Casing the Sport Management Case Studies Repository: Insights for Case Writers and Teachers

Jess Dixon, University of Windsor
Orland Hoeber, University of Regina

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The Sport Management Case Study Repository (http://sportmanagementcasestudies.com/) features information about approximately 1200 case studies that may be used in the teaching of sport management concepts. Launched in the spring of 2018, this web-based repository supports both keyword searching and topical browsing, enabling novice and experienced sport management case educators to easily search, browse, and locate teaching cases from a variety of published sources. Although the repository does not provide the cases themselves (that would be a violation of publishers’ copyright), prospective case instructors are directed to the publishers’ websites where they can purchase the cases for use in their classes.

Following a soft launch at the 2018 NASSM Annual Conference, which enabled experienced sport management case educators to interact with the site and provide critical feedback on its functionality, the site developers were able to modify the topical browsing options to make the site more usable. The results of this process led to the refinement of the facets (i.e., source, industry segment, content area, global context, and year) and improvements in search efficiency. The search results list can be customized in terms of sort order and the number of case studies to show per page. Selecting a specific case study shows additional meta-data, including the length, availability of teaching notes, topical keywords, and an abstract (where available). Searchers may click through to the publisher’s website, or save the case study selection in a separate browser tab for later review and comparison. The site has been optimized for both desktop computer and mobile device use. The contents of the repository are updated on a monthly basis, as new cases get published. The Sport Management Case Study Repository was recently shared with delegates at the 2018 Sport Marketing Association Conference, where it was well-received.

The purpose of this presentation is to report on the repository’s usage during its first year of operation. Key metrics to be presented include site activity (e.g., traffic volume and number of unique visitors), interface usage (e.g., most commonly used search terms and navigation categories/facets), and case preferences (e.g., most frequently viewed cases). Such information will not only assist the site developers to enhance the repository’s functionality and user experience, but may also inform prospective case authors and journal editors about topics that are in high demand, as well as potential gaps in the sport management case literature. Like the sport product itself, teaching cases are perishable and become obsolete over time. As the number of case instructors increases, so too does the demand for new case studies to be published within the field. Data gleaned from users of the Sport Management Case Studies Repository have the power to inform where future case authors may have the greatest impact.