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A Content Analysis of the European Sport Management Quarterly and its Predecessor the European Journal for Sport Management: 1984-2012

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Abstract

A profession must be built upon a sound body of knowledge in order for its professional status to be recognized and considered credible by society (Zeigler, 1987). The body of literature should also reflect and define the field (Fielding, Pitts, & Miller, 1991). To that end, examining the state of a body of literature is essential as the findings can reveal such significant information as content, trends, author collaboration, and topical gaps and disparities. The purpose of this study was to examine the *European Sport Management Quarterly* and its predecessor the *European Journal for Sport Management*. A content analysis of the journal from 1994 to 2012 was the methodology employed. Results determined that a vast majority of the papers are in four content areas – “Management and Organizational Skills in Sport”, “Sport Business in the Social Context”, “Sport Marketing”, and “Sport Economics”. Sport business industry segments as a focus of the papers stayed relatively the same over the years, although “International Sport” increased much more than any other industry segment. The gender focus of the articles was primarily male, and the authorship and editorial membership was also male-focused. The geographical dispersion of both authors and editorial review board members has broadened over time to be less European. Academics may find information from this study useful in developing strategies and lines of inquiry in research agendas. As well, editors of journals may utilize the findings to plan strategies related to addressing gaps or disparities.

Key Words: *Sport management literature, Journal analysis*

Introduction

While a number of elements are essential in developing a field of study, a body of literature is critical. A profession must be built upon a sound body of knowledge in order for its professional status to be recognized and considered credible by society (Zeigler, 1987). The body of literature should also reflect and define the field (Fielding, Pitts, & Miller, 1991). The development of the field of sport management has included many of the elements, including the initiation of scholarly associations, conferences, journals, and books. The body of literature in sport management has grown significantly, especially over the past decade. One study reported locating 154 journals that are directly or indirectly related to the study of sport business management (Pitts & Shapiro, 2014), most of which are young, originating within the past ten years. Questions arise, however, in any body of literature within an academic field as to various criteria, such as scope and depth, and whether the contributions to the literature are providing information in all of the topical or content areas acknowledged for the field. Thus, an examination of the literature will provide the critical analysis needed. With the analysis, then, scholars may begin to address trends, gaps, and disparities. This study examines the content of the *European Sport Management Quarterly*, and its predecessor the *European Journal of Sport Management*.

Scholars in the field of sport management have worked to develop associations, journals, and books that develop the body of literature. With the establishment of the North American Society for Sport Management (NASSM) in 1985, followed by the European Association for Sport Management (EASM) in 1992 and the Sport Management Association of Australia and New Zealand (SMAANZ) in 1995, “all three regional bodies quickly moved to produce refereed journals as part of a strategy to facilitate research and scholarship in the field” (Shilbury & Rentschler, 2007, p. 34).

NASSM was the first association to establish a journal devoted to sport management, namely the *Journal of Sport Management* in 1987, followed by EASM’s *European Journal for Sport Management* (retitled in 2000 as the *European Sport Management Quarterly*) in 1994 and SMAANZ’s *Sport Management Review* in 1998. These three journals were considered multidisciplinary in focus in that they included contributions from any aspect of organizational life related to sport (Shilbury & Rentschler, 2007). Other multidisciplinary journals not tied to a specific regional association emerged – the *International Journal of Sport Management* in 2000 and the *International Journal of Sport Management and Marketing* in 2005.

While three more regional associations have evolved in the last decade, specifically the Asian Association for Sport Management (AASM) in 2002, the Asociacion Latinoamericana de Gerencia Deportiva (ALGEDE) in 2009, and

the African Association for Sport Management (ASMA) in 2010, only AASM has established its own journal to date. The World Association for Sport Management (WASM), recently established in 2012, is currently investigating the initiation of its own journal; and the Global Sport Business Association, also established in 2012, held its inaugural conference in February, 2013, and has started a journal, the *Global Sport Business Journal*. Notwithstanding the regional association journals and the other multidisciplinary journals, several others focusing on specific areas within sport management have emerged as the field has grown, as shown in the list in Table 1. Further, as noted by Shilbury & Rentschler (2007), the field also utilizes a number of journals that are important outlets for sport management-related research, such as the *International Review for the Sociology of Sport*, *Sociology of Sport Journal*, the *Journal of Sport and Social Issues*, and the *Journal of Hospitality, Leisure, Sport and Tourism Education*.

In addition to these dedicated and related journals, there has been dramatic growth in the number of textbooks devoted to sport management. In contrast to its early years, the field now contains a plethora of academic resources, including journals and textbooks, with a number of publishing companies involved in their production and dissemination.

Despite, or perhaps because of the multitude of sport management resources, several sport management scholars have challenged the academy to assess the body of knowledge in our field (e.g., Barber, Parkhouse, & Tedrick, 2001; Chelladurai, 1992; Cuneen & Parks, 1997; Danylchuk & Judd, 1996; Fielding, Pitts, & Miller, 1991; Mahony & Pitts, 1998; Olafson, 1990; Parkhouse, Ulrich, & Soucie, 1982; Parks, 1992; Paton, 1987; Pitts, 2001). Assessing the content of our literature is important to producing a comprehensive evaluation of all available literature in the field. Such examination provides in-depth analysis of what exists, what topics or areas are being studied, and, perhaps more importantly, what does not exist and what topics or areas are not being studied. In other words, is the literature, as it develops, being filled with the depth and breadth of information to provide sufficient knowledge to educators and researchers toward appropriately educating students for sport management professional jobs in the industry? This type of analysis provides a map for scholars in the field in working toward establishing a more comprehensive body of literature. Indeed, "one way to measure progress and credibility" in a field is to "conduct a comprehensive critical self-examination of the academic literature" (Quarterman, Pitts, Jackson, Kim, and Kim, 2005). Academic journals are a major source of information for academicians and are used for necessary communication channels for researchers (Danylchuk & Judd, 1996; Xiao & Smith, 2006). The information found in the journals is utilized in the classroom, field, and research. As noted by Van Doren and Heit (1973), academic journals should be monitored from time to time in order to recognize trends and to critically appraise their contributions to the advancement of knowledge.

Table 1. *Examples of Journals in the Field of Sport Business Management*

Asian Sport Management Review (since 2009)
Case Studies in Sport Management (since 2012)
Choregia: Sport Management International Journal (since 2005)
Cyber-Journal of Sport Marketing (1997-2001)
Entertainment and Sports Law Journal (since 2002)
European Sport Management Quarterly (since 1994)
Global Sport Business Journal (since 2013)
Journal of Applied Sport Management (since 2009)
International Journal of Leisure & Tourism Marketing (since 2009)
International Journal of Sport Communication (since 2008)
International Journal of Sport Finance (since 2006)
International Journal of Sport Management (since 2000)
International Journal of Sport Management, Recreation & Tourism (since 2008)
International Journal of Sports Marketing and Sponsorship (since 1999)
International Journal of Sport Management and Marketing (since 2005)
International Journal of Sport Policy and Politics (since 2009)
International Sports Journal (since 1997)
International Sports Law Review (since 1992)
Japanese Journal of Sport Management (since 2009)
Journal for the Study of Sports & Athletes in Education (since 2007)
Journal of Hospitality, Leisure, Sport & Tourism Education (since 2002)
Journal of Intercollegiate Sport (since 2008)
Journal of Issues in Intercollegiate Sports (since 2008)
Journal of Japan Society of Sports Industry (since 2009)
Journal of Korean Society of Sport Management (since 2009)
Journal of Legal Aspects of Sport and Physical Activity (since 1985)
Journal of Leisure Research (since 1968)
Journal of Sport Administration and Supervision (since 2009)
Journal of Sport & Tourism (since 1995)
Journal of Sport Management (since 1987)
Journal of Sports Economics (since 2000)
Journal of Sports Media (since 2005)
Journal of Venue and Event Management (since 2009)
Korean Journal of Sport Management (since 2009)
Marquette Sport Law Review (since 1990)
SMART (Sport Management and Related Topics) Online Journal (2004-2009)
Sport, Business and Management: An International Journal (since 2011)
Sport Management Education Journal (since 2007)
Sport Management Review (since 1998)
Sport Marketing Quarterly (since 1992)
Women in Sport and Physical Activity Journal (since 1992)
World Leisure Journal (since 1958)

Source: Pitts, B. G. & Stotlar, D. K. (2013). *Fundamentals of Sport Marketing (4th Edition)*. Morgantown, WV: Fitness Information Technology Publishers.

Review of the Literature

A thorough review of the literature reveals that examining our sport management literature has become a needed and appreciated line of inquiry in the field of sport management. It is essential for evaluating the health and state of the literature. Early studies that examined literature being published about sport management focused on the types of research being conducted and the few sources where research was published: doctoral studies (Parkhouse et al., 1982); research studies (Paton, 1987; Olafson, 1990); *Journal of Sport Management* articles in particular time periods (Lambrecht, 1991; Slack, 1996; Barber, Parkhouse, & Tedrick, 2001); and conference abstracts and journal articles not limited to the *Journal of Sport Management* (Soucie & Doherty, 1996). Two other studies examined the state of sport sponsorship (Cornwell & Maignan, 1998; Pope, 1998), whereas another two focused on sport marketing textbooks and journals (Mahony & Pitts, 1998) and sport marketing literature (Douvis & Douvis, 2000).

More recent research efforts have cast a wider net and focused on research in sport management related journals and conference proceedings. It began with the initial Pedersen and Pitts (2001) study who conducted a broad content analysis of the *Sport Marketing Quarterly (SMQ)*, taking stock of many elements of the journal and reporting information and trends as well as gaps in content topics. The *Sport Marketing Quarterly* has been the focus of subsequent studies about specific elements of the journal—Peetz & Reams (2011), and Quarterman, Pitts, Jackson, Kim, and Kim (2005). Adding to the research on examining the literature, Pitts & Pedersen (2005) then examined the *Journal of Sport Management*, Mondello and Pedersen (2003) examined the *Journal of Sports Economics*, and Gordon and Yoh (2007) investigated the *Journal of Legal Aspects of Sport*. Other studies have examined specific content factors, such as a subjective topical classification of *Sport Marketing Quarterly* (Shannon, 1999); research methods used in papers in the *Journal of Sport Management*, the *European Sport Management Quarterly*, and *Sport Management Review* (Balduck, Parmentier, and Buelens, 2004); statistical data analysis techniques used in research in *Sport Marketing Quarterly* (Quarterman, Pitts, Jackson, Kim & Kim, 2005), the *Journal of Sport Management* (Quarterman, Jackson, Kim, Yoo, Pruegger, & Koo, 2006) (Rudd, A. 2008), and the *International Journal of Sport Management* (Quarterman, Hwang, Han, Jackson & Pitts, 2013); author collaboration in research presentations at the North American Society for Sport Management conference and in the *Journal of Sport Management*, *International Journal of Sport Management*, *Sport Marketing Quarterly*, *Journal of Sport and Social Issues*, and the *Journal of Legal Aspects of Sport* (Smucker & Grappendorf, 2008); author collaboration in several journals (Quatman & Chelladurai, 2008); sport categories by research type in the *Journal*

of *Sport Management* (Han, Pazmino-Cevallo, Bae, 2008); non-response error in research in the *Journal of Sport Management* (Kent, Jordan, & Inoue, 2009); diversity in sport management journals (Pitts & Shapiro, 2014; Shapiro & Pitts, in press); Veri, Fullwood, & Howard, 2009); author contributions to the *Journal of Sport Management* (Quarterman, Jackson, & Chen, 2010); references cited in four journals - *Journal of Sport Management*, *Sport Marketing Quarterly*, *European Sport Management Quarterly* and *Sport Management Review* (Shilbury, 2011a) and citations in generic journals of sport management and marketing papers (Shilbury, 2011b); a search for papers about strategic management in three sport management journals (Shilbury, 2012); opinions of senior academics toward grading 13 sport management journals (Shilbury & Rentschler, 2007); and most recently, a citation analysis of three journals—the *European Sport Management Quarterly*, *Journal of Sport Management*, and the *Sport Management Review* (Ciomaga, 2013). Internationally, sport management researchers in Iran conducted a current analysis of sport management papers published in four Iranian journals (Sajjadi, Behnam, Hashemi, Bakhshandeh, & Ahmadi, 2013). Another study examined conference proceedings of three regional associations from 2000-2002 (Mowrey, 2003), whereas Pitts and Danylchuk (2007) went beyond the journal and conference proceedings focus to provide a content analysis of sport management textbooks.

While there have been studies analyzing the content of the *Journal of Sport Management* (Barber et al., 2001; Pitts & Pedersen, 2005; Quarterman, Jackson, & Chen, 2006; Slack, 1996), rated as our leading journal in a study conducted by Shilbury and Rentschler in 2007, no studies to date have examined the broad content of another one of our regional sport management academic association publications, namely, EASM's *European Sport Management Quarterly*. According to the results of the Shilbury and Rentschler study in 2007, this journal was graded as one of four B+ journals by opinions of sport management academics at the time of the study.

Significance of the Research

While the body of knowledge examining the sport management literature appears to have a healthy start, there are journals and other literature in the field of sport business management that have not yet been examined, and there are many ways to study the literature that have yet to be employed. The review of the literature revealed that the *European Sport Management Quarterly*, the journal of the European Association for Sport Management, has been examined in three studies. In Shilbury & Rentschler (2007), the *European Sport Management Quarterly*

was one of thirteen journals used in an opinion grading study of the journals' standing. In Shilbury (2011a), the *European Sport Management Quarterly* was one of four journals examined for references of the articles. And in Ciomaga (2013), the *European Sport Management Quarterly* was one of three journals included in a study of citation use.

The *European Sport Management Quarterly* is one of the earliest sport business management journals and has become one of the leading journals in the field. It began in May 1994 as the *European Journal for Sport Management* and has since published 68 issues containing 307 research papers through 2012. This journal has yet to be examined to determine its overall state of content. Indeed, only three journals have been analyzed for its overall state of content: *Sport Marketing Quarterly*, *Journal of Sport Management*, and the *International Journal of Sports Economics*. It is these studies regarding the overall state of content that provide an in-depth determination of the state of the journal in regard to what topics are being covered and not covered, what sport business industry segments are being studied and not studied, demographics of authors, and other general overall content. This type of research provides the field with information concerning whether the content areas of the sport management curriculum standards are being sufficiently encompassed in the literature. If a content area is receiving little to no attention in the research literature, the academy would be judicious to develop strategies for encouraging and supporting research in that area toward enhancing the body of literature. Moreover, if a part of the sport business industry is receiving little to no attention in the research literature, it would be prudent for academics and researchers to encourage and support research on that part of the industry in order to enhance and provide an improved comprehensive and all-encompassing body of literature.

Thus, there are several important reasons why such a study is vital to the literature and may prove useful. First, a comprehensive examination of this journal will provide a basis of information in regard to its content that has the potential to reveal trends and where gaps might exist. Second, potential authors can use this information in planning research that will make a meaningful contribution to the literature where 'pieces of the puzzle' are missing, thus moving the literature toward a fuller and more complete body of knowledge. Lastly, journal and book editors can use these findings to plan for new opportunities and directions in the body of knowledge that have yet to be explored. Therefore, it was the purpose of this study to conduct a broad content examination of the *European Sport Management Quarterly* and its predecessor the *European Journal of Sport Management*.

Method

Research Design

Summative content analysis was deemed as the appropriate research methodology for this study. According to Hsieh & Shannon (2005), content analysis is used for interpreting "...the content of text data through the systematic classification process of coding and identifying themes or patterns" (p. 1278). This method involves "...counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context (p. 1277). Additionally, Riffe, Lacy, & Fico (1998) state content analysis involves a systematic documentary examination of symbols of communication, which have been assigned numeric values, and the analysis of relationships involving those values, in order to explain the communication and draw inferences about its meaning. Lastly, content analysis has been used in several studies involving examining the sport management literature. Thus, this research method was deemed a most appropriate methodology to examine the *European Sport Management Quarterly*.

This study was carried out in two phases. In total, all issues from the inception of the journal in 1994 through 2012 were included in the analysis. The first phase examined all 7 volumes composed of 17 issues of the *European Journal for Sport Management* from 1994-2001 including four special issues (note: *European Journal for Sport Management* had one issue dated 2001 and *European Sport Marketing Quarterly* had four issues dated 2001). The second phase comprised an analysis of 12 volumes consisting of 51 issues of the *European Sport Management Quarterly* from 2001-2012, including ten special issues. A total of 307 research papers comprising 6,112 pages of material were analyzed from all issues 1994 through 2012.

Measures

As the purpose of this study was to provide a thorough descriptive analysis of the content of the *European Sport Management Quarterly* and its predecessor the *European Journal for Sport Management*, various aspects deemed to be important measures based on prior research were utilized for analysis-content (topic) area, industry segment, authorship (gender and country), editorship (gender and country), editorial review board composition (gender and country), and descriptive variables such as number of volumes, issues, papers, pages, and types of research methods being used.

This study originally began with an analysis of the *European Journal for Sport*

Management when the NASPE-NASSM Sport Management Program Standards were in place. The following content areas as outlined in these standards were utilized in the first phase of this study-sport business in the social context, sport marketing, finance in sport, sport economics, ethics in sport management, sport law, communication in sport, governance in sport, management and organizational skills in sport, and field experiences. Sport management education and “other” were additional categories as per other research studies, such as those used in Mondello & Pedersen (2003), Pedersen & Pitts (2001), and Pitts & Pedersen (2005). Although the Commission on Sport Management Accreditation (COSMA) replaced the former NASPE-NASSM Joint Committee in 2008, the content areas remained very similar with only minor variations in wording. For consistency purposes, the content areas identified in the first phase of this study, namely the NASPE-NASSM Sport Management Program Standards, were utilized in phase two of the study that examined the *European Sport Management Quarterly*. The sport industry segments identified by Parks, Zanger, and Quarterman (1998) were utilized in the examination of both the *European Journal for Sport Management* and the *European Sport Management Quarterly*—intercollegiate athletics, professional sport, participant sport, campus recreation, sport communication, sport marketing, sport event and facility management, sports medicine, health promotion, sport tourism, sport management and marketing agencies, international sport – and the added categories of sport management education and “other”.

As the *European Sport Management Quarterly* is widely distributed around the globe, it seems logical that both the authorship and editorial review board should represent a cross-section of individuals from various countries. Therefore, geographical distribution of authors, editors, and editorial review members was deemed to be another important measure. Finally, the researchers contended that gender is another component of diversity and should be reflected in both authorship and editorial review board makeup.

In regard to authors, for the purpose of this study, every instance of an author is counted even though some authors appear more than once. This allows a complete analysis of opportunities of authorship. That is, for every opportunity of authorship, the total and the demographics can be determined.

The role of a journal editor is crucial. The editor assigns and collates reviews of papers from its reviewers. The review process is challenging in light of biases from such factors as personal interest, traditional versus contemporary thinking, gender, and culture. As noted by Soloman (2007), research shows that the peer review process is not perfect, but it has been a fairly successful process in regard to editorial review for publishing in academic journals. Therefore, for the purpose of this study to examine broad factors of this journal, we included descriptive statistics of editors and editorial review board members.

For this study we defined “editorial opportunity” as each ‘spot’ or position

available as an editor, associate editor, other type of editor, or an editorial review board member. For example, if there are 20 members on one issue, that is the number of opportunities to review for that issue. The importance of analyzing editorial opportunities lies in the fact that these individuals have the responsibility and power to assess papers toward determining which papers become published based on specified parameters.

Coder Methodology

A content analytic method can use one, two, or several coders, depending on time and financial constraints (Riffe et al., 1998). This study used four trained individuals (two sport management professors and two sport management graduate students) who worked independently of each other to code each journal issue. The rationale for using these four coders was that they were involved in the field of sport management and the coding for a similar previous study, and were comfortable and familiar with the protocol and code guidelines. Inter-coder reliability was achieved by first independently examining several issues. After inter-coder reliability testing was completed, reliability fell between the .80 to .90 range and was deemed approved. The issues were then divided among the coders for final data entry.

Results

Scholarly Material Production

All 68 issues from 1994 to 2012 were examined: 17 issues of the *European Journal of Sport Management* (hereafter referred to as *EJSM* in the results section), and 51 issues of the *European Sport Management Quarterly* (hereafter referred to as *ESMQ* in the results section). These issues contained 307 articles –85 in *EJSM* and 222 in *ESMQ*– and included 6,112 pages of material –1,450 in *EJSM*, and 4,662 in *ESMQ*. The number of articles per issue ranged from 3-8, with an average of 4.4 (see Table 2). From 2001-2009, there were four issues per year including a special issue in each year except 2001 and 2004, whereas there were five issues per year including a special issue from 2010 onwards. A trend was detected in the number of articles produced per year–*ESMQ* from 2001-2012 produced an average of 18.4 whereas the predecessor *EJSM* in earlier years between 1994-2001 produced an average of 10.6 papers per year. This trend is explained primarily in the later years of *ESMQ* when it began to publish more issues per year–ranging from 4 to 6. On the other hand, the number of articles per issue dropped from 5 in earlier years to

4.3 in later years, thus leading to the analysis that although the journal increased its number of issues, it did not necessarily increase the number of papers per issue. This, however, did provide for an overall increase in the total number of papers produced, thus adding more information to the overall body of knowledge.

Table 2. *Scholarly Material Production for EJSM 1994-2001 and ESMQ 2001-2012*

	EJSM	ESMQ	Total
Number of Issues	17	51	68
Number of Volumes	7	12	19
Special Topic Issues	4	13	17
Number of Research Articles	85	222	307
Average papers per year	10.6	18.4	15.3
Number of Authors	163	488	651
Number of pages of literature	1,450	4,662	6,112
Average pages per year	181	388	305
Range of articles per issue	3-8	3-7	3-8
Average articles per issue	5	4.3	4.5

* Note: Size of pages varied over the years.

Authors and Editors: Number, Gender and Geographical Region

Authors: Number and Gender. Demographical analysis of authors in the journal in both *EJSM* and *ESMQ* from 1994 through 2012 reveals a total of 651 authors of which 78%, or 508, are male, and 22%, or 143, are female (see Table 3). In the earlier years in the *EJSM* from 1994 through 2001 there were a total of 163 authors of which 88.3%, or 144, are male, and 11.7%, or 19, are female. There were four special theme or special topic issues in the *EJSM* years. In these four issues there were 25 papers for which there were 54 authors. Of these 54 authors, 94%, or 51, are male, and 6%, or 3, are female.

In the years of *ESMQ* from 2001 through 2012 there were 488 authors. Of these, 74.5%, or 364, are male, while 25.5%, or 124, are female. *ESMQ* produced nine special topic issues in which there were 45 papers with 89 authors. Of these, 81%, or 72, are male, and 19%, or 17, are female.

Table 3. Authors – Number and Percent of Authors by Gender

Gender	EJSM		ESMQ		Total	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Regular Issues						
Male	142	88	364	75	508	78
Female	19	12	124	25	143	22
Special Topic Issues*						
Male	51	94	72	81	123	86
Female	3	6	17	19	20	14

*Note: There were 4 special topic issues in EJSM and 9 in ESMQ.

Editors: Number and Gender. Demographical analysis of editorial opportunities, editor number and gender in the journal in both *EJSM* and *ESMQ* from 1994 through 2012 reveals a total of 188 opportunities. Of these, 98.3%, or 166, are male, and 11.7%, or 22, are female (see Table 4). Further analysis reveals there was one male editor for the first six issues of the journal from 1994 through April 1997, two males for all issues from September 1997 through 2005, one male and one female for 12 issues from 2006 through 2008, and the first female in the Editor opportunity in 2009. There were 73 opportunities in the Book Review Editor position. Of these, 64%, or 47, are male, and 36%, or 26, are female.

For the whole journal from 1994 through 2012, there were 13 special topic issues each with special topic issue editors. For these, there were 29 editor opportunities of which 86%, or 25, are male, and 14%, or 4, are female (note: all opportunities were held by different individuals). Further analysis of gender of authors in these special topic issues showed there were 70 papers with 143 authors of which 86%, or 123, are male, and 14%, or 20, are female. We did not do correlational statistical analysis, but descriptive statistics reveal that the percent and number of male authors in the special topic issues was consistently higher than the percent and number of female authors in comparison to the gender of authors in all regular issues. We did not analyze for this and cannot make conclusions. But speculation would tend to suggest that male authors were more successful in attaining articles in special topic issues, or the special topic was of higher interest to male authors than female authors. Either way, special topic issues in regard to the topic, the editor, and authors could be something of greater analysis for publishers and editors of the journal today.

Analysis of the earlier years show editorial opportunities in the *EJSM* from 1994 through 2001 had a total of 42 opportunities. Of these, 95%, or 40, are male, and

5%, or 2, are female. Of the 17 issues, four were special topic issues and for these there were 14 editorial opportunities. Of these 14 editors, 13 of the 14 (93%) are male, and 1 of the 13 (7%) is female.

Editorial opportunities in the ESMQ years from 2001 through 2012 show 146 total opportunities. Of these, 126 of the 146 (86.3%) are male, and 20 of the 146 (13.7%) are female.

In total, the journal has had 73 opportunities for Book Review Editor. Of these, 64% (47) are male, while 36% (26) are female. The *ESMQ* from 2001 through 2012 had 62 of the 73 opportunities while the earlier *EJSM* had 11 of the 73 opportunities. Gender of the 62 *ESMQ* opportunities were 76% (47) male and 24% (15) female, while gender of the 11 *EJSM* opportunities were 100% female.

Table 4. *Editor and Reviewer Opportunities – Number and Gender*

Gender	EJSM		ESMQ		Total	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Editors						
Male	40	95	126	86.3	166	88.3
Female	2	5	20	13.7	22	11.7
Editors Special Topic*						
Male	13	93	12	80	25	86
Female	1	7	3	20	4	14
Book Review Editor						
Male	0	0	47	76	47	64
Female	11	100	15	24	26	36
Editorial Reviewers						
Male	165	92	817	80.4	982	82.2
Female	15	8	198	19.6	213	17.8

* Note: There were 4 special topic issues in *EJSM* and 9 in *ESMQ*.

Authors: Geographical Region. During the *EJSM* years from 1994 through 2000, the majority of authors, 123, were from Europe (75%), 21 were from North America (13%), 14 were from Australasia (9%), with the remaining 5 authors from Asia (see Figure 1). Specifically, these authors came from 11 European countries (69%), as well as Canada and United States, Australia and New Zealand, and one

country in Asia. Of these countries, the highest percentage of authors came from Belgium (26%), England (19%), and Germany (8%). In contrast, for the *ESMQ* from 2001-12, there was less predominance of European authors—265 (54%) (see Figure 2). There were 149 authors from North America (30%), 57 from Australia and New Zealand (12%), 16 from Asia (3%), and one from Latin America. Specifically, these authors originated from 28 total different countries, of which these were comprised of 17 European countries (61%), six Asian countries (21%), as well as Canada, United States, Australia, New Zealand, and Venezuela. Interestingly, authors from the United States represented the highest percentage (19%) in *ESMQ*, in contrast to only eight percent for *EJSM*. Similarly, authors from Canada increased from five percent for *EJSM* to 12% for *ESMQ*. Authors from England were the second highest percentage at 14% for *ESMQ*, which was slightly lower than their percentage for *EJSM*. The percentage of authors from Belgium (6.4%) and Germany (6%) had dropped in contrast to *EJSM*. Further analysis showed there were 12 countries with respect to authorship that were common to both *EJSM* and *ESMQ*—Australia, Belgium, Canada, England, France, Germany, Greece, New Zealand, Norway, The Netherlands, Switzerland, and United States. Throughout the years, authors have hailed from a total of 32 countries.

Editors: Geographical Region. Findings show that all of the editors of the *EJSM* were from European countries, represented by a cross-section of individuals from Greece, Belgium, Germany, and the United Kingdom (UK). There were no deputy, managing, associate, or book review editors until 1999, at which time these positions were filled by individuals from San Marino (deputy editor), Italy (managing editor), Greece and Lithuania (associate editor), and Belgium (book review editor).

In *ESMQ*, the editorial staff was composed of one editor, one associate editor, one book review editor, and one or two special issue editors. In 2012, the number of associate editors increased from one to four individuals. Throughout 2001-2012, the position of editor was held by individuals from Canada, the UK, and most recently, Germany. As the associate editor typically becomes the editor, this position was held by the individuals from Canada, the UK, Germany, and most recently Canada, Norway, and the UK. There were two book review editors from 2001-03 from Lithuania and the UK, and one for the following years from the UK, Germany, and Canada. There were no special issues in 2001 and 2004. For the other years, the special issue editors were from the UK, Germany, Norway, Switzerland, and Italy.

Editorial Review Board Members: Geographical Region. From 1994-97, 15 regular and guest reviewers worked for the *EJSM* (see Figure 3). Eleven of these individuals were from Europe, whereas the other four were from Canada and the United States. However, a formal editorial board did not come into existence until 1997 at which point the board (consisting of 4 members) was represented

equally by individuals from Europe (2, or 50%) and North America (2, or 50%). This percentage changed quite dramatically from 1998 until the end of the *EJSM* in 2001 where 90% (n=9), 86% (n=18), and 84% (n=16) respectively were from Europe, and 10% to 11% from North America. Five percent were from Australasia in 1999 and 2000.

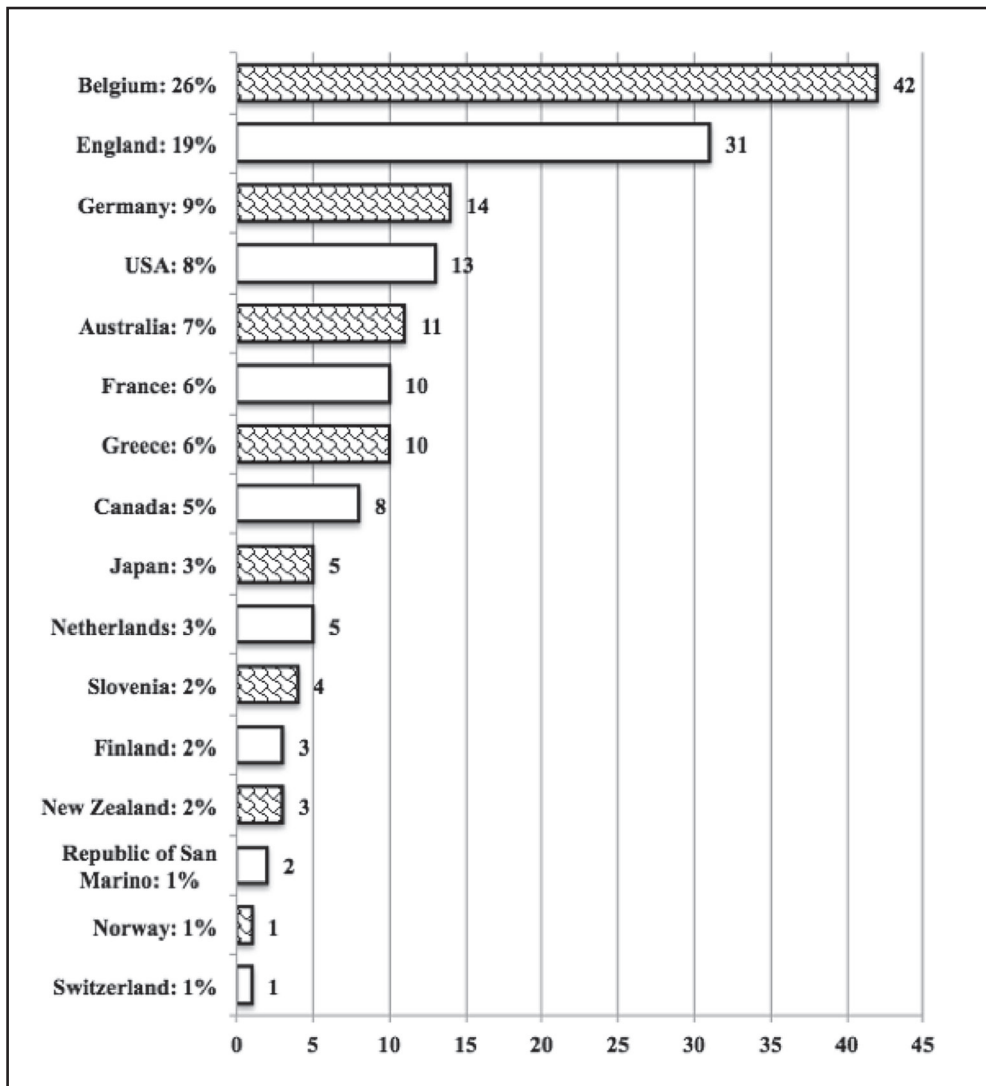


Figure 1. *EJSM* Authors: Geographic Demographics

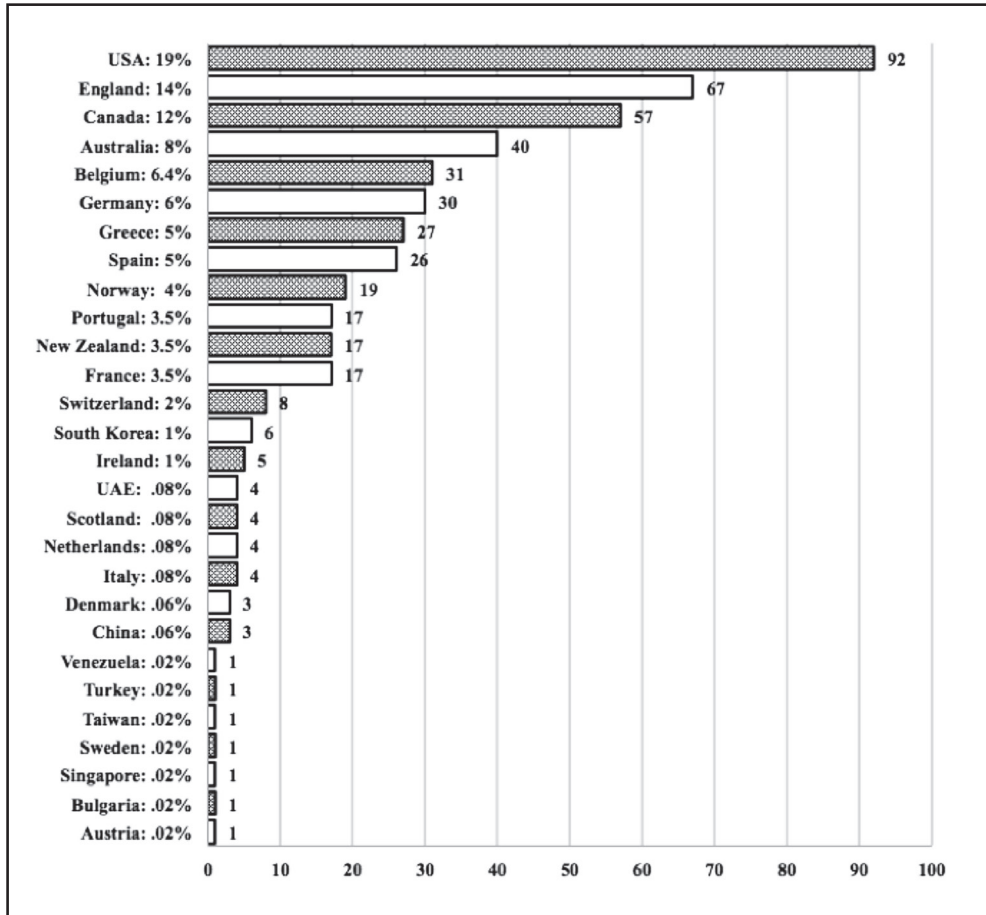


Figure 2. ESMQ Authors: Geographical Demographics

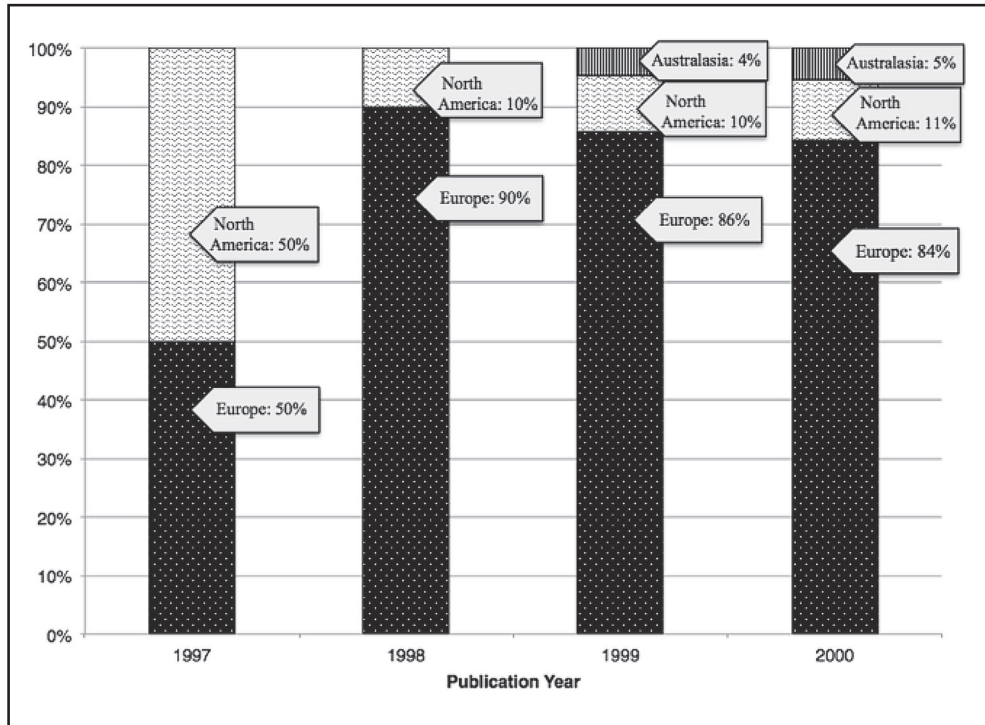


Figure 3. *EJSM 1994-2001 Editorial Board Members by Geographical Region.*
Editorial board members were not published for 1994-96.

In contrast to the *EJSM* board composition, the composition of the *ESMQ* board was more representative of individuals from both Europe and North America (see Figure 4). There was a diversity of countries from Europe, including Belgium, Finland, France, Germany, Greece, Italy, The Netherlands, Norway, Spain, Switzerland, and the UK. From North America, there were more Americans than Canadians. There was only one year (2004) where the percentage of board members from North America (47%) equalled the percentage from Europe (47%). From 2007 onwards, the percentage of board members from Europe gradually increased while the number from North America decreased. With the exception of 2001 where the percentage of members from Australasia was relatively high (15% with two individuals from Australia and one from New Zealand), the number remained at 5-6% for the other years, primarily from Australia.

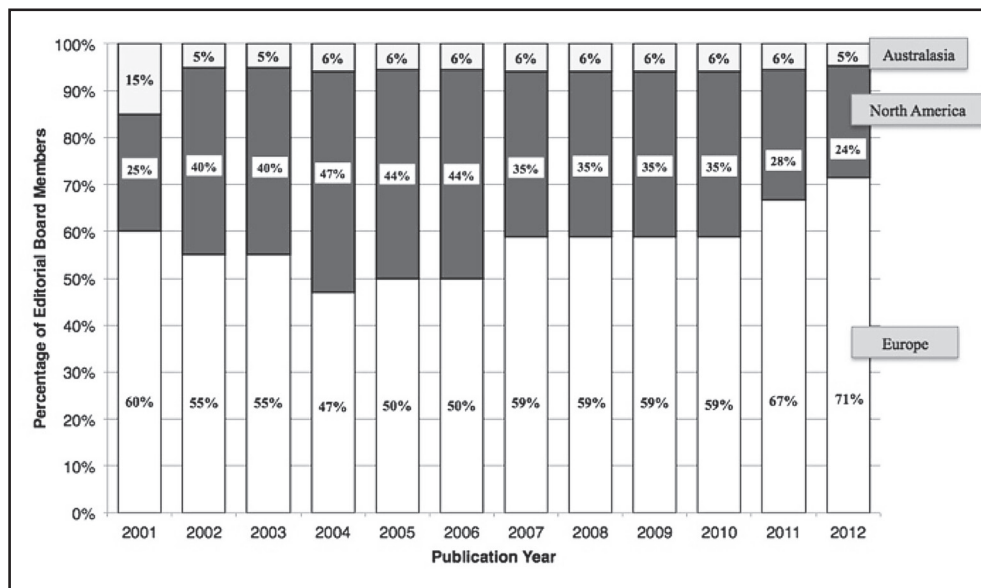


Figure 4. *ESMQ 2001-2012 Editorial Review Board Members – Geographical Regions.*
 Total number of editorial review board members ranged from 17 to 21 with a mean of 18.

Content Areas

Analysis of Sport Management content areas discussed or studied in the papers is found in Table 5. Findings show that Sport Management content areas of the *EJSM* 1994-2001 and the *ESMQ* 2001-2012 changed minimally throughout the full period under study. Four content areas – “Management and Organizational Skills in Sport”, “Sport Business in the Social Context”, “Sport Marketing”, and “Sport Economics”, –were consistently the majority focus of the papers across both periods of the journal, while the other seven content areas in this study saw changes in the number of papers between the *EJSM* period and the *ESMQ* period. One content area, “Governance of Sport”, had a large increase between its focus in the *EJSM* period and the *ESMQ* period: there was one paper of the 85 papers in the *EJSM* accounting for less than one percent, while there were 20 papers of the 222 in the *ESMQ* which accounted for 9.0 percent. Further analysis revealed that of the 20 papers, six were contained within a special theme issue on governance. However, the other 14 were spread across all other issues and 222 papers.

Table 5. *Sport Management Content/Topic Areas in the Papers*

Content Area	EJSM		ESMQ		Total	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Management & Organizational Skills in Sport	32	37.6	53	23.8	85	27.7
Sport Business in the Social Context	19	22.3	66	29.7	85	27.7
Sport Marketing	15	17.6	34	15.3	49	16
Sport Economics	8	9.4	21	9.5	29	9.5
Sport Management Education	6	7.0	5	2.3	11	3.6
Communication in Sport	2	0.2	4	1.8	6	1.9
Ethics in Sport Management	1	0.1	5	2.3	6	1.9
Sport Law	1	0.1	8	3.6	9	2.9
Governance in Sport	1	0.1	20	9.0	21	6.8
Finance in Sport	0	—	4	1.8	4	1.3
Field Experience	0	—	2	.9	2	.7

Sport Business Industry Segments

As presented earlier, the sport business industry is comprised of several industry segments. Analysis of the industry segments discussed or studied in this journal revealed a couple of patterns. Table 6 presents the findings with lines separating the patterns found. First, the segments of “Professional Sport” and “Participant Sport” were the highest topic of discussion or study across both periods of the journal. As Table 6 illustrates, “Professional Sport” accounted for 25.9% and 32% discussed or studied segments across the two periods of the journal, and accounted for 30.3 percent of the total papers. “Participant Sport” accounted for 23.6% and 26.1% of the topic of the papers, and an overall 25.7%. Three industry segments—“Sport Management and Marketing Agencies”, “International Sport”, and “Sport Marketing”—were the third, fourth, and fifth most studied segments across the two periods of the journal. Overall, “International Sport” accounted for 16.0% of the papers.

There were some papers whose focus of discussion or study were in six of the other eight segments included in this study, with “Sport Management Education” and “College Sports” receiving the attention of an equal number of papers in both periods of the journal. Interestingly, two industry segments, “Sports Medicine” and “Health Promotion”, were the topic of none of the papers throughout the course of the journal.

According to several sources, one of the largest industry segments around the world is the sporting goods industry. Unfortunately, due to the limitations of this study in replicating prior methodology, the sporting goods industry was not included in the set of industry segments to be identified. Nonetheless, a closer analysis of the papers in the journal for this study revealed there were no papers about the sporting goods industry.

Table 6. *Sport Business Industry Segments As the Topic in the Papers*

Industry Segment	EJSM		ESMQ		Total	
	1994-2001		2001-2013			
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Professional Sport	22	25.9	71	32.0	93	30.3
Participant Sport	20	23.6	58	26.1	79	25.7
Sport Management &Marketing Agencies	12	14.1	13	5.8	25	8.1
International Sport	8	9.4	41	18.5	49	16.0
Sport Marketing	6	7.0	13	5.8	19	6.1
Sport Management Education	4	4.7	7	3.2	11	3.5
College Sports	4	4.7	7	3.2	11	3.5
Campus Recreation	3	3.5	0	—	3	.9
Sport Event & Facility Management	3	3.5	4	1.8	7	2.3
Sports Tourism	2	2.4	6	2.7	8	2.6
Sports Communication	1	1.2	2	0.9	3	.9
Sport Medicine	0	—	0	—	0	—
Health Promotion	0	—	0	—	0	—

Gender Focus of Papers

The papers were examined to determine whether there was an identifiable gender focus in the content. Table 7 depicts the findings of gender focus of discussion or study in the papers across both periods of the journal, and the total of both. A majority, 62.5% (192 of the 307 papers) had no specified gender focus,

while 22.8% (70) had a male focus, 13.4% (41) focused on both genders, and less than 1 percent (.09, or 3 papers of the 307) had a female focus.

Table 7. Gender Focus of Papers

Gender	EJSM		ESMQ		Total	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Male	17	20	54	24.3	70	22.8
Female	0	0	3	.14	3	.09
Both	6	7.1	35	15.7	41	13.4
Non-specified	62	73	130	58.6	192	62.5

Discussion

The results of this study reveal the general state of one of the many journals in the field –the *European Sport Management Quarterly* and its predecessor the *European Journal for Sport Management*– and reveal some trends over the years. This journal has produced a large amount of research material for the field since its inception in 1994 through the publication year 2012. Its editorial board, consisting of the editor positions and editorial review board members, and the authors have been primarily male. This was a bit surprising given the high representation of both males and females within our field (although there are no studies showing the actual numbers of percentages).

In regard to geographical dispersion, the majority of both the editorial board and authors have hailed from European countries, although the percentage of Europeans decreased from the *European Journal for Sport Management* era to the *European Sport Management Quarterly* period, while representation from other countries broadened to include more North Americans and Australasians, along with some from Asia. This latter finding reflects a more global composition has occurred as the journal has evolved, which parallels the globalization of the sport industry, the growth of regional sport management associations in our academic discipline, and the increasing number of sport management scholars around the globe.

The management topics (content areas) of focus in the papers contained in this journal provide the insight that a vast majority are in four content areas (i.e., “Management and Organizational Skills in Sport”, “Sport Business in the Social

Context”, “Sport Marketing”, and “Sport Economics”), while the other seven content areas received minor attention. This finding appears to be in contrast with definitions of the field of sport management and perhaps suggests that either author interests are clustered around a few sport management content areas, or the lower number of papers focused on several sport management content areas are not yet research areas of interest by as many authors. Nonetheless, the number of papers in those less written about content areas increased slightly over the years. Additionally, it is well known that the development of courses in sport management programs began with a general sport management course and increased with the addition of special topic courses in the various content areas. Perhaps the research literature is a reflection of this historical trend.

Sport business industry segments as a focus of the papers stayed relatively the same over the years. However, papers with a focus on “International Sport” increased much more than any other industry segment. This finding may be reflective of the increasing globalization of the sport industry and the attention paid by universities to focus on internationalization in recent years. As has been found in other content analysis studies on sport management journals (such as *Journal of Sport Management*, *Sport Marketing Quarterly*, and *Journal of Sport Economics*), it is noted that there is a heavily disproportionate amount of attention placed on some industry segments, while other industry segments are relatively ignored. Again, definitions and descriptions of the field of sport business management in regard to its sport business industry reveal that the field prepares students to go into the vast array of businesses in the industry, while the literature thus far appears to be focused on a few. On the other hand, as with our findings about sport management content areas as a focus in the papers, perhaps these segments of the sport business industry most studied are of special interest to the current pool of researchers and academicians in the field. The study of a topic for which one is keenly interested is important to the researcher, and the development of their line of research certainly should be something for which the researcher is especially interested. Perhaps as the field grows, the number of sport business management researchers will grow; and as the number of researchers grow, perhaps the scope of research will expand to include the many segments of the industry that are relatively ignored today.

Limitations & Implications

The current study utilized one type of methodology for analysis, namely content analysis, and thus the findings are limited to this method. Future research could employ additional methodologies, such as interviews with current and previous editors, to further enhance the analysis of this journal.

Notwithstanding this limitation, the findings of this study may be useful to a variety of constituents in the field of sport management in realizing the state of several elements of this particular journal. Those who are in positions to make decisions regarding the growth and development of the journal may see what exists and what is missing and use this information to formulate strategic decisions regarding enhancing the scope and breadth of the journal. Specifically, editors may use this information to make suggestions to the editorial board and potential authors regarding the improvement of the scope and breadth of the contents of the journal. For example, special topic issues, which encourage research and discourse in new or previously ignored topics, may be directed towards these areas. Perhaps abstracts could be translated into different languages, given the global nature of the journal and the sport industry itself. Potential authors may also use this information in planning research that will make a meaningful contribution to the literature where there are gaps, thus moving the literature toward a fuller and more complete body of knowledge. While quality content is of utmost priority, efforts should continue to ensure that the journal encapsulates changing trends and is reflective of the diversification of our academy.

Conclusion

This study adds an important previously missing piece to the line of research examining the literature in sport management as it is the first attempt to analyze the *European Sport Management Quarterly* and its predecessor the *European Journal for Sport Management*. In the inaugural issue of the *European Journal of Sport Management* in May 1994, editor Yanni Evangelopoulos (1994) indicated that the journal should “provide a forum for the analysis of management, marketing, and organization of sport organizations and their services; provide a forum that reflects recent research findings, theoretical developments, and practical applications in sport management and particularly those that have international and cross-cultural relevance; and further and disseminate professional thought and scholarly research advancing theory and practice in the sport management field” (p. 5). Two years later at the third EASM Congress hosted by Budapest in 1996, Editor Livin Bollaert along with members of the newly created editorial board outlined three key actions to improve the standing and credibility of the journal. These included: “(1) the creation of a high-quality group of reviewers who will form an expanding editorial board; (2) developing an agreement with an established publisher to produce the journal; and (3) enhancing the quality of articles which are published in the journal” (Bollaert, 1996, p. 6). The findings from the current study reveal that the journal has indeed grown and achieved recognition as a viable and credible

publication outlet for those individuals interested in disseminating their sport management research. Still, there are areas that have been identified that may warrant attention, such as the breadth and scope of the content areas and industry segments, the gender focus of the content, and the gender composition of the authors and editorial board.

Overall, this type of research that examines the state of the literature in sport management is still in its infancy. Although there are now several studies, the puzzle is far from complete. While the studies published to date are beginning to offer some description of the literature and show some trends, such as the disproportionate numbers in relation to gender of authors and editors, and in relation to the sport management content areas and sport business industry segments studied to date, there are many pieces missing – not all journals have been examined, not all textbooks have been examined, and only a few research methods have been used to examine the literature.

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