

**What have We Studied in Sport Management: Citation Analysis of the Journal of Sport Management, 1997-2012**

*Amy Kim, Florida State University*

*Packianathan Chelladurai, Troy University*

*Joshua Newman, Florida State University*

*Yukyoun Kim (Advisor), Florida State University*

**Research/statistical  
methodology**

**Thursday, May 30, 2013**

**20-minute oral presentation  
(including questions)**

**Abstract 2013-006**

**8:30 AM**

**(Room 415)**

As other emerging young academic fields have experienced (e.g., Merton, 1973), vigorous debates have been continuously occurred on variety of issues such as definition, boundary, theory development, methodology employment being concerned with the legitimacy of sport management as a distinctive academic field (e.g., Chalip, 2006; Costa, 2005; Pitts, 2001; Quatman & Chelladurai, 2008; Slack, 1998). In fact, scholars have thrown insightful suggestions to build the solid base of intellectual body of sport management (e.g., Parkhouse & Ulrich, 1979; Slack, 1996). For instance, Parkhouse and Ulrich (1979) contended that sport management scholars should develop mid-range theory (Merton, 1949) and conduct more empirical studies employing the inductive approach. About a decade later, the first issue of the Journal of Sport Management was published and Zeigler (1987) also highlighted the challenges of the field such as the lack of theoretically based research and sport marketing research. While 354 higher education institutions, over 10 professional academic associations, and about 25 academic journals are dedicated to explore an numerous topic in the field of sport management, it has been challenging to grasp how the field is evolving and if the field is accepting and pursuing those previous suggestions because no studies attempted to comprehend the whole picture of knowledge body in the field of sport management. Hence, the purpose of this study is to: 1) establish the compatible conceptual and methodological framework with perspectives from the field of sociology of science (SoS) and bibliometrics for the stream of studies in knowledge development, 2) reveal the evolution of body of knowledge and paradigms by employing citation analysis.

When it comes to the knowledge development in a certain academic discipline, the critical questions include what legitimates certain knowledge and how knowledge is distributed within the fields. As one of the most popular perspective, positivists have believed that the scholars need to seek objectivity to measure the fixed reality. In 1970, Kuhn revisited the traditional scientific views and research practices philosophically and highlighted the existence of the relationships between external factors (e.g., political, historical, economic, or social factors) of science and scientific knowledge being doubtful about the absolute objectivity sought by positivists. Since then, these Khunians and scholars in the field of Sociology of Science (SoS) initiated to examine the knowledge body based on a set of beliefs that diverse sorts of social structural and relational attributes (e.g., citing patterns, co-authorship, student-advisor relationships, etc.) have an intimate relationship with the production and distribution of scientific knowledge in an academic field. This study explored the intellectual body of sport management by analyzing the citing patterns appreciating the fundamental epistemological and ontological premises of SoS.

As DeBellis (2009) described the role of citation as “a citation makes visible an intellectual link in the process of transmitting and re-elaborating scientific knowledge, thus working as a peculiar form of currency in the market of official scientific communications” (p. xviii), analysis of citing behaviors has been an effective method and employed by almost every scientific field including biochemistry, physics, psychology, business, and sociology to track the intellectual structures. Specifically, the field of bibliometrics, an empirical and quantitative methodology that can reveal the intellectual structure of the field, has developed the analytical tools to support the conceptual framework of the SoS. In particular, because the scholars follow the academic custom of crediting sources by citing references to their research, citation analysis (CA) in the field of bibliometrics focuses on identifying the most-cited studies to recognize the central theories and subjects through frequency analysis based on the notion that citations can be used as indicators of past and present practices of scientific work (Small, 1973)

Reflecting the fact that the JSM is the first academic journal initiated in the discipline of sport management, this study retrieved the archival data of citations of JSM articles published between 1997 and May 2012 (issue 3) from the Web of Science (WoS) directly in order to conduct CA. For the comparison purposes, two time-periods of the data – the

## **2013 North American Society for Sport Management Conference (NASSM 2013)**

early period (1997 to 2003) and the later period (2004 to May 2012) were analyzed. A total of 13,826 different citations appeared 18,917 times among 396 JSM articles and a total of 330 publications among them were cited at least five times during the overall period.

The results of CA indicated that several new trends and themes emerged in the later period in both methodological and conceptual area. Methodologically, dramatic growth in popularity of several books of qualitative methods written by Miles, Glaser, Creswell, Patton, and Schwandt was noticeable. As a quantitative methodology, the increased popularity of books related to structural equation modeling (e.g., Kline) was evident. Supporting the results regarding popular books, in an article-level, the articles of the structural equation modeling and case study were shed light on as new methods. Conceptually, sport marketing, organizational studies, and diversity studies were central themes in both periods. Yet, the book of sport sociology written by Coakley lost its popularity while the book of sport finance by Howard and Crompton and social psychology by Tajfel and Turner gained fame in the later period. In addition, there was a recognizable growth of popularity in sport marketing and diversity issues in sport settings were emerged as new themes in the later period. On the contrary, the organizational studies related to organizational theory or behavior had diminished popularity.

The results of CA indicated that the previous suggestions made by Parkhouse and Ulrich (1979), Zeigler (1987), and Slack (1996) have been pursued and achieved due to the fact that more studies have devoted to empirical studies with diversified methodologies and theory-oriented studies by adopting critical concepts from the other fields such as management, psychology, and sociology. During the presentation, we will discuss the theoretical, methodological, and practical implications of the CA and suggest the future directions for this stream of research.