



A Research Agenda for Event Management

Elgar Research Agendas

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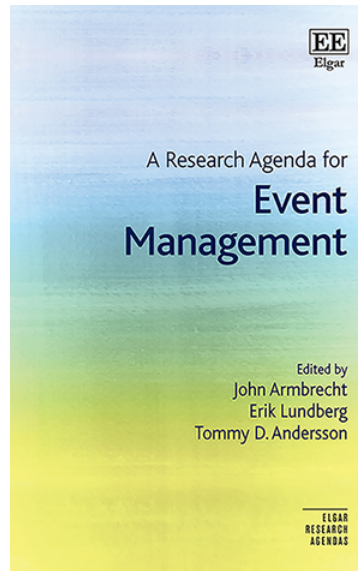
This book explores and expands upon the core topics in the current academic debate within event management research. Emerging areas and innovative methodologies are organised into three themes: Events in Society, Event Consumers, and the Event Organization.

'A Research Agenda for Event Management is a new benchmark for illustrating how the subject area has matured into the mainstream of applied research. Students, practitioners and academics will all benefit from reading the various perspectives through which events are analysed, with Donald Getz's "five challenges" a notable highlight in showing us the way forward.'

– Simon Shibli, Sheffield Hallam University, UK

'What happens when the world's leading event management researchers collaborate to bring forth new knowledge? This book conclusively proves, through these great academic minds, that event research is growing stronger and as a result the events industry shall continue to grow from strength to strength.'

– Joe Goldblatt, Queen Margaret University, Scotland



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