

Call for Articles

1. Title Special Issue on

“Promotion and Management of International Sports”

2. Description:

International sport is one of the largest segments in sport industry. Current studies (e.g., Chelladurai, 2006; Pitts & Pedersen, 2005) indicated that there is dearth of research endeavor given to managing and promotion international sports. As sport management representing a fast growing discipline, the analytic effort to promoting and managing international sports (e.g., Olympic Games, World Cup) should not be underrepresented or overlooked. The issues related to international sport management include managing Olympic Games, ethical and legal aspects, governance and policies of international sports, risk and financial management, political and economic impacts, facility and event management, sponsorship and licensing affairs, as well as organizational behavior related to international sport organizations.

The aim of this special issue is to provide more opportunity and outlet for intended researchers and practitioners in international sports and Olympic events to build a stronger foundation for body of knowledge in the aspect of managing international sports. Both theoretical contributions and empirical analyses are welcome. Either basic conceptual analyses or applied research methods are also encouraged.

3. Subject coverage

Topics in this issue may include, but not limited to, the following areas:

- Facility and event management of Olympic Games
- Financial and economic aspects of Olympic Games
- Impacts of Olympic Game to development of hosting cities
- Legal aspect and policy issues in Olympic organization
- Risk management of international sports
- Governance and employment of international sports
- Managing volunteers of international sport events

Sponsorship, licensing, and advertising in international sports
Promotion and motivation of international sports
Brand awareness and fan loyalty of international sports
Gambling and drug testing in international sports
Racial and gender issues in international sports
Rewarding system of international sports
Communication and public relations of international sport organization
Organizational behavior in international sports

4. Deadlines for submission

Deadline for submission date: June 30, 2007

Targeted Publishing Issue: 2008 Vol 1, No.1, Date: January, 2008

5. Specific instruction for submissions

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, sample copies and other relevant information for submitting papers are available on the *Author Guidelines* at www.inderscience.com. page

6. Guest Editor(s) contact details, including email(s)

You may send one copy in the form of an MS Word file attached to an e-mail (details in Author Guidelines) to the following:

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