
Editorial

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Biographical notes: Tim Pawlowski studied Economics (University of Cologne) as well as Sport Sciences (German Sport University Cologne, GSU) and earned his PhD in Sport Economics with highest distinction in 2009 (GSU). Since 2010, he has been a Junior/Assistant Professor of Sport Economics at GSU. His main fields of research are the analysis of the demand for sport (influencing factors/effects of sport participation) as well as the economics of (league) competition. He published in journals such as *Applied Economics*, *Journal of Sports Economics* and *European Sport Management Quarterly*.

Christoph Breuer has been a Full Professor of Sport Management at German Sport University Cologne since 2004. Simultaneously, he is a Research Professor at German Institute of Economic Research (DIW Berlin), one of the biggest think tanks for economical issues in Germany. He publishes widely in journals such as *Journal of Sports Economics*, *Sport Management Review* and *European Sport Management Quarterly*. He is a member of the editorial board of *Sport Management Review*, *International Journal of Sport Management and Marketing* and *Sport Management Education Journal*. His main research fields are sport systems research, sponsoring research and methodology of sport management research.

The *International Journal of Sport Management and Marketing (IJSMM)* is a well-established academic journal which has lots of merits for broadening and deepening the scientific knowledge in the area of sport management and marketing. With increasing frequency research in this area is based on economic theories and models closing the gap between sport economics and sport management. This special issue is a selection of papers presented at the 2nd European Conference in Sport Economics on October 5 and 6, 2010. The conference was hosted at the German Sport University Cologne and organised by the European Sport Economics Association (ESEA, sporteconomics.eu). The selected four papers contain different economic approaches to sport management both, from the area of grass-roots sports as well as professional sports.

The first paper by Vos, Breesch, Késenne, Lagae, Van Hoecke, Vanreusel, and Scheerder is about the growing debate on the professionalisation of non-profit sports clubs (e.g., more paid staff) and the remuneration of sports volunteers with focus on Flanders (Belgium). Both – for-profit fitness and health clubs as well as sport clubs – are non-public organisations which differ regarding their objectives and human resources (i.e., volunteers versus paid staff). Therefore, the authors analyse and compare the

hypothetical HR-cost of volunteer work in non-profit sports clubs, based on a market price of equivalency model, with the actual HR-cost of for-profit sports providers. The results show that fitness and health clubs are found to be more efficient, in terms of the unit human resources cost. However, as discussed by the authors, non-profit sports clubs have a distinctive economic structure and own rationality. It is argued that positive externalities at an individual, organisational and society level, such as satisfaction and enthusiasm of performing voluntary work or the creation of social capital (amongst others), provide a rationale for managers and policy makers for not only focusing on economic/cost efficiency.

The second paper by Wicker, Breuer and von Hanau is focused on the income of German elite athletes in non-professionalised sports (such as fencing, judo or rowing) who represent their home country in various competitions (e.g., during the Olympics) but still need financial support from specific programmes or foundations (e.g., the German Sports Aid Foundation). With data from a nationwide survey of elite athletes in Germany who are supported by the German Sports Aid Foundation ($n = 1,133$) the paper analyses the determinants of income of elite athletes in non-professionalised sports. The results show that being an Olympic champion, age, age-squared, being employed, attending school, and the media exposure of the sport have a significant impact on the income of elite athletes in non-professionalised sports. Since elite athletes are also supported in many other countries, the findings of this paper are probable to not being unique for Germany.

The third paper by Budzinski provides an analysis of the change in sports business environment that results from the 2007 overhaul of the competition rules and policy framework of the European Union. Therefore, the paper starts to systematically outline the underlying principles and practises of EC competition policy in the sports sector. Based on two concrete cases, the Fédération Internationale de l'Automobile (FIA) case and the centralised marketing in European football case, those principles are illustrated and open problems and some inconsistencies in the application of competition rules to sports are pointed on. As argued in the paper, the regulatory activities of sports associations comply with European competition rules if they pursue a legitimate objective, its restrictive effects are inherent to that objective and proportionate to it. While this new approach offers important orientation for the strategy choice of sports associations, clubs and related enterprises neither a blacklist of anticompetitive nor a whitelist of procompetitive sporting rules can be derived. Instead, conclusions can be drawn only from the existing case decisions which leaves many aspects open.

The fourth paper in this special issue by Drut and Raballand is also about regulations in professional sports. However, in contrast to Budzinski, the authors focus on the question why financial regulations, namely the UEFA financial fair-play concept, might matter for European professional football clubs. As suggested by their theoretical model, financial regulation is crucial to explain performance in European football competitions since clubs allowed to run deficits hire more playing talents and obtain better sportive results. An empirical study on the five major leagues corroborates the theoretical underpinning. The paper finally investigates the roots of financial regulation divergence in Europe and underlines the main issues regarding the UEFA financial fair-play rules.