

A content analysis of the Journal of Sport Management using the Sport-focused model

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Abstract 403**

The discipline of sport management has been considered a newly constructed discipline, thus it contains many potential advantages and disadvantages (Chalip, 2006). The biggest merit given to scholars is the chance to make contributions to the fundamental structure of a new discipline. On the other hand, it involves the incompleteness of a new discipline which may include issues of inconsistency and indistinctness.

The discipline of sport management can be found in its growth stage in these days. In this stage of a new discipline, especially most applied disciplines, one common viviparous limit is a lack of its unique methods and theories, which leads to an identity issue. A number of scholars (e.g. Yiannakis, 1989; Kates, 1998) have suggested ways in which sport management adopts conceptual, theoretical, and methodological foundations from its related disciplines including sport studies, business administration, social sciences, and others, which Chalip (2006) refers to as "derivative model." It has been a basic model for designing curricula in many sport management programs. Also, numerous scholars in sport management tend to view diverse issues through the lens of the "derivative model." Given that, many sport management research were published in other relevant discipline journals (Soucie & Doherty, 1996), also many scholars in sport management considered sport management a low visible discipline compared to their "home disciplines" (Zanger & Groves, 1994) such as marketing, sociology, psychology, and so forth (Chalip, 2006). Thus, the representative organizations and a great deal of research in sport management have set or adopted the "derivative model" as the standard (e.g. Han & Kane, 2007; Mowrey, 2003; Pitts, 2001; Pitts, 2005; Pitts & Danylchuck, 2007; Slack, 1996; SMPRC, 2000; Soucie & Doherty, 1996; Stephen, Phelps, & Mahony, 2005).

It is quite obvious that adopting base disciplines and applying those methods and theories have been helpful and successful for sport management to be developed as a complete discipline. Nonetheless, Shilbury and Rentschler (2007) insist that sport management as a multidisciplinary field cannot be simply compared with or fit into other disciplines such as marketing, management, economics, sociology, and so forth. Chalip (2006) suggested the "sport-focused model" in order to establish its own identity. That is, sport management as a new applied discipline can overcome the viviparous limit, and evolve into its maturity stage. The "sport-focused model" consists of five different legitimations including health, salubrious socialization, economic development, community development, and national pride, which are derived from unique sport-oriented values. In addition, Chalip (2006) notes that the "sport-focused model" has still room for improvement. That is, other emergent legitimations might also need to be included such as environment.

This study, therefore, explored the "sport-focused model" by analyzing the Journal of Sport Management (JSM), which is considered as the top scholarly journal in the sport management field. The JSM, which is the only journal in sport management field on the Science Citation Index (SCI) or the Social Science Citation Index (SSCI) lists, were examined by previous studies (e.g. Barber, Parkhouse, & Tedrick, 2001; Lambrecht, 1991; Pitts & Pedersen, 2005); however, no attempt have been made to analyze the JSM or any other journal in the field by using a sport specific categorization or such a model as the "sport-focused model."

A total of 148 articles appearing in the JSM from 2000 to 2007 were examined for this study. Using the five research agenda of the "sport-focused model" suggested by Chalip (2006), this study categorized these articles. Three coders independently participated in the coding processes in order to test both inter-coder and intra-coder reliabilities. To evaluate the statistical significance in observed numbers among the research agendas, a set of chi-square were employed. The findings of this study will be discussed, and compared with previous studies using "derivative model" categorization. Also, other significant emergent research agendas, which can contribute to the "sport-focused model" more thoroughly and rigorously as Chalip (2006) recommended, will be identified and discussed as the implication of this study.