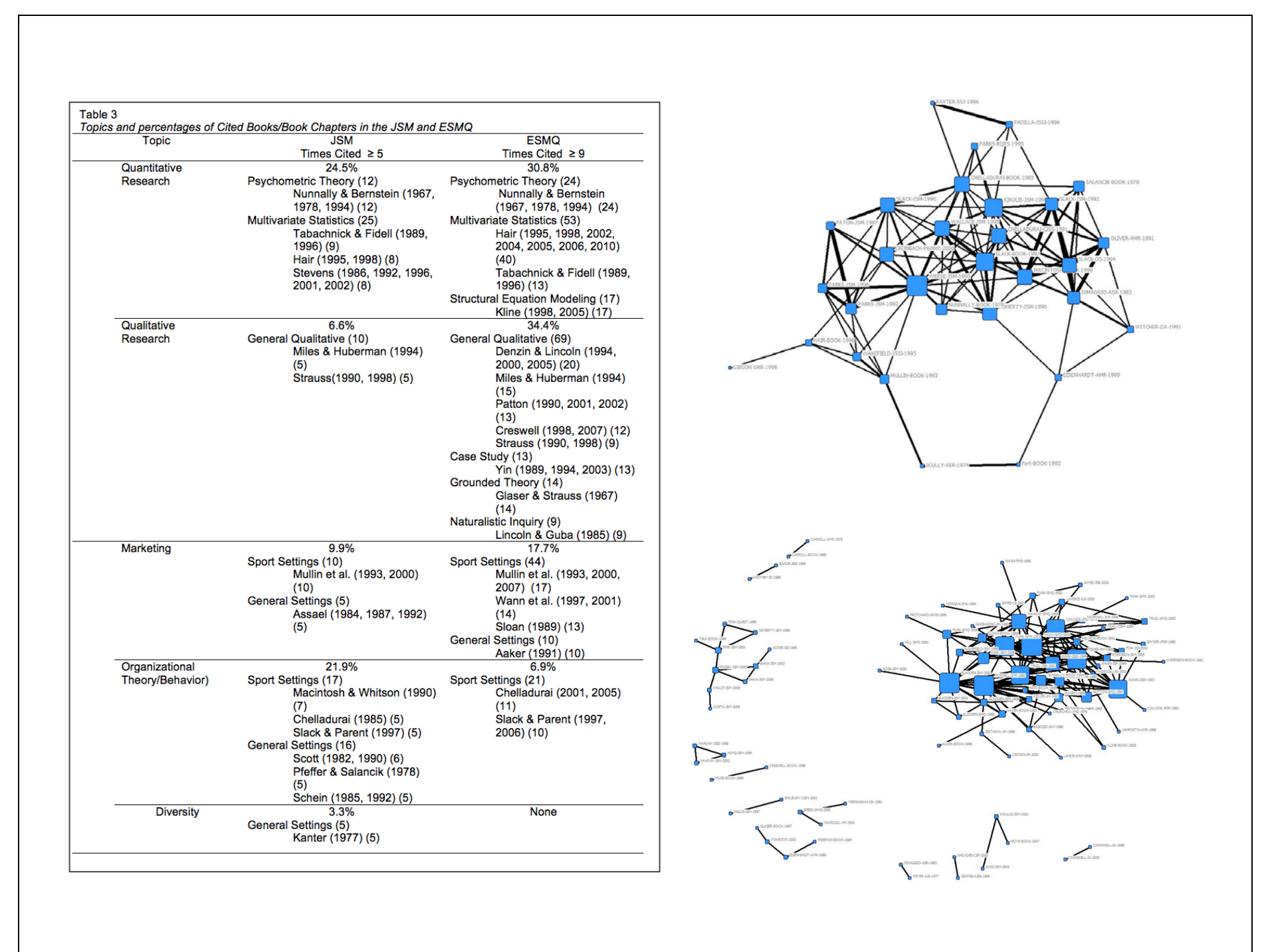


Sport management in North America and Europe

- The study investigated the knowledge structure of the field of sport management within North America and Europe. Examining knowledge development and structure of a scientific field is a process of reconstructing the historical evolutions of central paradigms, theoretical frameworks, conceptual themes, and methodologies of the field. To examine the similarities and differences in knowledge structures between North America and Europe, the proposed research will employ bibliometric and social network analysis on articles published between 2008 and 2012 in two sport management journals—the *Journal of Sport Management (JSM)* and *European Sport Management Quarterly (ESMQ)*. Specifically, the analytical procedures will include (1) citation analysis that identifies the most influential articles in the *JSM* and *ESMQ*, and (2) co-citation network analysis, which makes a network of co-citations visible by identifying pairs of influential publications that were cited together frequently, and examines the structural and relational attributes within the network using mathematical social network indices. In co-citation networks, two different publications are linked as a pair if the two cite the same publication and a co-citation network consists of groups of these pairs of co-cited references.



The results showed that there have been similarities and differences of between the knowledge structure of North America and Europe in the field of sport management. In particular, while the *JSM* has focused on the consumer behavior in sport marketing and diversity in the context of organizational behavior, the *ESMQ* has focused on the economic models of sport teams and policies and governance in sport organizations and sport events. Tracking visible knowledge structures enables scholars to reflect the current identity and shape the future identity of sport management. Since the results of this study confirm differences in the knowledge bodies of North America and Europe, further studies will be needed to see if there are influential factors (i.e., government structures, policy networks, editorial board members, etc) that create the unique paths of knowledge development in North America and Europe.

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