

**CALL FOR PAPERS:**  
*European Sport Management Quarterly 2010 Special Issue*

**SPORT MANAGEMENT CULTURES**



*Dear 2009 NASSM Delegates,*

We have pleasure in extending an invitation to you to consider the opportunity to publish your research in this special issue of the ESMQ on *Sport Management Cultures*.



***Culture and Sport Management***

Culture and sport management are not separate entities. Various interpretations of sport management are cultural constructs underpinned by core assumptions and values held by members of professional communities in different countries. Every transaction that takes place in the managerial field is undertaken by people who are making choices based on their values and beliefs. Therefore, management becomes possible because of human relationships. We cannot fully comprehend why managers act the way they do without considering the meaning they ascribe to their actions and the environments. Even in the most culturally homogeneous countries sport organisations increasingly become multicultural entities because they have to deal with staff and customers from more than one culture. Thus, knowledge of the cultural meaning of management would equip sport managers with a valuable tool in managing both the cultural diversity of their own work force and in developing appropriate cross-cultural skills needed for running international events, marketing campaigns, sponsorship deals and joint ventures.

The Special Issue seeks to expand our knowledge about the cultural meaning of and the role of culture in understanding sport management. The broader aim is to transcend the Western scientific rationality, which is no longer sufficient to explain a whole multiplicity of ontologies that organize human experience and to urge sport management students to pay attention to the cultural meaning of management by generating local knowledge and solutions to sport problems. This will be achieved by bringing together a collection of original and fresh theoretically and empirically informed cultural perspectives on sport management from various parts of the world. The focus will be principally on research using qualitative, quantitative and mixed-methods, with a strong theoretical basis that advances knowledge.

As culture reveals itself at different levels the Special Issue invites researchers to submit papers addressing a range of topics including but not limited to: (a) theoretical perspectives on culture and sport management; (b) culture of sport organisations; (c) managing cultural diversity in sport organisations; (d) the politics of multiculturalism in sport; (e) culture and organisational performance; (f) culture and participation in sport; (g) culture and interpersonal communications in sport; (h) sport marketing and sponsorship across cultures; (i) teaching sport management in a multicultural environment and across national borders.

***Submission guidelines***

Submission of manuscripts is open to everyone interested in the topic. Manuscripts should conform to guidelines for the journal (Publication manual of the American Psychological Association 5<sup>th</sup> edition). Contributions should not exceed 7,000 words although papers of a shorter length are encouraged. Papers should be submitted in electronic format to the guest editor no later than **November 30<sup>th</sup> 2009**.

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