

**30th Sport Management Association of Australia and New Zealand Conference**

4 – 6 December 2024

***Celebrating 30 Years of SMAANZ Scholarship***

Deakin University

Geelong, Victoria, Australia

**BOOK OF ABSTRACTS**



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| **President’s Welcome** |

We are delighted to welcome you to the 30th conference of the Sport Management Association of Australia and New Zealand (SMAANZ)!

The SMAANZ conference formula is well established. It represents an important opportunity to advance knowledge through scholarly exchange, develop professional networks, forge new collaborations, and reflect on the current and future state of the sport management discipline. There’s something extraordinary about conferences; passionate minds coming together in one place fuels creative energy and innovation. We hope that you experience this during your time at the conference.

Since the first SMAANZ conference in 1995 a lot has been achieved by an active SMAANZ membership. During that time SMAANZ, and our community, has become an important voice in informing and influencing the sport management landscape and the direction of the sport industry in Australia and New Zealand. In that regard, our 30th conference aims to celebrate the growth and development of the SMAANZ community over the past three decades and use this as a base to look forward to the next 30 years.

Recognising the growth of the SMAANZ community and our members feedback we are excited to provide a 3-day conference format, allowing us to do more of what makes SMAANZ great: more time to network and build connections, more people in presentations, and more professional development.

This year the conference the program will feature a diverse range of presentations and enlightening talks, and includes over 150 delegates, many from overseas, and a number of whom will be attending a SMAANZ conference for the first time. I offer a special welcome to first-time conference attendees and new members of our community. We look forward to you sharing your research and joining our community in celebrating the past and shaping the future sport management.

Of course, none of this would be possible without the fantastic work of the conference organising committee at Deakin University. A BIG thanks to the conference chair, Jonathan Roberston, for his passion and tireless work in delivering the 2024 conference. Thanks also to the wider conference team Josh McLeod, Pamm Phillips, Sarah Reddan, Jordan Bakhsh. We are grateful for your contributions and support in making this conference what will be a wonderful event. Enjoy your time at SMAANZ 2024.

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| **Dr Ashleigh Thompson**  SMAANZ President | A person wearing glasses and a necklace  Description automatically generated |

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| **Welcome from the Conference Chairs** |

On behalf of the 2024 conference organizing committee, we are pleased to welcome you to the 30th annual SMAANZ conference at Deakin’s Geelong Waterfront Campus. This year’s conference marks an opportunity to look back and celebrate how far we have come as a community and look forward to the possibilities that lay ahead.

With over 115 abstract submissions in 19 content areas and delegates from over 25 countries, this year’s conference offers a great chance to engage with the global sport management community. This year’s conference presents a wonderful opportunity to pass on SMAANZ’s history and culture to a new generation of scholars as we welcome many of SMAANZ’s trailblazers to keynote panels on the state of sport management education, research, and leadership.

Further, it is with great pleasure that we announce our inaugural intake of nine SMAANZ research fellows. The SMAANZ research fellowship recognises research excellence and dedicated service, celebrating those who have shown a long-term commitment to advancing the purposes of the association.

Understandably, a considerable amount of time, effort and commitment goes into organising a conference, building an association, and developing a community that encourages scholarly enquiry into sport management. We’d like to thank the many past and present volunteers, reviewers, board members, and delegates for your continued engagement and collegiality that make the SMAANZ community so special.

Welcome to Deakin’s Geelong Waterfront Campus. We hope you learn a little, catch up with some old friends - or make some new ones - and take a few moments to reflect on nearly three decades of sport management scholarship in Australia, New Zealand and beyond.

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| **Dr Jonathan Robertson & Dr Jordan Bakhsh**  SMAANZ 2024 Conference Co-Chair and Scientific Committee Co-Chair | |
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| **Welcome from the Deakin Sport Network** |

On behalf of the Deakin Sport Network, I would like to welcome delegates to the Waterfront Campus of Deakin University in Geelong. The Waterfront Campus is one of two campuses based in Geelong, the city in which Deakin was originally established in 1974. The Waterfront Campus is located on the picturesque Port Phillip Bay (on a good day!) providing a tranquil setting for teaching, learning and scholarship. Deakin University is about to commence its 50th year celebrations in December 2024.

The Deakin Sport Network was established in 2017 to oversee the sport strategy at Deakin University and involves academic and professional staff from across multiple Faculties and Divisions contributing to the strategy and its execution. Deakin University has a comprehensive range of sport programmes across three Faculties and has been consistently ranked by QS Subject rankings for sport in the top 10 in the world from 2020-2023 and ranked 11th in the world in 2024. Our School of Exercise and Nutrition Sciences has had the distinction of being ranked by the Shanghai Ranking (Academic Ranking of World Universities) as the number 1 sport science school in the world five times since 2016. Academic Ranking of World Universities (ARWU).Academic Ranking of World Universities (ARWU).Academic Ranking of World Universities (ARWU).Academic Ranking of World Universities (ARWU).

While we are proud of our achievements at Deakin University in relation to our sport programmes and research, we also strive to engage with the sport industry and to support our professional sport-related associations. The Deakin Sport Network is delighted that it has been able to support the Sport Management Association of Australia and New Zealand’s 30th annual conference at Deakin University. We recognise the importance of this celebratory conference to bring people together to advance research and scholarship and to continue to build our field. I would like to congratulate the SMAANZ Board on the work they do to advance our field, and for their support for an annual conference. I would also like to acknowledge and thank the hard work of the sport management team from within the Deakin Business School as conference organisers. It is always a thankless task to organise a conference, yet it remains a critical component of advancing and growing our field.

Once again, welcome to all delegates, in particular, to those delegates who have travelled from various international destinations to join colleagues from Australia and New Zealand. The interactions of international and domestic scholars are an important aspect of a SMAANZ conference. It enriches our thinking and expands our horizons as we recognise the universal nature of sport in its various settings in Australia, New Zealand and internationally. May it be a thoughtful week.

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| **Professor David Shilbury**  Deakin Sport Network, Director |  |

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| **Welcome from the Deakin Business School** |

On behalf of the Deakin Business School (DBS), I would like to welcome delegates to the headquarters of Deakin University in Geelong. Deakin’s founding Act (of Parliament) designated it as a University for Geelong and through distance education, also for regional Australia. Thus, Geelong is still referred to as the headquarters of Deakin University—and it is significant that such a milestone conference for your association is hosted at our Waterfront Campus. I thank you for making the journey to Geelong.

The DBS holds dual accreditations with AACSB and EQUIS and is a top 3 business school in Victoria. Our mission is to be catalysts for positive change through: offering progressive learning experiences for our students; the power of our ideas and innovations; engaging with our communities and partners, and; empowering our people.

The DBS is proud to have been a catalyst for positive change through sport. Our Bachelor of Business (Sport Management) is the longest-running sport management program within a business school in Australia and with five programs spanning both undergraduate and postgraduate levels, the DBS has been instrumental fuelling the sport management faculty who have contributed to building a skilled workforce for the sport industry—not only within Australia, but also on a global scale. The Master of Business Sport Management is now ranked 17th in the world (and as high as 3rd in 2014) and is the highest ranked postgraduate sport management program in the APAC region.

With the support of the (now) DBS, sport management teams from over the course of the last 30 years have hosted the 1st, 10th, 20th and now the 30th Annual conferences for SMAANZ—which highlights the dedication and commitment of all the current and previous sport faculty at Deakin to the advancement of their field and to live the mission of the DBS—to be catalysts for positive change.

Once again, welcome to all delegates and thank you to those who have travelled from various international destinations. Wishing you a week of insights, purpose, collaboration and inspiration.

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| **Professor Amanda Pyman**  Deakin Business School, Dean |  |

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| **Conference Committee and Volunteers** |

**Conference Chairs**

Dr Jonathan Robertson & Dr Josh McLeod

**Scientific Committee Chairs**

Dr Jordan Bakhsh & A/Prof Steve Swanson

**Conference Team**

Scott Field

Dr Hunter Fujak

Campbell Jamieson

Professor Adam Karg

Homa Mahdinejad

Professor Pamm Phillips

Dr Sarah Reddan

Associate Professor Katie Rowe

Professor David Shilbury

Dr Damien Whitburn

**Conference Theme**

Celebrating 30 Years of SMAANZ Scholarship

**Volunteers**

Lily Baquero

Preeti Bhave

Min Du

Diptagni Ganguly

Hitin Sewani

Xinyi Wang

Mehaa Desai

Tharun Jaganathan

Megan Sawbridgeworth

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| **SMAANZ** |

The Sport Management Association of Australia and New Zealand (SMAANZ) was founded in November 1995. The principal aim of SMAANZ is to encourage scholarly inquiry into sport management related research and to provide the opportunity to present results from this research. SMAANZ conducts an annual conference to facilitate the presentation of sport management related research. It has established a refereed journal, the *Sport Management Review*. The conference and journal are the vehicles through which sport management related research will be communicated.

**Specifically, the purposes are:**

* To encourage scholarly enquiry in sport management
* To provide a forum to present and communicate results of sport management related research
* To enhance the application of management theory to the sports context
* To facilitate the ongoing professional conduct of sport management
* To facilitate dialogue for curriculum design and development within sport management university programs
* To represent the Association in the international sport management community



**SMAANZ Board Members**

**President:** Dr Ashleigh-Jane Thompson

**Vice-President:** Professor Kevin Filo

**Treasurer:** Dr Stirling Sharpe

**Secretary:** Dr Mel Johnston

**Sport Management Review Editor:** Professor Pamm Phillips

**Board Member:** Dr Jonathan Robertson

**Board Member:** Professor Heath McDonald

**Board Member:** Associate Professor Sheranne Fairley

**Student Representative:** Ellie Faulkner

**Project Officer (non-voting):** Dr Sarah Wymer

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| **SMAANZ Research Fellows and Awards** |

**SMAANZ Research Fellowship:**

The SMAANZ Research Fellowship, launched in 2024, recognises community members with a sustained track record of quality research publications, active participation within SMAANZ, and significant contributions to the sport management field. The SMAANZ Research Fellowship inductees for 2024 include:

* **Professor Alison Doherty** (Western University)
* **Associate Professor Calvin Nite** (Texas A&M University)
* **Professor Dan Funk** (Bournemouth University)
* **Professor David Shilbury** (Deakin University)
* **Professor Graham Cuskelly** (Griffith University)
* **Professor Marlene Dixon** (Texas A&M University)
* **Professor Nico Schulenkorf** (University of Technology Sydney)
* **Associate Professor Per Svensson** (Louisiana State University)
* **Professor Sally Shaw** (University of Otago)

**Distinguished Service Award:**

The SMAANZ Distinguished Service Award is intended to recognise the distinction of contribution within SMAANZ and the field of sport management, and encourage high standards of service to SMAANZ and professional contribution to the organisation. This year’s recipient of the SMAANZ Distinguished Service Award is **Associate Professor Geoff Dickson** (La Trobe University), for his…

**SMAANZ Best Conference Paper Award:**

The purpose of the SMAANZ Best Conference Paper Award is to encourage scholarly inquiry in sport management, provide a forum to present and communicate results of sport management related research, and enhance the application of management theory to the sports context. This year’s winner for the SMAANZ Best Conference Paper Award is, **Dr Kirstin Hallmann**, **Dr Svenja Feiler**, **Preece**, **Dr Spencer Preece**, and **Professor Christoph Breuer** (German Sport University Cologne), for their study entitled *Segmenting Community Sport Clubs’ Volunteers.* Their paper offers novel insights into the varied motivations and distinct volunteer personas of board members, coaches, and referees within sport clubs.

**SMAANZ Three-Minute Thesis Finalists:**

The purpose of the SMAANZ Three-Minute Thesis Award is to encourage and support the development of the next generation of scholars in the field of sport management. This year’s SMAANZ Three-Minute Thesis Finalists are **Mohsen Loghmani** (Griffith University), **Melani Schwimmer** (Otago University), and **Sanghyeon Kim** (Swinburne University). Each finalist will deliver their three-minute thesis presentation on the final day of the conference.

**SMAANZ Industry Engagement Grant:**

The purpose of the SMAANZ Industry Engagement Grant is to encourage scholarly inquiry in sport management and enhance the application of management theory to the sport industry. This year’s recipient of the SMAANZ Industry Engagement Grant is **Dr Paul Bowell** and **Dr Katherine Raw** (Swinburne University) for their research project entitled *Enhancing Semi-Professional Women Basketballers’ Experiences in Elite Sport*. Their project aims to explore the holistic experience of semi-professional women athletes with the WNBL Southside Flyers.

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|  | **DAY ONE: WEDNESDAY DECEMBER 4TH (MORNING)** | | | |
| **9:00 AM** | **CONFERENCE WELCOME**  Welcome to Country  Welcome from **Dr Jonathan Robertson** (Conference Co-Chair), **Prof Amanda Pyman** (Deakin Business School, Dean), & **Dr Ashleigh Thompson** (SMAANZ President) | | | |
|  | **Conference Theme**  D2.211 | **Organisation Management**  D2.212 | **Sustainability**  D2.193 | **Teaching & Pedagogy**  D2.194 |
| **9:50 AM** | [**Get in Scholars, We’re Going to Participate, Watch, and Venerate Physical Activities! Sport Tourism Scholarship 25 Years** (Buning & Gibson)](#Buning) | [**Community Sport Organisation Capacity for Safe Sport Practices** (Doherty, Misener, Pennock, Llewellyn, & Dunbar)](#Doherty) | [**Sustainable Sport Events: A Systematic Review of the Literature** (Walzel, Bernheine, Romisch, Herzog, & Roth)](#Walzel) | [**Enhancing Engagement Through Project-Based Learning and Wild Cards** (Wymer)](#Wymer_2) |
| **10:15 AM** | [**What is Sport Management?** (Robertson, Bakhsh, Dowling, Whitburn, Karg, & Soebbing)](#Robertson) | [**Knowledge Management for Capacity Building and Performance of Community Sport Clubs** (Delshab, Karg, Sherry, & Wilson)](#Delshab) | [**What is Corporate Social Responsibility Like in Professional Sports in Taiwan: A Case Study from the Chinese Professional Baseball League** (Tseng & Cheng)](#Tseng) | [**Sport Internships: How Students Can Best Be Prepared During the Application Process** (Britton & Bae)](#Britton) |
| **10:35 AM** | **MORNING TEA** | | | |
|  | **Governance**  D2.211 | **Diversity & Equity**  D2.212 | **Consumer Behaviour**  D2.193 | **Socio-Cultural**  D2.194 |
| **11:00 AM** | [**The Prevention of Fraud in Sports: Fighting Normalised Behaviour** (Willem, Schyvinck, & Souvenir)](#Willem) | [**Elite Female Athletes’ Social Media Self-Representation and Interpretation: An Interdisciplinary Study** (Phillips & Tweedie)](#Phillips) | [**Exploring the Role of Corporate Social Responsibility in Value Co-Creation Through Social Media Interactivity in the Digital Age** (Wang, Chuang, & Fu)](#Wang) | **[Organisational Stigma of Australian eSports from an External Audience](#Lindsey)**  [(Lindsey, Birt, Brand, & Gowthorp)](#Lindsey) |
| **11:25 AM** | **[A Study of Board Faultlines in State Sporting Organisations in Australia](#Wijethissa)**  [(Wijethissa, Dickson, McCabe, & Spoor)](#Wijethissa) | [**A Critical Examination of Principles of Governance and Social and Taks Cohesion Within a Black Lives Matter Task Force Group** (Hill, Kerwin, & Trussell)](#Hill) | [**Development of the Chinese Version of the eSports Fan’s Value Co-Creation Experience Scale** (Chung, Cheng, Wang, & Chen)](#Chung) | [**Identification with Sport Organisations as a Source of Consumer Well-Being in Crisis** (Inoue, Sato, Du, Swanson, Lock, & Funk)](#Inoue) |
| **11:50 AM** | [**Developing Inclusive Leadership Practices in Sport Boards** (McCallum, Ferkins, & Jelleyman)](#McCallum) | [**The Power of Influence: Institutional Leadership in Gender Equity Change** (Faulkner, Karg, Robertson, Sherry, & Sendjaya)](#Faulkner) | [**The Impact of Customer Engagement on Ballet Audiences** (Ueshima & Ninomiya)](#Ueshima) | [**Social Governance Issues Regarding NFTs in Football: Why Supports Are Not So Euphoric?** (Perechuda & Fries)](#Perechuda_2) |
| **12:15 PM** | [**Climbing On Up To Ideal Governance of Action Sports: Holistic Perspectives from Stakeholders, Athletes, and Coaches** (Buning & Strittmatter)](#Buning_2) | [**Gendered Online Harm and Better Practice Solutions for Sporting Organisations** (Tweedie, Ordway, Smith, & Muir)](#Tweedie) | [**Social Capital as a Mechanism of Development of the Sports Fan Community** (Simancek, Chleburch, & Kral)](#Simacek) | [**How Does Organisational Size and Capacity Shape Innovation in Sport Development?** (Drehlich, Phillips, Swanson, & Rowe)](#Drehlich) |

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|  | **DAY ONE: WEDNESDAY DECEMBER 4TH (AFTERNOON)** | | | |
| **12:35PM** | **LUNCH** | | | |
|  | **Organisational Behaviour**  D2.211 | **Diversity & Equity**  D2.212 | **Consumer Behaviour**  D2.193 | **Event Management**  D2.230 |
| **1:25 PM** | [**Former Collegiate Athlete’s Narratives of Their Transition to Life After Sport** (Wendling & Sagas)](#Wendling) | [**Nothing to See Here? Resistance to Antiracism Among Leaders and Managers in Australian Sport Organisations** (Spaaij, Jeanes, Farquharson, & Vaughn)](#Spaaij) | [**Drivers of Alcohol Consumption in Sport Stadiums: Evidence from Secondary and Survey Data** (Kantelhardt & Grohs)](#Kantelhardt) | [**Events As Sites for Social Change: Examining Attitudinal Changes Towards Women’s Sport From the 2023 FIFA Women’s World Cup** (Bakhsh & Wang)](#Bakhsh_2) |
| **1:50 PM** | [**Women’s Professional Team Sport: Charting Stages of Growth** (Taylor, Hanlon, & Marshall)](#Taylor) | [**An Investigation into the Lived Experiences of Migrant Women Soccer Players** (Karlik)](#Karlik) | [**Extending Prediction of Member Behaviours in Professional Sport Teams Using Machine Learning** (Yeomans, Karg, & Nguyen)](#Yeomans) | [**The Leveraging of Sport Events by Non-Aligned Stakeholders: A Conceptual Introduction and Scoping Review** (Tweed, Schulenkorf, Schlenker, & Cohen)](#Tweed) |
| **2:15 PM** | [**Improving the Professional Baseball Players’ Working Conditions in Taiwan: From the Perspective of Player Association** (Wang & Wang)](#Wang_2) | [**Playing with Perceptions: Investigating Racial Bias in Soccer Through Skin Colour Manipulation** (Gasparetto, Nesseler, Naidenova, & Parshakov)](#Gasparetto) | [**Sport Tourist’s Social Media Use for Coping with Cultural Differences: LINE App Usage by Taiwanese Marathon Runners Aiming to Complete the Six Star Journey** (Chen)](#Chen) | [**Advancing a Critical Realism-Based Thematic Analysis: Insights from Sport Event Management Research** (Yamakita & Parent)](#Yamakita) |
| **2:35 PM** | **AFTERNOON TEA** | | | |
|  | **Teaching & Learning Workshop**  D2.211 |  |  | **Townhall**  D2.230 |
| **3:00 PM** | **Lessons from the Business School: Adopting Business School Best Practices in Sport Management Programs** (Strode, Rapp, Reams, & Pueschel) |  |  | **The Global SMAANZ Community: Meet & Greet “Speed Dating” Session** (Naraine, Zeimers, Daigo, Bakhsh, Almalik, & Faulkner) |
| **4:00 PM** | **WALK TO “THE PIER”**  Cunningham Pier, 10 Western Foreshore Rd, Geelong | | | |
| **4:30 PM** | **30 Years of SMAANZ: Education Panel**  Prof Pamm Phillips (Moderator), Prof Hans Westerbeek, Prof Lesley Ferkins, & Prof Kevin Filo | | | |
| **5:30 PM TO**  **8:00 PM** | **WELCOME FUNCTION**  Cunningham Pier, 10 Western Foreshore Rd, Geelong | | | |

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|  | | **DAY TWO: THURSDAY DECEMBER 5TH (MORNING)** | | | | | | |
|  | | **Organisation Management**  D2.211 | **Socio-Cultural**  D2.212 | | **Branding**  D2.193 | | **Technology & Innovation**  D2.194 | |
| **9:00 AM** | | [**The Influence of Organisational Capacity on Service Delivery in Botswana National Sport Organisations** (Othusitse, Kasale, & Mokgothu)](#Othusitse) | [**The Families That Play Together: The Origins, Outcomes, and Opportunities Attached to Establishing Intergenerational Play** (Wright, Nand, Singh, & Enari)](#Wright) | | [**Understanding Brand Components and their Connection to Brand Loyalty in Sports Industry Conglomerates: A Focus on Motorcycle Brands** (Bizen, Wada, & Isaka)](#Bizen) | | [**Conceptualising Artificial Intelligence in Sport: Human and Machine Futures** (Millington, Naraine, Wanless, Safai, & Manley)](#Millington_2) | |
| **9:25 AM** | | [**Shiny and New: The Emergence and Impact of Private Academies on Community Sport** (Hughes, Todres, & Skyes)](#Hughes) | [**Exploring Mechanisms of Integration Among Female Newcomers in a School Sport Setting** (Waez & Millar)](#Waez) | | [**The Music is the Message? Spotify Playlists as Branded Content in Sport** (Burton & Scott)](#Burton) | | [**Variation in Digital Technology Adoption Between Australian State Sports Associations and Community Sport Organisations** (West)](#West) | |
| **9:50 AM** | | [**Why Do Non-Profit Sport Organisations Collaborate?** (Lefebrve, Zeimers, & Parent)](#Lefebrve) | [**Thank You Filipinas for Making Us Dream: A Narrative Analysis of the Philippines Women’s National team’s Journey Through the 2023 FIFA Women’s World Cup** (Oshiro, Hardie, Birek, & Dixon)](#Oshiro) | | [**Assessing the Wider Applicability of Community Sport Ambassadorship** (Moore, Naylor, & Johnston)](#Moore) | | [**A Service Ecosystem Design Approach to Digital Transformation of Federated Sport Structures** (Templeman)](#Templeman) | |
| **10:15 AM** | | [**Socioeconomic Models of Amateur Sport Clubs: Organisational Capacity in Europe and South America** (Perechuda, Carin, Ribeiro, Santos, Cingiene, & Tomanek)](#Perechuda) | [**Dancing to the Beat: Movement Experiences of Indigenous Youth** (Enari)](#Enari) | | [**The Rise of Mega Endurance and Charity Fundraising** (Whales, Cohen, Rothwell, & Frawley)](#Whales) | | [**Analysing Preference Attributes for Tech Sports Products Using Conjoint Analysis: Study on ITSPORTTM Participants** (Peng & Wang)](#Peng) | |
| **10:35 AM** | | **MORNING TEA** | | | | | | |
|  | | **Governance**  D2.211 | **Service Quality**  D2.212 | | **Communication & Media**  D2.193 | | **Strategy, Analytics, Logistics**  D2.194 | |
| **11:00 AM** | | [**Community Sport Organisations and Policy Implementation in Ontario, Canada** (Rich)](#Rich) | [**Service Quality Impacts the Behaviour Intention of Participants on Fitness Centre in Taiwan: Using the Theory of Planned Behaviour** (Huang, Lin, & Chang)](#Huang) | | [**Conspiracy Theories, Misinformation, and Disinformation: Why They Matter to Sport Organisations and What We Can Research** (Dickson)](#Dickson) | | [**Exploring a Strategic Planning Process in One Canadian National Sport Organisation** (Thompson, Lachance, & Kerwin)](#Thompson) | |
| **11:25 AM** | | [**Challenges and Opportunities for Policymaking About ‘Sport for All’: Empirical Insights from the Kingdom of Saudi Arabia** (Almalik, Anagnostopoulos, Polyakova, & Alexandris)](#Almalik) | [**Eventscape: Measuring Spectator Perception of Service Quality** (Liao & Huang)](#Liao) | | [**Breaking or Making News? Agenda-Setting and Copromotion as Sports Media Strategy** (Fujak)](#Fujak) | | [**Efficiency Analysis of the World Championships Men’s Artistic Gymnastics Vaulting: Case Study on the Strategies of the Vault Specialist** (Yuen & Fang)](#Yuen) | |
| **11:50 AM** | | [**Improving Australian Community Sport Volunteers’ Response to Abuse of Children in Sport** (Woessner, Pankowiak, Kavanagh, Hamer, Sherry, McLachlan, & Parker)](#Woessner) | [**Spectators Perceptions of Venue Quality, Satisfaction, and Behavioural Intentions: A Case Study of the Taipei Dome** (Liang & Huang)](#Liang) | | [**Fandom in Fiction: Investigating the Growing Genre of Sports Romance Novels that Centre Diversity and Inclusion Narratives** (Symons & McGowan)](#Symons_2) | | [**What’s the Signal? Responsibilities and Qualifications in Sports Analytics Job Advertisements** (Lachance, Millington, & Naraine)](#Lachance) | |
| **12:15 PM** | | [**A Holistic Performance Management System for Botswana National Sport Organisations** (Kasale, Kasale, Mokgothu, & Otukile)](#Kasale) | [**Investigation of the Relationship between Service Quality, Consumer Satisfaction, and Repurchase Intention:** (Ooi & Huang)](#Ooi) | | [**Exploring Fan Responses to Sport Organisations’ Social Live Streaming Content** (Wymer, Naraine, Whitburn, & Doyle)](#Wymer_2) | | [**Introducing the Term Sports Logistics into the Sport Management Discipline** (Herold, Breitbarth, & Schulenkorf)](#Herold) | |
|  | **DAY TWO: THURSDAY DECEMBER 5TH (AFTERNOON)** | | | | | | | |
| **12:35PM** | **LUNCH**  SMR Editorial Board Meeting (D2.330) | | | | | | | |
|  | **Event Management**  D2.211 | | | **Organisation Management**  D2.212 | | **Communication & Media**  D2.193 | | **Sustainability**  D2.230 |
| **1:25 PM** | [**Taking Stock of Institutional Analysis in Olympic and Paralympic Sport: Current Trends and Future Directions of Research** (Leopkey, Ellis, Dowling, & Postlethwaite)](#Leopkey) | | | [**“It’s Almost Like a Time Trial Day Every Day”: An Organisational View of Digitised Performance Monitoring in the AFLW** (Bowell, Sherry, Pechenkina, & Scifleet)](#Bowell) | | [**A Scoping Review of Framing Research in Sport Management** (Hamer, Robertson, & Phillips)](#Hamer) | | [**An Investigation of the Charity Sport Event Experience from the Beneficiary Perspective** (Filo, Chen, Lu, & Svensson)](#Filo) |
| **1:50 PM** | [**Exploring How Institutional Pressures from the Paralympic Games Affect the Management of National Parapsort Organisations: The Rio 2016 Paralympic Games Case** (Filho & Kennelly)](#Filho) | | | [**Capacity is Their Crutch and Diversity Is Its Downfall: Investigating Sport Organisation’s Resistance to Gender Management Logics** (Bakhsh, Raw, Faulkner, Phillips, & Rowe)](#Bakhsh) | | [**Summer of Analytics: A Frame Analysis of Canadian News Media Coverage of Sports Analytics** (Millington)](#Millington) | | [**Surfing Managers’ Perspective on Sustainable Surf Tourism** (Falcao, Filo, & Sotiriadou)](#Falcao) |
| **2:15 PM** | [**A Study on the Social Outcomes Expected from the Local Community When Constructing a New Stadium:** (Ueno, Masatoshi, & Matsuhashi)](#Ueno) | | | [**The Effect of Psychological Safety on the Burnout Tendency Process** (Kotani, Sato, & Shirasaka)](#Kotani) | | [**Through the Camera’s Eye: Photograph Framing of Air Quality Issues in Marathon Events Across Four Nations** (Chow & Prasetya)](#Chow) | | [**Using Life Cycle Assessment to Evaluate the Environmental Sustainability of Circular Solution** (Albano, Marrucci, Daddi, & Iraldo)](#Albano) |
| **2:35 PM** | **AFTERNOON TEA** | | | | | | | |
|  | **Teaching & Learning Workshop**  D2.211 | | | **“X” & Sport Management**  D2.212 | | **Townhall**  D2.194 | |  |
| **3:00 PM** | **Optimising Design and Delivery of International Sport Management Education: Incorporating Theory and Practice** (Dixon, Slavov, Geyer, LaSota, Zhang, Gibson, Locklear, Green, Taks, Danylchuk, Chalip, Baker, & Baker) | | | **“Technology” & Sport Management**  (Karg & Yeomans) | | **Publishing in Sport Management Review**  Prof Pamm Phillips (SMR Editor) & Prof Yuhei Inoue (SMR Associate Editor) | |  |
| **4:00 PM** |  | | |  | | **Best Paper Award**  Segmenting Community Sport Clubs’ Volunteers (Hallmann, Feijer, Preece, Breuer)  **Research Fellow Awards**  Cuskelly, Dixon, Doherty, Funk, Nite, Schulenkorf, Shaw, Shilbury, Svensson | |  |
| **4:30 PM** |  | | |  | | **30 Years of SMAANZ: Research Panel**  Prof Alison Doherty (Moderator), Prof Heath McDonald, Prof Nico Schulenkorf, Prof Sally Shaw, & A/Prof Per Svensson | |  |
| **5:30 PM** | **FREE EVENING** | | | | | | | |
|  | | **DAY THREE: FRIDAY DECEMBER 6TH (MORNING)** | | | | | | |
|  | | **Governance**  D2.211 | **Human Resource Management**  D2.212 | | **Sponsorship**  D2.193 | | **Diversity & Equity**  D2.194 | |
| **9:25 AM** | | [**Stakeholder Relations in International Sports and Their Influence on National Elite Sport Systems** (Horbel, Strittmatter, Fahlen, & Lie)](#Horbel) | [**Unveiling the Motivational Drivers of Volunteers in Australian Community Sport Clubs: Insights and Strategies for Sustainable Engagement** (Mridul, Manoharan, & McMurray)](#Mridul) | | [**Sponsorship of Global Events to Target Domestic Markets: Exploring Customers’ Perceptions Toward Sponsorship Effectiveness of the 2022 FIFA World Cup** (Li, Zhao, Sharpe, & Scott)](#Li) | | [**A Critical Discourse Analysis of the Otepoti Dunedin FIFA Fan Festival 2023** (Schwimmer)](#Schwimmer) | |
| **9:50 AM** | | [**Exploring Partnership Dynamics Between Universities and Sports Organisations** (Cury & Carraco)](#Cury) | [**State of the Whistle: Investigating Officiating Management in ACT Sport Organisations** (Sharpe)](#Sharpe) | | [**Leveraging Sponsorships in a Responsible Way When the Sponsored Event is Under Fire** (Walzel & Brill)](#Walzel_2) | | [**A Marriage of Unequal’s: A Review of Mergers Between Male and Female Sporting Organisations** (Meyler)](#Meyler) | |
| **10:15 AM** | | [**The Politics and Policies of Sport Governing Body Funding: A Cross-Country Comparative Analysis** (Zeimers, Van Den Abeele, Lefebvre, & Leonard)](#Zeimers) | [**A Different Look at Volunteer Recruitment in Nonprofit Sports Clubs: Opportunities for Participatory Democracy as Crucial Organisational Socialisation Structures for Young Volunteers** (Feiler, Hallmann, Ortner, & Breuer)](#Feiler) | | [**Understanding the Impact of Greenwashing on Stakeholder Perceptions and Investment Intentions in the Sport Company** (Wu & Sato)](#Wu) | | [**Queering the Legacies of the 2023 FIFA Women’s World Cup** (Shaw, Nelson, & Fullagar)](#Shaw) | |
| **10:35 AM** | | **MORNING TEA** | | | | | | |
|  | |  |  | | **SMAANZ Awards & Meeting**  D2.194 | |  | |
| **11:00 AM** | |  |  | | **Three-Minute Thesis Award**  Finalists: Mohsen Loghmani, Melani Schwimmer, Sanghyeon Kim  **Industry Engagement Award**  Redesigning Volunteer Roles within Community Sport Clubs (Loghmani, Sotiriadou, & Doyle)  **SMAANZ Annual General Meeting** | |  | |

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| --- | --- | --- | --- | --- |
|  | **DAY THREE: FRIDAY DECEMBER 6TH (AFTERNOON)** | | | |
| **12:35PM** | **LUNCH** | | | |
|  | **Sport & Aging**  D2.211 | **Integrity Management**  D2.212 | **Communication & Media**  D2.193 | **Sport for Development**  D2.194 |
| **1:25 PM** | [**Young at Heart: Active Ageing/Athlete Career Longevity in the World of Rugby Union** (Wright)](#Wright_Solo) | [**A Systematic Literature Review of eSports Integrity** (Riedl & Vershuuren)](#Riedl) | [**Challenging the Status Quo of Sports Media: How Fans and Content Creators Are Using Independent Media Platforms to Cover Women’s Sports and Advocate for Change** (Symons, Duncan, & Storr)](#Symons) | [**Social Intrapreneurship in Sport** (Svensson, Sherry, Raw, & Khokhryakova)](#Svensson) |
| **1:50 PM** | [**The Role of Sport in Contributing to Successful Ageing** (Pitson, Sherry, & Taylor)](#Pitson) | [**National Sport Integrity Systems: Transparency and Accountability Project** (Molloy, Ferkins, Dickson, Ordway, Masters, Howman, Dee, & Kawai)](#Molloy) | [**Alcohol Sponsorship of Professional Ice Hockey: An Examination of Authenticity and Gender** (Gee, Eddy, & Reid)](#Gee) |  |
| **2:10 PM** | **AFTERNOON TEA** | | | |
|  | **Teaching & Learning Workshop**  D2.211 | **“X” & Sport Management**  D2.212 | **Townhall**  D2.230 |  |
| **2:30 PM** | **Designing Curriculums of Future Sport Managers: Best Practices from International Master Program GOALs** (Perechuda, Carin, Ribeiro, Santos, Cingien, & Tomanek) | **Integrity & Sport Management** (Willem, Molloy, & Ordway) | **30 SMAANZ Conferences: Time for a Rethink?** (Dickson) |  |
| **3:30 PM** |  |  | **30 Years of SMAANZ: Leadership Panel**  Prof Russell Hoye (Moderator), Prof Emma Sherry, & Prof James Skinner |  |
| **4:30 PM** | **CONFERENCE CLOSE** | | | |
| **6:00 PM** | **CONFERENCE DINNER**  **GMHBA Stadium**  370 Moorabool St, South Geelong, VIC, 3220 | | | |



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| **Abstracts** |

**Listed in Alphabetical Order**



**[Using Life Cycle Assessment to Evaluate the Environmental Sustainability of Circular Solutions: The Case of Reusable Cups for Mega Sport Events](#AA_THUR_AFT)**

**Francesca Albano, Luca Marrucci, Tiberio Daddi, & Fabio Iraldo**

*Scuola Superiore di Studi Universitatir e di Perfezionmaento Sant’Anna*

Mega events, particularly in the realm of sports like football, serve as grand spectacles that unite millions of people worldwide. Yet, their grandeur often comes at a cost to the environment, particularly when it comes to waste management. This study delves into the sustainability of mega events, with a specific focus on football, shedding light on waste management practices and the critical role of plastic, notably of beverage cups. In particular, this study addresses the debate between the use of single-use cups, destined to recycling, and reusable cups, made to be reused several times, serving as a crucial point in understanding the environmental impact of mega sporting events.

Circular solutions, often touted as more sustainable alternatives to linear solutions, are not inherently superior in all contexts. While circular systems aim to minimize waste by promoting reuse, recycling, and regeneration of resources, their effectiveness depends on various factors such as energy consumption, transportation, and end-of-life management (de Sadeleer and Lyng, 2022). Even though reuse is often considered preferable to recycling due to its potential to reduce overall resource consumption and waste generation, it might not always be the optimal solution in every scenario.

This study performed a Life Cycle Assessment of the delivery of 0.4l of beverage contained in a cup used in a football match played by FC Porto and Real Betis in the 2022/2023 season. In particular, five different types of cups for beverages were compared. i.e., three from FC Porto and two from Real Betis. The study considered a cradle-to-grave approach covering from the procurement of raw materials to the end-of-life, passing through production, use and distribution.

The LCA study comparing reusable cups with single-use cups during a football match has yielded unexpected results, challenging the conventional wisdom of waste management hierarchy. While the waste hierarchy typically prioritizes waste reduction, reuse, recycling, and then disposal, the LCA findings suggest that, in this specific context, recycling single-use cups might be more environmentally favorable than using reusable cups.

This contradiction prompts a nuanced discussion on the interplay between LCA outcomes and waste management principles. The apparent superiority of single-use cups in the LCA study needs to be understood within the specific context of a football match. Factors such as collection efficiency, transportation logistics, and end-of-life treatment methods significantly influence the environmental impact of both cup types. For instance, the infrastructure and processes involved in efficiently collecting and recycling single-use cups may outweigh the benefits of reusing cups in this particular setting. Other factors that may influence the impact of reusable cups are the weight of the cups and the amount of recycled materials used.

**[Challenges and Opportunities for Policymaking About ‘Sport for All’:](#AA_THUR_MORN)**

**[Empirical Insights from the Kingdom of Saudi Arabia](#AA_THUR_MORN)**

**Sara Almalik1, Christos Anagnostopoulos2, Olga Polyakova3, & Kostas Alexandris4**

*1Sports for All Federation; 2Hamad Bin Khalifa University; 3Sheffield Hallam University; 4Aristotle University*

A key objective of the ‘sport for all’ logic is to ensure that physical activity and sport are accessible to everyone (De Bock et al., 2023). Given the recent developments seen in the wider sporting ecosystem of the Kingdom of Saudi Arabia (KSA), the Sport for All (SFA) federation is to set inspire sustainable social change for everyone in KSA through the power of physical activity and community sports. The purpose of this study is to examine sport participation aspects of the general population of KSA focusing on a) sport participation rates b) barriers and motives for participation, c) sociodemographic differences in sport participation. The ultimate goal is to inform policy based on these results.   
  
Promoting “sport for all” is today an important task for local authorities, regions and governments in all the countries, since it is well proven that sport participation is associated with multiple physical, psychological and social benefits and improved quality of life. Sport policy, in promoting ‘sport for all,’ is governed by a socio-ecological rationale (Bronfenbrenner, 1979) that recognizes that the wider environment influences individual behavior. In the same way that socioecological analysis can be utilized to understand individual behavior, it can also be applied to understanding sport policymaking (Hoekman et al., 2019). SFA is conducting a monthly survey to measure the country’s level of physical activity. To better understand how to cater their initiatives, SFA has commissioned a quantitative research program amongst the strategy segments, namely youth under 18 yrs., young adults 18-25 yrs., adults 26-50 yrs. and older adults 51+ yrs. The data of the current paper were collected in April 2024. Computer-assisted telephone (CATI) and face-to-face interviews (CAPI) were used to distribute the questionnaire to a sample of 2,104 Saudi Arabians. SFA has identified 4 segments to focus on with targeted initiatives in order to achieve 40% share of the physical activity level in KSA by 2030 and fulfill Saudi Vision 2030’s Quality of Life Program objectives.  
  
The results of the study showed that about 1/3 (33%) of the population participate in some type of physical activity. This percentage is higher among the youngest adult segment. It is encouraging that 58% of the adults meet the WHO activity recommendation. However, this percentage is very low among the youth (14%). Most non-active adults (69%), however, reported an intention to start participating in sport. Lack of time is the main barrier to exercise, being cited especially by adults and young adults. Fear of injury is the main barrier to exercise for youth. Exercise for health reasons is the main motivation for the adult and older adult segments to take up sport while the youth and young adult segments are triggered by improving physical appearance. Of those who cited ‘health’ as the main trigger to take up sport, 52% claimed that improving mental health was their inspiration to continue exercising followed by weight management. The results also showed several socio-demographic differences in terms of sport behavior, which will be presented.

This work in progress offers useful empirical insights about the challenges and opportunities that SFA is faced with ahead of the formulation of a policy that reflects the country’s current sports developments.

**[Capacity Is Their Crutch and Diversity Is Its Downfall: Investigating Sport Organisations’ Resistance to Gender Management Logics](#AA_THUR_AFT)**

**Jordan T. Bakhsh1, Katherine Raw2, Eleanor Faulkner2, Pamm Phillips1, & Katie Rowe1**

*1Deakin University; 2Swinburne University*

Sport organisations are increasingly confronted with institutional logics regarding their gender management (Wilson et al., 2024). Understood as the structures and mechanisms put in place to manage and monitor gender integration in organisations (Joshi et al., 2015), the need to navigate gender management logics has become ubiquitous for sport organisations of all levels (McLeod et al., 2024). Accordingly, sport management scholars have studied organisational responses to new institutional logics, particularly at the national and state/provincial levels, which broadly focus on how organisations traverse these complexities while working to conform to new institutional logics (Robertson et al., 2022). Nevertheless, sport organisations may also resist institutional logics (Spaaij et al., 2020). This is especially pertinent for community sport clubs who are embedded in ecosystems with weaker isomorphism and pressures than their parent organisations (Washington & Patterson, 2011; Wilson et al., 2024), which subsequently affords clubs an incredible amount of autonomy to resist institutional logics, if desired (Girginov, 2023). Thus, our study aims to advance knowledge on organisational responses to institutional logics by investigating how community sport clubs resist gender management logics.   
  
To do this, we conducted two phases of interviews with State Sporting Association (SSA) and Community Sport Club (CSC) leaders in Victoria. The Victorian sport sector is an ideal empirical setting for this study as it is the only Australian state with a governing body driving gender management logics (Wilson et al., 2024). Accordingly, we first interviewed 12 SSAs to understand how gender management logics were being communicated to, and (re)enforced on, CSCs; we then interviewed 22 CSCs to unpack how they responded to gender management logics, with a particular focus on their organisational resistance. A thematic analysis of SSA interviews has been completed; analysis of CSC interviews is ongoing and will be shared at the conference.   
  
Preliminary findings from our SSA interviews detail that all sport organisations engaged in some degree of resistance to gender management logics. We unpack these findings by theorising overt-to-covert organisational resistance in relation to organisational capacity and orientation. Our findings illuminate that organisational resistance was demonstrated by leaders’ perceived lack of organisational capacity, which further rendered leaders to justify their organisation’s inability to effectively engage with gender management logics. Simply stated, capacity was viewed as an organisational crutch and subsequently, the de-prioritisation of diversity became an organisational norm.   
  
Ultimately, our findings extend Chang et al.’s (2019) novel work on gender management, by illuminating the gradience of organisational resistance and illustrating that organisational capacity and orientation act as intertwined underpinnings of resistance to gender management logics. In doing so, our study departs from existing scholarship focused on organisational conformity by unpacking pertinent theoretical and practical knowledge of sport organisations’ resistance to institutional logics. Ultimately, we depict the theoretical gradience of overt-to-covert organisational resistance to gender management logics and detail the alarming paradoxical reality that limited organisational capacity is viewed as a crutch for sport organisations to justify their de-prioritisation of diversity.

**[Events as Sites for Social Change: Examining Attitudinal Changes Towards Women’s Sport from the 2023 FIFA Women’s World Cup](#Day1_A)**

**Jordan T. Bakhsh & Andrew Wang**

*Deakin University*

Increasingly, governments and organisations around the world invest billions of dollars to host events, like the Olympic Games and FIFA World Cups, because they believe hosting these events can help advance social change (Sant et al., 2023). Nevertheless, research has yet to fully explore the underlying mechanisms that drive such social change (Misener et al., 2022; Welty Peachey et al., 2019). We believe this theoretical incompleteness is at least in part attributed to the popular adoption of an impact-centric perspective (Morgeson et al., 2015), which focuses on investigating event impacts and support perceptions (Polcsik & Perényi, 2022; Thomson et al., 2019) or leveraging efforts to maximise such impacts (Schulenkorf et al., 2022). While much of this research highlights key characteristics associated with social change (e.g., social capital formation, event strategies), this line of research is unable to explain the underlying mechanisms that drive social change (Misener et al., 2022). We believe a change-centric perspective (Liu et al., 2023) is a remedy of this theoretical incompleteness (Liu et al., 2023), which focuses on how an event changes individuals’ attitudes towards external activities, over time (Morgeson et al., 2015). Accordingly, we adopt a change-centric perspective to investigate the underlying mechanisms that driver social change through events.   
  
Particularly, we focus on two social theories that have been popularly applied by sport management scholars to study individuals’ attitudes of events. First, social exchange theory contends that individuals’ perceived benefits and costs drive their event support (e.g., Johnston et al., 2023), where positive exchanges can then lead to attitudinal changes (Cropanzano & Mitchell, 2005). Second, social anchor theory argues that events act as a catalyst to strengthen individuals’ social connections and subsequently, create psychological benefits for individuals (e.g., Oja et al., 2018) which can then form new attitudes for individuals (Clopton & Finch, 2011).   
  
We use pre-post survey data from 848 Australians regarding the 2023 FIFA Women’s World Cup to examine the efficacy of social exchange theory and social anchor theory to explain individuals’ attitudinal changes towards women’s sport. We first examine the predictive utility of both theories and then test three potential integrations of these theories (i.e., combined, mediated, moderated) to better understand this change. Through latent difference score modelling, our findings demonstrate that the intraindividual change in theoretical constructs leads to intraindividual change in attitudes for both theories. We reveal that social anchor theory better explains individuals’ attitudinal changes and suggests that the combination of the two theories offers greater understanding of the mechanisms which lead to this social change. In doing so, we advance theoretical understandings of events as social change sites by examining and integrating social exchange theory and social anchor theory. Ultimately, our study diverges from an impact-centric perspective to uncover novel insights regarding the social change that events can create.

**[Understanding Brand Components and their Connection to Brand Loyalty in Sports Industry Conglomerates: A Focus on Motorcycle Brands](#AA_THUR_MORN)**

**Yoshifumi Bizen, Yukako Wada, & Tadao Isaka**

*Ritsumeikan University*

This study aimed to academically elucidate the elements constituting the brands of conglomerate companies in the sports industry and subsequently reveal consumers’ psychological attachment to corporate brands. Specifically, we focused on Japanese motorcycle manufacturers, which operate various businesses primarily in the sports sector, to understand the brand structures of both the manufacturers and their products and to elucidate the relationship between perceived quality and brand loyalty.  
  
A motorcycle is a vehicle supports human transportation and brings physical leisure activities (Wada et al., 2024). Manufacturers need to grasp the associations related to memorable brands to meet consumer needs. Brand associations are descriptive features that characterize a product or service in a particular brand related to the consumers’ consumption (Keller, 1993). When considering a particular brand, it is challenging for companies that manufacture motorcycles to distinguish whether an element belongs to the manufacturer or the product. Therefore, it is essential to understand the brand structure that relates to consumers’ consumption. Additionally, consumers’ purchase behavior is affected by perceived quality, which is a total evaluation of a brand’s superiority based on brand performance, durability, or brand name (Aaker & Jacobson, 1994; Zeithaml, 1988).  
  
Data collection and analyses were structured into three steps. In Step 1, qualitative data were collected on words associated with manufacturers, motorcycles, and perceived quality. In Step 2, a quantitative survey was conducted using the categories extracted in Step 1. An exploratory factor analysis was performed to extract the elements that constitute the brand concerning manufacturers and motorcycles, alongside their perceived quality, followed by a confirmatory factor analysis to ascertain their validity and reliability. Finally, in Step 3, as part of empirical research, we used covariance structure analysis to examine the interrelations between brand attributes, perceived quality, and brand loyalty concerning the manufacturers and their essential products.  
  
We collected 2,779 associative words, and two researchers classified these words based on previous studies. As a result, we extracted 23 categories related to manufacturer and product-related attributes and perceived quality (e.g., history or tradition of manufacturers, engines or motors, safety) in Step 1. In the next Step 2, it was revealed that the elements constituting the attributes of motorcycle brands are categorized into factors related to motorcycles and factors related to manufacturers. Then, in the final Step 3, it was shown that only factors directly related to motorcycles influence perceived quality, and perceived quality mediates the relationship between motorcycle-related factors and brand loyalty. On the other hand, factors related to manufacturers were found to have no relation to perceived quality but were directly related to brand loyalty.  
  
The practical implications of this study emphasize that in sports business conglomerates, enhancing both the manufacturer’s image and product credibility is essential for increasing consumer brand loyalty. Motorcycle riding is a leisure activity that leads to individual happiness (Kruger & Venter, 2020). This study contributes to creating well-being through motorcycles and their activities.

**[“It’s Almost Like a Time Trial Day Every Day”: An Organisational View of Digitised Performance Monitoring in the AFLW](#AA_THUR_AFT)**

**Paul Bowell1, Emma Sherry2, Ekaterina Pechenkina1, & Paul Scifleet1**

*1Swinburne University; 2RMIT University*

This paper investigates Australian Football League Women’s (AFLW) footballers’ experiences with club-led digital performance monitoring, like Global Positioning Systems (GPS) tracking, gym workout curation and holistic wellness surveys. Women increasingly enter elite sporting environments as sports like Australian Rules, rugby league, and basketball have incorporated elite women’s competition into their business strategies (Bowes & Culvin, 2021; Thomson et al., 2023). These athletes are semi-professional, coming from mixed athletic backgrounds, and often balance work/study/caring roles with their elite sporting commitments (Taylor et al., 2024). Hence, encountering elite sporting processes like club-led digitised performance monitoring for these athletes can be confronting and challenging while also exciting and motivating (Bowell, 2024). Moreover, past technology-driven performance management research with gig workers and professional employees has found that without correct oversight, organisational blindness can manifest: unbeknownst to management, the technology impacts their workers negatively (Bowell et al., 2023; Newlands, 2021). Considering these potential outcomes and the composition of AFLW teams, it is critical to understand the experiences of semi-professional women athletes with club-led performance monitoring – a line of inquiry lacking attention in the sports management literature.

An innovative qualitative three-tiered digital ethnography was designed (Pink et al., 2016). Eight AFLW footballers partook in data generation approaches of interviews, qualitative reflexive surveys, and video re-enactments. Interviews were also conducted with four AFLW fitness coaches who oversee their clubs’ performance monitoring programs to contextualise the footballers’ data. Together, deep, rich qualitative data was gathered to address the research question: How do AFLW footballers experience club-led digitised performance monitoring?

The findings indicate that club-led digitised performance monitoring was a contested practice for the footballers. The footballers embodied the social construction linking digital self-tracking to desirable and expected actions of an elite athlete. This encouraged engagement and justified the clubs’ practice of sharing the players’ data among the team. Notwithstanding, there were many examples presented where data sharing and the overall purpose of club-led performance monitoring impacted the footballer negatively, resulting in the athlete finding the process to be nonsensical and confusing. Issues included team-wide sharing of each player’s GPS data, which was absence of context relating to positional idiosyncrasies of Australian Rules, and menstruation tracking that seemed to have no outcome or point. This demonstrated an organisational blindness within the clubs in which the performance monitoring program – established to support the footballers – was, at times, counter-productive to that goal.

Our study highlights the critical need for sports managers working in elite settings to consider the contextual and subjective realities impacting semi-professional women athletes when implementing and operating digitised performance monitoring programs. To support this, we developed a player-centred framework of practice, derived from past tracking research by Bowell et al. (2023) and Bowell et al. (2024), which focused on increased communication, understanding, consistency, proportionality, transparency and wearability within digitised club-led performance monitoring programs. Implementing these recommendations supports the work of Taylor et al. (2015), who have highlighted the importance of ‘best practice’ performance monitoring within sporting organisation’s human resource practices.

**[Sports Internships:](#Day1_M)**

**[How Students Can Best Be Prepared During the Application Process](#Day1_M)**

**Danielle Britton & John Bae**

*William Paterson University*

Sport internships are a crucial component to the success of students both in the academic and post graduate workforce settings. Oftentimes, students do not know what organizations are looking for when they apply. Similarly, they are also unsure of what responsibilities they will be tasked with, the qualifications they need to have, the skills and expectations that are needed, and the experience they need to possess.

The purpose of this study was to help students learn how they can identify what the best internship is for them, while also helping educators and practitioners understand what students, or prospective interns, are looking for.

For the study, one-hundred and thirty job descriptions were collected from two different job sites and depicted multiple types of roles and different organizations across the United States. This paper utilized a content analysis, more specifically, a coding and analytical approach, that breaks each job description down into the categories of responsibilities, qualifications, skills and expectations, and experience.

The results indicated that depending on the role, the top responsibilities varied, however, top overall qualifications were related to previous knowledge as well as school and schedule attributes, while having professional characteristics was the most sought-after skill and expectation, and having previous experience was highly valued. This study explored various kinds of jobs and their respective job descriptions in the sport industry to help students better understand what they can expect while going through the recruitment and application process when looking for internships.

**[Get in Scholars, we’re Going to Participate, Watch, and Venerate Physical Activities! Sport Tourism Scholarship 25 Years Old and Onwards](#Day1_M)**

**Richard J. Buning1 & Heather J. Gibson2**

*1The University of Queensland; 2University of Florida*

To celebrate the 30th anniversary of SMAANZ, we thought it was time to take a look back at sport tourism research nearly 25 years since Heather Gibson (1998) explained in Sport Management Review that sport tourism is defined as “leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities (p. 49). Later, the focus of sport as the primary motive for travel was more clearly delineated as sport tourism, as compared to tourism sport, tourist traveling for other reasons and practicing sport secondary (Robinson & Gammon, 2003). Sport tourism scholarship has certainly advanced over the last several decades with numerous special issues and the definitive guide to developing sport tourism, Sport Tourism Development, now in its third edition (Hinch & Higham, 2018).

The UNWTO, estimates that sport tourism accounts for 10% of all expenditure in tourism is expected to grow to 20 to 30% in 2023 (UNWTO, 2023). But has scholarship continued at the same rate? The focus in the last decade has certainly more drifted towards an event tourism focus (e.g., Deer et al., 2004; Peric at al., 2019) around professional sport events and youth sport tourism (Mirehie et al, 2021) and less so on active sport tourism (Gibson et al., 2020) and nostalgia (Ramshaw & Gammon, 2005).

Surprisingly though sport tourism, still does not have a true academic home although the Journal of Sport and Tourism is nearly 20 years old (Weed, 2006) and was predated by the Journal of Sports Tourism (Gibson, 2003) as it sits very much on the fringe of the fields of sport management, leisure, tourism and event management. Young scholars studying sport tourism have decreased with a greater focused on governance, marketing, sport development, and sport for development. Perhaps, this is paired with a greater focus on event management education while tourism degrees are in decline globally (Gibson, 2021). Academics seeking to present work on sport tourism are often lost as a dedicated sport tourism track is notably missing from the annual call for papers of the leading international conferences. In this enlightening talk, we will take stock of the history of and current state of sport tourism scholarship and provide directions and thoughts for the next 30 years of sport management.

**[Climbing On Up to Ideal Governance of Action Sports:](#Day1_M)**

**[Holistic Perspectives from Stakeholders, Athletes, and Coaches](#Day1_M)**

**Richard J. Buning1 & Anna-Maria Strittmatter2**

*1The University of Queensland; 2Örebro University*

Action sports are marked by thrill, risk taking, adventure and an alternative lifestyle that exists on the fringe of the traditional professional sporting world. While the sports of surfing, climbing, and skateboarding have large grassroots participation, the recent addition and inclusion to the Olympic games presents a whole new set of challenges to these typically self-organized sports. Sport governance scholarship argues that the inclusion of action sports into the Olympics has disrupted the self-organized and alternative nature of the sports to conform to the traditional governance of models of more well-established sports that have clear and well-resourced Olympics pathways (e.g., swimming, athletics) (Batuev & Robinson, 2022; Coates et al., 2010; Strittmatter et al., 2018; Wheaton & Thorpe, 2021). Thus, a complete understanding of how a mix of stakeholders from commercial activity providers (i.e., gyms, equipment), and governing bodies to the participants themselves across the action sports community support the sport is needed. The purpose of this study is to elucidate the diverse perspectives of the wide range of stakeholders that support actions sports from local grassroots participation to elite competition.

There has been a growing emphasis on examining action sports in diverse contexts due to Olympic inclusion (Byun, 2024; Wheaton & Thorpe, 2021). Action sport scholars have identified different logics in the governance structures that are characteristic to action sports on international (e.g. Batuev & Robinson, 2022; Strittmatter et al., 2018) and national contexts (e.g. Byun, 2024; Ojala, 2014; Steen-Johnson, 2008). To map stakeholders and their shaping role of action sport governance, we apply a theoretical framework that combines stakeholder theory (Freeman, 1984), collaborative governance theory (Shilbury et al., 2016) as well as dual governance structure approach of action sports developed by Strittmatter et al. (2018).

As part of a larger comprehensive study on the governance of action sports, a qualitative multiple-case study research design (Yin, 2009) is currently being undertaken. The blossoming and new Olympic sport of rock climbing serves as the study context. Climbing in Australia while it has large grassroots community participation fuelled by the construction of indoor climbing gyms across the country and several iconic outdoor climbing destinations, has a rather young underdeveloped and supported athlete pathways. Data is currently being collected through the analysis of industry papers and semi-structured interviews with a holistic group of key stakeholders focused on collaboration, role in supporting the sport, and perspectives on how to achieve an ideal governance model.

Although data collection is still underway, the anticipated findings will reveal how various stakeholders collaborate to support athlete development and related shortcomings and service gaps. Further, diverse perspectives from a range of stakeholders on how to best achieve ideal governance is expected. The findings will be discussed through collaborative governance and the different roles of stakeholders within the action sports governance and the development of the sports on different levels (e.g., local, state, national).

**[The Music is the Message?](#AA_THUR_MORN)**

**[Spotify Playlists as Branded Content in Sport](#AA_THUR_MORN)**

**Nick Burton & Olan Scott**

*Brock University*

From the soundscapes produced in stadia and venues to the use of music in advertisements and brand marketing, the aural environments of sport are essential to the sporting experience. Despite the ubiquity of sound and music in marketing, however, relatively little investigation into sound in sport marketing has been undertaken. This is particularly true where music serves as both medium and message, as in the case of curated playlists used by brands as communications means. To this end, this research examines the use of branded Spotify playlists in sport marketing, exploring the potential benefits for brands in utilizing music as a means of creating, sharing, and communicating brand aesthetics and identity.   
  
The use of music in marketing serves as a cue for memory retrieval (Huron, 1989). The creation and sharing of branded playlists thus represents a potentially valuable means of developing or articulating particular brand associations or aesthetics for firms. Such curated playlists have been shown to facilitate collective experiences amongst users, conveying the sentiment, mood, and identity of the playlist creator (Siles et al., 2019). In this capacity, curated branded playlists may enable identification and belonging amongst users, which Berland (2008) termed “intimate publics”, wherein community interaction and identification is founded on emotional connection. Music may thus extend beyond merely serving as a cue for brand associations and memory retrieval, and instead may afford a means of encouraging the development and facilitation of brand communities (Alvarez et al., 2019; Rodrigues et al., 2011).  
  
To undertake this research, Thompson et al. (2019)’s spotifyr package for programming language R was used to access Spotify’s Web API. Six brands were selected for analysis based on an initial canvassing of corporations active on the platform (Nike, Asics, Under Armour, Vans, Billabong, and Red Bull). This sample sought to include both performance and training-oriented brands [following Alvarez et al. (2019) and Rodrigues et al. (2011)] and action sports brands [drawing on Borden (2001), Dupont (2014), and Wooley & Johns (2001)].   
  
Data collection comprised two phases. First, all playlists from the six selected brands’ official Spotify profiles were accessed and scraped, resulting in the creation of a database of 155 total playlists containing the names, descriptions, total track numbers, and unique identification numbers for each playlist. These unique playlist identification numbers were then employed for the second stage of scraping, wherein the component tracks and meta-data for each playlist were accessed, resulting in a database of 5269 songs across 61 fields of data, including proprietary Spotify metrics such as danceablity and energy, as well as the relative valence and popularity of each included track.  
  
Data analysis will comprise both a qualitative analysis of the branded playlists accessed, including positioning, presentation, and orientation, as well as a quantitative analysis of component track features and playlist curation. The study’s results will advance our understanding of branded content in the form of Spotify playlists and the potential implications for sport brand community engagement.

**[Sport Tourists’ Social Media Use for Coping with Cultural Differences: LINE App Usage by Taiwanese Marathon Runners Aiming to Complete the Six Star Journey](#Day1_A)**

**Chin-Kuang Chen**

*Komatsu University*

This study focuses on mass runners aiming to complete the Abbott World Marathon Majors series: the New York, Boston, Chicago, London, Berlin, and Tokyo Marathons. Known as the Six Star journey, accomplishing this challenge takes substantial effort, including coping with cultural differences, to earn recognition as a Six Star finisher. The present study explores how social media serves as a coping mechanism for sport tourists navigating cultural differences during their Six Star journey.  
  
This study draws on the concept of cultural distance (Shenkar, 2001) to establish the link between sport tourists’ online interactions and their strategies to deal with cultural differences while travelling abroad to run marathons. Cultural distance significantly impacts tourists’ destination choices (Li et al., 2024) and can influence their motives (Funk & Bruun, 2007), behaviour, and engagement with others (Chen, 2023). Building on the existing literature, this study examines the role of social media in coping with cultural differences.  
  
This study uses a qualitative data analysis framework to analyse spontaneous online interactions among Taiwanese running enthusiasts in six online chat groups on the instant messaging app LINE, each group corresponding to one of the six events in the Abbott World Marathon Majors series. Using online ethnography, I joined the chat groups and observed and documented members’ communications over a 13-month time period (June 2022 to July 2023), spanning six months before and after each marathon. Thematic analysis of the online communications involved qualitative coding to identify and categorise themes.  
  
This study identified three key coping practices employed by sport tourists to manage cultural differences: (1) organising social gatherings, (2) sharing and interpreting information, and (3) sharing and interpreting experiences. Moreover, the relative significance of these practices differs depending on the cultural distance between their home country and the marathon destination. Travelling from a collectivistic society such as Taiwan to an individualist Western country presents challenges in forming social relationships. The online community, therefore, serves as a virtual space for these runners to establish, affirm, and reinforce social relationships even in a foreign environment. Cultural differences also create the need for Taiwanese runners to interpret information and experience through their own subjective frameworks, thereby perceiving and attaching meanings to their lived experience.  
  
By examining the coping mechanisms sport tourists employ to deal with cultural differences, this study provides managerial implications for destination marketers and sporting event organisers. First, offering online platforms can help participants connect and facilitate their social interactions. Second, offering acculturation support may help to bridge the expectation-experience gap commonly faced in exotic cultural contexts.

**[Through the Camera’s Eye: Photographic Framing of Air Quality Issues in Marathon Events Across Four Nations](#AA_THUR_AFT)**

**Hsueh-wen Chow & Muhammad Reza Aziz Prasetya**

*National Cheng Kung University*

This study investigates how the media in Germany, India, Indonesia, and Taiwan reports on air pollution for major running events. It aims to assess the visual narratives portrayed in the media through photographs and to understand their impact on public perception and behavior towards air pollution and public health.

Photographs in media serve as powerful tools that not only capture moments but also convey messages, evoke emotions, and influence public opinion. Previous research indicates that media portrayal of environmental issues can significantly affect public awareness and drive policy changes. The visual representation of challenges such as air pollution during public events like marathons highlights the intersection of health, environment, and community activities, potentially fostering greater environmental advocacy and behavioral changes among the public.

The study employed web scraping techniques to collect news reports from prominent online newspapers in Germany, India, Indonesia, and Taiwan over a decade (2012-2022). 15 photos out of 17 news were analyzed. The analysis focused on photographs accompanying these reports, examining how these images depict the interaction between participants and urban environmental conditions during marathons.

The photographs predominantly portray themes of resilience, community solidarity, and the ongoing battle against environmental degradation. Notably, many images captured participants wearing air filtration masks, underscoring the severe air quality challenges. These images often juxtaposed the vitality of the marathon events with the lurking threat of pollution, creating a powerful visual narrative of defiance against environmental challenges. Furthermore, the depiction of diverse participants in culturally significant settings suggests an inclusive approach to community health initiatives, while also using the platform to promote environmental awareness.

This study contributes to the understanding of media's role in environmental communication, particularly through the use of visual storytelling. By highlighting the severity of air pollution in the context of popular running events, the media potentially plays a critical role in mobilizing public and policy action towards environmental health. The findings could encourage further research into the effects of visual media on public perception and behavior concerning environmental issues. Additionally, the study underscores the importance of media in shaping and reflecting public discourse on health and environmental challenges.

**[Development of the Chinese Version of the E-Sports Fan’s Value Co-Creation Experience Scale](#Day1_M)**

**I-Wei Chung1, Chih-Fu Cheng1, Fong-Jia Wang2, & Chien-Hua Chen2**

*1National Taiwan Normal University; 2Tamkang University*

The purpose of this study was to develop the Chinese version of the Value Co-Creation Experience Scale (VCCES, Verleye, 2015) and examine its reliability and validity to determine its suitability for assessing the overall value co-creation among Taiwanese e-sports consumers.

The rapid rise of e-sports has transformed it into a significant domain within competitive and leisure sports. As the e-sports industry evolves, consumers are no longer merely passive recipients of services; instead, they actively participate in value creation through cooperation, interaction, and resource integration with producers. Based on the service-dominant logic theoretical framework, it is believed that consumers play an important role in co-creating value in the service exchange processes (Vargo & Lusch, 2017). The VCCES effectively captures the extent of consumers' overall value co-creation experience within a value co-creation context. However, there is currently a lack of research tools for the Chinese version of VCCES designed specifically for the e-sports market. This gap limits our understanding and application of research related to value co-creation.

This study involved 452 e-sports consumers and was conducted in three phases. First, the English version of the scale was translated into Chinese, ensuring appropriateness and clarity for subsequent application. Second, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were used to verify the factor structure, reliability, and validity of the scale. Third, Pearson correlation analysis was employed to examine the relationships among the sub-constructs of the scale. Results and Discussion: The EFA identified six factors: hedonic experience, cognitive experience, social experience, personal experience, pragmatic experience, and economic experience, comprising 16 items. The CFA results indicated a good model fit for the scale. Furthermore, all dimensions were positively related to each other in the Chinese version of VCCES.

The Chinese version of VCCES developed in this study is a reliable and valid measurement tool tailored for the e-sports context. It provides a robust method for examining consumers’ overall value co-creation experiences, offering valuable insights for researchers and practitioners in the e-sports industry to better understand consumer engagement and value co-creation dynamics.

**[Exploring Partnership Dynamics Between Universities and Sports Organisations](#AA_FRI_MORN)**

**Rubi Cury1 & Lourdes Osores Carrasco2**

*1Flinders University; 2Griffith University*

This study investigates the distinctive dynamics of partnerships between universities and sports organisations, specifically focusing on partnerships design and implications to learning and teaching.

The evolving landscape of higher education demands innovative approaches to curriculum development and student engagement, particularly in terms of industry engagement and students' career development. Professional and national sports organisations, with their social influence and responsibilities in developing inclusive and diverse sports development pathways, present unique opportunities for universities to enhance their educational offerings. These partnerships facilitate immersive learning and teaching experiences, helping students develop industry-driven knowledge, soft skills, and valuable networking opportunities. However, forming and managing such partnerships involve unique dynamics compared to traditional university partnerships that require careful navigation to align mutual goals and maximise potential benefits. The increasing integration of universities with professional and national sports organisations offers a fertile ground for examining how universities collaborations with sports organisations influence educational programs and outcomes and improve the operations of the involved organisations. Therefore, this research explores the dynamics of such partnerships from a learning and teaching perspective and the complexities involved in their formation and management, particularly in enhancing student learning experiences and career prospects, teaching staff demands, and broader university strategic implications. The research examines how co-creation of value is facilitated towards enhancing student employability and contribute to the reputation and strategic objectives of educational institutions and sports organisations.

Drawing from a review of existing literature on the success and sustainability of university-sport partnerships (e.g., Franco & Haase, 2016; Hanlon et al., 2012), this study will conduct semi-structured interviews with a range of stakeholders. These include university executives, partnership coordinators, sports organisation staff from sports organisations actively involved in the partnership design and implementation, and students involved in immersive learning programs (e.g., work-integrated learning, industry-based diplomas and internships) from Australian universities that are engaged in such collaborations. The study will apply a thematic analysis approach to identify key elements that influence the partnership dynamics, including partner selection, relational capital, and strategic alignment. It also considers the challenges and barriers to effective collaboration, such as resource allocation, cultural differences between organisations, and integrated learning expectations.

The insights gained from this research are expected to provide strategic guidance for universities and sports organisations looking to establish or enhance such partnerships. The outcomes of this study will also contribute to the broader discourse on integrating practical industry experience into academic curricula, ultimately aiming to improve the learning experience and career readiness of students.

**[Knowledge Management for Capacity Building and Performance of Community Sport Clubs](#Day1_M)**

**Vahid Delshab1, Adam Karg2, Emma Sherry3, & Kathleen Wilson1**

*1Swinburne University; 2Deakin University; 3RMIT University*

While governing bodies consistently produce information and resources in various domains, it is observed that not all domains of knowledge are effectively utilised by voluntary-run sport clubs (Shilbury et al., 2024). More specifically, there is limited evidence for the internalisation, management, and retention of knowledge in Australian sport clubs (Gerke et al., 2021). Accordingly, the current study aims to develop and validate knowledge management (KM) framework across four critical knowledge domains (including on-the-field sport, off-the-field administration, safety, and diversity and inclusion). Furthermore, we aim to investigate the impact of KM in these domains on community sport clubs' capacity and performance.  
   
Knowledge is a process of applying expertise, and knowledge management (KM) refers to knowledge flow and the process of acquiring, creating, sharing, storing, and applying knowledge (Alavi & Leidner, 2001). KM is increasingly recognised as a vital component in the effectiveness and sustainability of organisations across various sectors (Massa and Testa, 2009). Within the realm of community sports clubs, where volunteers play a central role in running and operations, KM takes on added significance (Delshab et al., 2022). These clubs rely heavily on the collective expertise and knowledge of their volunteers to thrive and fulfill their missions (Doherty et al., 2014). Despite its importance, KM within non-profit sector remains underexplored in both academic research and practical application (e.g., Rathi et al., 2017). By addressing this gap in research and practice, we can unlock the full potential of knowledge sharing and utilisation within sports clubs, ultimately leading to greater organisational capacity and performance.  
   
Sports organisations, like other businesses, need to “successfully capture, share, manage and harness their corporate knowledge to reduce uncertainty of outcomes and to coordinate and facilitate strategy and policy implementation” (Halbwirth & Toohey, 2001, p. 91). KM is particularly important in community sport clubs that are characterized by growing competition with the public and for-profit sport sector, declining volunteer support, and a generally tighter government funding environment (Delshab et al., 2022).  
   
In the current study, presidents or their representatives from at least 200 clubs participating in various sports (individual and team) across Australia, will be invited to complete an online survey.  
The majority of survey items are drawn from previously established and validated scales. Specifically, items related to KM across domains have been adopted through interviews with club representatives.  
Structural Equation Modelling (SEM) will be performed using AMOS to examine the relationships between the constructs.  
   
The data collection will be completed by the time of the conference and the presentation will include the survey analysis and results.  
   
The presentation will conclude with practical implications and frameworks to support sports clubs in facilitating their organisational capacity and performance through implementing KM processes in various domains.

**[Conspiracy Theories, Misinformation and Disinformation:](#AA_THUR_MORN)**

**[Why They Matter to Sport Organisations and What We Can Research](#AA_THUR_MORN)**

**Geoff Dickson**

*La Trobe University*

This presentation provides an overview of conspiracy theories, misinformation, and disinformation in sport, emphasizing the opportunity for sport management researchers. The presentation will feature examples from mega sporting events as well as various professional sports leagues. Conspiracy theories are “attempts to explain the ultimate causes of significant social and political events and circumstances with claims of secret plots by two or more powerful actors (Douglas, et al., 2019, p. 4). Whilst some consider misinformation to be an umbrella term encompassing all forms of false or misleading information (Altay, Berrichi, & Acerbi, 2023), others consider misinformation be false information disseminated without any intent to deceive (Hameleers & Brosius, 2022). In contrast, disinformation is “designed, presented and promoted to intentionally cause public harm or for profit” (High Level Expert Group on Fake News and Disinformation, 2018, p. 3).   
  
The proliferation of conspiracy theories, misinformation, and disinformation is problematic. The World Economic Forum’s Executive Opinion Survey (EOS), based on responses from 11,000 business leaders in 113 economies, ranked misinformation and disinformation as the number one short-term risk. Extreme weather events, societal polarization, cyber insecurity, and interstate armed conflict rounded out the top five risks (World Economic Forum, 2024).   
  
Conspiracy theories, misinformation, and disinformation are a risk for sport organisation credibility (Kim, Lopex, & Drayer, 2023). Credibility is built on the perception of honesty, reliability, and competence. When false narratives proliferate, it becomes challenging for organizations to maintain a credible image. Similarly, conspiracy theories, misinformation, and disinformation will compromise organisational reputation (Kitchin, Paramio-Salcines, & Walters, 2020). Reputation is the collective perception of an organization held by its stakeholders. Then there is also the threat posed to sport integrity (Gardiner, Parry, & Robinson, 2017). When an organization is associated with conspiracy theories, misinformation, or disinformation, stakeholders may question whether the organization adheres to its stated values and ethical standards. Even if an organization’s actions are ethical, persistent false stories can create a lingering negative reputation, given the “continued influence effect” of false information (Johnson & Seifert, 1994).

Despite the ubiquity of conspiracy theories, misinformation, and disinformation, research into conspiracy theories, misinformation, and disinformation in sport is conspicuous by its absence. Sport management scholars are already well placed to study conspiracy theories, misinformation, and disinformation given their individual and collective expertise related to (amongst others) consumer behaviour, crisis management and communications, as well as their interdisciplinary capabilities. For sport consumer behaviour researchers, there is an opportunity to link psychological connection, loyalty, identification to understanding their willingness to develop and disseminate conspiracy theories, and disinformation, as well as their vulnerability (or willingness to believe) the conspiracy theory, misinformation, and disinformation. Research can also focus on the organizational responses to such threats. This involves assessing the efficacy of current crisis management strategies and identifying best practices for maintaining credibility and trust. Future research should prioritize integrating methods, concepts, and theories from multiple academic disciplines.

**[Community Sport Organisation Capacity for Safe Sport Practices](#Day1_M)**

**Alison Doherty1, Katie Misener2, Kaleigh Pennock2, Josh Llewellyn2, & Sarah Dunbar2**

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There are calls for greater understanding of community sport organizations’ (CSOs) engagement in safe sport practices to address and prevent maltreatment. To answer that call we explore the nature of the practices being implemented to manage safe sport and the CSOs’ capacity for engagement in such practices.   
  
Organizational capacity theory posits that the extent to which organizations can achieve their goals is based on their ability to draw on and use various resources and assets (Doherty et al., 2014; Hall et al., 2003). The capacity dimensions of human resources, finances, infrastructure, planning and development, and external relationships have been identified as critical in the community sport context for effective programming, club management, policy implementation, and integration, as examples (e.g., Doherty & Cuskelly, 2020; Hanlon et al., 2022; Kitchin & Crossin, 2018). Our investigation builds on this work and extends the application of organizational capacity theory in the community sport context, by examining the aspects of capacity that are perceived to be particular strengths and particular challenges for CSOs to engage in safe sport practices. Such practices may include education, policies, and programs that support an environment that is free from abuse and harassment (Gurgis & Kerr, 2021).   
  
We conducted semi-structured interviews with the presidents of 16 CSOs representing a variety of team and individual sports in Canada. We first determined what each CSO is doing to prevent and address maltreatment for athletes, coaches, and other stakeholders (e.g., volunteers). Further discussion uncovered what the presidents perceive to be the greatest capacity strengths, and greatest challenges, for supporting safe sport. The interviews were conducted virtually and transcribed verbatim. We engaged in reflexive thematic analysis (Braun & Clarke, 2021) to determine any patterns in the data.   
  
The CSOs were engaged in a variety of safe sport practices, ranging from parent and coach education to policy implementation and reporting mechanisms, aimed at addressing incidents and promoting a sport environment that is free from harm. Experienced coaches and board members, passionate and dedicated volunteers, and strong external partnerships with knowledgeable stakeholders (e.g., sport governing bodies) were particular strengths for the CSOs around safe sport. Lack of documented procedures to manage maltreatment and added strain on volunteer time were particular capacity challenges for ensuring a safe sport environment. The findings highlight the critical resources and assets for safe sport practices in CSOs, while signalling where particular challenges lie (cf. Doherty et al., 2014) and capacity can be built (cf. Millar & Doherty, 2016).   
  
This research provides important new insight about the safe sport movement in Canada, with a much-needed focus at the community sport level. Broadly, the findings help inform policy and practice by highlighting CSOs’ experiences with safe sport practices: What is being done, what aspects support related initiatives, and what challenges need to be addressed. At the CSO level, our study stimulates reflection and conversation among community sport leaders and stakeholders about the nature and capacity for engagement in such practices.

**[How Does Organisational Size and Capacity Shape Innovation in Sport Development?](#Day1_M)**

**Mark Drehlich, Pamm Phillips, Steve Swanson, & Katie Rowe**

*Deakin University*

It might be argued that a new era of innovation in sport development has emerged as organisations navigate the post-COVID landscape (McSweeney et al., 2021; Ratten, 2021; Ratten & Dickson, 2021). COVID lockdowns prevented organised sport participation, with individuals finding alternative ways to participate outside of organised club systems while volunteers filled their time with new activities. With COVID over, clubs found themselves without participants and a reduced capacity to facilitate club-based sport participation opportunities (Lachance, 2021; Power & Nedvetskyaya, 2022). Consequently, sport organisations have been compelled to innovate their approaches to attract new and previous participants, and ensure retention (Eime et al., 2024; Post et al., 2022; Thibaut et al., 2023).

Recognising these challenges, government agencies offered financial support for sport organisations to develop innovative approaches to re-engage participants (Hughes et al., 2020; Garcia-Garcia et al., 2020; Kornbeck, 2022). While research acknowledges that sport organisations innovate (Ratten, 2016; Tjønndal, 2016, 2018), little is understood about how organisational size and resource constraints influence innovation processes (Beaudoin et al., 2015; Best et al., 2021; Harris et al., 2020). COVID provided an opportunity to advance understanding of how organisations approach innovation and leverage opportunities depending on their size and capacity (Bjärsholm & Norberg, 2021; McSweeney & Safai, 2020; Sotiriadou & Wicker, 2013).

This research explored innovation across large (LSSO) and small state sport organisations (SSSO) in Victoria. Following government agency classifications based on full-time equivalent staff numbers, semi-structured interviews were conducted with sport managers from LSSOs (n=16) and SSSOs (n=13). Annual reports and strategic plans were analysed to provide insights into organisational strategic focus and resourcing.

Preliminary findings revealed that LSSOs and SSSOs face distinct challenges in accessing and using funding for innovation. LSSOs, with greater financial resources, employ staff with higher levels of education and relevant qualifications, enhancing their capacity for innovation and ability to be strategic in funding applications. If funding misaligns with strategic objectives, they often decline to apply. In contrast, SSSOs, reliant on volunteers and limited staff, view funding as necessary for survival and may apply regardless of strategic fit or delivery capacity. SSSOs depend heavily on external partners to operationalise grant funding through accessing vital resources and skills. These differences in organisational capacity, staff qualifications, and partnership dynamics create an uneven landscape for sport development innovation at the state sport organisation level.

This study extends innovation literature (Hoeber & Hoeber, 2012; Svensson & Hambrick, 2019) by identifying organisational contexts that impact innovation approaches, highlighting nuances in sport development by considering organisational capacity. It provides theoretical and practical insights for sport development managers and policymakers to address disparities in innovation capacity across the sport sector.

**[Dancing to the Beat: Movement Experiences of Indigenous Youth](#AA_THUR_MORN)**

**Dion Enari**

*Auckland University of Technology*

What is Indigenous movement to Indigenous youth?

Kapa haka, an indigenous form of cultural dance in Aotearoa, has a profound impact on a participant’s wellbeing by strengthening connections to culture and history 1. More than just performance, Kapa haka empowers Māori identity, culture, and well-being through language, tradition, and community 2. Similarly, Pacific people use cultural dance and song to better connect with each other and their environment 3. Through these modes of expression, Pacific communities have been able to positively enhance wellbeing through established forums for celebrating their own cultural ways of being and knowing 4. For Māori and Pacific peoples, developing a strong sense of ethnic and cultural identity is a protective anchoring factor in today’s increasingly diverse and changeable context 5. In 1976, the first Polyfest was held in South Auckland, New Zealand. Polyfest is a Secondary School cultural dance festival that enables young people the opportunity to engage with their cultural identity, values, and practices.

The Kakala framework was adapted and used to inform our approach. Kakala is the “communal process of weaving together a string or lei of flowers that demonstrates collaboration, sharing of resources and the passing of skills to the next generation”20. A key value that underpinned this framework was reciprocal relationships and this report weaves together the voices and experiences of youth who participate in Polyfest in the Otago and Southland regions in Aotearoa, New Zealand.

Research with Pasifika is best done as a highly collaborative effort with local community leaders, administrators and groups. Hawaiki Hou were instrumental in facilitating introductions to our valued partners Mīharo, and the Otago Polyfest organising committee. These partnerships led to crucial engagement opportunities with youth at Murihiku Polyfest (Invercargill) and Otago Polyfest to different degrees. Three key engagement approaches were utilised to invite youth to participate in the current study, and the ensuing results evolved.

Southland and Otago Pacific youth highly value social engagement and connection with others when it comes to being active. Rugby union, Rugby league, Basketball, Netball, Touch and Volleyball were the most common sport codes that Southland and Otago Pacific youth participated in beyond Polyfest. Interestingly, majority of participants preferred doing Pacific dance over conventional sports.  Motivation (or lack thereof), getting up early and getting tired were the most cited challenges to ‘being active’ for Southland and Otago Pacific youth. Polyfest fostered Pacific kinship and community connection, through vibrant celebratory showcasing of embodied stories and values. We also found that cultural dance participation facilitates powerful identity and personal development for Pasifika youth, as a mode of sacred formation and meaningful education to them. More opportunities, resourcing and support in this Pasifika dance space may lead to better outcomes holistically for Pasifika youth engagement in school and other areas of life more broadly.

**[Surfing Managers’ Perspective on Sustainable Surf Tourism](#AA_THUR_AFT)**

**Tiago Brant C. Falcao, Kevin Filo, & Popi Sotiriadou**

*Griffith University*

Sustainable surf tourism (SST) aims to balance the economic benefits of surfing destinations with protecting natural resources and local communities’ well-being (Ruttenberg, 2022; Ware, 2017). Local surfing communities (i.e., surfing institutional managers, local surfers, and surf tourists) experience both the economic benefits and the potential negative impacts of surf tourism (Buckley, 2002; O’Brien & Ponting, 2013). However, little is known about the intersection between environmental sustainability and local surfing communities (Towner & Orams, 2016). This study examines the perspectives of surfing institutions on SST by exploring “How surfing institutional managers perceive and act towards SST at the Gold Coast World Surfing Reserve (GCWSR)”.  
   
Local surfers have a deep connection to the ocean and are often at the forefront of environmental conservation efforts (Hill & Abbott, 2009). They witness firsthand the impacts of pollution, marine debris, and habitat destruction on the waves they enjoy (Ciurana & Aguilar, 2021; Evers & Phoenix, 2022; Reineman et al., 2021). Surfing institutions frequently engage in activities such as beach clean-ups, advocating for marine protected areas, and supporting initiatives to reduce pollution and protect coastal ecosystems, offering opportunities for education to surfing communities and raising awareness on environmental sustainability (Larson et al., 2018). To address environmental sustainability in surf tourism at the GCWSR, the study uses the Theory of Planned Behaviour (TPB) (Ajzen, 1991) to draw information from surfing managers on their intentions and behaviours regarding SST (Dolnicar & Demeter, 2023; Ulker-Demirel & Ciftci, 2020).   
  
Applying a qualitatively driven ethnographic approach (Beaumont & Brown, 2018), this study employed semi-structured interviews (Galletta, 2013) with nine institutional surfing managers to understand their role in SST and answer the research question: “How do surfing institutional managers perceive and act toward sustainable surf tourism?”   
  
The study points toward a shared sense of responsibility among local surfing communities for safeguarding the ocean and the environment. Surfing institutional managers identified sustainable practices in surfing institutions, barriers to sustainable behaviour, and positive emotions as a motivation for engagement. Using thematic analysis (Clarke et al., 2019) five themes emerged from the interview data: environmental stewardship, countercultural influence, social examples, regulation needs, and challenges to sustainable practices.  
  
The study extends the application of the TPB to the context of SST, to foster sustainable practices in local surfing communities. The resulting framework enhances our understanding on the ways the TPB can shape behaviours and actions of surfing institutional managers towards environmental sustainability.

The managerial implications of the study for surfing managers include promoting environmental awareness, responsible behaviours, and implementing sustainable practices in surf tourism, helping to guide education to mitigate its negative impacts sustainably and preserving the long-term viability of surf tourism and the surrounding ecosystems.   
Future research should inquire local surfers and surf tourists about their perspectives and actions towards SST in local surfing communities to triangulate the findings of this study and provide a holistic perspective on addressing SST.

**[‘The Power of Influence’:](#Day1_M)**

**[Institutional Leadership in Gender Equity Change](#Day1_M)**

**Eleanor Faulkner1, Adam Karg2, Jonathan Robertson2, Emma Sherry3, & Sen Sendjaya3**

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Gender norms permeate and influence sport in a variety of ways that include, exclude, or marginalise individuals based on their gender (Friedman & Van Ingen, 2011). Although gender norms are often perceived as fixed, they do undergo slow, incremental change within societies over time. For example, Australia has witnessed changes to reshape gender relations over the past decade (Pavlidis & Connor, 2015). In sport this has led to the rapid adoption of practice and policy and the increased efforts to become more inclusive generally. This includes more equitable representation in participation, coaching and sport administration particularly within male-dominated sports (Australian Sports Commission, 2018). While such change highlights weakening of the traditional gender beliefs and assumptions; some sports prolong change, or their change attempts are simply unsuccessful.  
  
Institutional work in sport has increasingly examined change, and more specifically, gender change (Nite & Edwards, 2021). This includes studies that have investigated ‘work types’ including creation (Dowling & Smith, 2016); maintenance (Micelotta & Washington, 2013) and work to disrupt institutions (Nite & Washington, 2017). Although institutional research has considered different levels of the institutional environment such as individual (Tracey, 2016), organizational (Gawer & Phillips, 2013), community (Lawrence & Dover, 2015; Mair, Marti & Ventresca, 2012) and fields (Trank & Washington, 2009). However, little is known of how ‘institutional leaders’ operate within the environment, specifically when trying to create more gender equitable environments.  
  
Whilst existing research recognises that institutions change over time (Robertson et al., 2022), little is known about how institutional leaders operate within institutions. To respond to these gaps, a qualitative, social constructivist approach was utilised to investigate the research issue, with a focus on the types of institutional work leaders undertake as part of the change process (i.e., create, maintain or disrupt the institutional environment). Semi-structured interviews (n=22) were conducted with CEO and General Managers of NSOs, SSOs and Government Sport Bodies. The collection was further supported by a singular case study approach (n=17) alongside twelve supplementary documents to further investigate leaders’ roles across different levels of the institution. As such the research questions was: “How do different types of institutional work performed by leaders influence gender equity in sport organisations?”.   
  
Findings demonstrate that leaders have an acute awareness that gender equity is a prominent issue by leaders of institutions. Leaders acknowledge a heightened level of responsibility, changing of organizational culture, internal and external focus and ultimately valuing organizational diversity. This presentation will focus on the role in which institutional leaders take throughout organizational gender equity change. The research contributes to wider institutional research concerning gender equity change both on a macro and micro level within institutions and highlights leaders’ perceptions of the gender equity change process to date.

**[A Different Look at Volunteer Recruitment in Nonprofit Sports Clubs: Opportunities for Participatory Democracy as Crucial Organisational Socialisation Structures for Young Volunteers](#AA_FRI_MORN)**

**Svenja Feiler, Kirstin Hallmann, Miriam Ortner, & Christoph Breuer**

*German Sport University Cologne*

Nonprofit sports clubs (NSCs) are the main pillar for mass sport provision in many countries (Breuer et al., 2017; Cordery et al., 2013; Cuskelly, 2004). A central characteristic of NSCs is that they are primarily run by volunteers (Heinemann & Horch, 1981). However, recruiting volunteers has become a major problem for NSCs (Bürgi et al., 2023). Given numerous initiatives by sports associations to attract young members for volunteer roles in clubs and the fact that democratic participation opportunities for young people are available in many clubs (Breuer & Feiler, 2022), this study aims to examine whether opportunities for participatory democracy for the youths serve as crucial organisational socialisation structures to recruit young volunteers for NSCs.  
  
As self-help organisations providing services mainly for their members (Badelt, 1981; Bowman, 2017), NSCs recruit volunteers almost exclusively internally. Therefore, organisational socialisation is important for human resource management in clubs. Participation opportunities for the youths are considered crucial elements of organisational socialisation. However, research on the role of organisational socialisation for volunteering is scarce, with few exemptions (e.g., Haski-Leventhal & Bargal, 20008). Mills et al. (2023) developed a model for organisational socialisation of golf club volunteers, i.e. focusing on a particular sport. However, organisational variables of organisational socialisation are hardly investigated, although organisational variables have a greater statistical weight for volunteers’ intention to remain than individual characteristics of volunteers (Hidalgo & Moreno, 2009).   
  
The study uses data from the 9th wave of the Sport Development Report, a nationwide online survey of NSCs in Germany and thus makes use of an organisational dataset to investigate the relationship between organisational socialisation structures and volunteering. Data were collected between October and December 2023, comprising a dataset of n=18,862 clubs. Two regression models were run, with the dependent variables reflecting 1) whether volunteers younger than 30 exist in the club and 2) the share of volunteers younger than 30. The independent variables reflect different possibilities for the youths (up to 18) to actively participate in democratic decision-making in clubs (e.g., whether youths can vote in the general assembly or whether a youth representative has a seat on the board).   
  
Initial results show that young volunteers in the club and the proportion of young volunteers among all volunteers are related to participation opportunities for young people. These results are consistent with the finding that clubs which do not offer participation opportunities for young members also have fewer young people in volunteer positions. These findings hint at the assumption that early organisational socialisation in the form of democratic participation possibilities has a positive effect on the activities of young volunteers in the sports club.   
  
The study contributes to the literature on sport management and volunteering by investigating a new approach for recruiting volunteers in NSCs through early participation opportunities as essential elements of organisational socialisation. The results are also of practical importance to sports clubs and organisations as they can help secure human resources.

[**Exploring How Institutional Pressures From the Paralympic Games Affect the Management of National Parasport Organisations: The Rio 2016 Paralympic Games Case**](#AA_THUR_AFT)

**Carols Eugenio Zardini Filho & Millicent Kennelly**

*Griffith University*

This study examined parasport managers’ perspectives on whether and how institutional pressures acted in the development of administrative legacies for parasport NSOs, emerging from the Rio 2016 Paralympic Games. In particular, this investigation explored administrative legacies in a policy implementation context in Brazilian parasport NSOs.

This research is underpinned by literature on mega sport event legacies, particularly administrative legacies. Administrative legacies are defined as “enduring changes in administrative processes of parasport NGBs, within a context of elite parasport program implementation, directly or indirectly motivated by or produced through the Paralympic Games” (Zardini Filho, 2023, p. 28). Institutional theory is employed to explore administrative processes within the implementation of policies context, and in particular, drawing on the concepts of coercive, mimetic, and normative isomorphism.

A qualitative approach was adopted for this exploratory research. Five case study Brazilian parasport NSOs were purposefully selected to represent different sport and organisational criteria. Semi-structured interviews were then employed to speak with managers from each NSO, focused on uncovering managers’ perceptions on the impact and legacies of the 2016 Games. Transcribed interviews were analysed using the six steps proposed by Braun and Clarke (2012). Analysis focused on unpacking changes perceived as emerged from 2009 (when Brazil obtained the hosting rights for the 2016 Olympic and Paralympic Games) up to 2021 (the end of the Tokyo 2020-21 Paralympic Games cycle). Short-term changes perceived by sport managers were not investigated, with the focus remaining on legacies (or changes that were still in effect in 2021).

The interviews revealed distinct types of institutional pressures across the parasport NSOs that drove them to amend or implement new administrative processes. In particular, this study indicated that isomorphic pressures that originated with the Rio 2016 Games triggered and shaped the way perceived enduring changes in administrative processes emerged and were implemented by the NSOs. The findings also demonstrated how such pressures were embedded in funding dependencies, in particular, coercive pressures from the federal government. Influenced by the Paralympic Games in Brazil, administrative processes were created or modified in ways that impacted the administrative operations of the parasport NSOs, for instance, generating more processual efficiencies and improving organisational capacity. The managers’ perceptions also uncovered the complexities around Paralympic legacy development, mostly due to links to a macro-Olympic Games context in the host country.

The findings advanced knowledge of how a government of a low-income country coercively leveraged the Paralympic Games to promote enduring operational changes in parasport NSOs, as well as providing extra funding for its high-performance parasport system. This study also addressed the need for more in-depth legacy studies on the Paralympic Games (Thomson et al., 2019), and specifically on national high-performance parasport systems.

**[An Investigation of the Charity Sport Event Experience from the Beneficiary Perspective](#AA_THUR_AFT)**

**Kevin Filo1, Guangzhou Chen2, Landy Lu3, & Per Svensson4**

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The current research applies Charitable Triad Theory (Chapman et al., 2022) to explore the needs and goals of charity sport event beneficiaries. In doing so, two research questions are advanced: (1) what needs do charity sport event beneficiaries satisfy through alignment with charity sport events?; and (2) how are charity sport event beneficiary needs satisfied through alignment with charity sport events?   
  
The current research applies Charitable Triad Theory to the charity sport event context. Charitable Triad Theory (Chapman et al. in 2022) posits that charitable decisions are influenced by the interplay of three key actors: donors, fundraisers, and beneficiaries. (Chapman et al., 2022). Charity sport events encompass participatory sport events wherein a portion of event proceeds benefit a charitable cause (or multiple causes). These events involve charity sport event participants (i.e., fundraisers) engaging with their network of colleagues, friends and family (i.e., donors) to raise funds for the charitable cause(s) on behalf of constituents of the cause(s) (i.e., beneficiaries).  
  
The vast majority of charity sport event research has been conducted from the participant perspective (Daigo & Filo, 2020). Beyond such participant-focused work, researchers have investigated the motives and perceptions of charity sport event donors (Filo et al., 2020) as well as the expectations for charity sport event managers and sponsors (Daigo & Filo, 2022). To further provide a more holistic understanding of the charity sport event experience, an opportunity exists to examine beneficiaries.   
   
Charity sport event beneficiaries are defined as individuals or entities who benefit from a charity sport event participant’s (i.e., fundraiser’s) efforts and charity sport event donor’s contribution (Chapman et al., 2022). Breast cancer patients/survivors who benefit from the Susan G. Komen Race for the Cure represent an example of charity sport event beneficiaries.   
  
Data will be collected via semi-structured interviews (cf. Kvale & Brinkmann, 2009) with charity sport event beneficiaries from a collection of charities aligned with charity sport events. Participants will be identified through purposeful sampling (Patton, 2015). Data saturation will determine the number of interviews conducted. An interview guide will be developed based upon Charitable Triad Theory alongside questions assessing the charity sport event experience for beneficiaries. Data collection will take place across July and August 2024. A two-phase coding process (Saldaña, 2021) will be employed following data collection to identify themes addressing each research question (Braun & Clarke, 2021).   
  
Coming to a better understanding of charity sport beneficiaries can allow charity sport event participants to better craft their fundraising appeals. Meanwhile, charity sport event donors can gain insight on those directly impacted by their contributions. Further, charity sport event managers and sponsors can learn how to best position beneficiaries within event promotions and design. Collectively, this knowledge can translate into a more optimal fundraising experience and address the notion that fundraising within charity sport events can be demanding (Hendriks & Peelan, 2013). The findings will also advance Charitable Triad Theory through application to the charity sport event context.

**[Breaking or Making News?](#AA_THUR_MORN)**

**[Agenda-Setting and Copromotion as Sports Media Strategy](#AA_THUR_MORN)**

**Hunter Fujak**

*Deakin University*

Although the financial contribution of media towards sport’s commercialisation is well understood, the value of media coverage as a mechanism of fan development is comparatively less appreciated (Funk & James, 2001). Media plays an active role in shaping the popularity of sports (and leagues), by priming viewers to the salience of sports through editorial decision-making around their relative newsworthiness (McCombs & Shaw, 1972). An idiosyncrasy of sport media coverage, however, is that media organisations often have direct financial interests in co-promoting particular sport properties (Saks & Yanity, 2016). The aim of this study is thus to explore sport news coverage by large media organisations. The study’s central research question is whether the volume of coverage afforded to individual sports by media organisations varies in alignment with extant media rights deals that may incentivise such media organisations to co-promote specific sport properties.   
  
This study adopts agenda setting as its theoretical framework, a foundational framework within communication studies (Scheufele & Tewksbury, 2007). From the seminal work of McCombs and Shaw (1972), it has been illustrated that through the selection and emphasis of certain topics in reporting, the media retains significance influence over the salience of issues in public perception. In the sport context, the dominant application of agenda setting theory has been to explore representation within media coverage, particularly gender (Billings and Angelini, 2019). Given media coverage represents a central mechanism of fan development, the theory appears translatable to the management of sport media.   
  
The study performs a quantitative content analysis of Australia’s two largest newspapers. The Australian context offers an opportune case setting, with the analysis period (2019 to 2023) coinciding with two large media conglomerates swapping rights ownership of two leading sport leagues. Content analysis is performed across two newspapers, over a four-year period, and in relation to coverage of two sports (netball and rugby union). Differences are hypothesised to emerge at two levels; between newspapers in a given time period, and within a newspaper across time as rights ownership changes. The statistical analysis will involve ANOVA and regression analysis.   
  
Data analysis is currently in progress, with results to be shared at the time of the conference. Results and discussion will surround the primary hypothesis: that media organisations exhibit significant differences in sport coverage in accordance with their ownership rights. Related analysis may consider the absolute strength of statistical findings to allow discussion of the managerial implications for sport managers negotiating rights deals with media counterparties.   
  
Whilst agenda setting represents a widely adopted theory within sport communications, this study represents a significant re-imagining of its application into the sport management domain. As sport broadcasting fragments across a widening array of traditional and digital media outlets, sport practitioners must increasingly strategise how they achieve broad media coverage to maintain broad cultural relevancy (Dwyer et al., 2016).

**[Playing with Perceptions:   
Investigating Racial Bias in Soccer through Skin Colour Manipulation](#Day1_A)**

**Thadeu Gasparetto1, Cornel Nesseler2, Iuliia Naidenova3, & Petr Parshakov3**

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Implicit discrimination undermines societal cohesion and imposes significant economic and social costs. Detecting and understanding implicit discrimination is challenging. This research aims to measure implicit discrimination by examining if the punishment for perceived misconduct in soccer videos depends on the skin colour of the players.

Discrimination is a major challenge for modern societies, influencing job hunting (Bertrand & Mullainathan, 2004; Nesseler et al., 2023), housing (Antfolk et al., 2019; Gusciute et al., 2020), dating (Jakobsson & Lindholm, 2014; Ranzini et al., 2022), the sharing economy (Cheng & Foley, 2018; Tjaden et al., 2018), and sports club membership (Dur et al., 2022; Gomez-Gonzalez et al., 2021). Classical discrimination theories assume conscious discrimination (Arrow, 1998; Becker, 2013). Implicit discrimination, however, argues that discrimination can be unintentional and outside the discriminator's awareness (Bertrand et al., 2005). Research indicates implicit bias in hiring (Barron et al., 2022; Reuben et al., 2014), education (Carlana, 2019), and sports officiating (Pope et al., 2018; Price & Wolfers, 2010). Prior studies offer insights into implicit discrimination in sports but do not account for non-observable in-game elements. Our experimental approach isolates these elements to provide clearer causal evidence of discriminatory behaviours in sports.

We designed an experiment where respondents were shown soccer sequences with artificially modified skin colour of players. Participants were asked to choose appropriate punishments for the perpetrators in the videos. The experiment involved 504 respondents, with 501 completing all parts. Participants, mostly male (60%), aged 25-44 (49%), and predominantly white or Caucasian (56%), evaluated each sequence and chose from punishments such as no warning, verbal warning, yellow card, or red card. Ordered logit regressions were used to analyze the data.

Contrary to previous research, we do not find that the skin color of players influences the punishment decisions of participants. This is consistent across various models focusing on different subgroups, including those who watch soccer frequently and those who do not, as well as by gender and race of the respondents. Notably, the fastest respondents tended to give less harsh penalties to players with darker skin, contradicting the hypothesis that faster decisions would be more biased. This suggests that soccer viewership may contribute to reducing perceptual biases, potentially due to increased exposure to diverse players.

Our study provides a controlled experimental setup that offers clearer causal evidence regarding implicit discrimination in sports settings. The lack of observed implicit discrimination among soccer fans may indicate a positive trend towards more inclusive attitudes. This finding is crucial for understanding the dynamics of implicit bias and its mitigation. The experimental design can serve as a basis for further research, particularly involving professional referees to validate and expand upon these findings. Our results emphasize the importance of exposure to diverse groups in reducing bias and suggest potential areas for interventions aimed at promoting inclusivity in sports and beyond. This study enhances the understanding of implicit discrimination and contributes to the broader discourse on combating discrimination in society.

**[Alcohol Sponsorship of Professional Ice Hockey:](#AA_FRI_AFT)**

**[An Examination of Authenticity and Gender](#AA_FRI_AFT)**

**Sarah Gee, Terry Eddy, & Matthew Reid**

*University of Windsor*

The purpose of this study was to examine consumer perceptions of sponsorship authenticity as they relate to Budweiser’s sponsorship of men’s and women’s professional hockey leagues (i.e., the National Hockey League, NHL, and Professional Women’s Hockey Players Association, PWHPA, respectively).   
  
Numerous studies have interrogated ‘fit’ between sponsor and sponsee as measured by consumer attitudes. However, according to Charlton and Cornwell (2019), authenticity is distinct from fit, in that fit “requires one to compare the attributes of each brand for signs of compatibility, and examination of authenticity focuses more on the relationship itself. Two partners need not fit in order to be authentic” (Charlton & Cornwell, 2019, p.285). This study uses Charlton and Cornwell’s (2019) Horizontal Marketing Partnership Authenticity (HMP-A), which centres on the sponsorship relationship between brands and where integrity, credibility, continuity, and symbolism are key dimensions.  
  
A quantitative, cross-sectional design was utilized with a sample of Amazon’s Mechanical Turk (MTurk) workers in Canada. Respondents were randomly assigned one of two sponsorship scenarios (i.e., either Budweiser’s sponsorship of the NHL or PWHPA) and were prompted with an image and brief description of the sponsorship case. Respondents then completed a questionnaire that consisted of 16-items from Charlton and Cornwell’s (2019) HMP-A scale, and general questions measuring personal involvement, alcohol consumption, and attitudes towards alcohol sponsorship.   
  
A total of 344 participant responses were collected; 172 for each case context (PWHPA and NHL). There were 236 participants who identified as male and 107 participants who identified as female. Participants’ ages ranged from 20 to 75 (M = 35) and reported spending 11 hours on average following hockey each week (e.g., watching TV, attending games, reading news, playing fantasy hockey). Among the respondents, 78% stated they followed the PWHPA, while 91% followed the NHL.  
  
Overall, participants perceived Budweiser’s sponsorship of the NHL to be more authentic than Budweiser’s sponsorship of the PWHPA. This is not surprising since the relationship between alcohol sponsorship and men’s sports is viewed as natural, interdependent, and an essential stronghold, while alcohol sponsorship of women’s sports is both uncommon and peculiar (Gee, 2021). Regarding gender, males perceived Budweiser’s sponsorship of the NHL to be more authentic than its sponsorship of the PWHPA, but females exhibited no differences in their perceptions of authenticity between the two sponsorship cases. Drawing on Stüber’s (2014) findings, it is possible that female participants view beer and hockey as gender-neutral, therefore leading to undifferentiated perceptions of authenticity for the sponsorships.   
  
We believe this study is the first that shows a difference between how men and women view sponsorship authenticity based on whether the sponsored organization is a men’s or women’s sport. In practice, the unexpected similarity of authenticity among women between the men’s and women’s leagues suggests that supporting women’s sport could be an effective platform for marketing traditionally ‘male’ products to female consumer segments.

**[Segmenting Community Sports Clubs’ Volunteers](#AA_FRI_MORN)**

**Kirstin Hallman, Svenja Feiler, Spencer Preece, & Christoph Breuer**

*German Sport University Cologne*

This study aims to create distinct volunteer segments based on motivations to volunteer for voluntary board members, coaches, and referees.  
  
In the dynamic landscape of community sports clubs, understanding the evolving motivations of volunteer board members, coaches, and referees is crucial. All serve as volunteers, but their roles and functions differ. Considering the difficulties community sports clubs face in recruiting and retaining volunteers (Schlesinger & Nagel, 2015), it is paramount to understand all volunteers’ motivation and their volunteer personas. Market segmentation can be used to increase civic engagement (Randle & Dolnicar, 2017). This study is informed by market segmentation. Literature available on volunteer motivation in community sports clubs utilised rather small sample sizes (de Clerck et al., 2022) with some exceptions (Hoye et al., 2008).   
  
The underlying study is based on a nationwide longitudinal study of sports clubs in Germany. From March to July 2018, coaches and board members were invited to complete a survey, and referees completed their survey from June to August 2021. Overall, n=6,752 coaches, n=4,655 board members, and n=7,391 referees completed the surveys. Motives as segmentation variables and intentions, satisfaction and demographic information as descriptor variables were queried. The segmentation was conducted separately for each volunteer role to identify unique volunteer profiles. Hierarchical clustering was employed to identify the number of clusters. After that, non-hierarchical clustering (k-means) was utilised to derive the segments. The cluster analyses revealed significant differences across the revealed segments for the motivation variables. The descriptor variables were used to establish volunteer personas and were assessed using ANOVA.  
  
The cluster analysis revealed four coach segments (dutiful volunteers, altruistic community lovers, altruistic social adjusters, and volunteer enthusiasts). The volunteer enthusiasts were the oldest segment (53 years) with the least working hours and a large social circle. Conversely, the dutiful volunteers were the youngest (49 years) and best educated. Five segments (assiduous volunteers, social positivists, community supporters, short-termers, and community altruists) were identified among the board members. The social positivists were most satisfied with life in general, practised most sports and were, on average, 60 years old. The short-termers had rather low behavioural intentions and were 56 years old. Among the referees, cluster analysis found five segments (volunteer devotees, development pursuers, involvement seekers, do-gooders, and altruistic helpers). The devotees were very satisfied with volunteering, their role, and the social reputation they received as volunteers. This finding was less prevalent in the altruistic helpers.   
  
Distinct volunteer profiles based on motives were derived for each role, confirming previously established volunteer motives (Hoye et al., 2008). This segmentation study developed robust and heterogeneous volunteer personas for the volunteer roles based on large sample sizes, which makes this study original. Thus, market segmentation could serve as an instrument to increase engagement (Randle & Dolnicar, 2017). Addressing particular characteristics of the volunteer persona will help community sports clubs better target future volunteers for the various roles in their recruitment.

**[A Scoping Review of Framing Research in Sport Management](#AA_THUR_AFT)**

**Lochlin Hamer, Jonathan Robertson, & Pamm Phillips**

*Deakin University*

From its origins, framing theory is underpinned by the recognition that the way in which a matter is conceptualised impacts the way in which it is perceived – and then subsequently the way in which it is responded to (Kahneman & Tversky, 1979). This has since been explored from both a psychological and sociological standpoint (Scheufele & Tewksbury, 2007). As Cornelissen and Werner (2014) identify, there are three levels of framing. First, there is the micro level (i.e. cognitive frames, frame of reference, framing effects). This largely aligns with the psychological view of framing. Next, there is the meso level (i.e. strategic frame, strategic framing, technological frame, collective action frame) and the macro level (field frame, institutional frame, frame contests/frame alignment). These two levels concern the sociological view of framing. The current research aims to contribute to this sociological view by determining how the conceptualisation and perception of sport can impact sports participation at a societal level. As such, the research question is: “how does framing theory impact community attitudes and sports participation?”

In answering this research question, the current research has employed a scoping review approach. This review followed Lavac et al.’s (2010) six stages: (1) identifying the research question; (2) identifying relevant studies; (3) study selection; (4) charting the data; (5) collating, summarising and reporting the results; (6) consultation. To identify relevant studies, the following search terms were searched on EBSCOHost SportDiscus and Scopus: (“fram\*” AND “sport\*”) AND NOT (“frame work\*” OR “framework”). This aimed to capture all studies that concerned framing and sport, whilst excluding those that referred to a framework rather than framing theory itself. The search was limited to peer-reviewed articles that were written in English. The search was carried out on September 3, 2024, yielding an aggregate 6,267 results (3096 from Scopus, 3171 from EBSCOHost SportDiscus). The results list was then extracted from each database and uploaded to Covidence. Duplicates were scanned for and removed by Covidence. Manually screening the remaining results, articles were only approved for full-text screening if they employed a theoretical usage of framing (i.e. they explicitly refer to framing theory rather than a normative usage such as “the research was framed by a separate theory / concept”). This normative versus theoretical usage criteria was developed by Greenwood et al., (2017).

At the preliminary stages of screening, results so far suggest that framing research has been heavily concentrated on media and communications. Specifically, how the media can leverage framing approaches to manipulate viewers perceptions. However, it should also be recognised that framing extends beyond media and communication. As such, the remainder of my research aims to identify how different forms of framing (i.e. interpersonal communication, cultural environment, etc.) holistically impact attitudes toward sport. It is anticipated that these results will be identified in November, 2024.

[**Introducing the Term “Sport Logistics” into the Sport Management Discipline**](#AA_THUR_MORN)

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Although logistics management is a crucial part of local and global sports events, little attention has been paid to a research-driven characterization of ‘sports logistics management’, in particular for sport events. Here, we conceptualize a framework that allows for a more structured recognition of logistics in sports in general and sport event management in particular.

However, although sport and sport events have become an increasingly prevalent research topic in the management discipline, researchers have been very shy to acknowledge the area of logistics management and its strategic relevance. The absence of engagement with logistical aspects of management is particularly surprising given the fact that sport events and competitions are at the very core of almost the entire value creation of the professional and amateur sports sector. In particular, sports managers implement and rely on sophisticated logistics management practices as a central element in today’s increasingly competitive sport business – the transport of the race cars in the Formula 1 circuit spectators’ mobility at sport community events and related festivals or the management of permanent and temporary infrastructure around mega events offer some prominent illustration.

Results show that sports logistics management – meaning logistics activities in sports and sport event management – is a heavily under-researched area that provides an abundance of scientific opportunities. Based on the paper from Herold et al (2020, we present four sports logistics management pillars that are central to the proposed Sport Logistics Framework (SLF): venue logistics management, sports equipment logistics management, athletes logistics management, and fan and spectators logistics management. By providing a conceptual framework for sports logistics, we progress towards informing the sport sector on relevant strategic and operational levels of logistics management and set the stage for empirical studies that are likely to advance sport logistics planning and management.

**[A Critical Examination of Principles of Governance and Social and Task Cohesion within a Black Lives Matter Task Force Group](#Day1_M)**

**Teresa Hill, Shannon Kerwin, & Dawn Trussell**

*Brock University*

Previous sport governance literature has identified that subcommittees and task force groups are designed to “develop proposals or responses to problems and to then present them to the board for consideration and ultimate decision making” (Hoye et al., 2023, p. 448). Despite their important role in sport governance, little is known about the social and task cohesion within these groups. The purpose of this ethnographic project was to critically investigate the complexity of experiences within the governance of a Black Lives Matter (BLM) task force that was created in the spring of 2020 in Ontario, Canada following the murder of George Floyd and subsequent social movement related to racial injustices. In this work, we question how subsidiary groups, like task forces and subcommittees are monitored (or not) according to the broader organization’s principles of governance.  
  
The data in this paper comes from a 16-month period (July 2020-November 2021) in the field that was part of a larger 4-year ethnographic project. During this time, (Author 1) attended 18 BLM task force meetings, recorded 112 pages of field observation notes, and conducted semi-structured interviews with three task force members. Data analysis was an iterative process. Consistent with our theoretical framework, data were analyzed through a critical feminist lens, and informed by Black feminist thought (e.g., hooks, 1989).   
  
Three distinct findings were constructed from our time in the field. The first was that some members of the task force had formed a strong cohesive social group, and relied on the task force for social connection, during a difficult moment in time (e.g. COVID lockdowns). Second, there was an absence of governance principles (e.g., by-laws or definition of purpose) within the task force, and no accountability back to the larger regional sport board of directors. Because of the overall lack of governance, there was limited task cohesion among the members of the task force. Third, perhaps a consequence of the first two findings, the parameters of the task force were left up to individuals resulting in more socially cohesive members of the group crafting task cohesion around their own personal goals, rather than larger goals of the board and organization. Notably, the strong social cohesion among a few core members, in conjunction with unmanaged task cohesion, led to multiple (Black) task force members quietly leaving the group and a failed task force initiative.   
  
Our findings suggest the absence of good governance principles in these groups lead to varied and problematic social and task cohesion (Doherty & Carron, 2003). Understanding the role of individual members in shifting and defining the governance work of taskforce groups contributes to our understanding of these important artifacts in sport organizations (Hoye et al., 2023). It is imperative that we learn how to apply governing frameworks and principles to smaller groups (Parent & Hoye, 2018; Thompson et al., 2023), so that well intentioned responses to sport issues can have a greater chance of leading to productive outcomes for the organization.

**[Stakeholder Relations in International Sports and Their Influence on National Elite Sport Systems](#AA_FRI_MORN)**

**Chris Horbel1, Anna-Maria Strittmatter2, Josef Fahlén3, 1, & Espen Lie1**

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Elite sport systems are significantly shaped by their national contexts (DeBosscher et al., 2015; Patatas et al., 2021; Ramos et al., 2023). Existing research on the organization and governance of elite sports primarily examines the relationship between macro factors (e.g., GDP, population size, political system) and sport policies with indicators of elite sport policy success (DeBosscher et al., 2015). However, scholars argue that there is insufficient focus on the role of individual actors and agency within elite sports systems research (e.g., Henry et al., 2020). Addressing this critique, this study explores the role of 'dominant interest groups’ (Ramos et al., 2023) in shaping national elite sport systems. The research question is: How do stakeholder relationships of national sport federations influence the organization of national elite sport systems?  
  
The context of the study is Norway where sports operate within a centralized system, with national sports federations being responsible for their respective sports and the national elite sport center (Olympiatoppen) overseeing overall elite sports development (Andersen & Ronglan, 2012). Despite this centralization, the role and agency of national sport federations and other actors varies greatly across different sports (Ronglan & Sam, 2015). We employ neo-institutional theory (DiMaggio & Powell, 1983; Thornton & Ocasio, 2008) and stakeholder theory (Freeman, 1984) as our theoretical framework.  
  
We use a qualitative case study methodology (Yin, 2011) focusing on four Norwegian sports federations (Skiing, Cycling, Gymnastics, Athletics). Data was gathered through semi-structured interviews with federation representatives. The interviews centered on topics such as elite sport organization, its significance for the federation's marketing activities, and the impact of stakeholder relationships. Our analysis reveals that international federations, commercial organizers of major international sport events, (elite) sport clubs, and other commercial actors are the dominant stakeholders influencing national federations. The elite sport systems of Skiing and Gymnastics are highly centralized, with the national federation managing training, development, athlete nominations for international competitions, and administrative tasks. They align their elite sport system with the competition rules of the powerful international federations to ensure athlete participation in international competitions and access to their sport’s commercial value.

Cycling and Athletics employ more decentralized elite sport systems, with roles and responsibilities distributed among several actors. Commercial actors have greater agency in these sports, as the main international competition series in these sports are owned by commercial event organizers who recruit participants directly. The role of federations is marginalized, except for major international events like European and World Championships and the Olympic Games. Our findings show that factors such as the structure of international competitions, ownership of prestigious competition series, and major marketing rights significantly influence the organization of national elite sport systems. Centralization in international elite sports and non-commercial ownership of international competitions typically lead to more centralized national systems. Conversely, the increasing influence of commercial actors in international sports results in more fragmented elite sport systems and reduces the influence of national federations on elite sport development in their respective sports.

**[Service Quality Impacts the Behaviour Intention of Participants on Fitness Center in Taiwan: Using the Theory of Planned Behaviour](#AA_THUR_MORN)**

**Chin Huang Huang1, Cheng Shih Lin2, & Ya Chi Chang1**

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The fitness industry has experienced rapid growth globally and in Taiwan over the past two decades. Consumers in the fitness industry now pay more attention to service quality. Service quality has been described as a form of attitude, distinct from satisfaction (Bolton & Drew, 1991), and can be based on evaluating service performance (Cronin & Taylor, 1992). Service quality has also been linked to concepts of satisfaction, value, and behavioral intentions (Cronin, Brady, & Hult, 2000). Perceived service quality is an antecedent to value perception, satisfaction, and behavioral intentions (Theodorakis, Howat, Ko, & Avourdiadou, 2014). However, these studies lack a theoretical framework for their research. This study is based on Ajzen’s (1985, 1991) theory of planned behavior (TPB) to address the theoretical shortcomings and examine the impact of service quality on consumer behavior in fitness centers.  
   
 Chelladurai, Scott, and Haywood-Farmer (1987) developed the Scale of Attributes of Fitness Services (SAFS) to measure the service quality of fitness clubs. Kim and Kim (1995) developed the 33-item Quality Excellence of Sports Centers (QUESC) to assess service quality in sport centers. Later, Lam, Zhang, and Jensen (2005) developed the Service Quality Assessment Scale (SQAS) to address the health-fitness setting and measure perceived service quality. The TPB predicts that attitudes, subjective norms, and perceived behavioral control influence a person's intention to participate in an activity. This study follows the TPB framework to analyze the perceived service quality of consumers and its impact on their intentions regarding fitness centers.

This study designs a service quality questionnaire based on QUESC and SQAS and develops TPB items to examine the relationship between service quality and behavioral intention of consumers in fitness centers. Exploratory Factor Analysis (EFA) will be adopted to extract the main factorial dimensions of service quality, and then these factors will be introduced into Structural Equation Modeling (SEM) to examine the relationship between service quality and behavioral intention.

Results/Findings and Discussion  
 The survey was conducted through face-to-face interviews from April to May 2024 at fitness centers in Taichung and Taoyuan City. Four hundred fifty respondents participated, with 391 completing the questionnaire, yielding a response rate of 86.89%.  
Service quality attributes were extracted into four main factorial dimensions: ‘Staff,’ ‘Program,’ ‘Locker room and parking,’ and ‘Facilities.’ SEM was performed to examine service quality and TPB. The results showed that ‘Staff,’ ‘Program,’ and ‘Facilities’ positively and significantly influenced attitude. Attitude and perceived behavioral control were positively and significantly related to behavioral intention. This study found that service quality impacts attitude in the TPB model, which in turn affects consumers’ behavioral intentions, except for the ‘locker room and parking’ factor. Participants consider service quality but not all conditions in fitness centers. Social expectations also did not influence consumers to engage in fitness centers.  
  
 The main contribution of this study is to integrate and connect service quality with TPB. Service quality influences the attitude of consumers toward fitness centers, and attitude in turn influences their behavioral intention.

**[Shiny and New:](#AA_THUR_MORN)**

**[The Emergence and Impact of Private Academies on Community Sport](#AA_THUR_MORN)**

**Grant Hughes, Mathew Todres, & Christopher Sykes**

*University of Wollongong*

Community sport organizations (CSOs) (e.g., non-profit clubs and regional associations) are often tasked with developing community capacity (O’Brien, 2021), while facing increasing external pressure (e.g. government, Makinen, 2016) to organize themselves and function in line with funding requirements. Further, Private Academies (PA) have emerged in recent years across many sports, particularly football (Skille et al., 2023), as a new type of CSO. Operating beyond the scope of clubs and associations, PAs provide additional fee-for-service sport training and promote player development. PAs have multiple and arguably competing priorities, where they form part of the CSO ecosystem, but have profit driven motives (Skille et al.,2023). This paper seeks to understand the emergence of these new CSOs, initiated by individuals, and creating new markets without the influence of regulating bodies on their creation (Chia & Holt, 2009). Through an exploratory approach, we ask, ‘what phenomena explain the emergence of new CSOs?’ and ‘how have owners of these CSOs operated to establish new CSOs?’ Through interviews with PA owners and relevant stakeholders across one geographic region, this qualitative study investigates reasons for PAs emergence, their influence on sports structures, and the intersection of commercial and non-profit CSOs in service delivery collaboration (O’Brien, 2021; Schulenkorf et al., 2019). This emergence of new CSOs has occurred in a phenomenon described as spontaneous order (Hayek, 1967). This means that, in the absence of deliberate design, entities interact spontaneously to satisfy their desires and engage freely in new markets without the influence of central planning (Collins, 2022). In considering spontaneous order, we build on earlier work that identifies this process as entrepreneurial bricolage (Steffens et al., 2022) and considers how entities can be created out of nothing, in often resource scarce environments.

Exploring the emergence of new CSOs and the markets they create is important as it builds upon research analyzing the influence of neoliberalism in community sport. Previous research has explored the focus on organizational monitoring and evaluation (Harris & Adams, 2015), the development of sport facilities (Parnell et al., 2019), and the use of scarce organizational resources (i.e., volunteer workforces) to deliver societal and national initiatives (Battle et al., 2017; Skinner et al., 2008). Spontaneous order and entrepreneurial bricolage research in CSOs is currently limited and focused on the translation of new ideas into existing local settings (Skille, 2009), or the sport for development and peace context (Andersson et al., 2023).

While this research is in development, its purpose provides new ways of considering the influence of neoliberalism and the spontaneous emergence of new CSOs. We intend to identify how creating new markets influences the delivery of community sport within the tension between sport as a business and sport as a societal institution (Gammelsaeter, 2020). We advance theory by considering how phenomena such as neoliberalism and spontaneous order contribute to the development of new CSOs and markets. Practical implications include using spontaneous order to critique the centralized mode of organizing sport in Australia and identify alternate ways to develop sport in Australia.

**[Identification with Sport Organisations as a Source of Consumer Well-Being in Crisis](#Day1_M)**

**Yuhei Inoue1, Mikihiro Sato1, James Du2, Steve Swanson4, Daniel Lock5, & Daniel Funk6**

*1University of Illinois Urbana-Champaign; 2Florida State University; 3Deakin University; 4Bournemouth University; 5Temple University*

Increasing attention is being devoted to articulating how sport organizations contribute to consumer well-being beyond entertainment (Inoue et al., 2020). This study investigates the capacity of sport organizations to support consumers’ personal and social well-being during a crisis—a situation that poses a significant threat to people’s lives. The social identity approach to health and well-being (Haslam et al., 2018) posits that social identification (i.e., perceptions of oneness with a group) contributes to enhanced well-being. In line with this perspective, research indicates that consumers report higher well-being as they develop stronger identification with sport organizations (Inoue et al., 2015; Kinoshita & Matsuoka, 2022; Schellenberg & Gaudreau, 2023). However, Sveinson et al.’s (2023) qualitative study found that during COVID-19, fans’ identification with their favorite sport team did not contribute to well-being. To address these mixed findings, the current study tests the extent to which identification with sport organizations is associated with measures of personal (i.e., life satisfaction) and social well-being (i.e., perceived community cohesion) during a crisis by analysing data from consumers of various sport organizations. In addition, we investigate how identification with sport organizations interacts with consumers’ sociodemographic characteristics, the characteristics of the sport organizations they identify with, and the social characteristics of their community in affecting their well-being.  
  
An online survey was administered to U.S. consumers recruited from all 50 states and Washington D.C. in July 2020, approximately four months after the adoption of the first stay-at-home order during the COVID-19 pandemic. The study sample consisted of 694 respondents (55.2% women; mean age=42.3 years) who indicated they were supporters of a sport organization and provided a valid organization name for their supporting sport organization. We adapted all survey measures from previously validated scales (e.g., Bhattacharya & Elsbach, 2002; Diener et al., 1985) and confirmed their reliability and validity through a confirmatory factor analysis.  
  
Structural model results indicated that identification with sport organizations had a positive association with respondents’ life satisfaction (β=.09, p=.03) and perceived community cohesion (β=.39, p&lt;.01). Moreover, identification with sport organizations was more strongly associated with elevated life satisfaction for men and single people. Additionally, residents of a state with more COVID-19 deaths and higher population density reported a stronger positive association between identification with sport organizations and perceived community cohesion. However, this association was weaker for individuals supporting college sport teams, compared to those supporting professional teams or other types of sport organizations.  
  
This study advances research on sport and well-being (Inoue et al., 2020) by (a) demonstrating that identification with sport organizations had a positive relationship with consumer well-being during a global crisis, and (b) revealing the conditions that influence the strength of this relationship. Our findings further confirm the theoretical proposition of the social identity approach to health and well-being that people gain well-being benefits from their group membership (e.g., sport organization and its fan community) “to the extent that they identify with that group” (Jetten et al., 2017, p. 792).

**[Drivers of Alcohol Consumption in Sport Stadiums:](#Day1_A)**

**[Evidence from Secondary and Survey Data](#Day1_A)**

**Tanja Kantelhardt & Reinhard Grohs**

*Seeburg Castle University*

Alcohol consumption is pervasive at both college and professional sport events. Unfortunately, alcohol consumption by sport spectators is also a major individual and societal problem (cf. Ostrowsky, 2016; Menaker et al., 2018; Merlo et al., 2010; Wood et al., 2011). This research project aims at developing more efficient and effective strategies counteracting the negative consequences of alcohol consumption by understanding sport spectators’ actual alcohol consumption and its drivers, specifically game, individual, and social characteristics, as well as spectator emotions.  
  
The first study investigates effects of game characteristics on actual alcohol consumption at 156 Austrian soccer games using secondary data on alcohol sales. Results show a significantly higher alcohol consumption at rival games (vs. regular opponents; β = .077, p &lt; .001) and evening games (vs. day or afternoon games; β = -.034, p &lt; .05 and β = -.035, p &lt; .05), and a tendency for higher alcohol consumption at close games (vs. lopsided games; β = .026, p &lt; .075). Thus, the study confirms an effect of game outcome, opponent, and game day characteristics on alcohol consumption on an aggregated (game) level.  
  
To assess drivers of alcohol consumption on an individual sport spectator level, the second study examines how and why sport spectators consume alcohol in stadiums. For this study, 300 soccer spectators fill out an online survey. They first indicate the most recent game they watched in a stadium (making it possible to collect secondary data on game characteristics for these matches). Next, respondents provide information on their alcohol consumption (drinking behavior in general, before, during and after the game), twenty discrete emotions they may have experienced during the game (Kerr et al., 2005), perceptions of game characteristics (e.g., expectations and performance), social contextual factors (fan identification, conviviality), and demographic data (gender, age, social status). The research model proposes that game (game outcome, opponent, and game day) characteristics influence alcohol consumption in the stadium via the mediator (mechanism) spectator emotions. Social factors (fan identification and conviviality) serve as moderators in the model, and general alcohol consumption as well as alcohol consumption before and after the game is controlled for. Data collection is in progress, and moderated mediation analysis will test the proposed model.   
  
The overarching aim of this research is to understand how and why sport spectators consume alcohol individually and in groups in stadiums. This understanding is important for improving marketing strategies related to (alcoholic) beverages sales and consumption in sport stadiums, and, consequently, for developing effective alcohol management practices that reduce negative consequences of sport spectators’ drinking behavior. In the long run, this research can help sport marketers (club brands, stadium owners, alcohol sponsors, sport organizations etc.) and public policy makers to shape a stadium experience that is both vibrant and sustainable for sport spectators.

**[An Investigation into the Lived Experiences of Migrant Women Soccer Players](#Day1_A)**

**Sarah Karlik**

*Swinburne University*

The primary objective of this study is to investigate and document the lived experiences of migrant women soccer players. There are four research questions:  
Research Question 1: What are the lived experiences of migrant women soccer players?  
Research Question 2: What are the decision-making and planning processes of migrant women soccer players when deciding to migrate to another country?  
Research Question 3: How do institutions (e.g., employing club, Professional Footballers Association (PFA), Football Australia (FA), Football Victoria (FV)), support migrant women soccer players prior to arrival and after arrival into another country?  
Research Question 4: What policy framework(s) could institutions (e.g., employing club, PFA, FA, FV) consider to support migrant women soccer players who transition into a new team, club, and country?   
  
The study of sport labor migration (SLM) has focused primarily on professional men athletes (Bale & Maquire, 1994; Maguire 1994; Poli, 2010; Maguire & Falcous, 2010; Darby, 2013) with less attention on women athletes (Botelho & Agergaard, 2011; Tiesler, 2011; Williams, 2014; Agergaard & Botelho, 2014). Maguire (1994) classified sport migrants into five typologies: Pioneers, settler, mercenaries, nomadic cosmopolitans, and returnees. Subsequent studies, with a focus on men soccer players, have further developed or responded to Maguire’s typology for sport migrants (Maguire, 1994; Lanfranchi & Taylor, 2001; Magee & Sugden, 2002; Takahashi & Horne, 2004). The recurring theme in the research is that women soccer players are not primarily motivated to depart from their country of origin for financial gain.

While several theories could be applied in this study, few theories center on gendered migration and the additional challenges women face in migration. The theoretical underpinning of this study, applying a feminist lens, will be a combination of theoretical insights from World Systems Theory, Push Pull Theory, and the Gendered Geographies of Power framework.   
  
This study takes an ethnographic approach – including both autoethnography and ethnography. I am a migrant woman soccer player currently living and playing soccer in Victoria, Australia. I have lived and played soccer in five different countries and seven different states in the USA. Migrant women soccer players have always been represented on each of my teams. The foundation for this study draws on my experiences and observations as a migrant women’s soccer player and as a soccer player with migrant women’s soccer players represented on my teams in the USA. Access to a migrant player’s lived experience from these two approaches will give voice to the player’s perspective to better understand the migration process.   
  
After conducting and manually coding 28 player interviews and a WhatsApp group chat composed of 189 migrant women soccer players, four initial key themes emerged with 2-3 sub themes. First, “support” had: tangible, and additional support/lack thereof. Second, “identity” had: external and internal factors. Third, “motivations” had: intrinsic and extrinsic motivations and miscellaneous comforts. Fourth, “gender” had: disparity to men’s soccer and perceptions of women in a leadership position. More detailed results will follow after further analysis.

**[A Holistic Performance Management System for Botswana National Sport Organisations](#AA_THUR_MORN)**

**L.L. Kasale, L.K. Kasale, C.J. Mokgothu, & Khumo Otukile**

*University of Botswana*

The quest to optimise the efficiency and effectiveness of organisations has led to the proliferation of performance management systems (PMS). These systems improve goal setting, conducting performance appraisals, providing feedback and developing employees to productively manage organisational performance. However, there is paucity of literature on this topic. To the best of our knowledge, there is no context specific performance management system (PMS) that is organisationally relevant to National Sport Organisations (NSOs). To close this research gap, the aim of this study is to develop a context specific organisationally relevant PMS for NSOs.  
NSOs are non-profit organisations that facilitate recreational and elite sport programmes in their communities. They have demonstrated capacity to meet a wide range of organisational and social objectives, thereby attracting different types of partners and stakeholders who advance resources for mutual benefits derived from implementing sport activities. The receipt of stakeholder resources makes NSOs susceptible to scrutiny on their transparency, accountability, efficiency and effectiveness to meet their objectives and stakeholder expectations. Holistic PMSs can help these organisations manage their organisational performance.   
  
The research uses stakeholder, resource dependence and contingency theories as a foundational lens for this study. The stakeholder theory states that organisations exist to create value for their stakeholders and should develop and maintain a network of stakeholders who perform different roles required for their survival (Freeman, 1984). According to resource dependence theory, organisations that are unable to generate the resources needed to facilitate their operations should interact with partners to obtain these resources (Pfeffer & Salancik, 1978). This theory accounts for the role that resources play in the implementation of PM.   
The contingency theory posits that organisational effectiveness, adaptation and survival can be achieved in more than one way. According to this theory, organisational effectiveness depends on the appropriate matching of contingency variables with internal organisational designs that allow appropriate responses to the environment. The contingency theory explores how external and internal environment influence structural arrangements of NSOs and how they affect PMS.  
  
Constructing a PMS for NSOs relied on a literature review exercise in which PMSs were reviewed. Additionally, inputs from industry experts were solicited through twelve interviews and three focus groups. Data collected was analysed through a Conventional Content Analysis, and a holistic PMS for NSOs was developed.   
  
The holistic PMS for NSOs is a cyclic process that accounts for the resources that stakeholders provide and how they influence the goals and objectives set, the processes and activities implemented and the performance measurement processes. Based on the measurements and analysis, the NSO shares feedback with the stakeholders on their demands and expectations and use the feedforward to facilitate creativity and innovations to develop new strategies. This PMS was developed from a literature review exercise and perspectives from industry experts. However, there is need to test the utility of the system in practice to establish if it will benefit NSOs.

**A Sport Participation Legacy for the Brisbane 2032 Olympic and Paralympic Games**

**Millicent Kennelly, Adele Pavlidis, & Diti Bhattacharya**

*Griffith University*

This research applies a gender lens to proposed sport participation legacies for the Brisbane 2032 Olympic and Paralympic Games. It focuses on intentions to boost sport participation amongst “identified cohorts”, including women and girls (State of Queensland, 2023, p. 23). It compares the legacy aspirations articulated in Queensland’s Elevate 2042 strategy, with the lived experiences of women and girls in (or out) of community sport, as well as those working to deliver community programs to cater for individuals who may feel marginalised by traditional sports structures. The purpose of the research is to explore the opportunities and tensions at play where top-down legacy planning and ‘bottom-up’ stakeholder experiences intersect.  
  
There is limited empirical evidence that the Games have managed to precipitate a long-term increase in population-wide sport and physical activity participation rates (Bauman et al., 2021). In this research, we draw on sport participation and legacy literature, as well as works by feminist leisure scholars such as Henderson (1991; 2020) and Shaw (1994), to understand constraints and facilitators to women and girls’ participation in community sport and physical activity, and the potential influence of the Games.  
  
This research was conducted in a case study local government area in South East Queensland. Following a feminist interpretivist approach, a range of qualitative data collection techniques were employed to access the perspectives of local government legacy planners, sport program providers, and women and girls. The research team conducted interviews, focus groups, attended community group meetings and sport programs. We asked stakeholders to share their views on Brisbane 2032 and the ways this event might encourage sport and physical activity participation. We also asked them to describe existing constraints to sport participation, and if/how these could be alleviated. Conversations and observations were recorded, transcribed, and inductively analysed by the team.  
  
For the women and girls we spoke to, Brisbane 2032 was temporally distant and totally removed from their daily lives. The distant ‘hype’ surrounding the Games was overshadowed by a raft of more immediate local challenges/constraints related to the provision (and accessing) of sport and physical activity opportunities for marginalised women and girls.   
  
This research puts a spotlight on the need for sport participation legacy planning that is responsive to gender/intersectional inequalities. Aligning with feminist leisure research, our findings highlight constraints that women experience in accessing community sport and physical activity which are not (yet) addressed in top-down legacy planning. With the Brisbane 2032 Olympic and Paralympic Games still years away, findings will contribute insights into how women and girls, who are amongst the Queensland government’s ‘identified cohorts’, may be better catered for in legacy plans aiming to increase sport and physical activity participation.

**[The Effect of Sport Psychological Safety on the Burnout Tendency Process](#AA_THUR_AFT)**

**Yuhei Kotani, Yusuke Sato, & Seiko Shirasaka**

*Keio University*

The purpose of this study was to determine the relationship between the three subfactors of the Sport Psychological Safety Inventory (SPSI; Rice et al., 2022) (mentally healthy environment, mental health literacy, as well as low self-stigma) and the burnout tendency process, specifically four subfactors of the Athlete Burnout Inventory (ABI; Kishi et al., 1988) (decreased sense of personal fulfillment, emotional exhaustion during competition, lack of communication with teammates, and disorganized self-involvement in competition).

The burnout tendency process has been studied extensively. Amemiya (2014) identified how a "decreased sense of personal fulfillment" leads to "lower value of club activities" and "emotional exhaustion" in Japanese university athletic teams. However, Amemiya’s "lower value of club activities" factor is challenging to accurately identify burnout tendencies in the field. The ABI in this study includes "lack of communication with teammates" and "disorganized self-involvement in competition," which can better clarify the burnout tendency process. Previous studies have shown psychological safety reduces burnout (Fransen et al., 2021; Kinoshita & Sato, 2023), but no studies have examined the subfactor level between low psychological safety and burnout. This study aims to use ABI to clarify the burnout tendency process and SPSI to clarify the association between ABI and SPSI subfactors.

We surveyed 321 university students in athletic teams across Japan. Based on previous research, we developed a hypothetical model for the relationship among the ABI subfactors and tested it using a structural analysis of covariance. We then formulated a hypothetical model for the influence of SPSI subfactors on the identified burnout tendency process and conducted a covariance structure analysis.

The covariance structure analysis revealed a "decreased sense of personal fulfillment" led to "lack of communication with teammates," which then led to "disorganized self-involvement in competition," and finally to "emotional exhaustion during competition." This aligns with Amemiya's process but replaces "lower value of club activities" with "lack of communication with teammates" and "disorganized self-involvement in competition". The effect of SPSI on the burnout tendency process showed that a "mentally healthy environment" affected the early to middle stages from "decreased sense of personal fulfillment" to "disorganized self-involvement in competition." "Mental health literacy" and "low self-stigma" influenced the final stage, "emotional exhaustion during competition."

This study clarifies the burnout tendency process in sports teams. The process by which "lack of communication with teammates" leads to "disorganized self-involvement in competition" is a novel finding, contributing both theoretically and practically. Additionally, we found that the environmental aspect of psychological safety ("mentally healthy environment") influences the early to middle stages of burnout, while personal aspects ("mental health literacy" and "low self-stigma") influence the final stage. This specifies which aspects of psychological safety to focus on in order to reduce burnout.

**[What’s the Signal? Responsibilities and Qualifications in Sports Analytics Job Advertisements](#AA_THUR_MORN)**

**Erik L. Lachance, Brad Millington, & Michael L. Naraine**

*Brock University*

The purpose of this study was to explore the nature of work in sports analytics, as signalled by industry through online job advertisements. The following research question was posed: what responsibilities and qualifications are found in sports analytics job advertisements in the Canadian context?

Sports analytics continues to garner interest among practitioners and academics as organizations grapple with big data to make decisions (Alamar, 2024; Davenport, 2014; McHale, 2018; Schoenfeld, 2023; Winston et al., 2022). Though existing literature sheds light on data’s use in sport organizations (Fried & Mumcu, 2017; Green, 2021; Harrison & Burkstein, 2017; Schoenfeld, 2023), a gap in knowledge remains regarding the specific nature of work in sports analytics job roles. This gap is problematic as sports analytics job seekers are left without an understanding of the responsibilities and qualifications required to work in this area.   
Drawing from signalling theory (Connelly et al., 2010), online job advertisements can be understood as communicative acts aimed at strategically conveying job-related information (e.g., see Hayduk & Walker, 2018; Moore & Khan, 2020). Among other things, when analyzed together, job advertisements signal common responsibilities and sought-after qualifications.  
  
Given the Internet’s vast scope, the study was purposefully delimited to the Canadian context and to the following job sites: Sport Information Resource Centre, Google Jobs, Workday, Indeed, and Monster. Data were collected by searching the term “sports analytics” each Monday of the 2023 calendar year. In this presentation, we focus specifically on job advertisements where analytics arise in the contexts of sport marketing, sport development (e.g., performance), and general sport management. In all, 115 unique job advertisements were thematically analyzed (Braun & Clarke, 2022).  
   
Responsibilities of sports analytics jobs were wide ranging given the large data set. However, responsibilities were tailored to specific tasks related to sports analytics, such as conducting analyses with various software and summarizing or presenting data. Qualifications were related to hard and soft skills. For education, most job advertisements required job seekers to have a recognized higher education degree (e.g., bachelor’s degree or in progress). The type of degree varied at times based on the job advertisement according to the following categories: currently in pursuit of an educational degree; naming multiple types of bachelor’s degrees as options; delimited to a specialized type of educational degree; or combination of bachelor’s degree and additional certifications. Soft skills involved interpersonal and intrapersonal skills. This is perhaps unsurprising, given that soft skills can be tailored to job advertisements according to the qualifications sought by the employer.  
  
In addition to advancing literature on sports analytics, this study provides practical knowledge for sport management students to understand the types of qualifications required to hold a sports analytics job in Canadian sport. Knowing these qualifications can inform efforts at acquiring the necessary hard and soft skills for sports analytics jobs. Findings can also help educators incorporate sports analytics content into sport management curricula to help students pursue qualifications and address analytics-related responsibilities.

**[Why Do Not Non-Profit Sport Organisations Collaborate?](#AA_THUR_MORN)**

**Arthur Lefebvre1, Géraldine Zeimers1, & Milena M. Parent2**

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Non-profit sport collaborations, understood as interorganizational relationships between non-profit sport organizations, have increasingly attracted scholars’ attention. This type of collaboration benefits sport organizations, such as sport clubs facing an uncertain environment and scarce resources (Jones et al., 2017). Despite these advantages, many non-profit sport organizations still don’t collaborate (Lefebvre et al., 2022). So far, research has not investigated the reasons behind these non-collaborations. Yet, examining these reasons would provide a better understanding of this phenomenon and part of the answer to the call from some researchers to question our assumptions about the value of collaboration for sport organizations (Misener et al., 2022). Therefore, this research examined the reasons for non-collaboration by identifying the profiles of non-collaborating sport clubs. Our research answered the following questions: (1) What are the profiles of sport clubs that don't collaborate, according to the reasons for not collaborating? (2) How do the organizational characteristics of these sport clubs differ according to their profile?  
  
Over the past two decades, researchers have focused on studying sport collaborations (Babiak et al., 2018). Their research focused on the formation or antecedents (Babiak, 2007), the processes (Misener & Doherty, 2013), and the effectiveness (Parent & Harvey, 2017) of sport collaborations. However, a notable gap in the literature is the absence of studies that investigate the reasons for non-collaboration and why a sport organization chooses not to collaborate. A few studies outside the sporting context have attempted to explore these reasons (Gazley, 2010) and provide a basis for our study.  
The resource dependence theory (RDT) (Pfeffer & Salancik, 1978) frames this research. The RDT posits that organizations must acquire essential resources from their environment to survive and thrive, creating dependencies that influence their behaviour and strategies such as collaborations.  
  
Data were collected via an online survey targeting sport clubs in Wallonia (Belgium). Of the 1145 respondents, 211 sport clubs indicating that they do not collaborate with other sport clubs were included in the analysis. A two-step cluster analysis comprising 14 discriminant variables was conducted to identify the different profiles of non-collaborating sport clubs. The variables are adapted from Gazley (2010). Next, one-way ANOVAs were performed to determine whether the groups differed in organizational characteristics such as size, relative revenue, gender balance, infrastructure ownership and the presence of strategic planning.  
   
Our cluster analysis revealed three distinct profiles of non-collaborating sport clubs: the “wary”, “lacking capacity” and “no need collaboration” sport clubs. Importantly, our results indicated significant differences among these profiles regarding their size, relative revenue, and strategic planning. These results will be discussed during the presentation.   
  
Our research significantly contributes to the knowledge of collaborations between sport organizations. This study offers new and crucial insights into the reasons for non-collaboration among non-profit sport organizations. By doing so, our study not only responds to the call of some scholars to temper the idea that collaboration is a panacea but also highlights the need to explore the neglected stream of non-collaboration further.

**[Taking Stock of Institutional Analysis in Olympic and Paralympic Sport: Current Trends and Future Directions of Research](#AA_THUR_AFT)**

**Becca Leopkey1, Dana Ellis2, Mathew Dowling3, & Verity Postlethwaite4**

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Institutional approaches focus on the relationship between organizations and the institutional environments in which they operate (DiMaggio & Powell, 1983). Institutions can be defined as “taken for granted repetitive social behavior that is underpinned by normative systems and cognitive understandings that give meaning to social exchange, thus self-reproducing social order” (Greenwood et al, 2008, p. 4-5). Traditional emphasis on understanding isomorphism and change has evolved into growing interest in the roles of actors in shaping institutions. Institutional theory has become a dominant theoretical approach within sport management literature because of its ability to help us better comprehend practices, structures, and change (Robertson et al., 2021). Olympic and Paralympic sport is an influential, highly visible, and ever-changing domain that is constantly shaped by, and used as a conduit for, producing social change. As such it provides valuable context in which to explore and extend institutional analysis.  
  
We plan to review the institutional theory literature within Olympic and Paralympic sport and to provide recommendations for future research in and beyond sport management. More specifically, we would like to identify the employment and diffusion (e.g., scale and trends) of institutional theory within Olympic and Paralympic research. From these findings we plan to discuss the opportunities and challenges for future application and contribution of institutional theory to our understanding of the Olympic and Paralympic domain and draw conclusions on how this context can contribute to our understanding of institutional processes.  
  
An integrative review, while not exhaustive, is an approach that can summarize past literature on a topic of interest to provide a more comprehensive understanding of a particular phenomenon (Broome, 1993). It facilitates the identification and analysis of peer-reviewed work from a variety of disciplinary perspectives to help inform future research (Postlethwaite et al., 2023; Whittemore & Knafl, 2005). Using this approach, eligible sources published between (January 1980 and May 2024) will be collected through database, ancestry and purposive searches, and subsequently analysed for key attributes such as research approach, theoretical constructs related to institutional theory, and Olympic and Paralympic issues/themes explored in the research to form a knowledge base of the field. Whittemore and Knafl (2005) argue that “[w]ell done integrative reviews present the state of the science, contribute to theory development, and have direct applicability to practice and policy” (p. 546).   
  
This is a work in progress. Key findings and related discussion to be presented at SMAANZ 2024 will demonstrate how institutional theory extends our understanding of the Olympic and Paralympic domain by detailing the types of studies that have been employed in this field (empirical, research design, methods), as well as the primary institutional concepts (e.g., legitimacy, isomorphism, fields, change, work, etc) utilized. Moreover, it will provide an overview of the issues (e.g., legacy, sustainability, governance, policy/legislation, organizational change/evolution) that have been scrutinized using an institutional lens within the Olympic and Paralympic literature to date and highlight where institutional theory can aid in further advancing our understanding within the field.

**[Sponsoring Global Events to Target Domestic Market: Exploring Customers’ Perceptions Toward Sponsorship Effectiveness of the 2022 FIFA World Cup](#AA_FRI_MORN)**

**Bo Li1, Liang Zhao2, Stirling Sharpe3, & Olan Scott4**

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During the 2022 FIFA World Cup that was held in Qatar, many Chinese companies became sponsors. In this research, we investigate if Chinese viewers are aware of the official sponsors v.s. nonofficial sponsors, and the congruence, sponsorship recognition, attitude and purchase intentions for the official sponsors vs. the nonofficial sponsors.   
  
Traditionally, the major international sporting events were mainly used by global businesses to target international customers. However, in the most recent years, many businesses have capitalized on its popularity to target their domestic customers given its high attention. Many Chinese businesses started to sponsor FIFA and its major tournaments to increase their brand awareness. FIFA Global Partners and FIFA World Cup Partners are categorized as Official Sponsors, and other types of sponsors are called Nonofficial Partners.   
  
Congruence: Congruence means a strategic match between the sponsor and 2022 FIFA World Cup.   
Sponsorship Recognition: There are three aspects of sponsorship recognition. First, sponsorship is a type marketing activity that could potentially enhance publicity, and increase the impressions of the sponsor. Second, viewers also make emotional judgement on if the sponsors are trustworthy, familiar or reputable. Third, viewers would recognize if the sponsor is capable of contributing to the success of the sporting events and sports development (Kang et al., 2019).   
  
Attitude and Purchase Intentions: A positive attitude towards the sponsor is suggested as a key variable for sponsorship effectiveness (Biscaia et al,. 2014). Sponsorship of 2022 FIFA World Cup is likely to have a strong effect on purchase intentions for viewers.   
  
A self-administrated questionnaires were distributed on a major survey platform in China in February to March 2023, with a total of 287 questionnaires returned.   
  
There are three sets of brands in three product categories in our study: consumer electronic category Hisense (official sponsor) and TCL (nonofficial), diary product category Mengniu (official sponsor) and Yili (nonofficial), and category Budweiser (official sponsor) and Tsingtao (nonofficial). Key constructs congruence, sponsorship recognition, attitude and purchase intentions are measured on a 7-point Likert scale, ranging from (1) strongly disagree, to (7) strongly agree for each statement. Most constructs are measured using 3-4 item scales, adapted from established measurement scales. Exploratory factor analysis and confirmatory factor analysis has shown good reliability and validity.   
  
Results in sponsor awareness show that official sponsors are correctly perceived as official sponsors (43.6% Hisense v.s. 35.5% TCL, 36.6% Mengniu v.s. 33.8% Yili, 29.6% Budweiser v.s. 28.9% Tsingtao). Results show that official sponsors are perceived as having higher congruence for consumer electronics and diary, but not for beer. Sponsorship recognition is higher for official sponsors in consumer electronics, but the results are mixed for diary and beer. Attitude towards official brands is more favourable for all product categories. Beer category has the highest congruence, sponsorship recognition and attitude compared with other categories.  
  
This study indicates that the sponsorship in FIFA 2022 World Cup is effective. The effectiveness is generally higher for official sponsors than for nonofficial sponsors.

**[Spectators Perceptions of Venue Quality, Satisfaction, and Behavioural Intentions: A Case Study of the Taipei Dome](#AA_THUR_MORN)**

**Tzu Ching Liang & Chin-Huang Huang**

*National Taiwan University of Sport*

Taiwan has increased sports event participation for spectators. To host large events and enhance national commitment, improving sports facilities is necessary. Providing international-standard stadiums and excellent facilities for the public can boost international competitiveness. With the Taipei Dome's 2023 opening, the public eagerly awaits using the new facilities. Whether the quality meets public expectations is the focus of this study, which aims to investigate the relationship between audience quality perceptions, satisfaction, and behavioral intentions towards the Dome.  
  
The term Sportscape is a follow-up application of the servicescape framework introduced by Wakefield and Blodgett (1996) to Bitner (1992). The first applications of servicescape in sports were in the studies of Wakefield and Blodgett (1994), Wakefield and Sloan (1995), and Wakefield and Blodgett (1996), and Uhrich and Benkenstein (2012) found that stadium atmosphere significantly affected the emotional state of sports fans' immediate and long-term behavioral intentions. Mood states for both immediate and long-term behavioral intentions. According to Wakefield and Sloan (1995), people spend anywhere from one to five hours in the stadium before and during a game or event. Bitner (1992) suggests that the "service landscape" or the physical environment of a service encounter causes individuals to choose to approach (i.e., stay, explore, spend money, return) or avoid a place. Wakefield and Blodgett (1996) state that monitoring and maintaining cleanliness is important for stadium management because it is a key element in the management of a stadium. Stadium management is important because negative perceptions of cleanliness may influence future behaviors of spectators through negative internal responses. Ryu, Lee, and Kim. (2012) found that satisfaction (O) mediates the relationship between physical environment quality (S) and behavioral intentions (R). Wakefield and Blodgett (1996) investigated the relationship between consumers' perceptions of service quality, customer satisfaction, and repurchase intentions in soccer, baseball, and casino environments. They found that customer satisfaction with the service environment had a significant effect on repurchase intentions in all three environments.  
  
Wakefield and Blodgett's (1996) scale of sportscape was used as the basis for designing the Dome's venue quality questionnaire. Data was collected through face-to-face interviews and analyzed using SPSS. Exploratory factor analysis is adopted to extract the constructs of sports arena quality. Structural equations were used to explore the relationship between arena quality, satisfaction, and behavioral intention of the Dome audience.  
  
This study expects to find that sports venue quality positively and significantly affects spectator satisfaction and behavioral intention. It will examine if spectator satisfaction mediates the relationship between venue quality and behavioral intention, verifying if it aligns with Ryu et al.'s (2012) findings. The results can serve as a reference for the Dome's management to enhance spectator satisfaction and revisit intentions.  
  
The Taipei Dome opens in December 2023, with no prior research on it yet. This study serves as a practical reference for scholars to conduct in-depth research on the Dome's quality and enhance future sports venue quality, contributing to sustainable venue operations.

**[Eventscapes: Measuring Spectator Perception of Service Quality](#AA_THUR_MORN)**

**Ming Sheng Liao & Chin Huang Huang**

*National Taiwan University of Sport*

As the sports industry thrives, sports events have become major occasions in the host regions, generating significant economic benefits (Brown, Lee, King & Shipway, 2015). While various types of measurements available for measuring service quality within this "scape", none effectively measure, evaluate, and quantify the quality of sports events. Previous literature on Eventscapes (Brown et al., 2015) views event landscapes as a series of servicescapes. This study adopts their concept to develop a measurement for evaluating the service quality of sports events, enhancing understanding of audience perceptions.

The concept of service quality, first introduced by Regan (1963), who identified characteristics such as intangibility, heterogeneity, perishability, and inseparability. Over time, Parasuraman, Zeithaml, and Berry (1988) quantified service quality by developing the SERVQUAL scale. Subsequently, Bitner (1992) introduced the concept of Servicescape, highlighting consumers' experiences with physical environmental variables and service attributes. This concept has since been widely applied and researched across various service contexts, such as casinos, restaurants, airports, and stadiums. Servicescapes with a significant emphasis on the natural environment have been used to evaluate the natural environment and ambiance of festivals, such as Winescape (McDonnell & Hall, 2008) and Festivalscape (Lee et al., 2008; Mason & Paggiaro, 2012). Sportscape assesses the quality of facilities and the physical environment of stadiums to measure spectators' satisfaction with their sports viewing experience (Wakefield et al., 1996). Brown et al. (2015) indicated that festivalscapes and sportscapes are most directly related to the spatial settings of event experiences. Therefore, eventscapes, festivalscapes, and sportscapes exhibit a degree of high similarity.

This study plans to adopt semi-structured interviews, interviewing three experts in the field of sports events. By summarizing and organizing previous related research, a prototype of the measurement will be constructed. Next, Exploratory Factor Analysis (EFA) will be conducted to extract dimensions and modify items. Finally, Confirmatory Factor Analysis (CFA) will be used to test reliability and validity. Ultimately, this study aims to develop a sports event scale - Eventscapes.

This study is expected to align with the findings of Brown et al. (2015) and Wakefield et al. (1996) to design the questionnaire. Firstly, the physical facilities of the environment, including venue aesthetics and all event hardware and software spaces. Second, the natural environment can significantly impact the experience of consumers. Thirdly, spatial layout, where wayfinding and space congestion affect audience comfort, influencing their willingness to stay and revisit. Fourth, visual features and signage, where visual aesthetics and signage can affect audience satisfaction. Finally, information dissemination encompasses scoring details, both hardware and software, which provide score, time, and roster information, while also serving as entertainment.

This study contributes by providing sports event managers with a reliable survey tool and management benchmark. The Eventscape aims to measure event quality, enhance audience understanding, predict behavior, and optimize event management. Additionally, it helps identify and address issues for economic benefits and develop sustainable event management.

**Organisational Stigma of Australian Esports from an External Audience**

**Joshua Lindsey, James Birt, Jeffrey Brand, & Lisa Gowthorp**

*Bond University*

The study seeks to evaluate the stigmas affecting the esports industry within Australia from an external non-endemic population. Understanding the stigmatisation at the micro and meso levels can give an understanding of how to manage the current stigmas and help support the further development and social acceptance of the esports industry through institutionalisation phases. Using the theoretical framework of Organizational Stigma from Devers et al. (2009), this study will aim to answer the research question: “How do external audiences evaluate the organisational stigma of the esports industry in Australia?”.  
  
The video game industry has long been stigmatised as addictive and violent. The industry also has stigmas regarding individual gamer stereotypes, such as toxicity, unhealthy lifestyles, and being a masculine activity (Mathur & VanderWeele, 2019; Przybylski et al., 2017; Stone, 2019). As the esports industry is intertwined with the video game industry due to intellectual property ownership, the stigmas of the video game industry are potentially problematic to the esports industry (Chung et al., 2019). Other potential stigmas, such as negative responses towards issues prevalent within esports, could impact the industry’s social perception. The issues within esports that have been identified are match-fixing, doping, and the “esports winter”. This research uses the theoretical framework of organisational stigma to address the gap of unknown stigma and its effects on the industry. Organisational stigma explains the stigma process at an organisational level, including the development and impact of stigma (Devers et al., 2009).  
  
The selective sample is from an external audience sample that consists of the top news non-endemic media sources within Australia. The data will be evaluated using a qualitative thematic analysis and will cover three periods of esports history, “Fortnite Frenzy” (2018-2020), “COVID” (2020-2022), and “post-COVID” (2022-2024). An earlier thematic review determined these periods. This analysis also has led to determining the sample to be taken from social media posts through the years of 2018 – 2023, as consumer behaviour has shifted to consuming news media through social media (Park et al., 2022). The study seeks to understand the societal perception of esports using an interdisciplinary approach from organisational studies and sports management.

**[Developing Inclusive Leadership Practices in Sport Boards](#Day1_M)**

**Kelly McCallum, Lesley Ferkins, & Charlotte Jelleyman**

*Auckland University of Technology*

Over the past decade, there has been a significant rise in global interest for creating a culture of diversity in sport governance, particularly in terms of gender diversity (Adriannse, 2016; Burton, 2015; Knoppers et al., 2021). However, recent research has highlighted that simply increasing diversity within organisations does not necessarily result in the expected benefits (i.e., increased levels of creativity and innovation) (Cook & Glass, 2014; Knoppers et al., 2021; Piggott & Pike, 2020; Randel et al., 2018). Developing inclusive and sustainable practices within sport governance structures likely requires more than a diverse board composition. It potentially requires a system that captures the complexity of leadership and includes addressing thoughts embodying the dynamics of intra and interpersonal interactions. If linking thoughts, emotions, and culture address barriers to inclusion (Gerbert et al., 2017), then the constructs of emotional and cultural intelligences could potentially be the lens through which diversity is sustainable.

Thus, the aim of the present study is: to develop inclusive leadership practices in sport boards through an emotional and cultural intelligence lens. The interest in this study is stimulated by progress already made by New Zealand Cricket (the national governing body) in board gender diversity, as well as scholarly calls for greater focus on the role of leadership in governance (Ferkins et al., 2018; O’Boyle et al., 2020), and the need to better understand inclusive practices in this setting (Brewis, 2019; Katz & Miller, 2018; Randel et al., 2018). The research takes place in partnership with NZ Cricket and Sport NZ. This study will contribute to a multi-level understanding of how emotional intelligence (EQ) and cultural intelligence (CQ) can influence inclusive leadership behaviours and practices within New Zealand sport governance, an area that, to date, has been under explored. Practically, this study will provide a more comprehensive understanding of leadership development through an emotional and cultural intelligence lens and how to create greater inclusion within sport leadership.  
  
Adopting an action research methodology, this research is framed around an emphasis on the role of emotions and culture in the acquisition of knowledge and meaning making regarding inclusive practices in sport governance. This research is guided by four leading ‘Western’-derived models: Goleman and Boyatzis (2017) EQ framework, Middleton’s (2014) model of CQ, the Theoretical Model of Inclusive Leadership by Randall et al. (2018), and the working model of leadership in a non-profit sport governance context by O'Boyle et al. (2020). A mixed methods approach using both Q-methods and semi-structured interviews were employed to allow for more in-depth understanding of the complexities and dynamic processes within leadership in sport boards.   
This presentation will provide an overview of this research project and its progress to date. It will provide detailed explanation of the context analysis and issue identification phases of the action research process focusing specifically on the three areas of recruitment process, systemic and national board processes. Key themes and learnings that have emerged from the data collected thus far will be highlighted. In doing so it will shed light on the context and issues pertaining to the development of inclusive leadership practices through emotional and cultural intelligence within sport governance processes.

**[A Marriage of Unequal’s:](#AA_FRI_MORN)**

**[Review of Mergers Between Male and Female Sporting Organisations](#AA_FRI_MORN)**

**Conor Meyler1, Aoife Lane1, & Katie Liston2**

*1Technological University of the Shannon; 2Ulster University*

Two research questions guided this review. These were: first, how did gender mediate the merger processes between men’s and women’s National Sporting Organisations (NSOs)?; Second, what were the post-merger outcomes for women’s sports as the (typical) minority group?

NSOs were established worldwide by men with their interests and values in mind, this meant that the structures, rules, values, and meanings of modern competitive sports were controlled by men, and the organisational cultures within these NSOs were shaped in their interests (Pope, Williams and Cleland, 2022; Pfister, Lenneis and Mintert, 2013; Pitti, 2019). Governments have championed the idea of merging single-sex sports organisations into one national association for a few reasons: as a means of achieving efficiencies and minimising duplication; as a way of achieving gender equality in sport and as a reflection of their commitment to the advancement of women in sport (Kihl, Schull and Shaw, 2016). While various studies have examined these mergers, across a number of disciplines, few have specifically focused on the ways in which gendered norms, values and attitudes impacted the outcome of merger negotiations, nor on the role and impact of gender dynamics at the level of organisational leadership.

A systematic review of peer-reviewed literature (articles, book chapters, reports) published between 1980 and 2023 was completed using key search terms in electronic databases (SCOPUS and SPORTdiscus). Following the PRISMA guidelines (Moher, Liberati, Tetzlaff and Altman, 2009), four such studies met the inclusion criteria from a starting return of 3,315. Data from the final screening process were extracted and included the following: Author/Year/Country/Title, Merger Organisations, Merger Outcome, Research Design, Role and Impact of Gender on the Merger Process, including relations between stakeholders, and Post-Merger Outcomes.

Ten mergers were captured in the published research, four led to the formation of new organisations and, in the other six, women’s NSOs integrated into the pre-existing structures of the longstanding men’s NSO. In all ten cases, mergers could be considered, analogously, as a marriage of unequals, in which the organisational pillars and practices of the older (men’s) NSOs were preserved, in effect becoming the default organisational template into which women were absorbed. Our thematic analysis identified five key themes from the mergers: External drivers for mergers, Financial challenges, Strategy and Policy, Leadership and Gender Equality. These studies highlighted the challenges faced by women’s sports, and the subsequent influences on post-merger outcomes. These findings will be of direct relevance to a live ‘merger’ now underway in Gaelic games in Ireland.

This review also highlights a range of possible lines of future research. These can be grouped in terms of methodology, conceptual framing, cultural sensitivity and the role and positionality of researchers themselves, especially given the increasing number of male researchers working in the space of women’s sports research. For example, future research, should consider the merits of a longitudinal approach in order to capture the slower outworking of gendered dynamics and to assess the longer-term impacts of organisational change.

**[‘Summer of Analytics’: A Frame Analysis of Canadian News Media Coverage of Sports Analytics](#AA_THUR_AFT)**

**Brad Millington**

*Brock University*

This presentation asks: How has Canadian news media framed sports analytics? And how do media framings advance or hinder the institutional legitimacy of analytics in the sport industry?  
  
The presentation is informed by literature on the concepts of sports analytics and institutional legitimacy. On the playing field, sports analytics involves ‘datafying’ performance to improve competition outcomes. Off the field, business analytics is aimed at generating operational insight and efficiencies (e.g., see Millington & Millington, 2015; Olaniyan et al., 2023; Read & Smith, 2023; Wanless, & Naraine, 2021; Watanabe, Shapiro & Drayer, 2021).  
  
Legitimacy involves the perceived appropriateness or desirability of institutional activity (Nite & Edwards, 2021; Robertson et al., 2022). Existing research explores the role of media communication as institutional actors pursue legitimacy within various contexts (e.g., see Cocchiarella & Edwards, 2022; Graf-Vlachy et al., 2020; Nite et al., 2024).  
  
This presentation features an original line of inquiry by considering news media coverage vis-à-vis the legitimacy of sports analytics.  
  
The calendar year 2014 was chosen as a case for analysis, as this featured the ‘summer of analytics’ (e.g., see Mirtle, 2014) whereby many National Hockey League teams made investments in analytics personnel. This initial study is intended to provide a baseline to subsequently assess change in media coverage over time. It can also be useful for researchers studying other contexts.  
  
The CPI.Q database was used to identify relevant articles via search terms including ‘sport\* and analytics’ and ‘Moneyball’. The initial search yielded 296 Canadian news media articles, which was reduced to a study sample of 111 using the criterion that the article offered meaningful commentary on analytics in sport.  
  
The presentation reports on a frame analysis involving an inductive reading of articles in the study sample. Framing is understood as the act of selecting particular aspects of a perceived reality and rendering them especially salient (Entman, 1993).  
  
Per preliminary findings, the ‘disruption’ frame in news media points to an emergent divide between new and traditional ways of understanding sport. The ‘scepticism’ frame casts doubt on analytics – e.g., based on the sustained merits of the ‘eye test’ for analyzing performance. By contrast, the ‘affordances’ frame bespeaks the unique value of analytics – e.g., in offering predictive insight. The ‘adoption’ frame highlights trends in incorporating analytics into institutional practices, such as the role of technological change. The ‘compatibility’ frame advocates for analytics together with traditional methods. The analysis also highlights the positionality of speakers in framing analytics – e.g., when news outlets feature analytics experts and thus arguably substantiate their legitimacy.  
  
These findings inform a discussion of the role of news media in both reflecting and actively contributing to the legitimacy of analytics, particularly in relation to sport performance. The presentation offers novel empirical insight into the role of news media in advancing not only analytics but technological change in sport more broadly. It thus contributes to research on sports analytics as well as media communication and institutional theory.

**[Conceptualising Artificial Intelligence in Sport:](#AA_THUR_MORN)**

**[Human and Machine Futures](#AA_THUR_MORN)**

**Brad Millington1, Michael L. Naraine1, Liz Wanless2, Parissa Safai3, & Andrew Manley4**

*1Brock University; 2Ohio University; 3York University; 4University of Bath*

Literature on Artificial Intelligence (AI) and sport largely adopts a technical focus in addressing business or sport performance challenges (Chmait & Westerbeek, 2021). By contrast, this presentation offers a unique contribution by conceptualizing AI’s technological affordances in sport and considering their sport management implications. Theoretically, a focus on technological affordances directs attention to how technologies both shape and are shaped by human interests and experiences (Hutchby, 2001).  
  
Our review of literature first defines AI and identifies perceived benefits and concerns associated with the latest generation of AI technologies – replete as they are with powerful, complex, and generative capabilities (Agrawal, Gans & Goldfarb, 2022; Crawford, 2021; Suleyman, 2023; Wanless & Naraine, 2023). We then situate AI within the long history of technological disruption in sport, focusing especially on the preceding ‘analytics revolution’ in sport that valued datafication as an avenue towards performance insight and efficiencies (Manley & Williams, 2022; Millington & Millington, 2015; Read & Smith, 2023; Wanless & Naraine, 2021; Watanabe, Shapiro & Drayer, 2021).   
  
Our analysis draws from an array of sources on AI innovation and uptake, including news media reporting, advertising, website content from AI innovators, and academic literature. This provides insight from a range of industry stakeholders on how AI is poised to reshape the sport landscape.   
   
The potential of AI lies in its capacity to supercharge sport operations in at least four related areas. First, by supercharging data parsing, AI can help make sense of data at scale and allow statistical innovation in ways that exceed human capabilities alone. Second, by supercharging precision, AI can visualize movement in ways that outperform the human eye and thus disrupt tasks such as sport officiating. Third, by supercharging personalization, AI can help deliver bespoke content for purposes such as broadcasting and film study. Fourth and finally, by supercharging prediction, AI can fill in missing information for purposes such as game strategizing, sports betting, and injury prevention.   
  
In discussing these affordances, we note the humanity of sport is among its most appealing features. On the playing field at least, sport promises to remain a site for human creativity, success, and fallibility.  
However, we also contend that substantial disruption looms in the allocation and organization of work in the sport industry in the years ahead as AI builds on the datafication of sport by introducing a principle of knowledge labour automation. Furthermore, reflecting on both AI affordances and debates over AI’s benefits and problems, we contend that AI in sport will serve as an important case study for AI in general. AI is at a contentious moment in its history; AI’s perceived utility in sport contexts can help legitimize or delegitimize AI writ large (Korneeva et al., 2023).  
  
The presentation offers a novel conceptual contribution by considering the significance of AI for sport and sport management, complementing the tendency in existing literature to adopt a technical perspective on AI innovation and implementation.

**[National Sport Integrity Systems:](#AA_FRI_AFT)**

**[Transparency and Accountability Project](#AA_FRI_AFT)**

**Tracy Molloy1, Lesley Ferkins1, & Geoff Dickson2, Catherine Ordway3, Adam Masters4, David Howman1, Katie Dee1, Nyena Kawai1**

*1Auckalnd University of Technology; 2La Trobe University; 3University of Canberra; 4Australian National University*

Sport integrity matters. We need to “keep sport safe and fair, at all levels, for all participants” (Sport Integrity Australia, n.d.). Transparency and accountability are important in the successful implementation of any governance initiative including national sport integrity systems. Anecdotal evidence suggests low levels of public reporting against sport integrity initiatives, complaints, and outcomes with the potential for this failure to undermine the overall integrity system. The project is therefore designed to: (1) identify sport integrity factors (SIFs) - against which to explore national sport organisation (NSO) transparency and accountability; and (2) conduct a trial exploration of the extent to which NSOs currently demonstrate transparency and accountability against identified SIFs.  
  
Transparency and accountability have been described as the “cornerstones of institutional integrity and public credibility” (Bavaresco et al., 2024, p. 13). In terms of national sport integrity systems, Kihl (2023) advocates for the importance of ongoing evaluation and the role of internal and external actors in ensuring vertical, horizontal, mutual, and societal accountability. However, without knowledge (transparency), such roles may be difficult to fulfil as suggested in the practice of sport event governance (Parent, 2016). Common accountability/transparency mechanisms include the publication of relevant information in an organisation’s annual report and/or on its website (France et al., 2024).  
  
NSOs in New Zealand and Australia receive substantial public funding from their respective government sport agencies. Additionally, the sport system receives ‘public’ funding from the gambling industry via ‘pokie machine’ and sports betting agency distributions. It is proposed that with this benefit comes the responsibility of reasonable public accountability and transparency in the delivery of relevant outcomes (including sport integrity). Anecdotal evidence (including lead author experiences) suggests that member (or vertical) and public (or societal) transparency/accountability (reporting) levels are low, thereby diminishing the trust and confidence of the participants and the public in the sport integrity system.   
  
This research takes a normative/prescriptive approach for the SIF identification and a descriptive approach for the trial application of these factors against NSO sport integrity related public communications. Secondary data will be collected from publicly available sources and subject to qualitative document analysis. The SIFs will be identified through relevant sport integrity literature as well as the website content of Sport Integrity Australia (SIA) and New Zealand’s Integrity Sport and Recreation Commission (ISRC). The NSOs’ (public) communications in relation to the identified SIFs will be collected from selected NSO websites focusing on annual report content. The selected NSOs (n = 10) will include five from both Australia and New Zealand, who received the highest government funding in the most recently reported financial year. This presentation will report the SIFs identified in the literature review and desk review of the SIA and ISRC websites. Preliminary results from the trial application of these SIFs against the selected NSOs’ public reporting will also be presented. This snapshot, of the current levels of public accountability/transparency by the 10 selected NSOs, will test the anecdotal evidence and lay the foundations for a more extensive study in New Zealand and Australia as well as replication studies in other jurisdictions.

**[Assessing the Wider Applicability of Community Sport Ambassadorship](#AA_THUR_MORN)**

**Linden Moore1, Michael Naylor2, & Melody Johnston1**

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Ambassadors are of distinctive character, provide a credible testimony and can influence others (Andersson & Ekman, 2009). To this point, the marketing literature has focused mostly on paid ambassadorship (Turner, 2017), often in the form of individuals representing brands. However, individuals with these characteristics also play an important role developing sport in community settings, serving as marketing agents to communicate information about products, programs and services with new and existing participants.

Ambassadorship in community sport was conceptualized and defined by the authors in a previous phase of this research: an ambassador in community sport is a credible and relatable person in a position of influence. They are intangible assets who serve a variety of marketing functions on behalf of the wider sport community. A typology for community sport ambassadorship was also developed featuring five intuitive category labels: Prominent Stalwart, Athlete Advocate, Grassroots Champion, Within Vocation and Male Ally. The foundational work described above was informed by insights from a set of semi-structured interviews with industry and sport marketing research experts. Another earlier study involved interviews with ambassadors themselves exploring motivation and behaviours related to their ambassadorial work. The context for the conceptual and behavioural exploration of community sport ambassadorship to that point was women’s basketball in New Zealand.  
The purpose of the current phase of the research was therefore to explore the wider applicability or “external validity” of the emergent conceptualization of community sport ambassadorship in women and girls settings.   
  
Twelve interviews were undertaken with staff in paid roles at national and regional level across organisations from three sports: rugby, cricket and football. A purposive sampling method facilitated the identification of information-rich cases (Patton, 2002) that could speak to how ambassadorship exists in their sport. Interviewees were queried about the extent to which the working definition and typology were relevant, as well as how individuals of influence help to grow the sport. A reflexive thematic analysis approach (Braun and Clarke, 2019) was used to analyse data.   
  
Evidence came through that community sport ambassadorship exists in the other three sports and that there was benefit from better understanding it. Specifically, an interviewee from football noted that roles and behaviours vary, thereby lending support to the typological lens that has been applied. She noted that “there's different levels to it – someone can be a really great ambassador for the sport and a really great role model, whether that is through like a formal ambassador role or whether it's more a role that they've naturally kind of taken on themselves.”   
  
The contribution of this series of studies is to help sport organisations understand the individuals of influence in their communities – who they are, how they are helping to grow the sport, how transferable this phenomenon is across sports and more. When development staff at sport organisations understand ambassadorship in their community, they can nurture it and ultimately grow their sport.

**[Investigation on the Relationship Between Service Quality, Consumer Satisfaction, and Repurchase Intention: A Case Study of Three HRC Street Dance Studios](#AA_THUR_MORN)**

**Ke Xin Ooi & Chin Huang Huang**

*National Taiwan University of Sport*

Service quality has a direct impact on consumers' overall satisfaction and purchasing decisions, while consumers' perceived service quality directly influences their overall emotional satisfaction. Over the past decade, there has been an increase in the number of street dance enthusiasts, leading to a rise in street dance classrooms in Taiwan. How can these street dance classrooms attract and retain students, as well as engage new participants? This study aims to investigate the relationship between service quality, satisfaction, and behavioral intentions.

Proposed by American marketing scholars Parasuraman, Zeithaml, and Berry in 1988, the SERVQUAL model simplified the original 10 factors into 5 in 1985. Alexandris (2004) further refined this model. Servicescape, as emphasized by Bitner (1992), highlights the influence of service processes on physical environments, elucidating individuals' behavior within service settings. Research suggests that service environments can influence consumers' emotional and behavioral reactions. The Stimuli Organism Response theory, jointly proposed by Mehrabian & Russell (1974), elucidates how consumers anticipate emotional responses and purchasing behavior through environmental stimuli. Sportscape pertains to consumers' perceptions of the external environmental factors of sports facilities and their impact on consumer behavior. The significance of the five major factors in this model may vary across industries, consequently impacting consumer satisfaction and repurchase intention.

Employing a questionnaire and a service quality model as research instruments, this study conducted statistical analysis using SPSS to derive the final research outcomes. The investigation centred on the HRC street dance brand, established by Mr. Chen Bojun, a project manager and one of the founders of the street dance event at the 2024 Paris Olympics. The primary research sites encompassed the Taipei HRC flagship, HRC Zhongxiao venue, and Taichung HRC Jingcheng venue, totalling three locations. Initially, exploratory factor analysis was employed to identify the principal factors of service quality. Subsequently, structural equation modeling was utilized to assess the correlation between service quality dimensions and dancers' satisfaction, along with repurchase intention.

Drawing from the literature and empirical analysis mentioned earlier, this study elaborates on the outcomes concerning the influence of service quality on consumer satisfaction, and repurchase intention. The analysis yields four primary findings: service quality positively influences customer satisfaction; service quality positively affects repurchase intention; service quality positively impacts repurchase intention through customer satisfaction; and customer satisfaction serves as a mediator between service quality and repurchase intention.

We aim to provide future domestic and international scholars conducting research on street dance studios with valuable research references. Additionally, we anticipate the further development of the Servicescape model theory of service quality into a specialized street dance studio service landscape model theory, which we've named Dancingscape.

**[Thank You Filipinas for Making Us Dream: A Narrative Analysis of the Philippines Women’s National Team’s Journey Through the 2023 FIFA Women’s World Cup](#AA_THUR_MORN)**

**Kristi Oshiro1, Ashlyn Hardie2, Mick Birek2, & Marlene Dixon3**

*1Belmont University; 2Clemson University; 3Texas A&M University*

When the Philippines Women’s National Team (PWNT) secured their first-ever bid for the 2023 FIFA Women’s World Cup (FWWC), they began a historic journey that no football team from the Philippines has embarked on. This victory generated global recognition, and was recognized as an opportunity for women’s sport in the Philippines. The purpose of this study is to illicit greater understanding of the nuances surrounding a distinct sporting experience, for an underrepresented group of athletes. Specifically, we address the following research questions: (1) How does contributing to a team’s unprecedented success and achievements in significant global sporting events facilitate empowerment amongst women?, and (2) How does this lived experience inform and/or change how women define empowerment?  
  
This work utilized Giele and Elders’ (1998) life course theory and Zimmerman’s (1995) nomological network for psychological empowerment. The former aids to “understand social pathways, their developmental effects, and their relation to personal and social-historical conditions” (Elder et al., 2003, p. 7). The latter suggests at the individual level, psychological empowerment is a process by which individuals perceive and gain control over personal issues, understand their environment critically, and take actions to influence the issues in their lives. Leveraging this framework, Lim and Dixon (2017) provided insights into a holistic understanding of the sport experience, including informing how women understand empowerment. This research builds upon said work.   
  
We took an inductive coding, narrative inquiry approach (Creswell, 2018) to analyze the shared experiences from a sample of PWNT players (N = 6). Data collection started from the beginning of their journey in February 2022 at the AFC Women’s Cup through December 2023 (three months post 2023 FWWC). Participants completed electronic journals every 3-4 months. There were six total entries, each with 3-5 questions. Each set of questions was curated to address our research questions, as they related to the major events happening for the PWNT at that point in time.   
  
Preliminary findings for RQ1 reveals that contributing to the team’s unprecedented success facilitates empowerment in various ways – (1) growth (personally and professionally), (2) increased sense of belonging, and (3) pride – specifically in one’s county emerged as salient themes. Also, noteworthy were the feelings/moments of disempowerment that participants endured throughout their FWWC run. Findings for RQ2 indicate this lived experience changed how participants defined empowerment in subtle ways – particularly, (1) changes in depth and flexibility of the definition itself. Interestingly, more noticeable were changes in participants’ feelings of empowerment throughout this journey, which we will also unpack.  
  
This research offers a unique contribution by exploring turning points as it relates to a team and nation – extending our understanding of this phenomenon and utility of the psychological empowerment framework. Additionally, this work yields practical implications such as informing strategies to optimize empowerment for women and may assist in capitalizing on the momentum catalyzed by this historic accomplishment. This is important as it can mobilize attitudes and behaviors towards larger end goals for women in sport.

**[The Influence of Organisational Capacity on Service Delivery in Botswana National Sport Organisations](#AA_THUR_MORN)**

**Nonofo Othusitse, Lobone L. Kasale, & Comfort J. Mokgothu**

*University of Botswana*

This study sought to explore the influence of organizational capacity on service delivery in Botswana NSOs. Specifically, the study aimed to explore organisational capacity from the perspectives of individuals within National Sport Organisations (NSOs). The study sought to establish how financial, human and structural capacity affects the delivery of quality services and the satisfaction of the demands and expectations of stakeholders.   
  
The theoretical lens that guided this study was based on Hall et al.’s (2003) organisational capacity theoretical framework. Hall et al.’s (2003) has been widely used in sport management literature to explore organisational capacity (Doherty et al., 2014; Svensson et al., 2017). While this study adopted this model, it was contextualised to the goals of this study by establishing how organisational capacity influences service delivery. Hall et al.’s (2003) framework was contextualised and adapted to establish the influence of organisational capacity on service delivery and stakeholder satisfaction. This approach was novel in that to the best of our knowledge, it had not been done before in literature.  
Sport management literature reviewed did not connect organisational capacity with service delivery and stakeholder satisfaction. Thus, this research provides evidence of the utility of Hall et al.’s (2003) theoretical framework and that it can be applied to an environment with a different contextual background. Organisational capacity has been described as the capability of an organization to perform and produce services (Chambers, 2021). Organisational capacity is essential to sport organisations as it influences the service delivery, and the overall goal attainment of these organisations (Doherty et al., 2014). Organisations have many different capacities which to a large extent affect their organisational performance and the execution of organizational processes and activities (Feiler & Breuer, 2021).   
  
This study employed qualitative methodologies in which ten semi-structured interviews were conducted with individuals from Botswana NSOs including a president, chief executive officers, sport development officers and general secretaries. The interviews were transcribed verbatim, coded and analysed through thematic analysis. To collaborate data collected through interviews, NSO documents were content analysed.   
  
The study results indicate that individuals within Botswana NSOs had an understanding of organisational capacity, specifically, the domains of financial, human and structural as their relevance to service delivery. Furthermore, Botswana NSOs did not have adequate financial, human resources and structural capacity to facilitate their operations, implicating their delivery of quality services and capability to satisfy their stakeholders.  
  
This study contributes to the body of knowledge as it links service delivery, stakeholder satisfaction and organisational capacity. The study can benefit sport managers, policy makers and educators. Additionally, this study proposes avenues for further research on NSOs organisational capacity and service delivery.

**[Analysing Preference Attributes for Tech Sports Products Using Conjoint Analysis: A Study on ITSPORT](#AA_THUR_MORN)[TM](#AA_THUR_MORN) [Participants](#AA_THUR_MORN)**

**Ziu-Ning Peng & Kai-Li Wang**

*National Taiwan Sport University*

These years have seen the COVID-19 pandemic sparking a trend in home-based exercise, leading to the emergence of innovative sports products, such as online cycling and VR basketball. Referred to as "exergames" (Sinclair, Hingston, & Masek, 2007), these products are a combination of physical activity with online participation. The International Olympic Committee also uses the terms "virtual sports" or "e-sports" (Parry & Giesbrecht, 2023). We, as a research team, have long been engaged in applying technology to sports. As an achievement, we co-launched ITSPORT(TM) with the Taiwanese government. This branded event features “new modern pentathlon competitions” in collaboration with five vendors of innovative sports products. We not only promote these new sports, but also assist tech companies in developing related products. Previous studies have mostly focused on the impact of such sports on physical, psychological, or social aspects (Staiano & Calvert, 2011). Past research on product design has mostly centered around software-based e-sports games (Rebuals, Prasetyo, Ayuwati & Persada, 2022), with less emphasis on the integration of software and hardware design.   
  
This study focuses on ITSPORT(TM) participants over the past few years by applying conjoint analysis to explore their preference attributes for tech sports products. Subjects were surveyed using questionnaires. Our analysis went through three stages: (1) Questionnaire Review: Experts and developers were consulted to ensure the accuracy of preference attributes and their corresponding levels; (2) Pre-test: Participants were asked to choose what is more important as attributes; (3) Main Survey: A questionnaire was administered to users aged 20-64. Survey results could help determine how they value the preference attributes for tech sports products, as well as the effect of corresponding levels.  
  
At the current pre-test stage, eight attributes were reduced to four: control, game modes, appeal, and visual experience. The results of preliminary analysis of corresponding levels are as follows. For control: smoothness < ease of use. For game modes: multi-objective games < single-objective games. For appeal: replayability < fun. For visual experience: flat display < immersive display.   
   
These findings would fill a gap in research on the design of sports products that combine virtual and physical experiences. Developers may also refer to our conclusions in integrating software with hardware. Further analysis based on user data could also contribute to market segmentation.

**[Socioeconomic Models of Amateur Sport Clubs:](#AA_THUR_MORN)**

**[Organisational Capacity in Europe and South America](#AA_THUR_MORN)**

**Igor Perechuda1, Yann Carin2, Tiago Ribeiro3, Ana Santos3, Vilma Cingiene4, & Mateusz Tomanek5**

*1LUNEX University; 2University of Lille; 3University of Lisbon; 4Mykolas Romeris University; 5Nicolaus Copernicus University*

Amateur Sport Clubs (ASCs) are an essential component of many sport delivery systems around the world. ASCs contribute to the achievement of objectives related to various dimensions, such as sports missions (leisure, training, competition) as well as social missions related or not to sport such as integration, youth, health, leisure, educational. For many years, amateur sports clubs have been facing significant tensions: reduction in public funding, growing instrumentalization by public authorities, increased commercialisation and competition from private sport suppliers. Similarly, ASCs are increasingly confronted with the economic effects of financial and health crises influencing their sustainable development to remain community engagement and participation in sports (Terrien et al., 2023). Furthermore, clubs have also to cope with important changes in volunteering and forms of governance. These multiple external and internal challenges that ASCs have to face result in a transformation of their socioeconomic model, which can lead to a shift in the organization’s objectives and to dysfunctions. Thus, the current study aims to explore the organisational capacity of ASCs in European and South American countries.

While there is a great deal of literature on professional sport, ASC have received relatively smaller attention from the scientific community. Previous research has highlighted the challenges faced by ASCs such as reduction in public funding, instrumentalization by public authorities, competition from private sport suppliers (Wicker & Breuer, 2013). These challenges stem from the organisational problems faced by associations (recruitment and retention of members, recruitment and retention of volunteers, coaches). It thus becomes essential for ASC to develop their sustainable model (Bradbury et al., 2021, Hall et al., 2003). Development of organizational capacity moves broader concept of socio-economic model. While the economic model is concerned financial resources (Andreff &Scelles, 2016), the notion of socio-economic model needs elaboration beyond the economics perspective: its stakeholders (human resources, alliances and ecosystem (Prouteau & Tchernonog, 2017)). The concept highlights organizastional efficiency by combining its resources through different value-creating processes and according to previously defined objectives (Renard & Saint-Amant, 2003).  
  
The proposed socioeconomic model was employed in 5 European countries (i.e. France, Portugal, Lithuania, Luxembourg and Poland) and 5 South American countries (i.e. Argentina, Brazil, Colombia, Ecuador and Chile). To develop a reliable and valid scale of socioeconomic analysis, four steps of scale development were conducted (Clark & Watson, 1995): a) the construct definition and content domain; b) item generation and expert review; c) a quantitative study for the purification of the scale; and d) a quantitative study to validate the scale. All items were translated and adapted according to the sociocultural context of each country and transcribed into 6 different languages (Banville et al., 2020).  
From this conceptual model, a score card has been developed for measuring the ASC’s socioeconomic index based on seven-dimensions. We score each of the seven dimensions on a scale from 0 to 100, where 0 means ‘least development’ and 100 ‘most development’. Equal weight was assigned to each dimension, given that all dimensions are important to the socioeconomic analysis. An online questionnaire was used to collect data among local ASCs in each country through their board members, between March and April 2024. This survey shared on organizational database provided by each partner country. A final set of 3000 surveys were deemed usable for analysis. Data were submitted to descriptive statistics (frequencies, mean values and standard deviations) to characterize the dataset and inferential statistics (two-tailed independent samples test) to identify significant differences between ASCs, using SPSS 28.0. For evaluating the socioeconomic index from each ASC, we used the score-card approach and we computed the mean across all items in each dimension, assigning equal weight to each score.  
  
Expected results are focus on the identification of the socio-economic models of amateur sport clubs in Europe and South America. Based on the findings, we also expect to compare the different socio-economic models in order to identify their strengths/weaknesses and try to identify the models most adapted to the main current challenges. Results are compared to other recent studies on sport organisations models (Escamilla-Fajardo et al., 2021). However performed research covered much wider sample than earlier studies and focuses on ASCs which is still limited in the literature.  
  
The study carried out has enabled ASC to gain a better understanding of the characteristics of amateur sport clubs in terms of socioeconomic model and enable comparisons between countries and continents. This study contributes to strengthening the sport management literature, highlighting concrete actions to be implemented by amateur sport clubs to respond more effectively to the challenges and crises they face. The public policy makers and sports federations involved should find ways of defining support and guidance policies adapted to each model.

**[Social Governance Issues Regarding NFTs in Football:](#Day1_M)**

**[Why Supporters Are Not So Euphoric?](#Day1_M)**

**Igor Perechuda1 & Bob Fries2, & Author Three3**

*1LUNEX University; 2La Fédération Luxembourgeoise de Football*

Supporters are the main stakeholders in football industry. They are not only main clients but wider influential group of interest and kind of investors if highly engaged. The aim of the paper was to expand the research of NFTs (non-fungible tokens) issues as a specific asset in sport industry. In sport, we can notice high importance of social governance as key factors regarding investing in NFTs. Digital transformation, ethical issues, and transparency are the background drivers of the study.

The study analysed spectators’ behaviour on former called Twitter platform to gather data regarding their reaction towards disclosed information about NFTs issues in football, based on the Technology Acceptance Model.

Authors conducted a digital ethnography, in which Twitter comments from spectators on posts with the topic of NFTs originating from football clubs and a football league were analysed. 289 comments from 11 European clubs, three American clubs, and one league, as well as one Australian club, were analysed.

Football spectators have a strong negative sentiment towards NFTs issue in chosen sector. Four main concerns that spectators have towards NFTs emerged during the study, which are environmental issues, the overdrive of capitalism, the loss of club values, and the fraudulent nature that NFTs entail.

The entry of a sports industry into the NFTs market is a challenging procedure due to the negative backlash that previous involvements have endured. If managers want to introduce NFTs into their sports organisation, they need to make sure that they have their spectators’ trust along the process by being transparent and acknowledging their concerns towards NFTs in football.

**Elite Female Athletes’ Social Media Self-Representation and Interpretation: An Interdisciplinary Study**

**Emma Phillips & Joanna Wall Tweedie**

*University of Canberra*

This interdisciplinary research examines the social media and self-representational experiences of female and non-binary athletes in a (semi)elite Australian football context. Using photography-led methods (e.g., Palmer, 2013), combined with in-depth interviews, the project offers new insights into the kinds of social and organisational (sporting) structures that shape the ways that these athletes present themselves, notably on social media, as their public visibility increases with the rise of women’s sport.

The project aims to build new insights to questions including: What barriers and opportunities do athletes perceive and experience through self-representation on social media? Who are athletes curating their image on social media for and what informs how they do this? How do negative experiences on social media impact athletes’ health, performance, and career decisions? What is the relationship between athletes’ social media use and their perceptions of connection with fans?  
  
Social media has become an increasingly essential avenue for athletes’ personal branding, fan engagement and endorsement opportunities (e.g., Guerin, 2017). Existing research suggests that public scrutiny faced by elite female and non-binary athletes has a negative and disciplining effect on the way they represent themselves, but also suggests that there is much yet to be discovered about player experience in this regard (e.g., Booth & Pavlidis, 2021; Toffoletti & Thorpe, 2018). Innovative and responsive research methods are essential to further understand and assist women athletes as they navigate the quickly changing complexities of social media (Toffolletti et al., 2022).  
  
Art-based methods and interviews were utilised. The principal researcher, a professional photographer, collaborated with the players to co-create photographs for social media use and that formed the basis for discussions. This research design is informed by art-based methodologies, as well as ‘reflection-in-action’ practices (Schön, 1987), theories which describe the turn toward photographic collaboration (Palmer, 2013) and a ‘feminist praxis’ which is employed to destabilise the power differential between participant and researcher (e.g., Rice et al., 2020). Semi-structured interviews, guided by the research questions, were utilised to understand players attitudes towards the images and social media engagement. Thematic analysis of the interview transcripts allowed the identification of patterns in the players’ views and perspectives (Braun et al., 2016).

Preliminary results indicate that players feel pressure to curate their image online whilst balancing growing expectations and scrutiny of them as elite athletes. Players articulated conflicting pressures to appear ‘masculine’ to legitimise their athlete status whilst also adhering to conventional feminine self-presentation. Few players reported experiencing online abuse, however, the perceived threat of negative attention has a silencing effect of some athletes. Additional results will be discussed.  
  
This research offers new insights into the structures, challenges, and opportunities that shape the representation and experience of female athletes on social media. The project also underscores the benefits and vast opportunities for interdisciplinary research to advance academic understanding of complex sport topics and to guide industry practice and policy.

**[The Role of Sport in Contributing to Successful Ageing](#AA_FRI_AFT)**

**Jennifer Pitson1 & Tracy Taylor1, 2**

*1RMIT University; 2Victoria University*

The research questions identified in the initial stage of this PhD research project are:   
RQ1: What are the barriers and enablers of participating in AFL Masters?   
RQ2: How does AFL Masters play a role in contributing to successful ageing?   
  
With a global ageing population, advanced sedentary behaviours and increased reports of loneliness, this PhD research examines the lived experiences of members participating in community-based sport, and how sporting organisations play a role in developing age-appropriate sporting programs to support individuals in the successful ageing process across a life course. A mixed method case study approach is best suited to explain the social phenomena of sport participation and whether the shared phenomena of participants can be explained by the same causes.   
  
Drawing on Social Identity Theory (Tajfel et al., 1979) and the World Health Organisation’s (WHO) Active Ageing Policy Framework (AAPF) (2002), a deductive approach will be adopted for this research project. Social identity theory (SIT), a perspective that understands group membership, contributes to a member’s individual social identity and sense of belonging, potentially effecting wellbeing and attitude towards ageing. SIT states that individuals satisfy their personal needs by associating with a group that supports positive self-esteem and sense of belonging, however, can have a negative effect by decreasing identification, when the needs of the individual are not met. WHO’s AAPF takes the perspective of a life course approach to recognise that individuality increases as a person ages, and that older adults are not a homogeneous group. The AAPF proactive approach to ageing recognises equality and opportunity rights of older people supporting healthy, productive and successful ageing.   
  
The case study is AFL Masters (AFL Masters Vic Metro, 2023), Australian rules football, a semi-modified sport program developed for older adults. A questionnaire survey drawing on SIT and AAPF will be administered to explain the barriers and enablers of participation, physical activity and social connectedness participation outcomes, while also collecting longevity within the sport and demographic profile data. A thematic analysis will be conducted to reveal themes from the survey, intended to guide the delivery of focus groups planned as part of phase two data collection. By identifying the barriers and enablers that older adults experience, and the ways in which these are experienced, this study will seek to understand the participants group membership and how a sporting club contributes to a member’s social identity and sense of wellbeing and belonging, while addressing the feeling of equality and inclusion within a club environment and possible effect it has on a member’s wellbeing and attitude towards ageing.   
  
It is anticipated that survey data collected from phase one, will be available to present at the December SMAANZ Conference.

**[Community Sport Organisations and Policy Implementation in Ontario, Canada](#AA_THUR_MORN)**

**Kyle Rich**

*Brock University*

In this research, I examine the role of community sport organizations (CSO’s) as implementers of sport development policy in Ontario, Canada. The research questions guiding this study were: (1) how do actors from CSO’s understand their roles in developing sport participation opportunities? and, (2) how do institutional pressures shape the translation of ideas within sport development?

This project is framed with literature on institutional theory and sport governance. Canada’s sport system is characterized as a multi-level governance system made up of organizations at the national, provincial/territorial (regional), and community level (Thibault & Harvey, 2013). While extensive research exists examining governance at the national level, and the managerial implications for clubs at the community level, this project addresses a dearth of research on the role of governance/policy at the regional level in Canada (Rich et al., 2024).   
The project is framed as an examination of policy translation. From an institutional perspective, actors from CSOs can be understood as active agents within policy implementation (Skille, 2008). Translation is concerned with the socially constructed and performative nature of ideas related to policy as they move through sport systems (Stenling, 2014). In Canada, little scholarly inquiry has examined how ideas emanating from Canadian Sport Policy are translated through the sport system and ultimately shape governance and practice at the regional and provincial levels (Parent & Jurbala, 2023). I address this gap here.   
  
I used an instrumental case study methodology. The case examined is translation of ideas between a PSO and constituent CSO’s in Ontario, Canada. Data were collected through semi-structured interviews with actors (n=12) from CSO’s. Data were analyzed using thematic analysis and resulted in two main themes: (1) At capacity with little room for change, and (2) Navigating pressures from many sources.

The first theme represents actor’s understandings that, while ideas coming from their PSO were generally well intentioned and received, organization’s had little capacity to adapt or change their current operations. Actors discussed running at “full capacity” with no room for additional members, and having no ability to grow based on entirely volunteer management teams. Often, organizations did not have access to enough sport spaces to serve their current needs, and therefore were limited in their ability to develop new or different participation opportunities.   
The second theme represents actors’ understandings of the multiple and competing pressures that shaped organizational practices related to sport development. While the PSO provided important resources related to coaching and insurance coverage, local municipalities and school board policies exerted major influence on organizational practices as they provided physical space for participation. Additionally, changing demographics within communities resulted in organizations being forced to adapt to new participant demographics. These pressures resulted in organizations being required to navigate tensions related to participation-elite development as well as growth-quality of participation opportunities.   
  
Collectively, this case study illustrates the complexity of institutional pressures that influence the translation of ideas and implementation of sport development policy in Ontario.

**[A Systematic Literature Review of Esports Integrity](#AA_FRI_AFT)**

**Erika Riedl1 & Pim Verschuuren2**

*1University of Lausanne; 2University of Rennes*

The research purpose is to conduct a systematic literature review with regard to esports integrity in order to establish the potential academic research gaps in this area.  
  
Newzoo defines esports as being "professional or semi-professional competitive gaming in an organized format (tournament or league) with a specific goal/prize, such as winning a championship title or prize money)."   
  
For example, Czegledy describes esports integrity as follows: “When the underlying fairness, transparency, and honesty of competitive outcomes is brought into question, we refer to the “integrity” of the activity being at risk.”  
  
The lack of framework concepts in esports made the authors turn to traditional sports. After reviewing existing concepts, the authors chose to adopt and to modify to the extent necessary in order to fit esports the proposal of Jean-Louis Chappelet. He categorises sports integrity in four different areas, namely Sustainable, Anti-Doping, Fair play, and Ethical sport, together SAFE sport. The authors are of the view that esports require an additional category, the one of e-doping.  
  
The authors performed a systematic literature review and meta-analysis using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology. The sources used for the literature review are Google Scholar and Web of Science (WoS) databases between 2000 and 2023. The key words used for the search are as follows: “esport\* AND integrity”.   
  
All articles referring to e-sports integrity, whether in general or with regard to a specific topic, have been included in the systematic literature review. Records in languages other than English, and records other than published articles have been excluded.  
  
After performing a systematic literature review as described above, 63 articles have been identified for review and discussion. Most of the articles seem descriptive, and many highlight research gaps in the area and the need for further qualitative research in esports integrity.   
  
While a full article review is still on-going, the authors are able confirm the foregoing with regard to anti-doping. Out of 19 articles reviewed, only 4 concern qualitative research.   
  
Already at this point of the study it is safe to say that the authors will join the numerous scholars in concluding that further qualitative research in esports integrity is needed.   
  
To the authors knowledge no prior systematic literature review with regard to esports integrity has been conducted. The research provides an overview of existing literature with regard to this topic, identifies academic research gaps, and provides recommendations for future research in this area.

**[What is Sport Management?](#Day1_M)**

**Jonathan Robertson1, Jordan Bakhsh1, Mathew Dowling2, Damien Whitburn1, Adam Karg1, & Brian Soebbing3**

*1Deakin University; 2Loughborough University; 2University of Alberta*

This project started with a simple research question, what is sport management? Strip away the socially constructed dogma, the definitional debates, the Zeigler lectures and our ideas about what sport management should be - and what are we left with? Our answer: sport management is the knowledge it produces. The aim of this study is to revisit and empirically answer Zeigler’s (1987) seminal questions regarding sport management’s origins, evolution, status, and direction(s). Applying the North American Society for Sport Management’s (NASSM) list of 98 journals servicing sport management to bound our scholarly domain, we undertake a two-phase co-citation analysis to answer these seminal questions. In doing so, we provide an empirically informed critical analysis and future research agenda to inform and advance the evolving nature of sport management scholarship.

Our study joins the ongoing conversation about the nature of sport management (see for example - Zeigler, 1987, Slack, 1998; Chalip, 2006; Doherty, 2013; Gammelsæter, 2021). Theoretically we lean on Thomas Kuhn’s (1962) structure of scientific revolutions to critique the ‘normal science’ of sport management (i.e., our socially constructed paradigms, norms and beliefs). Specifically, we argue that lacking empirically informed critical analyses of our scholarship, that important discussions about sport managements future will remain confined to subjective views of what sport management should be, as opposed to more objective analyses around what sport management is.

Our research design consisted of two phases. Phase one focused on the macro field of ‘sport studies’ which included approximately 33,114 articles across 59 journals that were on the NASSM list and accessible within the SCOPUS database. We produced a co-citation network map that clustered the field of sport studies into six disciplines. Phase two involved a second co-citation analysis with a focus on the ‘sport management and marketing’ discipline identified in phase one. This included 3562 articles from eight journals that collectively referenced 170,700 citations from 43,709 sources. TWe empirically quantify the relative centrality, prominence, and inter-connectedness of these key journals, articles, and authors within this cluster.

The macro analysis of 59 journals in phase one identified six disciplines within the field of ‘sport studies’, these included: (1) sport management and marketing; (2) leisure and tourism; (3) sport economics; (4) sport sociology; (5) physical education; and (6) sport exercise science and psychology. Phase two focused on the main sub-disciplines that make up ‘sport management and marketing’. Four sub-disciplines were identified (1) sport management; (2) leisure and tourism management; (3) general management; and (4) sport marketing.

In returning to Zeigler’s (1987) original questions, the origins of sport management largely arose out of sport sociology and physical education scholarship at a time of global professionalization within the sport industry. Sport management has evolved differently in different locations and sub-disciplinary areas. Sport managements status is in a period of maturation, with more publications in the last ten years than the proceeding thirty years. Based on our preliminary analysis we offer several provocations to stimulate conversations regarding the future of sport management.

**[Unveiling the Motivational Drivers of Volunteers in Australian Community Sports Clubs: Insights and Strategies for Sustainable Engagement](#AA_FRI_MORN)**

**Md Safeyn Sadaat Mridul, Ashokkumar Manoharan, & Adela McMurray**

*Flinders University*

Community sports clubs in Australia are struggling to recruit enough volunteers for their operations. This study delves into the motivational factors that drive individuals to volunteer in community sports clubs, leveraging empirical research to inform practical strategies for enhancing volunteer recruitment and retention. The research question seeks to understand what motivates individuals to volunteer in community sports clubs and how these insights can be used to improve volunteer engagement strategies.

Understanding the motivations behind individuals' decisions to volunteer is essential for club administrators aiming to bolster their volunteer base. Previous research has identified broad volunteer motivations (Cuskelly et al., 2006; Nichols et al., 2005); however, significant gaps remain in the nuanced understanding of these motivations within community sports contexts. Limited focus has been placed on how specific environments and roles influence volunteer motivations. Additionally, the impact of organizational challenges such as inadequate leadership, harassment, and lack of strategic guidance on volunteer retention is underexplored (Hoye et al., 2008; Wicker & Hallmann, 2013). Personal circumstances, including relocation and busy schedules, further complicate consistent engagement, yet these factors are seldom addressed in depth (Kim et al., 2020).

This study is based on empirical research involving interviews with community sports volunteers, employing a qualitative methodology to allow for an in-depth exploration of volunteer motivations and the challenges they face. Participants were selected through convenience sampling, resulting in a sample size of 32 community sports volunteers. The semi-structured interviews, lasting between 35-50 minutes, provided ample time to delve deeply into individual experiences and perspectives. The interviews were conducted anonymously, and demographic data were collected to provide context for the findings. The data are analysed by both NVivo and through manual thematic analysis.

The research identifies several key motivators, including family connections, dedication to the sport, self-improvement, networking, and professional growth. Altruism and a desire to contribute to society emerged as significant themes.   
The study also uncovers several challenges that can hinder volunteer motivation. Organizational issues such as inadequate leadership, harassment, and a lack of clear strategic guidance can demotivate volunteers and lead to high turnover rates. Personal circumstances, including relocation and busy schedules, further complicate consistent engagement. These findings underscore the complexity of volunteer motivation and highlight the need for sports clubs to address both internal and external factors to create a supportive and engaging environment for volunteers.

By understanding and addressing these motivational drivers and challenges, community sports clubs can implement more effective and personalized strategies to attract and retain volunteers. This approach strengthens the volunteer base and fosters a sense of inclusion and satisfaction among volunteers. Ultimately, this leads to the development of more robust and enduring community sports clubs that achieve their goals and contribute to the well-being of the entire community. These insights can help administrators tailor their recruitment strategies, design impactful volunteer opportunities, and adopt tactics to enhance volunteer satisfaction and commitment.

In conclusion, this study provides valuable insights into the motivational factors driving volunteers in community sports clubs and offers practical strategies for leveraging these insights to enhance volunteer engagement. By aligning recruitment and retention efforts with the identified motivations and addressing organizational and personal challenges, club administrators can build a sustainable volunteer community that supports the long-term success of community sports initiatives.

**[A Critical Discourse Analysis of the Ōtepoti Dunedin FIFA Fan Festival 2023](#AA_FRI_MORN)**

**Melanie Schwimmer**

*University of Otago*

The purpose of this study is to investigate the tensions between multi-organizational promotion of D&I in the context of a mega sport event (MSE) and the local enactment of these ideals, with a particular focus on the experience of local rainbow communities. In so doing, I examine potential differences between institutional D&I narratives and lived experience.   
  
The 2023 FIFA Women’s World Cup in Australia and New Zealand marked the first time FIFA invested in Fan Festivals for the women’s tournament. FIFA documentation emphasized that the goals of their investment in these festivals represented a key piece of their ongoing diversity and inclusion (D&I) efforts since the publication of the future-focused document FIFA 2.0 (FIFA, 2023). The integration of D&I initiatives within MSEs such as the FIFA World Cup and their presumed role as catalysts for change are being increasingly scrutinized in sport management and leisure studies research (Dashper, 2021; Mair et al., 2021; Sykes, 2016). While scholarship has begun to elucidate the impact of D&I and MSEs along the axis of race and gender, there is a growing knowledge gap in understanding how these initiatives affect people of diverse sexualities despite their consistent engagement in sport and sport fandom (Adlwarth, 2021; Cahn, 2015; Sykes, 2016). Dedicated research about sport management and LGBTQ+ experience is particularly important as their participation and support in sport remains contested. Deploying a feminist post-structural perspective (Baxter, 2003; Weedon, 1987), I use the Ōtepoti Dunedin FIFA Fan Festival 2023 as a case study to analyze the experiences of local rainbow community members.   
  
I will employ a critical discourse analysis (CDA) informed by feminist post-structuralism on key Ōtepoti Dunedin FIFA Fan Festival documents including the event program and FIFA rationale for their investment. This document analysis is complemented by CDA on 10 interviews conducted with organizers from Dunedin City Council and Football South, performers at the festival, and attendees from Dunedin Pride, the main rainbow affinity group in the city.   
  
Based on preliminary conversations, I expect a complex terrain of stakeholder interest convergence around local MSE enactment will emerge, as well as tensions within rainbow coalitions around their desired role in sporting events. My research adds to the greater MSE and sport management research cannon by probing both the potential and the perils of D&I initiatives along the axes of gender and sexuality.

**[Social Capital as a Mechanism of Development of the Sports Fan Community](#Day1_M)**

**Petr Šimáček, Martin Chelbuch, & Pavel Král**

*Prague University of Economics and Business*

Current literature stays silent about the mechanisms of how and why active participation in sports leads to membership and participation in the sports fan community. This study explores how social capital developed from active involvement in a particular sport impacts membership and participation in the fan community of the sport.  
  
A community consists of individuals who share a common environment and are interconnected through units of social relations (Blackshaw & Long, 2005). The sense of community among sports fans has several significant psychological and behavioral outcomes and is strongly associated with bonding and bridging social capital through cognitive and affective outcomes (Mastromartino et al., 2022). This evidence emphasizes the importance of membership in the sports fan community, contributing to shared well-being, common interests, and collaborative activities among sports fans (Hedlund, 2017).   
  
Community development results from building social capital (Zhou & Kaplanidou, 2018). Active participation in sports creates ties that bridge and bond relationships among people (Tonts, 2005). Based on Zhou & Kaplanidou (2018), we argue that social capital developed from active participation in a particular sport forms passion for the sport and, in turn, promotes the development of membership in the sport fan community and participation in rituals and traditions. Social capital encompasses relational and structural elements. Trust and reciprocity form the relational elements, while the network forms the structural element (Grootaert et al., 2004; Zhou, Kaplanidou, & Wenger, 2021).

The sample of this study comprises people who actively participate in sports (n = 333) across various levels of proficiency and reflect both individual and collective sports. The data were collected online via Qualtrics. In the first step, we conducted a confirmatory factor analysis to check factor loadings and composite reliability. The structural hypothesized model research model built upon social capital theory (Putnam, 1995; Zhou, Kaplanidou, & Wenger, 2021) was tested with covariance-based structural equation modeling indicating good fit (CFI = 0.953; TLI = 0.939; p&lt;0.01; χ2 (94) = 231.631; χ2/df = 2.464; RMSEA = 0.066; SRMR = 0.052).   
  
The structural equation modeling tested a set of hypotheses between the elements of social capital, membership in sport fan community, and participation in rituals and traditions connected with a particular sport. The results showed that two dimensions of social capital – reciprocity and network – positively influence membership in the sport fan community and, in turn, increase participation in rituals and traditions connected with a particular sport. The analyses confirmed both direct and indirect effects. On the other hand, trust is not a mechanism leading to membership or participation in rituals and traditions connected with a particular sport.   
  
This study provides insights into the evolution of passive sport consumption and the creation of membership in fan communities through dimensions of social capital developed by active sport participation across various levels and kinds of sports. Hence, the study uncovers a multiplication effect of social capital built by sport.

**[State of the Whistle:](#AA_FRI_MORN)**

**[Investigating Officiating Management in ACT Sport Organisations](#AA_FRI_MORN)**

**Stirling Sharpe**

*University of Canberra*

Match officials are crucial stakeholders in sport, facilitating physical activity for many. Despite their importance, they are under-researched, with existing studies focusing mainly on psychology (e.g., decision making and abuse) or recruitment and retention, often highlighting abuse and organizational support for abused officials. This study responds to a call for more comprehensive research on the management of officials, including policy, human resources, and governance perspectives (Livingston et al., 2017). As such, this project aims to understand the current state of play for sport organisations in terms of how their match officials are managed.

Research on officiating in sport has been increasing in recent years. A comprehensive literature review identifies that, despite the increased research attention, there is limited officiating research which has investigated officiating in sport from the perspectives of: (a) policy influences; (b) professionalisation and governance; and (c) human resource management. Developing an understanding of officiating management in regard to these three topic areas will provide an evidenced grounding for policy and management development and ultimately the better servicing of match officials.

This research acknowledges the importance of organisational support and its impact on the role satisfaction for match officials. Perceived organisational support literature shows that officials who have the support of their governing body are more likely to be satisfied in their role and more likely to continue in their role when faced with (repeated) negative situations. Conversely, lower levels of organisational support can lead to attrition (e.g., Hong et al., 2019, Webb et al., 2019). However, sport organisations often rely on volunteers to manage match officials despite other business units of their organisation being highly professionalised (Forbes et al., 2018).

This research is based on a focus group and workshop involving match official managers for state sport organisations (SSO) in the Australian Capital Territory. This is scheduled for early November 2024. Participants will consider their SSO’s match official management practices and human resource profiles with the concepts of professionalisation, policy (internal and external), and organisational resources in mind. The group will compare experiences across the sport network in the ACT to collectively examine challenges and identify successes and opportunities for improvement. The research will be participatory action research in so much as the lead researcher is a former SSO match official manager and current elite level official. Data collected will include transcripts of discussions, resources created by the participants, and field notes from the researcher.

Results will be available for the 2024 SMAANZ Conference. This research will be presented in the context of a wider PhD study examining match officials. This research will be the first to explore the collective experiences of match official managers across a range of sports in one location in Australia. This study aims to address real world issues and seek ways forward to improve the experiences of an important stakeholder in sport – match officials.

**[Queering the Legacies of the 2023 FIFA Women’s World Cup](#AA_FRI_MORN)**

**Sally Shaw1, Monica Nelson2, & Simone Fullagar3**

*1University of Otago; 2University of Waikato; 3Griffith University*

The FIFA Women’s World Cup (FWWC), co-hosted by Aotearoa/New Zealand and Australia in 2023, stipulated a series of outcomes or legacies that focused on growing women’s involvement in football. The legacies did not specify support for lesbian, gay, bisexual, trans/takatāpui, queer +, and allies (LGBTQ+) women and non-binary people. This omission reflects the ongoing marginalisation of these communities in football despite their considerable contribution to it (Sykes, 2016) and high-profile visibility in FWWC 2023 marketing. The aim of the research is to develop insights into LGBTQ+ women’s and non-binary peoples’ perspectives on FWWC 2023 legacy, and consider future outcomes for those communities post-event. We address the following questions:

1. What were LGBTQ+ women and non-binary fans’ perspectives on the FWWC legacies?  
2. What queered future did the participants envisage after the FWWC?

Sport mega event (SME) legacy is a contested concept (Chen et al., 2018), however, SMEs usually claim to result in quantifiable legacies such as increased participation and economic benefits to the host (Lockstone-Binney et al., 2023). The FWWC was unusual, committing to less measurable legacies such as “grow[ing] the women’s game globally” through “transformative change” (FIFA, 2016, p. 38). Queer theory, a socially driven approach that seeks to disrupt conventional management norms, underpins this research. This enabled researchers to examine LGBTQ+ women and non-binary fans’ perspectives on the WWC legacies and how legacies could be developed to be inclusive of these communities and their concerns.

A Qualtrics survey was distributed via social media to self-identified LGBTQ+ women and non-binary fans at the FWWC asking their perspectives on the SME legacies, which were outlined in short descriptions. Participants then provided their views on whether and now legacies could be more inclusive for women and non-binary LGBTQ+ communities. Eighty-eight complete responses were received.

The respondents were largely unaware of the legacies, however, they indicated a desire to ‘queer’ football by developing the game in ways that recognised and celebrated LGBTQ+ inclusion at all levels. They suggested two themes, firstly sport for competition in which the current football system was altered but not disbanded. This includes changes to policy, facilities, competitions, and education that integrated LGBTQ+ concerns and recognised gender fluidity. The second theme highlighted a potentially multi-directional relationship between the LGBTQ+ communities, other intersectional communities, and the sport, asking ‘what can sport do for us?’ Finally, the importance of developing sport for LGBTQ+ fans was highlighted, acknowledging that many people do not play football but may well wish to be included in its local fanbase.

This research contributes a queered LGBTQ+ perspective on the FWWC 2023 legacies. This is important because such voices have been marginalised in this space, yet they are some of the most supportive of women’s football. The participants’ suggestions go far beyond the usual ‘add women and stir’ approach to inclusion in sport, offering food for thought for football providers locally and internationally and calling for intersectionality in policy development and practice.

**[Nothing to See Here? Resistance to Antiracism Among Leaders and Managers in Australian Sport Organisations](#Day1_A)**

**Ramón Spaaij1, Ruth Jeanes2, Karen Farquharson3, & Franka Vaughn2**

*1Victoria University**; 2Monash University; 3The University of Melbourne*

Australian sport policy aims to create positive inclusive experiences for everyone to participate in sport. However, racially marginalized peoples regularly experience racism in Australian sport and they remain under-represented in sport at all levels (i.e., playing, coaching, administration, governance) relative to their population numbers (Hallinan & Judd, 2009; Spaaij, 2013; Farquharson et al., 2019; Young & Block, 2023). Relatively little scholarly attention has been paid to how those in positions of leadership in sport organizations (i.e., decision-makers, managers, and directors) maintain the status quo and, in doing so, resist efforts towards dismantling structural and institutional forms of racism. The paper addresses the following research question: what discursive practices do leaders and managers of sport organizations in Australia draw on to enable structural racism to continue? We view sport organizations as sites for developing better theoretical and practical understandings of how resistance to antiracism relates to power and privilege in a settler colony.  
  
We situate this paper within a Foucauldian framework and whiteness studies to attempt to understand the micro-politics of resistance to antiracism. We draw on Foucault’s (1979, 1980) ideas (and recent applications thereof; e.g., Spaaij et al., 2020) about the relationship between power and resistance to analyze discursive practices that leaders in sport organizations use when they discuss developing or implementing policies for addressing racism. We contend that various, often ambiguous and contradictory, discourses about inclusion and racism circulate in sport organizations that reproduce structures of racism and whiteness – an unnamed norm that privileges White people.

We draw on interviews with leaders and managers in national and state-level sport organizations in Australia. Data were collected from 30 leaders and managers and analyzed using critical discourse analysis.   
  
Our analysis identifies four discursive practices among sport leaders and managers that enable structures of racism in sport to remain “unseen” and unchallenged. In conjunction, these discursive practices suggest that racially marginalized communities can simply be “added into” current sporting structures without the need to transform those structures. In doing so, they actively conceal and maintain structural and institutional forms of racism in Australian sport, strengthen the White normativity that pervades Australian sport, and keep racially marginalized bodies that do not comply with dominant discourses invisible or on the margins. The results suggest that a multiplicity of discourses circulates in sport organizations that co-exist with, and can be mobilized to resist, another societally valued discourse, that of diversity and inclusion. We argue that the discursive practices of leaders and managers are connected to broader, macro-level discursive networks of power/knowledge in a settler colony.  
  
The results provide insight into why change is so slow in coming even when inclusion is purportedly highly valued in sport organizations. The study enhances our understanding of why and how structural racism is so challenging to dismantle in sport organizations.

**[Social Intrapeneurship in Sport](#AA_FRI_AFT)**

**Per Svensson1, Emma Sherry2, Katherine Raw3, & Olga Khokhryakova1**

*1Louisiana State University; 2RMIT University; 3Swinburne University*

Sport organizations are increasingly expected to be more innovative across different segments of the sport industry (Gerke, 2016; Ratten & Ferreira, 2017; Svensson & Cohen, 2020; Tjønndal, 2017; Woratschek et al., 2017). At the same time, sport organizations are also expected to demonstrate a growing social value (Robertson et al., 2023; Rowe et al. 2019; Svensson et al., 2021).   
  
Research on innovation and social impact in sport remains fragmented. Prior studies range across context-specific analyses of innovation in sport including sport clubs (Courthouts et al., 2020), sport federations (Lefebvre et al., 2023), professional sport (Smith & Green, 2020), and sport for development (Svensson & Mahoney, 2020). Extant scholarship has focused on a broad range of different theoretical lenses. Prior scholars have also provided field or case-specific analyses of the conflicting demands created by changing models of organizing (McSweeney et al., 2023; Raw et al., 2019; Robertson et al., 2023; Svensson, 2017), but more comprehensive and integrated theoretical advancements on the process of social innovation are needed.   
  
Our research aims to theorize the role of social intrapreneurship in sport. We draw on literature from related disciplines on intrapreneurship and social innovation (e.g., Alt & Craig, 2016; Cajaiba-Santana, 2014; Kistruck & Beamish, 2010), as well as scholarship on organizational structures and institutional logics (e.g., Besharov & Smith, 2014; Pache et al., 2024; Schildt & Perkmann, 2017). We also draw on prior sport management literature across a diverse range of sport organizational contexts including community sport clubs, professional sport teams, sport federations, sport for development agencies, and major sport event organizers to develop an integrated framework on social intrapreneurship in sport.   
  
Based on our analysis, we develop a 2x2 model of sport organizations in which employee may seek to engage in social intrapreneurship based on the level of structural support and the level of logic compatibility. The types are entitled: Synergistic, Tense, Flexible, and Chaotic. Each type of organization present distinct opportunities and challenges, which require different strategies for social intrapreneurs to succeed in the sport industry. Grounded in relevant literature, we conceptualize the process of social intrapreneurship within each theoretical type of organization. Further, we advance social innovation literature in sport by analyzing how such innovation can occur from an individual-level within the boundaries of existing organizations.   
  
The conceptualization of social intrapreneurship provides an integrated perspective on how social impact can be generate across the sport industry ecosystem. Our study also provides conceptual clarity on social innovation in sport contexts by synthesizing extant scholarship, and conceptualizing four different types of organizations that sport employees may be operating within. We explore practical strategies for how employees can best leverage existing resources and act upon their social impact ideas within each type of sport organization. A future research agenda will be presented for advancing sport management theory and practice, including the need for exploring the micro processes of institutional complexity and day-to-day activity of social intrapreneurs inside established sport organizations.

**[Challenging the Status Quo of Sports Media: How Fans and Content Creators Are Using Independent Media Platforms to Cover Women’ Sports and Advocate for Change](#AA_FRI_AFT)**

**Kasey Symons1, Sam Duncan2, 3, & Ryan Storr3**

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This study investigates how independent content creators have built platforms to cover women’s sports and advocate for women in sports using digital platforms. These creators challenge the status quo of sports media and build communities of like-minded fans. This enables collective action and resistance through deep engagement with the content produced.  
  
Research highlights the underrepresentation of women's sports and the scarcity of women sports reporters and commentators in mainstream media (Cooky et al., 2015, 2021; Lumby et al., 2014; Nicholson et al., 2011; Sherwood, 2019). Research also examines women's experiences as athletes and professionals (Fenton et al., 2023; Knoppers et al., 2021; Sveinson et al., 2021; Taylor et al., 2024) and how intersectionality can reproduce inequalities in sports media (Bruce, 2016; Sveinson et al., 2021; Symons et al., 2022). Recent studies explore independent digital media platforms that give a voice to underrepresented sports and the challenges these platforms experience (Sherwood, 2019; Symons et al., 2022).  
  
Over the past three decades, research consistently shows women's sports receive less than 10% of sports coverage (Cooky et al., 2015, 2021; Lumby et al., 2014) and is often relegated to a secondary level compared to men's sports (Cooky et al. 2021). Women in male-dominated sports and newsrooms face gender-based discrimination (Taylor et al. 2024).   
  
This underrepresentation and discrimination create a disconnect between them and the sports they love (Taylor et al., 2024). To overcome the disconnect, fans have developed strategies to resist and change these discriminatory practices in sports coverage. These fans, as highly skilled content creators, have developed independent digital media platforms to represent, and vocalize, underrepresented communities. The rise of social and digital media platforms has disrupted dominant narratives (Bruce, 2016; Thorp et al., 2017) and made the sports media landscape more accessible to all (Miah, 2017).   
  
Six semi-structured interviews were conducted with women who have produced content for independent media platforms that cover women’s sports. Participants were specifically selected for their engagement with and production of media covering women’s sports. Researchers engaged with uses and gratifications theory (Blumler and Katz, 1974; Kasirye, 2019; Li et al., 2019;) to interpret the experiences and motivations of this content production and to explore the impact content production has on the fan community and fan identity.  
  
By highlighting the reflections of six women in this space, this study illuminates how fan-driven content and content creators are resisting mainstream media coverage. It expounds on how they have subsequently built their communities, fostering a sense of belonging while creating a more inclusive media landscape. However, women in this environment feel vulnerable as independent media, sometimes unsafe, are often unpaid, and experience significant burnout.  
  
This paper offers an exclusive focus on the lived experiences, reflections, and perceptions of independent sports media content creators who identify as women while covering women’s sports, for which there is limited academic focus. It amplifies the voice of the fans, the toil that drives change for women in sports, and the problematic environment they work in.

**[Fandom in Fiction: Investigating the Growing Genre of Sports Romance Novels that Centre Diversity and Inclusion Narratives](#AA_THUR_MORN)**

**Kasey Symons1 & Lee McGowan2**

*1Deakin University; 2University of the Sunshine Coast*

Fictional narratives are valuable data sources, places, where representations, and meaning, are created (see Bairner 2011 & 2017 and Hill 2006). The production of sports fiction romance novels has grown significantly in recent years as developments in technology have allowed access to online and self-publishing platforms, and social media has enabled authors to connect with wider audiences through hashtags and communities on popular platforms (such as Instagram’s #Bookstagram and TikTok’s #BookTok). While many sports are presented in the genre, increasingly representations of women’s sports, all-gender sports and queer narratives are finding a strong place within this landscape, building diverse fandoms and communities around sporting narratives that have not always connected to traditional sports or engaged in traditional fan practices (see Symons, 2022 & Schallhorn et al., 2023). Popular examples include the cult following of Melbourne (Aus) bases writer Abra Pressler’s Love and Other Scores (2023) that imagines an environment where a men’s professional tennis player comes out during the Australian Open and Meryl Wilsner’s novel Cleat Cute (2023) that has been described as Ted Lasso meets A League of Their Own that gained the attention of legendary athletes Megan Rapinoe and Sue Bird to option the book through their production company for a scripted series (Deadline, 2024).  
  
In his work defending sports fiction as a rich data source for researchers, Bairner quotes Tadié (2012) on cricket fiction who says, ‘literature about cricket does not merely portray the game, but defines our perception of it...’ (in Bairner, 2017, pg. 524). This paper thus examines the portrayals of diverse sporting experiences through fiction that explore sporting utopias and hopes for change, desire for more visibility of diverse lived experiences in sporting landscapes that sports organisations can learn from to reflect on alternative and creative modes of fan engagement.   
  
We consider the ways the form might: drive fandom of sport in diverse audiences; connect with new fans who may not fit ‘traditional’ sports fan models; and offer insight on the diverse nature of fan bases of sports who are seeking fan connection in alternative ways. The paper focuses on preliminary findings of scoping of the genre through textual analysis of selected texts (Belsey 2013) and semi-structured interviews with authors and content creators to begin to scope the motivations and experiences of the community through emerging groups (such as the ‘Hockey Smut Book Club’) who are driving fan connections in this space.  
  
This paper presents alternatives ways of data collection and explores intersections with creative products to demonstrate the value of looking outside traditional fan engagement practices to understand how non-fans, diverse fans and new fans are engaging with sporting narratives outside traditional channels.

**[Women’s Professional Team Sport: Charting Stages of Growth](#Day1_A)**

**Tracy Taylor1, 2, Clare Hanlon1, & Samantha Marshall3**

*1RMIT University, 2Victoria University; 3La Trobe University*

Recent years have seen the emergence, continuance and growth, of an unprecedented number of women’s professional team sport leagues (WPTSL) (Tjonndal et al., 2024). Women’s sport teams are breaking new ground, reshaping perceptions about women’s sport, growing their supporter base, bringing in a new set of fans, and creating a different way of positioning women’s sport. This research aims to chart the trajectory of select WPTSL and categorise its stages of growth and antecedents.   
  
This research draws on Churchill and Lewis (1983) five organisational ‘stages of growth’ to chart the development of WPTSL. In the first stage, ‘Existence’ initial investment is required to cover the monetary demands when there is limited revenue. For a WPTSL, this means being attractive to fans, media, corporate owners and sponsors for revenue. Once established and functional, the second ‘Survival’ stage means being viable, with a stable structure while trying to grow in size and stability. Research shows that this is where many WPTSL have failed in the past (Micelotta et al., 2018). The third stage, ‘Success’, may either follow a limited growth path, staying stable but profitable, or a more ambitious trajectory of growth. In the fourth stage, ‘Take-off’, growth strategies facilitate expansion. For professional men’s sport, lucrative broadcast deals have enabled progression to this stage by removing a reliance on ticket sales in order to generate profit. Finally, the resource maturity stage, is when the benefits of size and financial resources present ensure market dominance. The research drew on the conceptualisation of these stages with respect to selected WPTSL.   
  
The research encompassed three sports (football, basketball, cricket) with: a WPTSL operating in Australia and in at least one another country; women athletes contracted with some financial remuneration; and where the WPTSL represented the country’s highest level of competition. We included eight football, two basketball and cricket leagues across eight countries. An interpretivist analysis of publicly available data allowed us to map Churchill and Lewis’ stages of growth and identify relevant WPTSL dimensions including: league and club ownership structure; major funding sources; women’s club governance; league structure (season duration, timing etc); league/club board gender membership; gender of head coaches; minimum salary; national team world ranking; female community participation rates; and average crowd attendance.  
  
Using the identified dimensions of growth, each WPTSL was mapped onto one of the first three stages of development of Churchill and Lewis’ model, none were in the final two stages. WPSTL teams with private/corporate ownership had the highest minimum salary, and leagues with women and men’s teams operating under the same ‘branding’ had the highest mean salaries. Several country differences emerged, for example in France men’s football is considered as a business, but the women’s league is not and operates thus under a unique French labour law. Interestingly, each sport’s national team’s world ranking correlated with their domestic league’s minimum salary level. Further details will be provided in the conference presentation.

**[A Service Ecosystem Design Approach to Digital Transformation of Federated Sport Structures](#AA_THUR_MORN)**

**Paul Templeman**

*University of Technology Sydney*

There is an emerging body of digital transformation research within the sport management domain with calls for further empirical research (Naraine et al., 2022). Recent research within the context of the Canadian sport system found that despite some digital transformation efforts by national sport organizations (NSOs), they “remain unprepared or unable to experience full scale digital transformation” (Thompson et al., 2024, p. 15). This paper responds to Thompson et al’s call for further empirical research in this area by examining digital transformation within the Australian federated sport system.   
  
This paper seeks to contribute to both the digital transformation and governance aspects of sport management by examining how a service ecosystem design approach (Vink et al., 2021) can be used as a method for digital transformation of federated sport structures. Based on a conceptual framework and taking an action design research approach (Sein et al., 2011). The conceptual framework draws from the literature domains of service innovation, information systems, strategic management and public administration.  
  
Taking an action design research approach, the paper follows a six-month pilot program run by the Australian Sports Commission involving six sports and four sport technology organisations. Using co-design and co-creation approaches the pilot shows how sport organizations in partnership with government and the private sector can collaborate to solve capability and resource constraints and digitally transform their respective sports.   
  
The research explores how taking a service ecosystem design approach can enable digital transformation to occur within the resource and capability constrained environment often found in sport (Ehnold et al., 2021). Findings from the research show that the understanding of the various business capabilities required at each level within a sport are not sufficiently understood by technologist within sport, nor is there clear mapping of business capabilities to digital capabilities of the sport. Digital projects are often overly focused on the need of the initiating organisation rather the human-centric, multi-stakeholder and multi-level delivery that is needed when digitally transforming co-created sport experiences. By adopting a service ecosystem design approach and using multi-level co-design, collaborative solution building using co-creation and open-source style delivery processes, underpinned by federated and distributed platform architectures, blueprints and business models, sport organisations can overcome the challenges involved in digital transformation of their sport whilst living within the capability and capacity constraints that are inherently part of the sport landscape.   
  
The paper builds on existing service ecosystem and digital transformation research within sport management literature and introduces the notion of purposeful service ecosystem design by key sport system actors to enable the digital transformation of sport. The theoretical and practical implications of the research are discussed and areas for future research on digital transformation of sport are outlined.

**[Exploring a Strategic Planning Process in One Canadian National Sport Organisation](#AA_THUR_MORN)**

**Ashley Thompson, Erik L. Lachance, & Shannon Kerwin**

*Brock University*

This study explores the strategic planning process in national sport organizations (NSOs). Two research questions were advanced: What is the process NSOs use to develop their strategic plans? How do stakeholders involved in NSOs’ strategic planning perceive the process?  
  
Strategic planning is critical for the effective functioning of nonprofit sport organizations, like NSOs, and helps guide their governance and operations (Hoye et al., 2023). Strategy research in nonprofit sport organizations has focused on areas like board strategic capability and strategy archetypes in NSOs (Ferkins & Shilbury, 2012, 2015; Thibault et al., 1993, 1994), as well as strategic planning in community sport organizations (Morrison & Misener, 2021a, 2021b, 2024).   
  
Recently, Thompson and Lachance (2024) examined the strategic plans of all Canadian NSOs’ and found that these plans differed considerably in terms of their structure and content. Given how NSOs have historically adopted similar practices (Parent et al., 2018), it is important to explore the strategic planning process in depth to understand how individuals navigate these processes. Specifically, understanding the strategic planning process and stakeholders’ perceptions of this process could glean potential insights into the variability of NSO strategic plans. To address the purpose and questions, the study is guided by the six phases of the strategic planning process (O’Brien et al., 2019): preparation; defining the mission, vision, and values; conducting an environmental analysis; developing strategic priorities; identifying strategic issues; and implementing the strategic plan.  
  
A case study methodology was employed using observations, documents, and semi-structured interviews in one Canadian national sport organization undergoing a strategic planning process (Yin, 2018). Observations included the two-day strategic planning workshop and four board meetings. Observations were audio recorded and included field notes. Documents related to the strategic planning process were also collected (i.e., final and draft strategic plans, strategic planning committee terms of reference, and any research/analyses conducted by the committee). All 14 stakeholders (ten Board members and four strategic planning committee members) involved in the strategic planning process were invited to participate in the interviews. Interview recruitment and collection are currently underway. Data analysis features a content analysis following the Gioia et al. (2013) methodology.   
  
Preliminary findings from the observations show how the strategic planning process varied in practice from the frameworks espoused in the literature (e.g., O’Brien et al., 2019). In addition, there appeared to be confusion around the different components of the strategic plan – namely the mission, vision, values, priorities, and goals. Interestingly, the NSO opted not to use a consultant during the process, instead relying on its Board and strategic planning committee members. Interview data will provide insights into these choices and individual points of confusion during the strategic planning process.   
  
The study findings add to the aforementioned research by empirically demonstrating how NSOs undertake and experience strategic planning. The methodological approach specific to observations and post-hoc interviews provides real-time insights into the strategic planning process, thereby accessing the “black box” of this phenomenon.

**[What is Corporate Social Responsibility Like in Professional Sports in Taiwan: A Case Study from the Chinese Professional Baseball League](#Day1_M)**

**Kuo-Feng Tseng & Chih-Fu Cheng**

*National Taiwan Normal University*

Corporate social responsibility (CSR) in professional sports possesses a pivotal and extraordinary position. By conducting initiatives, professional sports not only fulfill their CSR obligations, but also increase their brand image, sales, and their relationships with the local community (Alonso & O'Shea, 2012; Joo et al., 2021). More importantly, sports can act as an enabler for advocating social causes, such as national development and world peace (Lemke, 2016). However, in Taiwan, research on the role of CSR in sports focuses not on the sports business but on sponsorships between businesses and non-profit sporting organizations. Therefore, our research aims to explore and gain insight into the implementation of CSR among Taiwanese professional sports and highlight any disparities from previous studies.   
  
Previous works on the role of CSR in sports have provided significant influence upon sporting organizations implementation and practice of CSR. Professional sports, for example, can increase teams and athletes identification (Jang et al., 2020; Son et al., 2023), and it can strengthen relationships with their local communities (Alonso & O'Shea, 2012; Hamil & Morrow, 2011), employees and athletes (Babiak & Wolfe, 2009), or other stakeholders (Constandt et al., 2019; Hamil & Morrow, 2011). However, there is little knowledge about why less studied cultures engage in the practice of CSR, especially in Asian countries, where professional sports teams are smaller in size and less popular compared to those in the United States and Europe. Hence, we employ sensemaking theory from Basu and Palazzo (2008) to understand what CSR means to those implementing CSR in Asian countries (cognitive), whom they communicate with (linguistic), and how they behave and what is that behavior (conative).  
  
In order to gain insights into the implementation and practice of CSR among Taiwanese professional sports organizations, we conduct a qualitative method using a case study approach. We have selected a case study on one of the most historic baseball teams in Taiwan, which is the only remaining founding member of the Chinese Professional Baseball League (CPBL) since its establishment in 1989. We collected data from various resources, including interviews, observations, newspapers, the team’s website, and official documents from its parent company’s charitable foundation. In line with the suggestion of Yin (2018), we analyzed data based on a time-series and logic model within the context of the case.   
  
Our case of Team Tiger (anonymous) is a subsidiary of one of the largest corporations in Taiwan. The corporation considers operating professional sports as part of its social responsibility, but its consideration differs from previous works, which regard professional sports as a business (Schyvinck et al., 2021). Moreover, conducting CSR initiatives is not only essential for external stakeholders but also for internal employees, especially athletes, who can be educated in regard to ethics and diverted from possible immoral behaviors. Overall, the purpose of CSR for the team implies the harmonious relationships it devotes both inside and outside of its organization.

**[The Leveraging of Sport Events by Non-Aligned Stakeholders:](#Day1_A)**

**[A Conceptual Introduction and Scoping Review](#Day1_A)**

**Duncan Tweed, Nico Schulenkorf, Katie Schlenker, & Adam Cohen**

*University of Technology Sydney*

The study of event leveraging considers how to optimise the impacts resulting from the staging of an event (O'Brien & Chalip, 2007). As such, event leveraging does not seek to describe the outcomes post event but rather to analyse what needs to be done across the lifecycle of the event to produce desired results (Chalip, 2004). In this presentation, we consider an extension of the extant event leveraging literature, to include leveraging of sporting events to achieve a strategic objective which does not align with the objectives of the event.  
  
Event leveraging research was initially focused on the perspective of the event host: how can a town, region or country use the staging of an event to derive benefits for its community (Grix, 2017; O’Brien, 2006). Over time, research on event leveraging has been expanded to include leveraging by non-hosts (Beesley, 2011; Chien, 2018; Fairley, 2017). There has also been a conceptual shift, where event leveraging is seen less as something carried out ‘by the host’ and more as something undertaken ‘to achieve an objective’ (Chalip et al., 2017; Chen & Misener, 2019). Existing models, however, conceive primarily of leveraging an event to achieve a shared goal: an urging for collaboration amongst stakeholders is common (Chen & Misener, 2019; Wasser et al., 2022). As such, there remains a gap in the literature regarding leveraging approaches by entities which are unable or unwilling to collaborate with event hosts to achieve their goal(s). In other words, what can any entity do to derive benefit from an event, when one or more of its objectives does not align with the event’s goals or have the support of the event hosts?   
  
In this presentation, we firstly establish the concept of Non-Aligned Stakeholders, defined as stakeholders whose strategic objectives, either in part or in total, conflict with those of the host of the event. Second, we present findings of a scoping review which follows the process laid out by Arksey and O’Malley (2005). The review maps where this emerging concept of Non-Aligned Stakeholders has already been discussed either explicitly or implicitly within event leveraging literature. The outcomes of the review include descriptions of the types of Non-Aligned Stakeholders analysed in research to date, as well as managerial implications and recommendations for future research.

**[Gendered Online Harm and Better Practice Solutions for Sporting Organisations](#Day1_M)**

**Joanna Wall Tweedie, Catherine Ordway, & Aaron C.T. Smith**

*University of Canberra*

This research is focused on the management of gendered cyber hate by sporting governing bodies. Research indicates that women in sport are subjected to significant levels of online abuse (e.g., Burch et al., 2023; Kavanagh et al., 2017). However, sporting organisations at every level may be ill-equipped to adopt appropriate mechanisms to protect these athletes.  
The central purpose of the project was to examine better practices and policies aimed at limiting the impact of online harm upon elite women athletes and women working in the sports industry. The research findings inform recommendations for Sport Integrity Australia to develop tools for National Sporting Organisations (NSOs).   
In summary, the key research objectives include:  
1. Examine current approaches by sport organisations to address online harms.  
2. Explore the perceptions and experiences of key stakeholders at sport organisations where strategies to address online harm have been implemented.  
3. Develop best practice recommendations for Australian NSOs to address online harm.   
  
Considerable academic attention has been given to the use of social media by athletes to engage with stakeholders and build their personal brand (e.g., Filo et al. 2015; Geurin, 2017). The relationship between sport and social media remains inherently complex. Social media providing vast opportunities for immediate and unlimited access by consumers which can promote opportunities for both positive engagement and for virtual maltreatment (Kavanagh et al., 2016). Despite the growing media attention highlighting online abuse in sport, there remains limited and fragmented academic consideration of the topic (e.g., Kavanagh, et al., 2016; Kearns, et al., 2022).   
The importance of research into online harm in sport is underscored by the detrimental impact of online harm on athletes’ mental health and wellbeing (e.g., Pascoe et al. 2024; Reardon et al., 2019). For sporting organisations, consideration of the topic of online abuse can be tied to social media policies and education; diversity, equity, and inclusion practices; and safeguarding efforts. Thus, the imperative to respond to problem is echoed from many corners of the sporting organisation. However, simultaneously, there is ambiguity around responsibility for safeguarding athletes and officials in online spaces (Hayday et al., 2024).

Semi-structured interviews were conducted with twenty personnel from a purposive sample of fourteen major sporting organisations (international and Australian domestic). The organisations represent critical cases that have demonstrated online harm mitigation strategies and were selected to ensure a variety of geographic and sport contexts. The interviewees were employees directly responsible for the relevant policies and practices. Video interviews were recorded and lasted 45-75 minutes. Thematic analysis (Braun et al., 2016) of the interview transcripts allowed the identification of patterns in observed online harm, trigger events, interventions deployed, perceptions, barriers, and further opportunities to remedy.   
  
Finalised results will be presented. This research advances theoretical knowledge of gendered online harm in sport and provides evidence for better mitigation strategies. The results inform recommendations for Sport Integrity Australia to develop tools for NSOs. These practical contributions have important implications for the mental health and safety of women in sport.

**[A Study on the Social Outcomes Expected from the Local Community When Constructing a New Stadium: A Case Study of Local Professional Soccer Club in Japan](#AA_THUR_AFT)**

**Junta Ueno1, 2, Masatoshi Tamamura2, & Takashi Matsuhashi3**

*1University of Yokohama; 2Keio University; 3Takushoku University*

This study aims to investigate the construction history of clubs, focusing on the financing process undertaken by clubs and their relationships with local governments and communities. By examining these aspects through case studies, the research seeks to elucidate the stadium construction processes and analyze the social factors that clubs should address during stadium development.  
  
The Japan Sports Agency has been working on the "Stadium and Arena Reform" since 2013, and is promoting the development and construction of stadiums and arenas across the country. In the J.League, which has a history of over 30 years, many clubs have become involved in stadium management.  
  
FC Imabari, a J-League club based in Imabari City, Ehime Prefecture (population 150,000), began its new stadium construction project in 2019 and completed it in 2023. The land was provided for free by the local government, and the club raised the construction funds independently. Founded in 2015 without a parent company, FC Imabari needed to build relationships with local governments and communities to raise the funds it needed.   
  
Previous studies have discussed the role of public involvement in stadium construction. For example, Timothy (2019) categorized the types of public engagement in construction. Horn et al.(2015) focused on voting as a means of expressing public opinions on construction, exploring the correlation between voter turnout and stadium expectations. In Japan, except for Funahashi et al. (2020) , who identified key stakeholders in the stadium planning process, there is a lack of research focusing on the social relationships in the stadium construction process.  
  
This study employed process tracing to investigate the initiatives taken during the construction of FC Imabari’s new stadium. The research focused on stakeholders identified by Funahashi et al. (2020) as the primary subjects of the investigation.  
  
From the investigation results, two major factors have been identified. The first is the success of management by turning a profit. Stable management was essential for a local club without a parent company, especially when it came to obtaining construction funds. The second factor pertains to social aspects arising from relationships with municipalities and the local community. Specifically, it was found that activities within the community, successful mobilization for events, and the creation of spaces that serve the community rather than exclusive stadiums are crucial. Moreover, three mechanisms were identified as contributing to these results: an ecosystem where people attract others not through stadiums but through the "growth story of the town," an inclusive environment where everyone can participate, and the community’s anticipation of the growth of local clubs.  
  
In Japan, there has been an increase in the construction of specific stadiums by local governments, and currently, several clubs have plans for stadium construction. As more clubs are expected to undertake stadium construction projects in the future, this study’s elucidation of the stadium construction process for a local club like FC Imabari is considered to contribute significantly to future sports management research.

**[The Impact of Customer Engagement on Ballet Audiences](#Day1_M)**

**Keigo Ueshima & Hiroaki Ninomiya**

*Doshisha University*

This study aimed to clarify the impact of customer engagement (CE) on the behavior of ballet viewers and the development of sustainable relationships with ballet viewers using CE, which is effective in maintaining and strengthening the relationship between companies, brands, and their customers, and promoting ongoing transactions and recommendation behavior.

As a performing art, ballet is an art form that is realized when dancers and audiences are together in the same space. Maintaining and attracting audiences is an essential element for ballet troupes to continue their business. Audience retention requires focusing on customers’ lifestyles and values and building long-term customer relationships, whereas collaboration with other arts and cultural organizations is important for acquiring audiences (Bernstein et al., 2007). To build long-term relationships with customers, CE components are classified into five categories—identification, infatuation, attention, immersion, and interaction—and measurement scales have been developed (So et al., 2012). Kanda (2018) applied the measurement scale to restaurant brands to not only identify the components of CE but also show that CE leads to continued purchase and recommendation behavior, which represents behavioral loyalty. Behavioral loyalty induces "continued purchase" when loyalty increases through the repurchase of a particular brand, which further leads to "related purchase," through which loyalty transfers to related products and brands, and finally leads to "purchase-related activities," which are recommendation and referral behaviors (Niikura, 2019).

A questionnaire survey was conducted to validate CE among ballet viewers. Questionnaires were developed based on So et al. (2012) and Kanda (2018), and 309 participants (154 males and 155 females) were included in the analysis. First, exploratory factor analysis was conducted to identify the constructs of CE among ballet viewers. Next, a structural covariance analysis was conducted to determine the effects of these constructs on the behavioral loyalties of "continued live viewing," "continued media viewing," "related purchases," and "viewing-related activities.  
  
Exploratory factor analysis revealed a two-factor structure for CE among ballet viewers, with the first factor consisting of "identification," "enthusiasm," and "attention" and the second factor consisting of "immersion. The first factor was named " single-mindedness " because it indicates engagement with the ballet itself.  
Next, a structural analysis of covariance revealed that "immersion" had a positive impact on continued live viewing (0.37) and related purchases (0.28), while "single-mindedness" had no positive impact on all behavioral loyalties. Given the results of these analyses, it is likely that customers’ deep immersion during ballet viewing will lead to continued viewing and consumption behavior toward other cultural art genres.

This study is significant in that we were able to conduct an empirical analysis of the constructs of CE and behavioral loyalty among ballet viewers and clarify the relationship between building and motivation among viewers.

**[Exploring Mechanisms of Integration Among Female Newcomers in a School Sport Setting](#AA_THUR_MORN)**

**Jumana Waez & Patti Millar**

*University of Windsor*

Sport participation has been found to support newcomers with accumulating social capital (Walseth, 2007), providing a sense of safety (Doidge et al., 2020), and increasing resilience (Fader et al., 2019), all of which are reported as challenges for newcomers when adjusting to a new environment (Febria & Jones, 2023). Like sport, schools also serve as sites for integration (Kaufman, 2021), with sport participation and effective school integration having the potential to enhance wellbeing, resettlement experiences, and health, especially among female students (Ham et al., 2017). As such, the purpose of this study was to investigate mechanisms of integration and inclusion of female newcomers in school sport settings.  
  
Previous research points to sport as a place where bonding and bridging social capital may occur (Jeanes et al., 2015). These positive experiences may be attributed to the importance of cooperation and reciprocity in sport (Walseth, 2008), connecting with people who share similar backgrounds (Spaaij, 2015), or sport’s capacity to offer a sense of familiarity (Dukic et al., 2017). While optimistic views of sport as a site for social mixing reflect positive views of integration policies, scholars have also noted the exclusionary nature of these programs (e.g., Dowling, 2020; Robinson et al., 2019). Bourdieu's theory of social capital serves as the framing for this study, offering a critical perspective that acknowledges power dynamics and social inequities within the context of the study.   
  
A trauma-informed (Harris & Fallot, 2001), social constructivist lens was adopted. An exploratory case study was conducted in one secondary school in a large, metropolitan city. A purposive sample of students who identify as female (n=9) and staff (n=5) participated in semi-structured interviews, and relevant documents were analyzed. Interviews were transcribed verbatim, followed by inductive coding and thematic analysis.   
  
The findings illustrate mechanisms of inclusion and exclusion of female newcomers through sport, highlighting themes related to cultural and gender norms, language, physical literacy, social and family support, and segregated sport experiences between newcomers and Canadian-born peers. Further, despite efforts to offer programs for newcomers, these programs were found to be under-resourced, under-promoted, and under-utilized. Together, the findings point to various tensions that exist in the newcomer experience, where integration is desired, but only to the extent that religious and cultural norms are preserved (Kaufman, 2021), where there is an interest in sport, but a lack of physical literacy to facilitate and process sport-based experiences (Kwan et al., 2023), and where sport is seen as an opportunity to socialize and learn English but is not prioritized among participants.   
  
Findings highlight social, cultural, and gendered expectations surrounding sport participation for female newcomers. Given that integration is a dynamic and multi-faceted process, this study illuminates the importance of intersectionality and the unique factors that facilitate and inhibit sport participation. The findings also point to the need for enhanced integration practices, such as additional staff training, improved resource allocation to sport, and a long-term strategic approach to fostering environments of inclusive sport participation.

**[Sustainable Sport Events:](#Day1_M)**

**[A Systematic Review of the Literature](#Day1_M)**

**Stefan Walzel, Lena Bernheine, Verena Römisch, Maximilian Herzog, & Ralf Roth**

*German Sport University*

Since the publication of the Brundtland Commission report and the introduction of the 17 sustainable development goals (SDG; United Nations, 1987, 2015), the concept of sustainability has been the subject of increasing attention, also in the sport event management literature. The purpose of this study is to map and critically review the literature on sustainability of sport events to develop a comprehensive understanding of current and future research directions in the field.

Sustainability is often reduced to environmental sustainability, but holistically it also includes a social and economic dimension. In contrast to some recent reviews on environmental sustainability in sport and sport events (e.g., Cury et al., 2023; Trendafilova & McCullough, 2018), this integrative review adopts a holistic perspective. This includes considering similar concepts in this fields like corporate social responsibility and legacy. In particular, the legacy of major sport events has been researched more intensive and offers valuable knowledge for the current and future discussion on sustainability of sport events.

This systematic integrative review followed Whittemore and Knafl’s (2005) approach. The literature search with the following inclusive search terms “sport\* AND event\* AND sustainab\*/CSR\*/social\* respons\*/legac\*” was run within two databases (SPORTDISCUS and Web of Science) for peer-reviewed academic journals in English and published in 2023 or before. In total, the initial search resulted in 5,497 cases (SportDiscus: 666, Web of Science: 4,831). After the removal of duplicates, 4,628 cases were screened on thoroughly defined inclusion and exclusion criteria, which resulted in 916 cases for detailed analysis.

While the first publication in the data set steamed from 1999, published research on the topic of sustainable sport events significantly increased 20 years later. More than 50% of the considered papers in the dataset was revealed from 2019 to 2023. Research on sustainability aspects in terms of sport events has been published in 278 journals. Surprisingly, only a small minority of the analysed publications focused on environmental sustainability (5.5%), while the overwhelming majority covered economic (38.8%) and social sustainability (38.2%). A few papers addressed multiple sustainability dimensions in their research (17.5%). Categorising the research based on the United Nation’s SDGs, the publications covered 12 out of 17 SDGs, whereby 12.2% of the papers were categorised as considering multiple SDGs. Published research in this field focused predominantly on SDG 3, Ensure healthy lives and promote well-being for all at all ages (20.1%). About one third of the analysed publications focused on the Olympic Games as the sport. The analysis also revealed a strong dominance of summer sport events (63.8%).

The data analysis has not been completed yet, but the first preliminary results offer some interesting findings and provide valuable knowledge for future research directions as well as important managerial implications for sport event organisations and sport policy makers.

**[Leveraging Sponsorships in a Responsible Way When the Sponsored Event is Under Fire](#AA_FRI_MORN)**

**Stefan Walzel & Maximilian Brill**

*German Sport University*

Recent international mega sport events have been heavily criticized for different reasons (e.g. human rights violations in the case of FIFA World Cup 2020 in Qatar or the Winter Olympics 2022 in Beijing, residents’ health concerns during the Olympics 2020 due the pandemic) by various stakeholders. To avoid negative spillover effects on the sponsors’ brands, some of the sponsors refrained to activate their sponsorship rights in certain countries (Denyer, 2021), despite the high investments of several million USD. The purpose of this study is to investigate the effects of different strategies in such cases.  
  
Prior research suggests that negative perceptions of the sponsee can spillover on its sponsors (Kulczycki & Koenigstorfer, 2016; Messner & Reinhard, 2012). Based on Hirschman’s (1970) Exit, Voice and Loyalty model of dissatisfaction, sponsors theoretically have several options to manage unfavourable scenarios where the sponsored event’s image was negatively perceived. Koenigstorfer and Kulczycki (2018) applied Hirschman’s model for the sponsorship context based on theoretical consideration and proposed some options for sponsor, but unfortunately, they did not provide empirical evidence. This study aims to close this gap.  
  
Based on Koenigstorfer and Kulczycki’s (2018) work, this study tested five scenarios in an experimental study: (1) exit, (2) voice, (3) loyalty, (4) neglect and (5) opportunism. We chose the FIFA World Cup 2022 in Qatar and Adidas as one of the main event sponsors as the objects of research. Data were conducted via a panel provider by the means of an online survey in Germany, once before the start of the event and once during the course of event. While the first data collection focused on socio-demographic and attitudinal construct of the football interested people in Germany (n = 458), the second one tested the different sponsorship scenarios (n = 239). The study was quota stratified based on gender, age and place of living in Germany.  
  
The respondents showed a high interest in sport (M = 6.26, SD = .75) based on a 7-point-likert scale. Responses for this item with lower than five points were directly screened out. The sample is characterised by 230 women, 227 men and 1 diverse individual with an average age of 46.44, ranging from 18 to 74 years. Based on different attitudinal constructs, e.g. attitude toward sponsorships, values and needs in terms of sustainable behaviour, we run a ward cluster analysis. The data revealed four different clusters of sport consumers based on the attitudinal constructs. The data analysis for the different scenarios has not been completed yet, but first preliminary results indicated that there are significant differences in terms of the sponsorship outcomes between the sport consumer clusters depending on the chosen sponsorship strategy.  
  
To the authors’ best knowledge, this is the first study that empirically test different sponsorship strategies in case of a negative event perception and potential spillover effects on the event sponsors.

**Exploring the Role of Corporate Social Responsibility in Value Co-Creation through Social Media Interactivity in the Digital Age:**

**Mediating Effects of Value-in-Use**

**Fong-Jia Wang1, Hsin-yun Chuang2, & Cheng Chih Fu3**

*1Tamkang University; 2University of Taipei; 3National Taiwan Normal University*

This study examines the significant influence of corporate social responsibility interactivity on social media platforms, investigating its effects on value co-creation and its wider impact on business sustainability. Data were collected from 420 sports fans in professional team sports organizations, with analysis conducted via partial least squares structural equation modeling (PLS-SEM). Findings indicate that perceived CSR interactivity on social media influences team identification and fan engagement through value-in-use. Moreover, value-in-use was found to impact behavioral loyalty via mechanisms of team identification and fan engagement. This research aims to offer a detailed understanding of the complex interplay between CSR interactivity, value co-creation, and digital channels, with a particular emphasis on the mediating role of value-in-use within the context of social media platforms.

**[Improving the Professional Baseball Players’ Working Conditions in Taiwan: From the Perspective of Player Association](#Day1_A)**

**Yu Wang & Kai-Li Wang**

*National Taiwan Sport University*

By comparing the difference of Major League Baseball Player Association (MLBPA) with Taiwan Professional Baseball Player Association (TPBPA) in terms of development, the study aims to find the directions that TPBPA can work on to improve the working conditions of professional baseball in Taiwan.  
  
After years of development, the MLBPA has made significant progress in improving the working conditions of players, from simply to ensure the players’ pensions to signing the first collective bargaining agreement with Major League Baseball (MLB) in 1968, and it continues to show its influence in negotiations with the league (Swanson, 2008). On the other hand, the TPBPA has been established since 1995(Li & Chou, 2000). But it was shut down due to the impact of the gambling scandal and did not resume operations until 2008. In 2022, it signed the first group agreement with the Chinese Professional Baseball League (CPBL) on players' rights and obligations in participating in international events. However, there is still much room for effort in areas such as player salary guarantees, working conditions, and salary arbitration system (Li, 2017).

Compare the development history of the MLBPA and the TPBPA, summarizes the similarities and differences in their development, and generalizes some directions that the TPBPA can put effort into improving the players’ benefits.  
  
Both the professional players in MLB and CPBL are faced with the exploit from th owners. To change the uneven status, the MLBPA negotiates the new collective bargaining agreement with MLB regularly. The collective bargaining agreement includes the length of the season, guaranteed annual salary and more to ensure their rights and benefits. However, professional players in Taiwan today are still lack of guaranteed salary, safe working environment and the fair salary arbitration system. The TPBPA can strive to let the professional players be applicable to the Labor Standards Act to improve working conditions and establish the salary arbitration system with impartial third party.  
  
The compares the history of the MLBPA and the TPBPA, the MLBPA’s experience can provide the TPBPA for reference. The study hopes to give some advice to TPBPA in terms of improving the players rights and benefits.

**[Former Collegiate Athletes’ Narratives of their Transition to Life After Sport](#Day1_M)**

**Elodie Wendling1 & Michael Sagas2**

*1Washington State University; 2University of South Carolina*

For most NCAA student-athletes, the end of their athletic eligibility signifies the conclusion of their competitive sport career and typically marks a pivotal period as they transition into adulthood while closing a significant chapter of their life (NCAA, 2024). For many of them, the athletic system, in which they spent much of their waking times during formative stages encompassing childhood, adolescence, and college years, has wielded lasting influences on their identity formation and precluded identity development beyond sport during critical developmental periods of life (Andrijiw, 2020). After years of rigorous training and competition, athletes must navigate a new world where they must rediscover who they are and what they value beyond sport (Gairdner, 2015).   
  
As athletes may experience existential questioning and feel confused about what their next chapter should be (Wendling & Sagas, 2021), distinct developmental and psychosocial challenges warrant further exploration of such a disruptive transition. Specifically, we aimed to delve into this transition journey by examining personal narratives of former NCAA student-athletes, retrospectively shared via e-mail interviews. Given the important role sport organizations and managers have on developing athletes holistically (Hong & Coffee, 2018), this study sought to stimulate developmental practices and help shape athletic environments that are conducive to broad-based identity development and self-reformation.

We collected narratives from 23 former collegiate athletes, registered on the NCAA Alumni Research Panel, who competed in NCAA Division I (n = 19) and Division 2 (n = 4) across various sports. Participants, aged 25 to 29, included 16 females. Through a series of four e-mails, each containing prompts to elicit reflections, participants shared their experience playing college sport and transitioning to life after sport, the adjustments made post-college sport life, and advice for current student-athletes nearing graduation.   
  
An inductive content analysis was conducted using Braun and Clarke’s (2006) recommendations, from which key themes emerged including deficits in social, human, and psychological capital in life away from sport, coping skills and resources used to help with the transition, and transition outcomes. Reported deficits encompassed difficulties in forming new connections and maintaining athletic relationships, scarce social support, inadequate career development, and challenges in self-awareness and agency. Coping skills and resources involved using transferable skills from athletics, engaging in career exploration and planning, staying involved in athletics, leveraging social support, establishing new routines, developing personal agency, and biding time. As a result of transitioning to life after sport, participants shared experiencing a career identity crisis, feelings of confusion, identity growth paradox, ambivalent emotions, struggle to fill the void, and physical changes.   
  
Based on these findings and the integrated model of self-reformation proposed by Wendling and Sagas (2021), a capital resource-based model of athletic personal development was developed and grounded in positive organizational behavior (Luthans & Youssef, 2004), neo-Eriksonian developmental psychology (Schwartz et al., 2015), and sport career transition research (Park et al., 2013). This model provides guidance to sport organizations and key stakeholders on implementing both proactive and reactive interventions to alleviate transition challenges and enhance athletes’ lifelong success.

**[Variation in Digital Technology Adoption between Australian State Sports Associations and Community Sport Organisations](#AA_THUR_MORN)**

**Andy West**

*University of Technology Sydney*

All levels of Sports Organisations benefit from the adoption of digital technology and use of data analytics (Troilo, Bouchet, Urban and Sutton, 2016). Hoeber and Hoeber (2012) found the factors that enable technology adoption, include managerial, organisational and environmental factors.  
  
Digital technology adoption is more prevalent in well-resourced, early adopter, innovative sport organisations, usually at national sports associations (NSA) and state sports associations (SSA). This is due to a well-trained and motivated workforce, with the skills and capabilities to implement the technological accelerators. This is less the case for not-for-profit community sports organisations (CSO), who rely primarily on volunteers, are low resourced with laggard adoption, are less innovative, who may have little to no skills and capabilities in technology implementation and ongoing use. (Sport Australia, 2022).  
  
To enable technology adoption and ongoing use requires organisational capacity building of non-profit community sport organisations (CSO). Organisational innovation is one of the crucial aspects of technology capacity building (Doherty and Cuskelly, 2020). Transfer of knowledge from technology capable staff and volunteers through co-ordinated training and technical support are success factors (Delshab et al., 2020). Best, Sibson and Morgan (2021) identified the norms and social systems of SSAs as an enabler or inhibitor to technology adoption in the SSA and CSO level. This deficiency is enhanced by the low level of technology capabilities, embedded cultural resistance of not-for-profit CSOs. This results in a cultural barrier to technology use (Ratten, 2020).   
  
The purpose of this research is to identify the enablers and inhibitors to the implementation and ongoing use of technology by not-for-profit CSOs, based on the support and direction provided by the SSAs.   
  
Stage one of this research included semi-structured interviews with four committees of not-for-profit track and field athletics CSOs in Sydney. The three-phase content analysis (Elo and Kyngäs ,2008) identified similar issues as previous research. These included the lack of enablers identified of low levels of financial and time resources (Doherty and Cuskelly, 2020). Inhibitors identified included the lack of skills and a cultural resistance at the committee and officials’ level to implement (Ratten, 2020). Another common inhibitor from the CSOs’ perspective was the lack of clear direction and leadership, training and support provided by the SSAs to assist in technology adoption as found by Best, Sibson and Morgan (2021).   
  
Stage two of the research involved the SSAs in two states of track and field athletics. These were also   
semi-structured interviews, analysed using three-phase content analysis. The SSAs had implemented various membership and engagement data analytic metric tools and reporting for their own use and to meet NSA compliance obligations. There was an acknowledgement that there was no comprehensive understanding of CSOs’ level of digital technology adoption or use of data analytics. There was also no training to build volunteer administration and committees digital capabilities, as the main focus of training was on athletics officials training and coach training.

[**The Rise of the Mega Endurance Run and Charity Fundraising**](#AA_THUR_MORN)

**Lewis Whales, Adam Cohen, Lloyd Rothwell, & Stephen Frawley**

*University of Technology Sydney*

The intersection of sports participation and fundraising has been well established both in practice and in research. Existing literature has explored the nexus of sport and charity fundraising (Fechner et al., 2023), typically by examining charity sport events or short-term individual efforts that generally involve mass participation, peer-to-peer fundraising efforts, or word-of-mouth donations. One niche aspect of fundraising within sport that has been a subject of limited exploration is the efforts of mega endurance athletes (e.g. Sean Bell, Rob Pope, Nick Butter). Recent efforts of these athletes have illustrated their ability to connect with fandoms in ways more traditional endurance athletes (e.g. marathon runners, triathletes) often cannot. This would include the extended opportunity for storytelling in traditional and social media based on the efforts lasting days, weeks, months and some cases years. Trends on social media have resulted in these efforts going extremely viral due to the ongoing connection with an audience, allowing the growth of a network and ongoing content production (Bhati & McDonnell, 2020).

Thus, the purpose of this presentation is to explore the fundraising potential of mega endurance athletes partnering with charitable organisations. Despite the recent surge, the idea of the epic endurance run to raise money for charity is not new. For example, in 1980 Terry Fox, who was living with cancer, set out to run across Canada to fundraise for cancer research. To date the legacy event of his effort, the ‘Marathon of Hope’ has since been able to raise approximately $932 million (The Terry Fox Foundation, n.d.). In this presentation we analyse one of the most successful fundraising examples by exploring the case of We Are Mobilise, a charity determined to reduce homelessness partnering with Nedd Brockmann who ran from Perth to Sydney raising over $2 million. The success of this fundraising effort has fundamentally changed the potential of We Are Mobilise to achieve their social mission. Prior to this fundraising campaign they had an annual income of $11,557 (We Are Mobilise, 2023) and relied entirely on the contribution of volunteers. Due to the nature of Brockmann’s success in both fundraising and gaining viral attention, this initiative has rapidly shifted its capacity and impact. This growth will continue as Brockmann aims to set a world record by running 1610km in 10 days in October 2024 to raise another $10 million for We Are Mobilise.

To review the case, we undertake document analysis of publicly available reports produced by We Are Mobilise including annual information statements, financial reports, and social impact reports, as well as donation pages and traditional and social media sources. We incorporate literature that explores the nexus between sport and fundraising as well as general fundraising research. Results will include findings highlighting the success of the fundraising effort is based on the ability of the mega endurance athlete to connect potential donors with the cause, through alignment with mission, ongoing communication, and engaging storytelling.

**A Study of Board Faultlines in State Sporting Organisations in Australia**

**Chamila Wijethissa, Geoff Dickson, Angela McCabe, & Jennifer R Spoor**

*La Trobe University*

In the complex tapestry of corporate governance, board faultlines emerge as intricate zones of weakness, shaping the dynamics and performance of boards within state sporting organizations (SSOs) in Australia. This comprehensive research weaves together four interconnected studies that highlight such board faultlines’ subtle nuances and their profound impacts on board performance and collaboration.

The first is a scoping review systematically exploring the literature on board faultlines and their interaction with corporate governance. Through a targeted search across five key databases, 28 articles were identified delving into board faultline dynamics, board subgroups, and their relationships with crucial board-related concepts. The data were summarized into citation details, research questions, design specifics, and key findings. A descriptive data analysis encompassed the year of publication, geographical context, related theories, journal names, research methods, and variable types (independent, dependent, or moderate). A co-occurrence analysis of keywords, faultlines’ roles as independent, dependent, or moderating variables, and the attributes underlying board faultlines and subgroups (both surface and deep) is presented. The results reveal two overarching themes shedding light on both the dysfunctional impacts and functional impacts of board performance influenced by faultlines. This research agenda propels the faultline literature forward, enhancing understanding and effective corporate governance practices.

Study 2 is a quantitative exploration aimed at understanding the potential (dormant) faultlines within the boards of directors in SSOs in Australia. It focuses on five demographic attributes: age, gender, director type, tenure, and sport background, encompassing both surface and deep attributes. Through purposive sampling, data were collected via online questionnaires over seven months (August 2020 to March 2021) from SSOs across Victoria, Western Australia, South Australia, and Tasmania. With a 43.3% response rate from 69 organizations, the final sample comprised 63 organizations, totalling 476 board directors after excluding surveys with missing items. Data analysis involved four steps, utilizing both Excel and SPSS. The descriptive analysis offers insights into board characteristics, examined individual and board-level correlations, and cluster analysis was utilized (employing hierarchical and K means clustering) to identify 63 groups and 216 subgroups within the boards. The researcher employed Thatcher’s Faultline Index for faultline strength calculation and Bezrukova et al.’s (2009) measure for faultline distance. At the individual level, correlations reveal several trends: older directors are predominantly male, elected directors have a higher likelihood of a sports background, and a link between tenure and elected positions. Board-level correlations expose dynamics related to age, gender, and tenure, providing a nuanced understanding of their relationship with sporting backgrounds. Additionally, cluster analysis and faultline strength and distance calculations unveil a diverse spectrum of faultlines within Australian state sporting boards, indicating the presence of potential dormant faultlines.

Study 3 is a qualitative investigation to comprehensively explore the faultline experiences of new directors within Australian SSOs. An interpretivist research approach was applied with both inductive and deductive elements and 14 participants were recruited through a multifaceted approach. This included direct contact with chairs or CEOs, announcements, and a snowball sampling technique. Data collection involved in-depth, semi-structured interviews via Microsoft Teams. The identified themes include what constitute faultline triggers: board relationships, disagreements, diverse perspectives, experience disparities, and identity dynamics. A further theme is governance restructuring prompted by sport background considerations. Additionally, active faultlines were discerned: agenda-driven decision making, interpersonal relationships, regional affiliations, governance restructuring, and divergent sporting objectives. Also found were instances of SSO boards with no perceived faultlines.   
Similarly, to Study 3, Study 4 was guided by an interpretivist research approach, incorporating both inductive and deductive methods. Study 4 identified new directors’ perspectives of board faultline impact on board performances in SSOs in Australia. The comprehensive data collection process involved conducting in-depth, semi-structured interviews through Microsoft Teams. To uphold confidentiality, participant identities underwent de-identification, with pseudonyms replacing names. Each participant scrutinized their respective transcript to ensure accuracy and give the opportunity to withdraw statements. The final sample comprises 14 new-to-board directors. Findings delineate three pivotal themes related to the impacts of board faultlines: faultlines breeding discord: the impact on board conflict, board cohesion: harnessing the positive power of board faultline, and decision making. This study significantly contributes to the comprehension of how faultlines influence conflicts and board performances, giving insights into the complexities of governance within Australian SSOs. Together, these four studies advance the faultline literature, fostering comprehensive understanding and promoting effective governance practices within the unique context of Australian state sporting organizations.

**[The Prevention of Fraud in Sports:](#Day1_M)**

**[Fighting Normalised Behaviour](#Day1_M)**

**Annick Willem, Cleo Schyvinck, & Gema Souvenir**

*Ghent University*

Fraud in sports can manifest as either sports fraud—manipulation of aspects of competition—or organizational fraud, such as asset misappropriation or financial statement fraud (Souvenir et al., 2023). Various research initiatives and practices have been developed to combat fraud. However, these tools are ineffective if decision-makers in sports are not sensitive to the problem and tend to ignore or cover it up (Van Der Hoeven et al., 2020; Vanwersch et al., 2022). Therefore, the next step is to challenge the existing norms and values in sports to make these tools effective. Our research question is: "What next steps need to be taken to prevent fraud in sports, considering the normalization of fraud in sports?"  
  
Studies from various theoretical perspectives have shown the impact of norms in sports on the lack of awareness and disapproval of fraud. Van der Hoeven et al. (2020) used normalization theory to demonstrate the acceptance of match-fixing. Vanwersch et al. (2024) applied situational action theory to show that a criminogenic context, where fraud is accepted, largely determines the propensity to commit fraud. In some cases, accepting fraud is even considered pro-social behavior when it benefits the clubs financially or competitively (Tassilo et al., 2023).   
  
The studies mentioned are part of the completed four year multidisciplinary research project PrOFS. We focus primarily on one study that included a survey sent to athletes, coaches, and board members in 99 clubs, measuring occurrence and severity of sports-specific fraud and organizational fraud in sports, as well as culture and control. Additionally, we build on the integrated results of the other studies of the project, including a fraud perception index, studies on moral identity, in-depth case studies of fraud in tennis and football, and a qualitative study on financial fraud.  
  
The existence of control mechanisms had little impact on the occurrence of fraud, but their interaction with culture did influence fraud, with culture having a direct effect on the absence of fraud. Alarming responses were noted: up to 68 percent of respondents did not disapprove of financial statement fraud, and 23 percent did not disapprove of lying about an athlete’s age. The in-depth case studies and surveys on moral identity revealed that pro-social behavior was a driving factor, as the fraud benefitted the respondents' own clubs. Norms and values, both at the individual and organizational levels reduce the acceptance rates of fraud.  
  
Based on our results, we assert that the next step in preventing fraud in sports is to increase awareness of the inherent values of sport and the unacceptability of fraud, especially among those responsible in sports who may be aware of fraud but choose to ignore it. Therefore, prevention should begin with "de-normalizing" fraud by fostering an ethics culture, and by promoting fair play norms as essential elements in this effort.

**[Improving Australian Community Sport Volunteers’ Response to Abuse of Children in Sport: A Theory Informed Intervention](#AA_THUR_MORN)**

**Mary N. Woessner1, Aurélie Pankowiak1, & Emma Kavanagh2, Jennifer Hamer2, Emma Sherry3, Fiona McLachlan2, & Alexandra Parker2**

*1Victoria University; 2Bournemouth University; 3RMIT University*

The research aims were to 1/ understand community sport volunteers’ capabilities, opportunities and motivations for responding to child abuse in sport and 2/ pilot an educational workshop to improve the capabilities, opportunities and motivations for volunteers to respond to child abuse in sport. Previous research has highlighted high frequencies of children experiencing interpersonal violence (abuse) in community sport (Pankowiak et al., 2022). Ensuring child safety in community sport is complex from a governance perspective because the responsibility to prevent and address abuse falls to a largely volunteer workforce. To date, few volunteer-centred interventions designed to address abuse in sport have been published. The majority focus on sexual abuse and none specifically focus on children. Drawing on the COM-B model of behaviour change (Michie et al., 2011), we developed and delivered an intervention focusing on improving community sport volunteers’ capabilities (C), opportunities (O) and motivations (M) to respond to child abuse in sport.  
  
A parallel mixed-methods design was implemented, recognising the equal importance of the quantitative (questionnaire) and qualitative (workshop activities and researcher reflections) data to addressing the two research aims (Bakhsh et al. 2024). T-tests were used to analyse differences between pre and post questionnaire data, and thematic analysis was conducted on the qualitative data (activities and researcher reflections) using the COM-B model.   
  
Thirty-one volunteers participated in the workshop across three deliveries. The pre-workshop questionnaire indicated that the volunteers were highly motivated to respond to child abuse but felt that their capabilities were limited as were the opportunities provided by their club. In some instances, the questionnaire data and activity data had significant discrepancies. While in the pre-questionnaire participants indicated they were confident in recognising abuse, the qualitative data highlighted how widespread normalisation of abuse in sport left many unable to clearly identify/distinguish diverse types of abuse.

Both the social opportunities (fears of repercussions if they were to report abuse) and physical opportunities (the existence of supportive infrastructure and resources) were identified as being problematic (social) or absent (physical), and this was influenced by the level of leadership of their role. 67% of volunteers who were not in leadership roles believed they could face repercussions if they raised an issue of abuse, and only 25% thought there were policies in place to support them (compared to 21% and 67% of leaders, respectively).   
Post-workshop, capabilities and opportunities of volunteers significantly improved, though fears of the potential repercussions remained. While the sport volunteer workforce is highly motivated to respond to abuse of children in sport, responses are hampered by lack of confidence, competence and a broader culture of normalisation of abuse in sport.   
  
This mixed-methods, theoretically-informed approach has enabled us to identify the nuanced challenges community sport volunteers face in responding to diverse types of child abuse. The findings offer further insight into the governance of child safety and provide clear guidance for the future design of educative interventions for volunteers to address abuse in community sport.

**[Young at Heart:](#AA_FRI_AFT)**

**[Active Ageing/Athlete Career Longevity in the World of Rugby Union](#AA_FRI_AFT)**

**Richard Wright**

*Auckland University of Technology*

What do Tom Brady, Roger Federer, Cristiano Ronaldo, Fernando Alonso, Ronnie O’Sullivan, and James Anderson have in common? They have all claimed that age is just a number, and defied the belief that a professional sports career is inherently ‘short-lived’ and that the ‘glory days’ (peak/prime) occur prior to one celebrating their 30th birthday (Richardson and McKenna, 2020). Although their career longevity has been widely celebrated, both within and beyond the realms of their own sporting code, studies outside the realms of sport management suggests that the record-breaking achievements of these world-class performers could in thirty years’ time be seen as the norm as opposed to the exception (Baker et al, 2012). We wanted to discover if the average age of international rugby players has increased since the turn of the century.  
  
Kalen et al (2019) reported that, over the past three decades, the average age of professional footballers competing in the UEFA Champions League has seen similar increases to those witnessed within the four major European domestic leagues, including the English Premier League. The average age of the 32 teams competing in the FIFA World Cups has also increased over the same time span. Similarly, the average age of professional baseballers, basketballers and golfer are on the rise, with the latter being thirty-five. Chomik & Jacinto (2021) also reported a two-year increase in the average age of male and female Olympians.   
  
This exploratory study captured the ages of over 2000 male Rugby Union players, focusing specifically on players chosen to participate in six Rugby World Cups (2003-2023) and six British and Irish Lions Tours (2001-2021). Verified secondary data was placed into an Excel spreadsheet, from which various averages could be calculated.   
  
The findings reveal similar trends to those found in the existing literature, including differences based on playing position (i.e. backs and forwards). The youngest average age of a country was New Zealand, in 2003 (25 years). The oldest average age was South Africa in 2023 (29.89 years). England won the 2003 World Cup with the second oldest team and, twenty years later, South Africa won the 2023 tournament with the oldest. Our thought-provoking discussion and subsequent conclusions focus on the sport leadership and management opportunities linked to these findings. For example, numerous scholars have linked active ageing and athlete career longevity with advancements in exercise science, medicine, nutrition, coaching and, more recently, innovations in technology. Few studies, however, have explored the role played by an athlete’s employer and/or, increasingly, the importance/influence of employees (e.g. agents), colleagues and family members. Why is that? Will that ever change?  
  
Sport science is widely credited for player preservation. We propose that sport leadership and management play an equally valuable, increasingly visible, role in player conservation, helping professional rugby players to stay young at heart, and allowing these global entertainers to perform stronger for longer on the international stage.

[**The Families That Play Together: The Origins, Outcomes, and Opportunities Attached to Establishing Intergenerational Play at the A2C Outdoor Family Fitness Station**](#AA_THUR_MORN)

**Richard Wright1, Manish Nand1, Nikki Singh2, & Dion Enari1**

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For decades, experts from across a range of disciplines have called for families to (re)engage in healthy leisure activities. Numerous studies, some dating back over half a century, have argued that recreation involving two or more members of the same household can positively contribute to the strengthening of relationships between siblings and their (grand)parents. This type of free, unstructured, intergenerational play not only engages, but also empowers, building mutually beneficial connections and a sense of reciprocity that enriches lives as we age. In doing so, it provides a platform upon which different generations can foster and facilitate memorable and meaningful interactions.

This paper outlines the origins, outputs and ongoing opportunities attached to an innovative intergenerational play project called ‘Access to Change’ (A2C). A2C began life in 2021 as a submission to a sport for social inclusion competition co-created by Auckland University of Technology and Foundation Decathlon. Three years later, the partnerships inspired from that action learning exercise resulted in the construction of an age-friendly outdoor fitness station (the first of its kind in New Zealand).

The Papatoetoe Outdoor Family Fitness Station (OFFS) is an easily accessible, free to enter, public space where residents of all ages and ethnicities can interact, acquire social capital and strengthen social bonds, whilst engaging in some self-determined physical activity. Having been involved in A2C from the outset, the authors of this collaborative autoethnography are able to critically reflect upon the key learnings taken from the OFFS origin story, including the initial outputs of the feasibility study that helped them secure the $150,000 funding required for this sport for social change project to commence.

Papatoetoe, a South Auckland suburb known for its cultural diversity and strong sense of community, is facing multi-facetted socio-economic challenges that directly impact health and wellbeing. Community engagement in the initial co-design and construction of OFFS, located on a council-owned recreation ground in the heart of the community, ensured that the station’s exercise equipment meets the needs and expectations of residents of different ages and ethnicities. OFFS is situated within easily walking distance to thousands of homes, free parking, local-owned shops, schools, aged care, cafes and a community leisure centre. The Papatoetoe Recreation Ground is also home to an established not-for-profit sports hub that includes thirteen independently run community clubs.

The A2C projects outputs and opportunities are expected to extend beyond the physical and mental health benefits attached to the intergenerational playtime already evident at OFFS since it opened. In addition to fostering a sense of pride, the site’s ongoing maintenance and management could stimulate new economic activity, resulting in job opportunities for residents young and old. Through fostering intergenerational connections, promoting active ageing, and contributing to the local economy, the OFFS project represents a proactive multi-stakeholder approach to enhancing the well-being and social change through sport. As such, it stands as a model of community-focused inclusivity, health, and sustainability.

**[Understanding the Impact of Greenwashing on Stakeholder Perceptions and Investment Intentions in the Sport Company](#AA_FRI_MORN)**

**Yunfan Wu & Shintaro Sato**

*Waseda University*

In recent decades, corporate greenwashing has emerged as a critical issue, where companies mislead stakeholders about their environmental commitments. This phenomenon has significant implications for stakeholder trust and investment intentions. This study investigates how different types of greenwashing practices affect consumer behavior, particularly in the context of sport products.

The study by Gatti et al. (2021) discovered that greenwashing has a greater negative effect on investment intentions compared to non-deceptive corporate misbehavior. People are less inclined to invest in a company that deceives its claims than selectively discloses information or attempts to draw attention away from its misdeeds by emphasizing its positive business practices. In the context of the supply chain industry, direct greenwashing results in higher blame and reduced investment intention. Indirect greenwashing involves a supplier falsely claiming sustainability, which has a less negative impact on the company being supplied. (Pizzetti et al., 2021). Spreading false information about environmental practices can have detrimental effects on stakeholders (Santos et al., 2023). Only actual green action will have positive effects on the reputation. Untrue claims and partial truths adversely affect reputation. (de Jong et al., 2020) Most research on greenwashing has focused on consumer perspectives, often using students as proxies. However, employees and investors, critical stakeholders, have been neglected in the literature (Gatti et al., 2021; Szabo & Webster, 2021). This gap underscores the need for more comprehensive studies to understand stakeholders' reactions to greenwashing. Attribution theory provides a theoretical framework for understanding how individuals attribute causes to behaviors and events (Weiner, 1986). Applying this theory, this study hypothesizes that the degree and type of greenwashing—whether through deceptive claims or selective disclosure—will influence stakeholders' perceptions and intentions.

We want to conduct six experiments for different greenwash types to test our hypotheses. The data will be collected via an online Qualtrics questionnaire distributed on social media platforms in both China and Japan. Participants will be randomly assigned to experimental conditions and answer questions about their impressions of sport products and environmental behavior. First, we present an investment scenario. We describe a situation in which a fictitious character wants to invest in a sports product from a global company based on a friend's recommendation. We will measure participants' intention to invest, brand love, brand trust, green concern, and scenario credibility two times. The measures used a 7-point Likert scale. Participants will be asked to read the provided texts carefully and then provide demographic information. They will view corporate information about Nike and its products first and answer questions about their impression of Nike. Then, they will read a third-party article about Nike's actual environmental behavior and answer the survey again. In the end, they will be compensated.

The study ethics is currently under review by the school committee board. Once it passes the screening process and receives permission, the research will be conducted, and the results will be discussed at the conference.

**[Enhancing Engagement through Project-Based Learning and Wild Cards](#Day1_M)**

**Sarah Wymer**

*Griffith University*

This interactive presentation addresses declining student engagement and attendance in higher education, particularly within traditional workshop settings. Research indicates that students often struggle to connect academic learning with real-world applications, leading to disengagement and lower retention rates (Munna, 2021). The shift to online learning during the COVID-19 pandemic has exacerbated these challenges, with many students finding classes passive and less engaging (Lodge, et al., 2022).  
  
In sport management education, integrating real-world applications into the curriculum is crucial for maintaining student interest and ensuring theoretical knowledge is effectively translated into practical skills (Gillentine & Crow, 2015). To address this, I have implemented Project-Based Learning (PBL) and dynamic workshop materials, including ‘Wild Cards’, to create an engaging and interactive learning environment in an undergraduate Sport Management course.  
  
This presentation will demonstrate how PBL, enhanced by industry partnerships and dynamic workshop materials, can significantly improve student engagement and learning outcomes. PBL is an inquiry-based method where learners construct knowledge through meaningful real-world approaches, characterised by collaboration, educational activities, and artifact creation to solve authentic problems (Kokotsaki et al., 2016). As a result, the course saw consistently high attendance, with students actively participating and showing increased motivation throughout the trimester. According to a mid-course engagement survey, 79% of students reported that the case study motivated them to attend class, 93% found it relevant to the real world, and 82% expressed a desire to excel in the course.

[**Exploring Fan Responses to Sport Organisations’ Social Live Streaming Content**](#AA_THUR_MORN)

**Sarah Wymer1, Michael L. Naraine2, Damien Whitburn3, & Jason Doyle1**

*1Griffith University; 2Brock University; 3Deakin University*

How can fans responses to Social Live Streaming Services (SLSS) content be strategically leveraged by sport organizations to optimize SLSS content? The emergence of SLSS provides sport organisations with opportunities to capture real-time fan engagement. Examples of SLSS include Instagram, TikTok, and Facebook integrating live streaming capabilities, allowing users to broadcast live video content directly to their followers in real-time and prioritizing immediate interaction (Wymer, et al., 2021). During the COVID-19 pandemic, SLSS use increased with Instagram Live attracting 100 million daily viewers (Leskin, 2020). This surge can be attributed to the shift towards online interactions and virtual experiences during lockdowns, highlighting the importance of real-time connectivity and community engagement (Symons, et al., 2023). Despite the growing research interest in live streaming, much of the sport-based research remains focused on the core sport product, with less known about the use of SLSS for non-game content (Wymer, et al., 2021). Understanding how fans respond to this type of content has become increasingly important, especially given that younger generations are less interested in the traditional live sport product (Yim, et al., 2021) and instead prioritize digitally mediated sport consumer experiences (O’Shea, et al., 2023).

Scholars have highlighted the importance of comprehending SLSS within digital strategies to enhance their digital presence (Liu, et al., 2023). However, extant research has predominantly focused on managerial perspectives, often overlooking the vital role of consumers and their interaction in shaping organizational strategies and outcomes. While models such as the Planning, Organizing, and Delivery (POD) framework (Wymer, et al., 2021) provide valuable insights to understand organizational practices, they tend to neglect the nuanced dynamics of fan responses within SLSS. Data was collected from Queensland Maroons' Facebook Live videos during two consecutive Australian rugby league State of Origin series. A total of 29,749 comments across 49 videos were collected and analysed using qualitative content analysis. A coding framework adapted from Schubert and Seyffert (2017) was used to categorize fan responses into five themes: Support, Passion, Camaraderie, Esteem, and Expertise. Each live video was classified into one of three content types: press conferences, events, or behind the scenes.The analysis identified five key themes. Support-themed comments conveyed a sense of belonging and team connection. Passionate comments satisfied fans' self-expression and emotional needs. Camaraderie-themed comments showed fans actively sharing information and assisting each other. Esteem-themed comments elicited emotional responses, including praise or insults. Expertise-themed comments, prevalent during press conferences, allowed fans to engage in prediction and analysis discussions.  
  
This study contributes to the literature by providing a nuanced understanding of how fans engage with SLSS content. It extends previous research by highlighting the active nature of SLSS as a platform for real-time engagement. The study proposes a modified Planning, Organizing, and Delivery (MPOD) model that integrates fan-driven elements into existing frameworks. By leveraging fan behaviours through tailored content, sport organisations can strategically develop relationships with fans, leading to mutually beneficial outcomes. Overall, the findings offer actionable insights for sports organisations to develop more effective digital engagement strategies on SLSS platforms, considering elements of interactivity for real-time engagement and lasting relationships.

**[Advancing A Critical Realism-Based Thematic Analysis:](#Day1_A)**

**[Insights from Sport Event Management Research](#Day1_A)**

**Ryutaro Yamakita1 & Milena M. Parent2**

*1Wakayam University; 2University of Ottawa*

Critical realism, a comparatively new philosophical position that assumes reality exists independently and pursues understanding causal mechanisms behind observable phenomena to explain society, is gaining increasing attention in the social sciences (Bhaskar, 1975/2008; Danermark et al., 2019), including sport management studies (e.g., Byers, 2013). As an alternative philosophical position, both ontologically and epistemologically, there is a growing trend among researchers to review and refine existing research methods based on critical realism (e.g., Fletcher, 2017).

Thematic analysis (Braun & Clark, 2006), frequently used for qualitative research, is one notable example. Wiltshire and Ronkainen (2021) were the first to reconsider thematic analysis based on critical realism and proposed a customized method. Fryer (2022) refined this method to align more closely with the critical realism assumption of stratified reality, which consists of three domains: the real domain, where invisible mechanisms generate a multitude of events; the actual domain, where events occur; and the empirical domain, where people experience events that are perceived (Bhaskar, 1975/2008). Fryer proposed a specific five-step procedure: (1) develop your research questions, (2) familiarize yourself with the data, (3) apply, develop, and review codes, (4) develop and review themes, and (5) generate conclusions and reports. This procedure integrates retroduction—an inferential method that rationalizes what is necessary for a particular phenomenon to exist (Danermark et al., 2019)—into the theme development process “to produce nuanced causal explanations of events, countering the mistaken assumption that qualitative research cannot produce causal knowledge” (Fryer, 2022, p. 365).

However, there are at least two problems. First, Fryer (2022) indicated the created codes representing events in the actual domain should be derived from people’s experiences in the empirical domain. But, this approach underestimates the limitations of people’s bounded rationality and may hinder the opportunity for third-party documents to aid in the generation of event codes. Second, in this procedure, propositions as the final product of the analysis included contextual factors and social structures indiscriminately as causal mechanisms. This can fail to reflect the approaches of other critical realists and methodologists who intentionally demonstrate these elements separately to better explain the phenomena of interest (e.g., Sayer, 2000; Wynn & Williams, 2012).

Therefore, we addressed these problems to advance the critical realism-based thematic analysis. An empirical study on marathon management during the COVID-19 pandemic was used to illustrate our refined procedure. Through our research, we specifically improved Steps 3 and 4 of Fryer’s (2022) procedure. For Step 3, we modified the approach to create codes separately for experiences and events, allowing researchers to use archival materials and documents to create better codes, especially for events. For Step 4, we divided the causal mechanisms in the real domain into three elements (i.e., contextual factors, social structures, and mechanisms) when developing themes, enabling better explanations of events through retroduction. These analytical improvements contribute to a more comprehensive understanding of the phenomena of interest by incorporating various data sources (cf. Byers, 2013) and to the development of more robust theories by articulating boundaries and constructs (cf. Bacharach, 1989).

**[Extending Prediction of Member Behaviours in Professional Sport Teams Using Machine Learning](#Day1_A)**

**Carleigh Yeomans1, Adam Karg2, David Purser1, & Jeremy Nguyen1**

*1Swinburne University; 2Deakin University*

Machine learning (ML) has become a powerful tool for sport managers, enhancing operational efficiency, and providing opportunities for tangible impacts on revenue optimisation and fan engagement. Key applications of ML for professional sport teams, leagues and events include prediction of behaviours like attendance (e.g., Park et al., 2024; Şahin & Uçar, 2022; Nguyen et al., 2022) and churn (Karg et al., 2021). Despite growing evidence of use in practice, these areas have received limited academic attention to date.

When examining churn, evidence of academic ML applications are scant within professional sport contexts (Karg et al., 2021 an exception) but have emerged in other leisure contexts (Sobreiro et al., 2021). Use of ML for churn is justified as renewal is an annual decision, often influenced by different contexts (e.g., team performance or marketing strategies). Ideal ML models would predict churn irrespective of season-specific characteristics.

This research extends past work and applies best-practice ML to predict member churn for a professional sports team in Australia. Advancing, the churn model will also be deployed to explore ‘partial churn’, which refers to the (downward) movement of members between different membership tiers and prices. While occurrence of ‘partial churn’ may not affect the aggregate membership number, it has been shown to drastically impact membership revenue.

Following Nguyen et al. (2022), a churn model utilising a range of different classification algorithms was deployed to explore churn and partial churn. The datafile assessed 64,288 rows of data collected over five seasons, included two COVID impacted seasons. Each row represented an annual customer record (including individual variables, a season of behavioural data, and an end of season decision to renew, partially churn or churn). Aligned with and extending on Karg et al (2021), the data included individual-level variables (e.g., location, tenure, member type, membership spend, total attendance, and attendance patterns) to train the model.

The model identified a range of predictors of churn and partial churn linked to an annual customer record. The presentation will discuss these specific variables and applications for sport teams.   
Within the exploration of models, CATBoost was the most accurate algorithm for predicting member churn, closely followed by XGBoost. On average, churn prediction achieved an accuracy, sensitivity, precision, and F1 scores ranging from 83% to 95%. Of note, when the COVID-impacted years (2020 and 2021) were excluded, the evaluation metrics remained largely unchanged. Overall, the merit of modelling across seasons to predict churn was supported and counter to past work (Al-Buenain et al., 2024; Maennig & Mueller, 2023), our findings showed COVID-impacted data should not be immediately discounted when building models leveraging historical data.

Highlighting the practical contribution, the presentation will demonstrate the financial impact of churn and partial churn and show how it can be modelled using ML. Further, given practice is outpacing the development of academic work in these areas, we will provide a research agenda for future work in developing and operationalising churn prediction models.

**[Efficiency Analysis of the World Championships Men’s Artistic Gymnastics Vaulting: Case Study on the Strategies of the Vault Specialists](#AA_THUR_MORN)**

**Ka-Keung Yuen & Chin-Yi Fang**

*National Taiwan Normal University*

The study aims to analyze the difference in the efficiency of the World Championships (WCH) men’s artistic gymnastics (MAG) vault finalists and medallists, and to examine the difference in the strategies applied by different countries (Team vs Individual gymnasts), in order to propose the most effective strategy which the individual gymnasts could be applied to winning the medals or qualifying into Olympics.   
  
Data Envelopment Analysis (DEA) originally based on the theory of production economics. (Škare & Rabar, 2015). Past researches of Data Envelopment Analysis (DEA) in sport sector include performance analysis and assessment of sport organizations and venues, productivity in sport training, score efficiency and competition strategy analysis. (Bhat, Sultana & Dar, 2019; Fang, 2020) As there is no research on performance analysis in gymnastics by DEA, a research gap is appeared. DEA can be a new and alternative way to analyze the performance in gymnastics sport.

An Input-Oriented Slack-Based Measure (SBM) DEA model (Tone, 2001) is applied to measure and analyze the efficiency of one hundred and forty-four vaultings performed by seventy-two MAG vault specialists during the apparatus finals in 2013-2023 Artistic Gymnastics WCH. The data trustworthiness is strengthened by a mixed-approach which consists of literature review, experts’ evaluation and interview, in order to determine and rate the input and output variables in the DEA model, and to collect experts’ comments to the vault finalists’ performance.  
  
The DEA results indicate that the vaulting technique is improving. In Tokyo cycle the finalists’ performance shows highest efficiency, but the efficiency slightly drops in Paris cycle due to the new and strict judging requirements. The results also show the changing pattern of the world medallists’ performance: (i) Rio cycle - high difficulty was encouraged while execution mistakes were slightly tolerated, (ii) Tokyo cycle - better balance between two high difficulty vaultings and keeping tolerant to execution mistakes, (iii) Paris cycle - emphasizes on execution with reasonable two-vault combination. On the other hand, the efficiency of the Olympic qualifiers is generally not high due to the different approaches applied by the vault specialists during WCH.  
The results show that SBM DEA is an effective method to analyze the efficiency of vaulting. Also, the landing deduction becomes one of the most important factors in determining the efficiency score.  
  
The research found that (1) the efficiency of the WCH men’s vault finalists is showing improvement during last ten years, it indicated the continuous improvement in vaulting technique and balance between difficulty and execution; (2) The team specialists prefer to perform vaultings with highest efficiency rather than extreme difficulty. In contrast, the individual specialists prefer to perform vaultings with highest difficulty rather than high efficiency; and (3) In order to qualifying to Olympics, the individual gymnast should apply high difficulty approach instead of high efficiency, unless they have very high efficiency vaultings with relative lower difficulty. For winning the medals, performing high efficiency vaultings is more important than solely performing high difficulty vaultings.

**[The Politics and Policies of Sport Governing Body Funding:  
A Cross-Country Comparative Analysis](#AA_FRI_MORN)**

**Géraldine Zeimers, Laure Van Den Abeele, Arthur Lefebvre, & Pierre Léonard**

*Université Catholique de Louvain*

Government funding of sport governing bodies (SGB) plays a critical role in supporting SGBs as well the implementation of government sport policies. The evaluation of funding programs provided to SGBs is an area of government policy that has been the focus of limited research. The aim of this exploratory study is to provide an overview of approaches and processes to the funding of SGBs using a comparative perspective. To do so, this study will analyse and compare the policies related to the funding of SGBs across a sample of different countries. The research questions are: what funding programs are available to support SGB? How do stakeholders perceive the value and focus of the funding to SGBs? How do government sport agencies responsible for funding decisions evaluate the use of funds provided to SGB?  
  
Despite widespread interest in comparing different sport structures, systems and policies (Houlihan & Green 2008; De Bosscher et al., 2015), the funding of SGB has received limited academic attention. Yet, studies suggest that public austerity has had consequences on sport development, with SGBs implementing reactive strategies for dealing with the economic recession (Giannoulakis et al., 2017). As SGBs are heavily reliant on government funding (Berry & Manoli, 2018; Vos et al. 2011), more research is needed on the influence of these policies on the strategies and structure of SGBs. For instance, several cases of SGB mergers were stimulated by government funding policies. The theoretical framework includes approaches employed in public policy analysis and critical discourse analysis.   
  
This study draws on the recommendations formulated by Dowling and colleagues (2018, 2022) for conducting comparative sport policy analysis. Two data collections are used. First, an online exploratory survey was disseminated to all European national and their regional sport agencies (83). A total of 29 responses were complied. Open-ended questions notably pertained to the key decision makers involved in the funding received, the criteria used, the decision-making steps, and the benefits SGBs seek. Second, a case study approach was chosen with 8 cases (Belgium, the Netherlands, Germany, Switzerland, UK, Australia, New Zeeland and Canada) identified based on their “equivalence” (Dowling et al, 2021). Data collection currently involves interviews from each case with 1) sport policy academic experts, 2) SGBs leaders, 3) sport administration and 4) desk research of official documents.   
  
The exploratory survey suggests that European countries follow different approaches to fund SGBs. Key actors vary from government (politics), administration, and NOC. Different instruments are used to fund SGBs (from one single grant to multiple grants). Funding criteria also vary with notably good governance being measured in a limited number of cases. Funding to SGB is generally four years. As the data collection is still ongoing, the findings from the case study approach will be discussed at the conference.  
  
Most efforts in comparative sport policy research have focused on sport development. This study contributes to the literature by shedding light on the processes of public funding of SGBs. Early evidence suggests that although the sport funding landscape is complex, the processes and the political decisions to allocate resources to SGBs are an overlooked research topic. This comparison should provide relevant avenues of insight to better understand the cultural, sport, political, and policy circumstances of each nation policies financing SGBs.

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