

CALL FOR PAPERS

International Journal of Sport Management and Marketing

Special Issue on: "The Attraction of Sport"

Invited Guest Editor: Dr. Damon P. S. Andrew, The University of Tennessee, United States

Few would deny that one of the primary factors responsible for sport's rapid industrial growth (Broughton, Lee, & Nethery, 1999) is its attraction to participants, spectators, sponsors, employees, and stakeholders. Sport's attraction to participants (Crawford, Greenwell, & Andrew, in press; Kyle, Graefe, Manning, & Bacon, 2003; 2004; Recours, Souville, & Griffet, 2004; Shapiro, 2003; Wiley, Shaw, & Havitz, 2000) is evidenced by over \$89 billion of sporting goods purchases in 2005 (National Sporting Goods Association, 2005). Sport marketing scholars have explored sport's attraction to spectators both theoretically (Funk & James, 2001; 2006) and empirically (Funk, Mahony, Nakazawa, & Hirakawa, 2000; Funk, Ridinger, & Moorman, 2004; Trail, Fink, & Anderson, 2003; Wann, Ensor, & Bilyeu, 2001). Additional streams of research have developed concerning sponsor attraction to sport (Mawson, 2002), including the fit between a sponsor's brand and the associated sporting event (Koo, Quarterman, & Flynn, 2006). Organisational behaviour research has investigated several psychological constructs related to employee attraction to sport such as perceived organisational prestige (Andrew, Todd, Greenwell, Pack, & Cannon, in press) and organisational commitment (Cunningham & Sagas, 2004; Todd & Andrew, 2006; Turner & Chelladurai, 2005). Research has also targeted the economic (Crompton & Lee, 2000; Daniels & Norman, 2003; Horen & Manzenreite, 2005) and non-economic impact (Delaney & Eckstein, 2002) of sport that influences its attractiveness to stakeholders.

The aim of this special issue is to devote further attention to the attraction of sport to all associated entities. As such, manuscript submissions are encouraged concerning the areas identified above as well other areas tangentially related to the broad topic of "*The Attraction of Sport.*" Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Submissions should conform to the International Journal of Sport Management and Marketing author guidelines (<http://www.inderscience.com/www/authorguide.pdf>). Sample articles previously published in IJSMM are available at: <http://www.inderscience.com/sample.php?id=102>

All papers are refereed through a peer review process. The deadline date for submission is ***1 March 2007***. One electronic manuscript copy should be sent in MS Word file format attached to an e-mail to:

Dr. Damon P. S. Andrew, IJSMM Guest Editor
The University of Tennessee
Dept. of Exercise, Sport, and Leisure Studies
1914 Andy Holt Avenue, HPER 349
Knoxville, TN 37996-2700
Phone: 865-974-8891
Fax: 865-974-8981
Email: dandrew@utk.edu

with an *email copy only* to:

Editor-in-Chief
IEL Editorial Office
E-mail: ijsmm@inderscience.com

Please include in your submission the title of the Special Issue, the title of the Journal and the name of the Guest Editor.

References

- Andrew, D.P.S., Todd, S.Y., Greenwell, T.C., Pack, S.M., & Cannon, C. (in press). 'Perceived organizational prestige and collegiate athletic department employees', *Journal of Contemporary Athletics*.
- Broughton, B., Lee, J., & Netheny, R. (1999, December 20-26). 'The question: how big is the U.S. sports industry?', *Sports Business Journal*, 23-29.
- Crawford, S.Z., Greenwell, T.C., & Andrew, D.P.S. (in press). 'Exploring the relationship between quality in basic instruction programs and repeat participation', *The Physical Educator*.
- Crompton, J.L., & Lee, S. (2000). 'The economic impact of 30 sports tournaments, festivals, and spectator events in seven U.S. cities', *Journal of Park and Recreation Administration*, Vol. 18, pp.107-126.
- Cunningham, G.B., & Sagas, M. (2004). 'The effect of group diversity on organizational commitment', *International Sports Journal*, Vol. 8, pp.124-133.
- Daniels, M.J., & Norman, W.C. (2003). 'Estimating the economic impacts of seven regular sport tourism events', *Journal of Sport Tourism*, Vol. 8, pp.214-222.
- Delaney, K.J. & Eckstein, R. (2002). 'New sports stadiums, community self-esteem, and community collective conscience', *Journal of Sport & Social Issues*, Vol. (26), pp.235-247.
- Funk, D.C., & James, J. (2001). 'The psychological continuum model: a conceptual framework for understanding an individual's psychological connection to sport', *Sport Management Review*, Vol. 4, pp.119-150.
- Funk, D.C., & James, J. (2006). 'Consumer loyalty: the meaning of attachment in the development of sport team allegiance', *Journal of Sport Management*, Vol. 20, pp.189-217.
- Funk, D.C., Mahony, D.F., Nakazawa, M., & Hirakawa, S. (2000). 'Spectator motives: differentiating among objects of attraction in professional football', *European Journal for Sport Management*, Vol. 7, pp.51-67.
- Funk, D.C., Ridinger, L., & Moorman, A. (2004). 'Exploring origins of involvement: understanding the relationship between consumer motives and involvement with professional sport teams', *Leisure Sciences*, Vol. 26, pp.35-61.
- Horen, J.D., & Manzenreite, W. (2005). 'Accounting for Mega-events: forecast and actual impacts of the 2002 Football World Cup finals on the host countries Japan/Korea', *International Review for the Sociology of Sport*, Vol. 39, pp.187-203, 257, 260.
- Koo, G., Quarterman, J., & Flynn, L. (2006). 'Effect of perceived sport event and sponsor image fit on consumers' cognition, affect, and behavioral intentions', *Sport Marketing Quarterly*, Vol. 15, pp.80-90.

- Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2003). 'An examination of the relationship between leisure activity involvement and place attachment among hikers along the Appalachian Trail', *Journal of Leisure Research*, Vol. 35, pp.249-273.
- Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004). 'Predictors of behavioral loyalty among hikers along the Appalachian Trail', *Leisure Sciences*, Vol. 26, pp.99-118.
- Mawson, L.M. (2002). 'The eXtreme sport challenge for sport managers', *International Journal of Sport Management*, Vol. 3, pp.249-261.
- National Sporting Goods Association (2005). *The Sporting Goods Market in 2005*. Mt. Prospect, IL: Author.
- Recours, R.A., Souville, M., & Griffet, J. (2004). 'Expressed motives for informal and club/association-based sports participation', *Journal of Leisure Research*, Vol. 36, pp.1-22.
- Shapiro, D.R. (2003). 'Participation motives of Special Olympics athletes', *Adapted Physical Activity Quarterly*, Vol. 20, pp.150-165.
- Todd, S.Y., & Andrew, D.P.S. (2006). 'The role of satisfying tasks and organizational support in the job attitudes of sporting goods retail employees', *International Journal of Sport Management and Marketing*, Vol. 1, pp.378-389.
- Trail, G.T., Fink, J.S., & Anderson, D.F. (2003). 'Sport spectator consumption behavior', *Sport Marketing Quarterly*, Vol. 12, pp.8-17.
- Turner, B.A., & Chelladurai, P. (2005). 'Organizational and occupational commitment, intention to leave, and perceived performance of intercollegiate coaches', *Journal of Sport Management*, Vol. 19, pp.193-211.
- Wann, D.L., Ensor, C.L. & Bilyeu, J.K. (2001). 'Intrinsic and extrinsic motives for originally following a sport team and team identification', *Perceptual and Motor Skills*, Vol. 93, pp.451-454.
- Wiley, C.G.E., Shaw, S.M., & Havitz, M.E. (2000). 'Men's and women's involvement in sports: an examination of the gendered aspects of leisure involvement', *Leisure Sciences*, Vol. 22, pp.19-31.