

International Journal of Sports Marketing and Sponsorship

CALL FOR PAPERS

SPECIAL EDITION: SCANDAL, CORRUPTION, SPORT MARKETING AND SPONSORSHIP

The scope for this special edition of IJSMS includes all aspects of scandal and corruption in sport, such as bribery, match fixing, spying or doping.

Guest Editors: Dr Jason Mazanov & Dr James Connor, UNSW@ADFA, Australia

The idealised image of sport for sponsors is good, clean competition played out within the letter and spirit of the rules. The conventional wisdom is that scandal and corruption threaten the image of sport and thus the likelihood of sponsorship. However, the litany of sporting scandal shows no sign of abating; indeed the number seems to have increased as the commercialisation of sport grows. What is intriguing is that, despite this, the attractiveness of sport to sponsors has never been greater. The sums paid for naming, broadcast and association rights have risen exponentially over the past two decades. The Olympics, despite its history of scandal and corruption, draws in ever more sponsorship dollars. The same can also be said of Major League Baseball, international professional cycling and cricket. This brings into question the assumed relationship between scandal or corruption and diminished value for current or potential sponsors of a sport. In this context, the aim of this special issue is to examine what effect scandal and corruption has on sponsorship of sporting events.

Submissions on any aspect of the relationship between scandal, corruption and sponsorship will be considered for publication. Historical reviews, current analysis, and empirically/theoretically grounded discussion papers are welcome. The aim is to produce a robust discussion on the impact of scandal and corruption on sponsorship from a diversity of disciplinary perspectives. Some areas potential contributors may wish to focus upon include:

- The effects of doping scandals on sponsorship – eg Tour de France
- Sponsor strategies in response to scandals in supported sports
- The representation of scandal in the media
- The reaction of fans/supporters to scandal and corruption
- The response of governing bodies to scandal
- Legal and regulatory responses to scandal
- The longevity and actual impact of scandal on sponsorship revenue
- Spying and industrial espionage e.g. F1 spying row
- Corruption in sport e.g. Italian football
- Private sponsorship of anti-doping – e.g. what would happen if Nike sponsored WADA?
- The implications for the integrity of sport (e.g. fairness of competition) arising from sponsorship based access to innovative sporting technologies (e.g. the Speedo swimsuit)
- Resolving and mitigating issues in scandal and corruption

Research papers, case studies and commentaries from academics and practitioners will be considered. For example, a sports governing organisation may wish to outline how it protects its anti-doping system against corruption. Reviews of appropriate books will also be accepted. It is expected that papers will be between 4,000 and 6,000 words in length, and these should be formatted in accordance with the International Journal of Sports Marketing and Sponsorship's normal requirements, details of which can be found at <http://www.im-reports.com/SM/IJSM/submit.html>.

The Guest Editors are keen to work with potential contributors towards developing ideas. We are aiming to have a diverse debate and look to link up potential collaborations where possible through, for example, complementary practitioner and academic commentaries, perhaps as a discussion series.

Commentaries are limited to 500 words. The guest editors are particularly interested to hear from practitioners willing to comment on academic papers.

The date for submitting completed manuscripts is 31st January 2009.

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Sport&EU, The Association for the Study of Sport and the European Union can be found at <http://www.sportandeu.com>

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