

**Sport, athletics, and virtue theory: Using a MacIntyrean theory of sport to prevent moral fictitiousness and unethical sport management**

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**Student Research Competition**

**Thursday, May 29, 2008**

**Presentation (25-minute)**

**Finalist**

**Session 8**

**3:30 PM - 3:55 PM**

**Abstract 9901**

Sport managers in so-called advanced societies are torn between preserving the intrinsic values of sport and enhancing profit maximization. This dichotomy has been justified by declaring a demarcation between recreational and elite sport. The suggestion is that recreational sport upholds a more democratic structure in contrast to the bureaucratic structure present at the elite level (Chelladurai, 2001). Recently there have been calls to the sport management discipline to recognize that sport at all levels has become increasingly corrupt. Sport management scholars are accordingly urged to recognize the “bad and the ugly” sides of sport (Frisby, 2005) where profit maximization supersedes sport’s intrinsic values. To address these issues, this paper utilizes the philosophy of Alasdair MacIntyre grounded in Aristotelian virtue theory to seek a resolution of the tension existing between ethics and sport management, thus preserving the “internal goods” of sport.