

Recent research trends of sport economics and finance: A content analysis of NASSM presentations 2002-2007

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Abstract 374**

According to the Sport Management Program Review Council (SMPRC) (2000) developed by the North American Society for Sport Management (NASSM) and National Association for Sport and Physical Education (NASPE), sports finance and sports economics are comprised of general topic categories in the sport management discipline. Moreover, SMPRC standards require that a sport management program provide some type of sport finance and economics coursework. Therefore, currently, most sport management programs add content in financial management and sport finance to their coursework (DeSchraver, Rascher, Mondello, and Brown, 2007). Despite increased concern for sport economics and finance, there is a lack of research activities in terms of these disciplines. According to Han and Kane (2007), a combined 7.4% (economics 5.7% and finance 1.7%) of presentations at NASSM conventions from 2002-2006 were related to those two categories. Particularly, finance is the least reported subject among 14 categories for that period.

The purpose of this investigation is use content analysis of accepted NASSM presentations to identify the current trends in both sport economics and finance research in terms of which topic is the most frequently considered and evaluated, which is on the cutting edge, and which sports setting is the most esteemed. Determining what sport economics and finance scholars consider important and realizing the concentrations of this body of knowledge may be assessed by examining topics that are published and presented (Mondello and Pedersen, 2003). In addition, scholarly journals and presentations are major sources of information for scholars, and content is applied to both classroom subject matter and future research (Danylchuk and Judd, 1996). Thus, it is important to identify current trends for sport economics and finance at this point in order to expose and rectify potential shortcomings in curriculum and instruction practices among sport management programs.

72 abstracts were examined for this study, which appeared in conference abstract booklets and electronic PDF format copies from 2002 to 2007. All abstracts were opted only from two specific topic categories of finance and economics. A coding sheet was developed for this study to categorize every abstract by different presentation format, research agenda, gender, and field-setting. The inter-coder and intra-coder agreements were 90% and 98%, respectively. Both reliability scores are greater than what is considered to be acceptable (80%) as suggested by Tan (1985). To evaluate the statistical significance of difference in observed numbers among the different research agenda, gender focus, and field-setting, chi-square tests were conducted.

Of the 72 abstracts, 55 abstracts appeared in the economics (76.4%), and 17 appeared in the finance (23.6%). 50 were oral presentations (69.4%), 16 were seminar format group sessions (22.2%), and 6 were presented using posters (8.3%). Chi-square test results were all significant on research agenda, $\chi^2(5, N=72) = 17.7, p < .01$; gender, $\chi^2(2, N=72) = 60.6, p < .01$; and field-setting, $\chi^2(5, N=72) = 19.8, p < .01$. 21 abstracts (29.2%) were related to a team or league performance, and 18 (25.0%) were related to economic effects. In addition, financial assets/equity ($f=13, 18.1\%$), sports demand ($f=9, 12.5\%$), and managerial decisions ($f=6, 8.3\%$) were followed. Professional sports were the focus of more than half (54.2%) of the abstracts including four domestic professional sports (MLB, NBA, NFL and NHL ($f=20, 27.8\%$)) and foreign professional leagues ($f=19, 26.4\%$). No abstract attempted to exclusively research women's sports, while 55 were reporting about men's sports (76.4%) and 6 were a combination of male and female participants (8.3%).

Based on the findings of this investigation several conclusions can be made about current trends in sport economics and finance research. First, the most popular research topics are issues relating to team or league performance and the economic effects surrounding sporting events. Second, sport economics and finance research has relied heavily on conducting research in fields related to the major professional sports in the United States and the European soccer leagues. Other sport settings, such as collegiate sports, international mega-events and recreational activities should be given more attention in future research. Finally, no research presentations have focused entirely on female sports. Much more attention needs to be paid to economic and financial issues pertaining to female sports. Particularly, the recent financial successes of the LPGA, the collegiate Women's Final Four and the WNBA all lend themselves to more economic study.