



# Can Sports Organisations and Universities Play Together in a Winning Team?

Junod Thomas | UEFA Universities Coordinator | 12<sup>th</sup> September 2008



## Plan of the Presentation

- 1. Are there mutual interests to collaborate?**
- 2. If yes, why are such collaborations still seen as unusual?**
- 3. Proposals to foster collaboration**

- Dr. Earle F. Zeigler Lectures: Mahony (2008), Inglis (2007), Chalip (2006), Frisby (2005), Pitts (2001) + Zeigler (2008). All published in Journal of Sport Management
- TSE (2007). *The sports world and academia: a romance in the making?* TSE Commentator, October 2007



**1. Are there mutual interests to collaborate?**





## Interests for Universities

- Access to data
- Funding
- Internships, job opportunities for students
- Image
- Motivation



## Interests for Sports Organisations

- Source of knowledge, information, ideas
- Alternative to consultancy services
- Source of trained workforce
- Continuing education for staff
- Access to new networks
- Sharing a vision with future decision-makers
- Social Responsibility



## **2. Why are such collaborations still seen as unusual?**



## Sources of Misunderstanding

- Incompatibility of speed
- Lack of mutual understanding, divergent interests
- Absence of platforms







## 3. Proposals to foster collaboration



- Need for evaluating the quality of existing programmes in sport management (ranking, certification)
- Need for continuing education programmes
- Need for doctoral programmes in Europe
- Involvement of practitioners on the boards of the programmes

- Current knowledge in sport management?  
Need for meta-analysis and a practitioner's handbook
- Define an agenda for the research in sport management in collaboration with sports organisations
- Launch a research-based, practice-oriented journal specialised in sport management



## Role for EASM?

- Encourage attendance of practitioners
- Involvement of practitioners in EASM Board
- Discuss the collective research agenda
- Certification of programmes in sport management



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...now, the ball is yours...