

國立體育大學 103 學年度研究所碩士班入學考試試題

系所：休閒產業經營學系碩士班

科目：運動管理學

(本試題共 2 頁)

※注意：1 答案一律寫在答案卷上，否則不予計分

2 請核對試卷、准考證號碼與座位號碼三者是否相符。

3 試卷『彌封處』不得污損、破壞。

4 行動電話或呼叫器等通訊器材不得隨身攜帶，並且關機。

(總計 100 分)

一、名詞解釋(每題 5 分)

1)brand image 2)broadcast rights 3)gate receipts 4)CTUSF 5)FISU 6)relationship marketing
7)target markets 8)risk management 9)sport sponsorships 10)The Olympic Partner

二、問答題：請仔細閱讀下列文章，再依序詳答下列問題(50 分，中、英文答題均可)

1)請敘述運動管理學此領域，在全球與台灣的緣起與發展，2)此領域有哪些重要的學術期刊？ 3)這些期刊的核心論點為何？ 4)主從關係為何？5)這些研究對此領域的重要性為何？

Sport Management: An Evolving Field

The purpose of the paper is not to debate the merits of sport management as a field, but to recognise that there is a field as evidenced by the number of practitioners working in the field (e.g., in professional sports, national governing bodies, hallmark events) and the number of universities offering academic programs in sport management. Moreover, there are a growing number of academics “branded” as sport management scholars whose focus is solely dedicated to sport management teaching and to research related to the management of sport. The academic field of sport management evolved in the USA in the 1960s out of a discussion between James G. Mason, a physical educator and Walter O’Malley, the former president of the Brooklyn (now Los Angeles) Dodgers. In 1966, the first university program in sport management commenced at the master’s level at Ohio University (Chelladurai, 2005; Crossett, Bromage, & Hums, 1998). Originally housed in physical education and/or sport studies, the field has expanded, as it is now also housed in business and leisure studies programs. By 2006, there were over 200 sport management programs throughout North America (NASSM, 2006). In Australia, the first program commenced in 1981, while the first business-based program commenced in 1990. There are approximately 20 universities offering sport management programs throughout Australia and New Zealand.

The 1990s witnessed growth in the number of sport management programs throughout Australia and New Zealand. Similar to events in North America and Europe, in Australia, as the number of programs grew, a professional body was

established to facilitate the academic development of sport management. The North American Society for Sport Management (NASSM) was established in 1985, the European Association for Sport Management (EASM) in 1992 and the Sport Management Association of Australia and New Zealand (SMAANZ) in 1995. All three regional bodies quickly moved to produce refereed journals as part of a strategy to facilitate research and scholarship in the field. In 1987, NASSM established the first journal dedicated to sport management, the Journal of Sport Management. EASM's European Journal for Sport Management (now European Sport Management Quarterly) followed in 1994 and SMAANZ launched Sport Management Review in 1998. A feature of these journals was that they were all multidisciplinary in that they considered contributions that researched any aspect of organisational life as it related to sport. Two more multidisciplinary journals emerged, although not aligned to professional associations. The International Journal of Sport Management published its first issue in 2000 followed by the International Journal of Sport Management and Marketing in 2005.

As the field grew and developed, other journals emerged, often focusing on specific areas within sport. For example in 1992, Sport Marketing Quarterly emerged followed in 1999 by the International Journal of Sports Marketing and Sponsorship. Other examples of the evolving specialisations include the Journal of Sport Tourism (commenced 2003, but recently renamed Journal of Sport & Tourism with new editorial policies from 2006) and the Journal of Sports Economics (commenced 2000). In 2006, the International Journal of Sport Finance was established, but given its recent arrival it was not included in this study. The field is also characterised by a number of other journals which are important outlets for sport-related research and, although not mainstream sport management are directly relevant to sport management. Five such journals include the International Review for the Sociology of Sport, Sociology of Sport Journal, the Journal of Sport and Social Issues, Sporting Traditions and the Journal of Hospitality, Leisure, Sport and Tourism Education. All five journals were initially included in this study.

Since 1987 when the first dedicated sport management journal was created, at least 14 journals have been established that service the growing field of sport management, although as indicated above, not every one of these journals is solely dedicated to sport management. This, in and of itself, is a measure of the level of interest in the field, the growing number of academics, and the increasing need for a body of knowledge to consolidate the field. The quality of the body of knowledge however, can and should be routinely questioned in an emerging field like sport management. Although the research reported in this manuscript does not directly measure the quality of the body of knowledge in the field, it does indirectly assess quality by highlighting those journals that are perceived by the academy to be of the highest quality, and therefore most likely to publish leading edge research.