CALL FOR PAPERS

Special Issue: Sport Business in China

International Journal of Sport Marketing & Sponsorship

Guest Editors

James J. Zhang, Dongfeng Liu, and Michel Desbordes

Due in part to its soaring economic growth, increased business privatization, and over 20% of world population, China has been widely considered the ‘next big thing’ in the global sport marketplace. Built on its glorified history of athletic success in international competitions, the Chinese government continues to provide substantial supports for the development and growth of its sport industry. Successful bidding and hosting of mega sport events highlights the achievement, growth, and potential of China’s ever-evolving sport industry, such as the 2008 and 2022 Beijing Olympic Games. Evolvement and achievement of its sport business is also shown in other industrial segments, such as professional sports, sporting goods, sport travel and tourism, sport gambling, sport sponsorship (i.e., domestic, inbound, outbound), and global sport investment and ownership. Without a doubt, the recent proposition for accelerating the development of sport business and consumption proclaimed by the Chinese State Council (2014) and the reform plan for soccer development articulated by the Chinese Central Government Reform Group (2015) that was chaired by President Xi Jinping would further speed up the pace and magnitude of China’s sport industry.
Growth of China’s sport industry has brought tremendous opportunities to sport and non-sport organizations domestically and globally; nonetheless, the enlargement has also raised many challenges. To a great extent, China has chartered into unprecedented new sport business territories. Because of social, cultural, historical, and governmental differences, many theories and knowledge, professional experiences, best practices, and lessons learned in Western countries may or may not be directly applicable to the diverse setting(s) in China. Until now, only limited empirical evidence is available to address these challenges. Thus, formulating a special issue in the *International Journal of Sports Marketing & Sponsorship* to examine contemporary subject matters and concerns would be significantly meaningful to help understand, stimulate, and improve sport business operations in China, provide guidance to transnational organizations for doing sport-related business in China, offer constructive suggestions for Chinese corporations going global, and ultimately build up theories and best practices to address unique perspectives of China’s sport industry.

Consistent with the aims and objectives of the *International Journal of Sports Marketing & Sponsorship*, this Special Issue intends to seek contributions that critically examine, debate, and shed light on broad perspectives of sport marketing, sponsorship, and/or business operations of the sport industry in China. We are especially interested in empirical, theoretical, critical, and case studies focusing on such a wide spectrum of issues as the following:

- Socio-cultural differences affecting sport marketing and sponsorship
- Advancing domestic sport businesses and their operations
- Channeling domestic sport business growth while bracing international sport brands
- Doing sport business in China by transnational organizations or corporations
- Corporate branding via sport sponsorship in China
- Intellectual property, copy rights, and ambush marketing
- Bidding and hosting mega- or large-scale sport events
- Economic, cultural, environmental, community, and/or individual impact of sport leagues, events, and/or programs
- Sport travel, tourism, destination, or community development
- Global investment and ownership by Chinese corporations and individuals
- Policies, governance, and/or promotion of mass sport participation
- Analyzing consumer behavior and developing marketing strategies
- Media, technology, or viral marketing
- Other topics pertaining to the challenges, growth, and improvement of sport industry in China

**Submission Guidelines:** Manuscripts should follow the guidelines in the *Publication Manual of the American Psychological Association* ([www.apa.org](http://www.apa.org)) and should be prepared in accordance with the *International Journal of Sports Marketing & Sponsorship*’s submission requirements ([http://www.imrpublications.com/journal-landing.aspx?volno=L&no=L&page=Submitpaper](http://www.imrpublications.com/journal-landing.aspx?volno=L&no=L&page=Submitpaper)), which are highlighted in the following:

- All articles should be written primarily to inform senior practitioners and academics involved in sports marketing.
- Articles that detail the results of original work and detailed case studies are accorded high priority.
- Research articles should be well grounded conceptually and theoretically, and be methodologically sound.
Qualitative and quantitative pieces of research are equally appropriate.

Manuscripts should normally total approximately 4,000 to 8,000 words.

Case studies of 2,500-5,000 words should be objective rather than promotional and should follow the following format: Background, Objectives, Implementation, Results, and Conclusion.

Articles should include an Executive Summary of approximately 500 words, which should give a flavor of the article, include the rationale for the study, methods used, key findings, and conclusions. A shorter abstract of about 70 words should also be included. Authors should submit a short biography (no more than 80 words).

All research papers submitted will be peer reviewed, usually by three reviewers. Authors will normally receive a decision regarding publication within six to 12 weeks.

Manuscripts must not be submitted to another journal while they are under review by the International Journal of Sports Marketing & Sponsorship, nor should they have been previously published.

The guest editors are keen to discuss and advise on proposed research projects, but this is no guarantee of publication.

Manuscripts should be submitted via e-mail to Drs. James J. Zhang (jamesz48@uga.edu) no later than May 1, 2016. Authors should indicate in their cover letter that the submission is to be considered for the Special Issue on Sport Business in China.

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