

Developing a Research Agenda in Sport Management: Tips for Building Programmatic, Theory Building Research

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**Session 18: Teaching
Workshop (75-minute)**

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2:00 PM - 3:15 PM

In recent years, several of NASSM's Zeigler award winners have challenged its members in various ways to produce high quality research (Frisby, 2004; Chalip, 2005; Inglis, 2006). Costa's (2005) research corroborated these appeals as leading sport management scholars agreed that stronger research in the field was a necessary component of the continued growth and success of NASSM. Indeed, enhancing research in sport management has been the topic of several recent NASSM conference presentations and workshops (e.g., Chalip, Kanters, Tibault, & Wolfe, 2006; Costa, Chalip, & Parks, 2006).

This workshop is designed to be an extension, as well as reinforcement, of such past work. The session's objective is to help participants enunciate a thoughtful and deliberate research agenda. A secondary aim is to provide participants with suggestions for high quality research and successful publication in the field's top journals.

The first speaker will review different research paradigms and methodologies, and demonstrate how these could be utilized to study similar phenomena but in different ways. The speaker will also discuss the importance of establishing a research agenda and the steps necessary to develop a reflective, purposeful plan of study.

The second speaker will utilize the work of top scholars in the field of sport management to concretely exhibit how well-developed research agendas advanced knowledge in our field and propelled these individuals toward successful academic careers. Further, participants will engage in exercises designed to assist them in establishing their own research agenda based on their scholarly interests and the research paradigms and methodologies most meaningful to them.

The third and fourth speakers will describe the ways that programmatic research facilitates theory building and, consequently, favorable review and eventual publication. They will illustrate the ways that so-called applied (or consulting) work in the field can be designed to complement and inform a research program, and they will differentiate programmatic research from data mining and smallest-publishable-unit publishing. Other common pitfalls, such as confirmation bias and theoretical insensitivity, will also be noted. These points will inform an explanation of the bases for research impact, particularly obtaining citations.

The audience will be invited to explore application of the material presented by each speaker toward the development and dissemination of their own research program. As such, we anticipate that the workshop will be most useful to doctoral students and developing assistant professors.

References

Chalip, L. (2006). Toward a distinctive sport management discipline. *Journal of Sport Management*, 20 (1), 1-22.

Chalip, L., Kanters, M., Thibault, L. & Wolfe, R. (2006, June). New publication opportunities in sport management: A combined session of writing JSM's (NEW!) "From the Field" section, and writing for NASSM and NASPE's new Sport Management Education Journal. Paper presented at the North American Society for Sport Management Conference, Kansas City, Missouri.

Costa, C., Chalip, L. & Parks, J. B. (2006, June). Expanding the body of knowledge in sport management: Back to the future with Chamberlin (1897) and Platt (1964). Paper presented at the North American Society for Sport Management Conference, Kansas City, Missouri.

Frisby, W. (2005). The good, the bad, and the ugly: Critical sport management research. *Journal of Sport Management*, 19 (1), 1-12.

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Inglis, S. (2006, June). Creative tensions and conversations in the academy. Earle F. Zeigler Lecture presented at the North American Society for Sport Management Conference, Kansas City, Missouri.