Special Issue on Strategic Management in Sport Business
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Submissions due: July 31, 2014

A business looking for stable revenues, new product development, or international expansion engages in business strategy by determining how to position itself in appropriate markets and in relation to competitors. Strategic management relates to sports in one of two ways:

(i) A non-sport firm may use sport strategically by advertising, sponsoring, or partnering with a sport-related business.

(ii) A sport-related business can exist in a wide variety of industries each of which have different economic features and market forces.

Due to these differences, strategic management instructors benefit from teaching-focused case studies from both types of firms that focus on real decisions made in real businesses.

As such, the aim of this special issue is to develop teaching cases appropriate for undergraduate and graduate courses in strategic management. The goal is to increase the number of cases related to strategic management that can be used in case study pedagogy.

The scope of this special issue is broad in terms of industries. While the majority of existing strategic management cases are focused on professional teams and leagues, there are very few cases in other areas. Thus, we encourage submissions that involve, but are not limited to collegiate athletics, equipment and apparel manufacturers and retailers, Olympic sport, grassroots sport, media, ticketing, revenue generation, agencies, and consulting services in sales and sponsorship.

The scope of topics should focus on issues that would be addressed in a strategic management course including, but not limited to, core ideology, business models, analysis of the external environment, PEST analysis, Porters Five Forces, key success factors, driving forces, resources, capabilities, core competencies, competitive advantage, value chains, innovation, differentiation, diversification, disruptive innovations, vertical integration, mergers, acquisition, growth strategies, international expansion, or executing strategy.

** Two Special Conference Partnerships are Available to Interested Authors **

1. Western Academy of Management and Western Casewriters Association Conference
Interested authors may submit their Strategic Management case studies to the joint Western Academy of Management and Western Casewriters Association 2014 conference March 19-22 in Napa, California. Accepted cases will benefit from round-table feedback and will be eligible for two special awards: “Best Sport Case in the Proceedings” and “Best Mentored Sport Case” (to a student author(s) and the faculty supervisor). For more information and details on submission, click on Call for Cases at [http://www.westerncasewriters.org](http://www.westerncasewriters.org)

2. Administrative Sciences Association of Canada
The Administrative Sciences Association of Canada (ASAC) holds an annual conference with a division devoted to Case Studies. For the 2014 conference, to be held May 9th to 13th, 2014 in Muskoka, Ontario, Canada. For 2014, the division invites submissions to a special session on Strategic Management case studies in sport. Accepted cases will benefit from open discussions following presentation, a published case studies proceedings, and consideration of the best cases
Examples of Cases
We strongly encourage the development of teaching case studies written about, and in partnership with, existing businesses in the sport industry that are engaging in corporate- or business-level strategic decision making. This does not include strategic marketing plans, but would include, for example:

- Ticketmaster’s dominance in the primary ticket market and Stub Hub’s new entrant success in the secondary ticket market. The case might illuminate the steps Ticketmaster is taking to catch up in the secondary ticket space.
- Should The Aspire Group, an outsourced ticket sales and marketing firm, compete with new joint ventures like IMG Learfield Ticket Solutions by expanding their product offerings? Or should they focus on their core competency and expand internationally?
- How does Comcast-Spectacor use its vertically integrated structure to provide value to its users in the Philadelphia market? This would include a discussion of their arena management, ticketing, and concession operations in conjunction with their ownership of the Philadelphia Flyers.
- In 2012, Turner Broadcasting System (TBS) acquired Bleacher Report to complement its Turner Sports Division. How do Bleacher Report’s resources and capabilities provide value to Turner’s customers? Is there a synergy between the firms’ core values?
- Legends, LLC recent expansion into premium seat and suite sales has moved the company beyond its roots in concessions and stadium management. Simultaneously, the firm has expanded from the professional market into the college market. With growth in products, markets, and a recent acquisition of CSL international, how can Legends sustain their growth? Which product and market offer the best environment for growth?

Notes for Prospective Authors
Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. All papers are refereed through a peer review process. A guide for authors and other information for submitting papers are available on the Instructions for Submitting page: http://journals.humankinetics.com/cssm-instructions-for-submitting

Important Dates
July 31, 2014 - Deadline for submission to the CSSM Special Issue on Strategic Management
January 10, 2014 – Deadline for submission to the WAM/WCA Conference (see below)
January 15, 2014 – Deadline for submission to ASAC Conference (see below)

Submission
Cases should be submitted electronically in Microsoft Word format (.docx) to the special issue editors:

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