Handbook of Research on Sport and Business

Research Handbooks in Business and Management series

Edited by Sten Söderman, Professor of International Business, School of Business, Stockholm University, Sweden and Harald Dolle, Professor in Sport Management, Molde University College, Specialized University in Logistics, Molde, Norway and Professor in International Business, School of Business, Economics and Law, University of Gothenburg, Sweden

This Handbook draws together top international researchers and discusses the state of the art and the future direction of research at the nexus between sport and business. It is heavily built upon choosing, applying and evaluating appropriate quantitative as well as qualitative research methods for practical advice in sport and business research.

‘This Handbook is a milestone just by its existence but also because it indeed is a robust quality handbook, doing the kind of specific job such a focused academic product should do’
– Hans Lundberg, Idrottsforum.org

‘Söderman and Dolle have assembled an impressive array of researchers to address the nexus between sport and business. In their rich collection of research on sport business theory and practice Söderman and Dolles identify research themes from governance to branding, from sport events to sport systems, and from social media to fan identity, and they specifically reflect on the application of major theoretical concepts and key research methods. The authors’ aim is to advance sport business research through critical reflection on topic selection, research design, data analysis and interpretation. Their unique approach encourages researchers, from novice to experienced, to embrace diverse theories and methods. The Handbook is recommended reading for those interested in advancing sport business research.’
– Graham Cuskelly, Griffith University, Australia

‘This insight-laden volume encompasses today’s and tomorrow’s research across the multifaceted landscape of the business side of sport – from branding and sponsorship to media and technology, from club management to governance. It effectively encompasses both theory and practice. Scholars, students, and practitioners will find this cogent collection of international consumer and business research knowledge and perspectives both informative and useful.’

‘This Handbook directly responds to the rapid professional, commercial and international development of sport. With its thoughtful structure, comprehensive coverage of topics and renowned contributors it offers a thorough analysis on the management challenges in the field. It also offers very valuable insights and guidance how the business of sport can be researched by students, academics and practitioners around the world. The book is simply a must-read for anyone interested in the management aspects of sports’
– Yoshiaki Takahashi, Chuo University, Tokyo, Japan