

Bibliographic Thought as Reflected in Sport Management and Marketing Articles

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This study advances previous research assessing journal quality and published ratings in the field of sport management. Establishing ratings is one important first step in assessing journal quality, as journal ranking is one of the most used proxies for research quality. One of the other important proxies for journal quality is citation and impact factors, which are in essence measures of an article's usage. Few sport management journals however, are currently included in citation indices. There is therefore a need to begin work that will lead to a deeper understanding of the influence of sport management journals. This study explores the top ten general management and marketing journals from 1987 to 2007 to determine the citation classics in contemporary management journal research. In emerging academic disciplines, as in established ones, concepts are attributed to one researcher and cited by another who tests, extends or refines that work (Peng & Zhou, 2006; Romano & Ratnutunga 1997). This process acknowledges the historical link of the development of research thought. Citation studies are quantitative in nature as they are reflected in bibliographic citations. Refereed journals have played a key role in the dissemination of academic information. This is as true in sport management research, as it is in other disciplines.

The purpose of this study was to examine the external impact of sport management journals. External impact was measured by undertaking a content analysis of ten of the top tier generic journals in management and marketing and identifying how many sport management or marketing related manuscripts had been published in these journals from 1987 to 2007. The first genuine sport management journal (Journal of Sport Management) was published in 1987 with this date a logical starting point for this study. Since 1987, another six sport management and marketing journals have been established and it is these journals through which we examine the influence of sport management research on manuscripts published in generic journals.

This analysis allowed for a breakdown of the number of sport management or marketing manuscripts published in the generic journals, an aggregation of citations from seven identified sport management and marketing journals, the most cited journals and authors. This study will focus on the major themes of work published in the top tier generic management and marketing journals and the research cited from sport management journals. The top ten general management and marketing journals were chosen using BARDSNET-the rankings list of academic journals compiled by the Australian Business Deans Council. Ten of the leading journals in management (e.g., Academy of Management Journal, Administrative Science Quarterly) and marketing (e.g., Marketing Science, Journal of Marketing Research) were identified using that journal ranking list.

Given the number and diverse nature of top tier management journals, those journals with a focus on organisational studies were included in this study. The research question therefore was-has the research published in sport management journals since 1987 influenced research published on sport in mainstream management and marketing journals? Results show that there were 26 manuscripts published in the generic management journals accounting for 12 citations. For example, six manuscripts were published in the Academy of Management Journal, four in Administrative Science Quarterly and four in the Journal of Management Studies.

By contrast, 51 manuscripts were published in the generic marketing journals accounting for 81 citations. The Journal of Advertising Research (22) and European Journal of Marketing (15) published the most sport marketing related manuscripts. Results also showed Sport Marketing Quarterly as the most cited journal (61) followed by the Journal of Sport Management (26). This paper will also focus on the main themes of the manuscripts published in the generic journals, which for example shows sponsorship as the predominant theme in marketing. The implications of this research and the influence sport management and marketing journals are having, or should have beyond the specific discipline of sport management will be discussed.