



CALL FOR PAPERS

SPECIAL ISSUE ON CORPORATE SOCIAL RESPONSIBILITY IN SPORT

There are few topics more important to management today than that of **Corporate Social Responsibility (CSR)**. While numerous definitions and interpretations of this concept have been offered, CSR can be understood as the challenge and responsibility that an organization has to be ethical in its response to the needs and wants of its stakeholders and to society in general. CSR, while being a scholarly area of study, has the potential of offering strategic direction to business leaders who want to enhance their organization's social and economic performance.

While CSR is the focus of growing attention and examination in the management literature, and many businesses across various industry sectors have begun to integrate the concepts of CSR into their strategic thinking and planning, CSR has received little direct attention in the field of sport management. Therefore, the intent of this special issue is to enhance the sport management literature by examining issues related to CSR within a sport context. The objective of this special issue is to improve the theoretical and applied knowledge and understanding of CSR relative to sport. In short, this special issue will fill an important void in the literature as well as offer important considerations to sport managers as agents of social change.

Submissions are encouraged using a broad interpretation of CSR as related to sport. Submissions examining CSR in any of the following, or related, themes and topics within a sport context are welcome:

business ethics, community initiatives and investment, community and economic development, conceptualizing and measuring CSR, consumer awareness and empowerment, corporate citizenship, corporate governance, corporate giving, employee relations, employee responsibility, environmental stewardship, financial accountability, global initiatives, human rights, impacts and implications of CSR for consumers, sector or industry perspectives and comparisons, social and environmental investment, stakeholder management, sustainable development, and, overall effects of CSR.

Manuscripts should follow the guidelines in the *Publication Manual of the American Psychological Association* (5th edition), and should be prepared in accordance with the *Journal of Sport Management* "Instructions to Authors" (<http://www.humankinetics.com/JSM/journalAbout.cfm>). Manuscripts must not be submitted to another journal while they are under review by the *Journal of Sport Management* nor should they have been previously published. Manuscripts will be subject to a triple blind review.

Manuscripts should be submitted no later than **September 15, 2007** via e-mail to either of the guest editors:

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