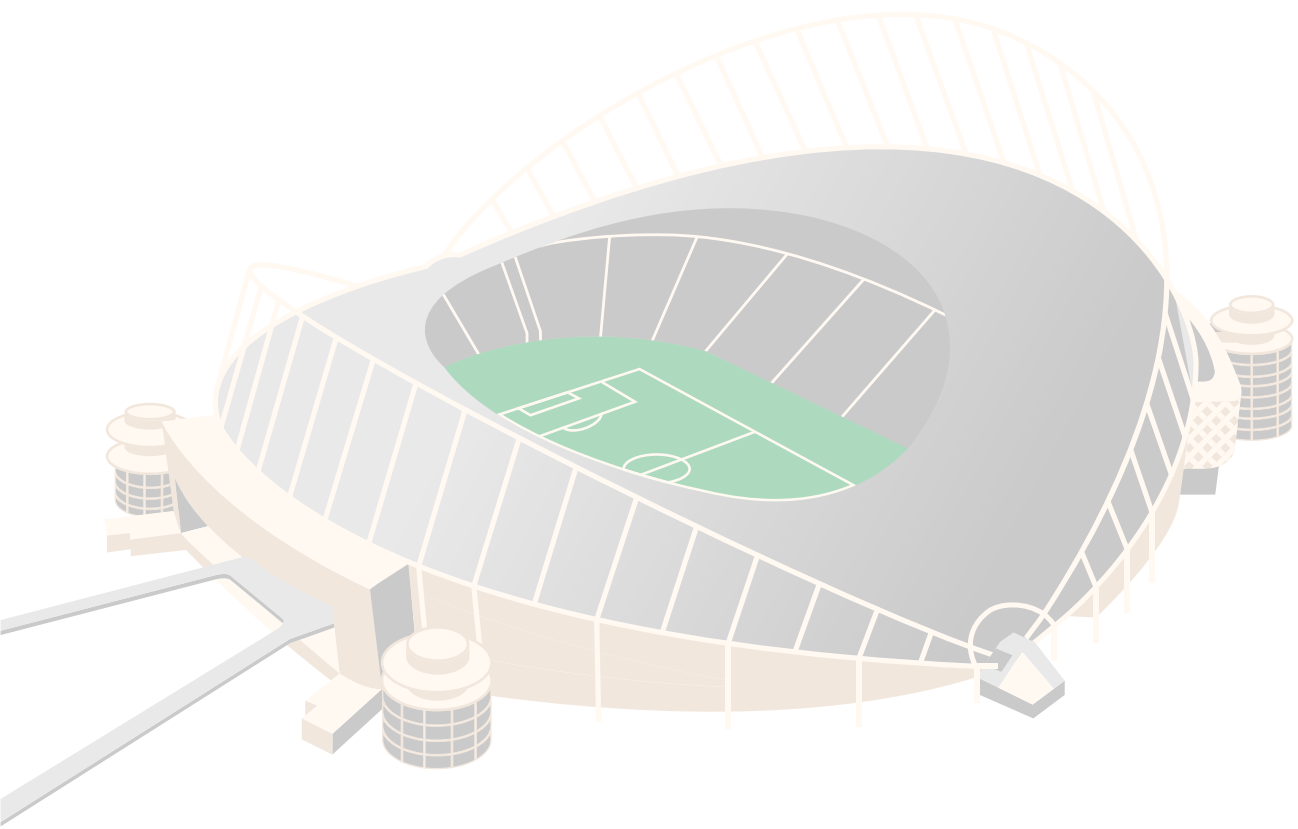
1. Where practically possible, sport managers ought to use research to inform major policy and operational decisions.

3. The research potential of local universities has not been utilised and both universities and sport organisations can do more to engage for the benefit of all involved.

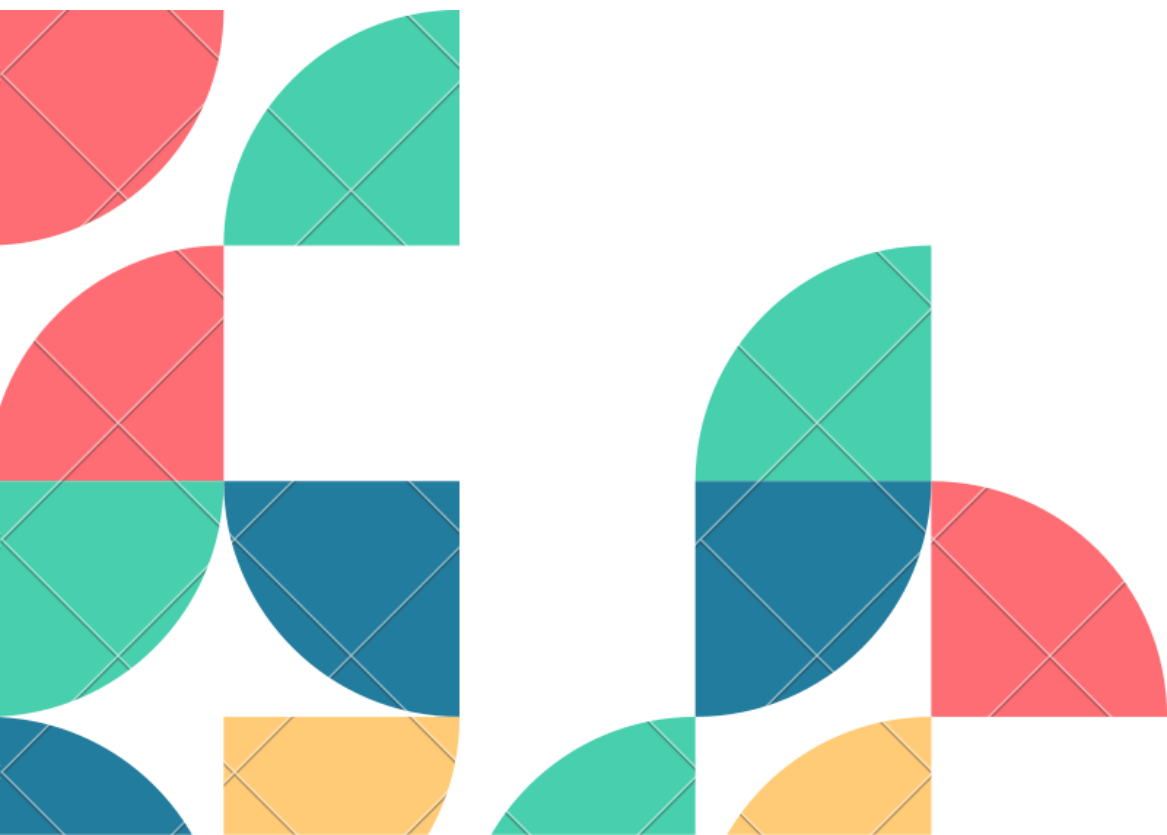
4. National and well-resourced sport organisations can support the use of research in sport management by initiating knowledge transfer programmes.

2. Sport organisations need to ensure the right balance between consultancy and research and their policy making. Consultancy tends to produce quick results largely based on previous experiences but may lack scientific rigour. Research produces results at a much lower rate but these are usually based on various sources of evidence and well-established scientific principles.





Research for Capacity Building:



1. Sport organisations need to use research to build capacities – personal and organisational.

2. There is a well-recognised need for research training for middle-level sport managers.

3. Investments in research is a wise investment and ought to be encouraged by sport organisations.



PANEL CHAIR:

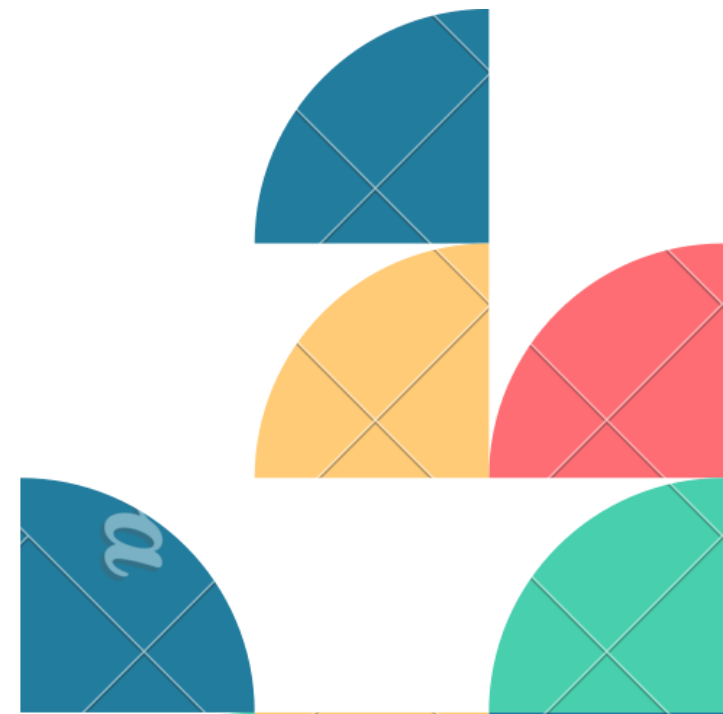
Dr Mahfoud Amara, Associate Professor of Sport Management, College of Education, Qatar University

FACILITATORS:



Prof. Vassil Girginov, Professor of Sport Management/Development, President European Association for Sport Management

Dr. Matt Brown, Chair of Department of Sport and Entertainment Management, UoSC



SPEAKERS:

Prof. Saleh Salim Mohamed Al-Busaidi, Dean, College of Education, Sultan Qaboos University

Prof. Hussain AlMekaimi, Instructor, Public Authority for Applied Education and Training, Kuwait

Dr. Ra'id Shomali, Professor of Marketing, Arab American University Palestine

Prof. Marco Cardinale, Executive Director of Research and Scientific Support, Aspetar

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MR. Elie Honain, Quest/ Qatar eSports Federation

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