

An Analysis of Leading Contributors to the *Journal of Sport Management*: 1987 – 2002

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INTRODUCTION

Acknowledging some debate may occur internationally, the *Journal of Sport Management (JSM)* is primarily considered the premier scholarly journal of the sport management field. Since the movement and academic acceptance of the field, a few scholars (Chelladurai, 1992; Olafson, 1990; Parks, 1992; Paton, 1987; Pitts, 2001; Slack, 1996; Zakrajsek 1993) have questioned and challenged the breadth and extent of sport management research over a decade ago. Olafson (1990), one of the founders of the North American Society for Sport Management (NASSM), professed that the challenge to critically investigate the state of sport management literature and to develop the directions for future endeavors must be met. In achieving the first rule of science, empirical verification principle, a complete examination of published research is critical (Olafson, 1990).

At the dawn of the new millennium, Pitts (2001) continued the quest of challenging sport management research when addressing a majority of North America's sport management academicians by stating, "it is now time to critically examine who we are and where we are in reality in relation to whom and where we think we might be" (p. 1). *The Journal of Sport Management* is a relatively young publication. Those presently engaged in sport management research currently have only a handful of scholarly journals dedicated to this field of study or any of its content areas. Pitts (2001) described this concept and termed it as a "yearling" (p. 4). The present investigation falls within the boundaries of the aforementioned challenges. The intent of the current investigation is to present tangible evidence for the sources of individuals and institutions that contributed most frequently to the scholarly articles published in the *Journal of Sport Management (JSM)*. *JSM* was selected for this investigation because it is recognized as the major publication outlet for scholarly articles in the field of sport management (Barber, Parkhouse & Tedrick 2001; Danylchuk & Judd 1996; Joo & Jackson, 2002; Pitts, 2001; Weese, 1995). Founded in 1987, *JSM* is the official publication of the North American Society for Sport Management. Scholarly articles in *JSM* cover:

"A wide range of managerial topics dealing with voluntary, public, and commercial sport organizations and the complex social, cultural, political, economic, and technological environment in which they are located. As the goal is to advance the body of knowledge in sport management, articles must be theoretically grounded and must contribute new insights, explanations, or methodological approaches." (Instructions to Authors, 2003, p. 338).

During its first sixteen years, *JSM* significantly influenced the development of scholarly literature for the field of sport management. Faculty members, graduate students, academic departments, libraries and other individuals within colleges and universities in the United States, Canada, and many other nations subscribe to *JSM*. Since its founding, *JSM* has notably achieved a sufficient degree of academic maturity to warrant this type of investigation.

SIGNIFICANCE OF STUDYING RESEARCH OUTPUT OF THE FIELD OF SPORT MANAGEMENT

When searching the conceptual and data based literature in sport management, no studies were identified as empirical investigations of individual and institutional sources of scholarly articles published in the field of sport management. Within the last twenty years, several scholars have examined research productivity in several

other fields and disciplines, such as accounting (Bazley & Nikolai, 1975; Carpenter, Crumblely & Strawer, 1974); advertising (Barry, 1990); finance (Heck & Cooley, 1988; Heck, Cooley & Hubbard, 1986; Niemi, 1987); and marketing and sales management (Bush & Grant, 1991; Bakir, Vitell & Rose, 2000; Clark, 1985; Im, Kim, & Kim, 1998; Page & Mohr, 1995; Spake & Harman, 1997; Susan, Powers & Sobczak, 1991). According to such scholars, published research in scholarly journals has been recognized as a measure of success for the program faculty as well as the university. For example, Clark (1985), a scholar in marketing education, has professed that it is “a way to applaud... authors and ... motivate scholars to continue their five year research efforts” (p. 32). Scholars from the field of economics (Goldsmith, 1984; Liebowitz and Palmer, 1984 have implied that journal analysis can be used to record the research progress of a field or discipline. It helps to keep academicians in tune with the quantity and quality of the research published as well as to enlighten readers as to who are the academic forerunners in the field (Frost & Taylor 1985). Barry (1990), a scholar/writer in the field for advertising research, further suggested that such type of “studies are positive for the scholarly research of a discipline, the disciplines’ scholars, and the scholar’s respective institutions and departments” (p. 53). Overall, the majority of authors appear to agree with the opinion of Bush and Grant (1991) who stated that “studies investigating the research productivity of a discipline offer benefits to scholars, institutions, and students associated with that discipline as well as the discipline itself” (p. 48). Based on such rationale, it seems a scholarly presentation would provide relevant information about scholarly productivity in *JSM*. Such a presentation would also help to illuminate the maturity of the field of sport management and assist to identify the opinion leaders in the field of sport management. This assessment covers the inaugural period of 16 years for scholarly articles published in *JSM*. Specifically, the purpose of this investigation was to identify the individuals and institutions that most frequently contributed scholarly articles in the *JSM* between January 1987 and October 2002. In light of the purpose, the current investigation was designed to answer the following research questions:

Such a presentation would also help to illuminate the maturity of the field of sport management and assist to identify the opinion leaders in the field of sport management.

- What were the most frequent types of authorship of scholarly articles in *JSM* during its first 16 years?
- What were the most frequent types of individual authorship appearances of scholarly articles in *JSM* during its first 16 years?
- Who were the most frequent contributors of scholarly articles in *JSM* when ranked by total appearance of authorship during its first 16 years?
- What were the most frequent types of institutional authorship appearances of scholarly articles in *JSM* during its first 16 years?
- Who were the most frequent contributors of scholarly articles in *JSM* when ranked by adjusted appearance of authorship during its first 16 years?
- What academic institutions were the most frequent contributors of scholarly articles in *JSM* when ranked by total appearance of authorship during its first 16 years?
- What academic institutions were the most frequent contributors of scholarly a articles in *JSM* when ranked by adjusted appearances of authorship during its first 16 years?

METHOD

DATA COLLECTION PROCEDURES

A census of all scholarly articles ($n = 236$) appearing in *JSM* from January 1987 to October 2002 were surveyed. It should be noted that only scholarly articles were included in the analysis of the current investigation. Scholarly articles refer to those that were published as data based or conceptual in nature. Data based articles are presented in the forms of quantitative and/or qualitative research directed by the scientific method. Conceptual articles refer to scholarly articles that were grounded ideas, concepts, theories, and frameworks.

Excluded from this investigation were research notes, book reviews, journal abstracts, and management memos from conferences and conventions.

RESEARCH PRODUCTIVITY BY INDIVIDUALS AND INSTITUTIONS

Measures of research productivity for the current study were based on the suggestions of previous works of Barry (1990), Im, Kim, & Kim (1998), and Lindsey (1980). The aforementioned scholars have suggested that research productivity is evaluated in two ways: (1) by a total appearance approach and (2) by an adjusted appearance approach. For the total appearance approach, all articles published by an individual or institution were counted equally. For instance, an article with five authors was counted as a full article for each of the five authors or $(1.00/5 = 0.20)$ credit for each author. Also, if each of the five authors were from five different institutions, each institution was credited with a full article ($1.00/1 = 1.00$ credit for each institution).

Unlike the total appearance approach, the adjusted appearance approach is a fractional count of each appearance of an author or institution. Using this approach, each author and institution was calculated with fractional credit in the current investigations. When a scholarly article was written by one author, adjusted appearance was $1.00/1 = 1.00$ credit. When an article was written by two authors, the adjusted appearance credit was $1.00/2 = 0.50$ (a half credit for each author). This approach was followed for articles written by three, four, five or six co-authors, respectively ($1.00/3 = 0.333$; $1.00/4 = 0.25$; $1.00/5 = 0.20$ and $1.00/6 = 0.167$) (Bakir, Vital & Rose 2001). The same approach was used for each affiliated institution in the current investigation.

RESULTS AND DISCUSSION

All scholarly articles appearing in Volume 1 (1987) through Volume 16 (2002) of the *Journal of Sport Management (JSM)* were reviewed. Between January 1987 and October 2002, 236 scholarly articles were published in *JSM* that were written by 289 different authors whose names appeared 465 times as contributors. The same amount of articles were represented by 137 different institutions whose names also appeared 465 times as institutional contributors.

The data shown in Table 1 presents the types of authorship of all scholarly articles ($n = 263$) in *JSM* during its first 16 years. Single and two author articles accounted for the majority (82.5%) authorships. More than half of the articles were multi-authored with the majority of these (38.8%; $n = 102$ dual-authored). Slightly less than a fifth (17.8%; $n = 46$) were written by three or more authors. Although none of the articles were written by five authors, it should be noted that only one article (0.4%) was written by six co-authors.

The data in Table 2 show the number of total appearances of contributions to scholarly articles published in *JSM* during the time period analyzed. Overall, there were 465 appearances represented by 289 contributors. The majority of the contributors (45.8%; $n = 213$) had only one appearance in *JSM* for this period. More than half (54.2%; $n = 252$) of the scholars had two or more appearances in *JSM*. Two scholars (Packianathan Chelladurai and Trevor Slack) had the highest number of total appearances as individuals (3.5%; $n = 16$ and 3.2% $n = 15$), respectively. The most frequent contributors as individuals of scholarly articles to *JSM* are presented in Tables 3 and 4. A total of 289 different contributors were represented in *JSM* during the time period analyzed. Table 3 lists the most frequent contributors whose names appeared with a minimum of three publications. Using this approach, 36 of 289 (12.5%) of the contributors were credited with three or more appearances.

When viewing Table 3 from a total perspective, it reflects that the most frequent contributors for *JSM* articles come from different institutions across the United States and Canada. There were 19 different institutions where at least one faculty member had three or more total appearances. Eleven institutions had at least one faculty member with four appearances; seven institutions had a faculty member with five publications; five institutions had a faculty member with five appearances; and only two institutions (The Ohio State University and The

University of Alberta) had a faculty member with ten or more appearances. When looking at individual contributors, Packianathan Chelladurai has been the most frequent contributor with 16 total appearances. Trevor Slack was second with 15 total appearances, and Janet B. Parks was third with nine total appearances. Three other scholars, Karen L. Danylchuk, Donna L. Pastore, and James W. Weese were fourth with seven total appearances each.

Table 4 lists the research production of the top scholars based on the adjusted appearance approach. Based on this approach, only 13 of 289 (4.49%) of the scholars were credited with three or more adjusted appearances. When looking at authors and institutions, there were seven different institutions where at least one faculty member had three or more total adjusted appearances each. Only four institutions (Bowling Green State University, The University of Windsor, University of Alberta, and The Ohio State University) had a faculty member with five or more total adjusted appearances. The Ohio State University was the only university to have a faculty member with nearly ten (9.33) total adjusted appearances. Packianathan Chelladurai was also the most frequent contributor with 9.33 adjusted appearances. Trevor Slack (University of Alberta) was the second was a frequent contributor with 7.73 adjusted appearances. James W. Weese (University of Windsor) and Janet B. Parks (Bowling Green State University) ranked third and fourth, respectively, with 6.50 and 5.16 adjusted appearances.

Table 5 presents the frequency of institutional authorship appearances for the scholarly articles in *JSM*. Based on this summary there were 350 total appearances by 137 different institutions. The largest portions of the institutional contributions (25.4%; n=89) had only one appearance. Slightly more than one tenth (12.0%; n=422) had two appearances. Such findings make it evident that there have been contributions from a large number of institutions; however institutional dominance is evident by a small number of universities. It is further shown in Table 6 that nearly a fifth of the universities (27 of 137 or 19.7%) were credited with three or more total appearances. Twenty-one (12.4%) of the institutions were credited with four or more appearances; sixteen (11.6%) with five or more appearances; seven (5.1%) with ten or more appearances and three (2.1%) with 20 or more total appearances. This elite group of institutions primarily comes from the United States and Canada. In addition, institutions were also represented from such nations as South Korea, United Kingdom, New Zealand, Australia and Japan. Based on total appearances, the Ohio State University, the University of Western Ontario, Bowling Green State University, the University of Alberta, the University of Windsor, the University of Massachusetts-Amherst, the University of Texas were credited as the most frequent contributing institutions with ten or more appearances.

Table 7 identifies the top institutional contributors of scholarly articles that received three or more credits based on the adjusted appearance approach. Using this approach, 19 or 13.9% of the universities were credited with three or more unit appearances. Only five (3.6%) of the institutions were credited with 12 or more appearances, including Bowling Green State University, the University of Western Ontario, the Ohio State University, the University of Alberta, and the University of Windsor, Bowling Green State University led all academic institutional contributors with 16.83 adjusted appearances.

SUMMARY AND CONCLUSION

This article examined the research production of sport management scholars and their institutional affiliations by examining published articles in the *JSM* from its inception in 1987 to 2002. The total score approach and a fractional score approach were both used to evaluate the research productivity of the contributing scholars. The major contribution of this investigation was that it showed the leading individual and institutional contributors to *JSM*. While this article has provided some objective insights into the nature and scope of research productivity of sport management scholars, it has some limitations. First, articles in *JSM* do not cover the full range of topics addressed by all sport management scholars, nor is *JSM* today the only publication outlet available to members in the field. Currently, there are more than ten scholarly journals created for sport management studies (Pitts, 2001; Danylchuk & Judd, 1996). Therefore, the works and reputations of the authors and their respective

institutions of the other journals were not reported in the current investigation. Future research should include individuals and their respective institutions from such journals as the *International Journal of Sport Management*, the *International Sports Journal*, the *European Sport Management Quarterly*, and *Sport Marketing Quarterly*.

A second limitation was that this investigation addressed productivity from a quantitative perspective. The intent was not to evaluate the quality of the published research, but rather to only report individuals and institutions that most frequently contributed articles in *JSM* during the time period analyzed. No attempts were made to examine the quality of the articles of their contributions to the sport management literature. Thus, the orderings are not definitive measures of an author or institution's quality. The rationale is that one can agree that a contributor with one or two seminal scholarly articles is more relevant than one with five or six non-seminal scholarly articles. Nonetheless, it is our assumption that the scholars appearing in *JSM* over its first 16 years are at least somewhat indicative of the population of scholars in the field of sport management.

Periodic investigations like the current one provide a form of recognition for sport management scholars and their respective institutions. Such investigations are ways of recognizing past and current scholars in the field while concurrently motivating future scholars to make contributions. It is hoped that this investigation provided useful evidence to help support healthy competition that contributes to the development of intellectual capital within the new and emerging field of sport management.

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TABLE 1Types of Authorships in the *Journal of Sport Management*: January 1987 – October 2002

Type	N	%
Single-Author Articles	115	43.7%
Two-Author Articles	102	38.8%
Three-Author Articles	38	14.4%
Four-Author Articles	7	2.7%
Six-Author Articles	1	0.4%
Totals	263	100.0%

TABLE 2

The Frequency of Contributors to Scholarly Articles in the *Journal of Sport Management* by Number of Name Appearances: January 1987 – October 2002

<u>Number of Appearances JSM Scholars</u>	<u>Total N</u>	<u>Appearances %</u>
One Appearance by 213 Scholars	213	45.8%
Two Appearances by 40 Scholars	80	17.2%
Three Appearances by 16 Scholars	48	10.3%
Four Appearances by 8 Scholars	32	6.9%
Five Appearances by 5 Scholars	25	5.4%
Six Appearances by 1 Scholar	6	1.3%
Seven Appearances by 3 Scholars	21	4.5%
Nine Appearances by 1 Scholar	9	1.9%
Fifteen Appearances by 1 Scholar	15	3.2%
Sixteen Appearances by 1 Scholar	16	3.5%
Total Appearances by 289 Scholars	465	100%

TABLE 3

Most Frequent Contributors of Scholarly Articles in *Journal of Sport Management* by Total Appearance and Rank: January 1987 – October 2002 (3 or more total appearances)

<u>Author</u>	<u>Institution</u>	<u>Total Appearances</u>	<u>Rank</u>
Chelladurai, Packianathan	Ohio State University	16	1
Slack, Trevor	University of Alberta	15	2
Parks, Janet B.	Bowling Green State University	9	3
Danylchuk, Karen E.	University of Western Ontario	7	5
Pastore, Donna L.	Ohio State University	7	5
Weese, W. James	University of Windsor	7	5
Armstrong(-Doherty), Alison J.	University of Western Ontario	6	7
Chalip, Laurence	University of Maryland	5	10
Cuneen, Jacquelyn	Bowling Green State University	5	10
Hinings, Bob	University of Alberta	5	10
Inglis, Susan E.	McMaster University	5	10
Kikulis, Lisa M.	University of Alberta	5	10
Amis, John	University of Alberta	4	16.5
Lovett, Dorothy J.	University of Texas-Austin	4	16.5
Lowry, Carla D.	Southwestern University	4	16.5
Miller, Lori K.	Wichita State University	4	16.5
Olafson, Gordon A.	University of Windsor	4	16.5
Pitts, Brenda G.	Florida State University	4	16.5
Sutton, William A.	Ohio State University	4	16.5
Riemer, Harold	Bowling Green State University	4	16.5
DeSensi, Joy T.	Western Carolina University	3	28.5
Fielding, Lawrence W.	University of Louisville	3	28.5
Frisby, Wendy	University of British Columbia	3	28.5
Gauthier, Roger	University of Ottawa	3	28.5
Gladden, James M.	University of Massachusetts	3	28.5
Hansen, Hal	University of Ottawa	3	28.5
Howard, Dennis R.	University of Oregon	3	28.5
Hums, Mary A.	University of Massachusetts	3	28.5
MacLean, Joanne C.	University of Windsor	3	28.5
Mahony, Daniel F.	University of Louisville	3	28.5
McCarville, Ronald E.	University of Waterloo	3	28.5
McDonald, Mark A.	University of Massachusetts	3	28.5
Quarterman, Jerome	Bowling Green State University	3	28.5
Stotlar, David K.	University of Northern Colorado	3	28.5
Thibault, Lucie	University of British Columbia	3	28.5
Zeigler, Earle F.	University of Western Ontario	3	28.5

TABLE 4

Most Frequent Contributors of Scholarly Article of *Journal of Sport Management* by Adjusted Appearance and Rank: January 1987 – October 2002 (3 or more total adjusted appearances)

Author	Institution	Adjusted Appearances	Rank
Chelladurai, Packianathan	<i>Ohio State University</i>	9.33	1
Slack, Trevor	<i>University of Alberta</i>	7.73	2
Weese, W. James	<i>University of Windsor</i>	6.50	3
Parks, Janet B.	<i>Bowling Green State University</i>	5.16	4
Chalip, Laurence	<i>University of Maryland</i>	4.50	5
Danylchuk, Karen E.	<i>University of Western Ontario</i>	4.33	7
Armstrong(-Doherty), Alison J.	<i>University of Western Ontario</i>	4.33	7
Inglis, Susan E.	<i>McMaster University</i>	4.33	7
Pastore, Donna L.	<i>Ohio State University</i>	3.99	9
Cuneen, Jacquelyn	<i>Bowling Green State University</i>	3.00	11.5
Olafson, Gordon A.	<i>University of Windsor</i>	3.00	11.5
Quarterman, Jerome	<i>Bowling Green State University</i>	3.00	11.5
Zeigler, Earle F.	<i>University of Western Ontario</i>	3.00	11.5

TABLE 5

The Frequency of Institutional Authorship Appearances of Scholarly Articles in the *Journal of Sport Management*: January 1987 – October 2002

<u>Total Appearance</u>	<u>Institutional Authors</u>	<u>Number of Appearance</u>	<u>Percentage of Institutions</u>
One Appearance by 89 Institutions*		89	25.4%
Two Appearances by 21 Institutions		42	12.0%
Three Appearances by 6 Institutions		18	5.1%
Four Appearances by 5 Institutions		20	5.7%
Five Appearances by 5 Institutions		25	7.2%
Six Appearances by 1 Institution		6	1.7%
Eight Appearances by 2 Institutions		16	4.6%
Nine Appearances by 1 Institution		9	2.6%
Ten Appearances by 1 Institution		10	2.9%
Twelve Appearances by 1 Institution		12	3.4%
Sixteen Appearances by 1 Institution		16	4.6%
Eighteen Appearances by 1 Institution		18	5.1%
Twenty Appearances by 1 institution		20	5.7%
Twenty-two Appearances by 1 Institution		22	6.3%
Twenty-seven Appearances by 1 Institution		27	7.7%
Total Appearances by 137 Institutions*		350	100%

*Includes 7 non-university settings

TABLE 6

Most Frequent Academic Institutions of Scholarly Article in *Journal of Sport Management* by Total Appearances and Rank: January 1987 – October 2002 (3 or more total appearances)

Academic Institution	Total Appearances	Rank
Ohio State University	27	1
University of Western Ontario	22	2
Bowling Green State University	20	3
University of Alberta	18	4
University of Windsor	16	5
University of Massachusetts	12	6
University of Texas	10	7
University of British Columbia	9	8
Pennsylvania State University	8	9.5
University of Ottawa	8	9.5
University of Maryland	6	11
McMaster University	5	14
Iowa State University	5	14
University of Louisville	5	14
De Montfort University, UK	5	14
Florida State University	5	14
Griffith University, New Zealand	4	19
University of Waterloo	4	19
Western Carolina University	4	19
Southwestern University	4	19
University of Regina	4	19
University of New Brunswick	3	24.5
University of Tennessee	3	24.5
Illinois State University	3	24.5
University of Northern Colorado	3	24.5
University of Oregon	3	24.5
Wichita State University	3	24.5

TABLE 7

Most Frequent Academic Institutions of Scholarly Articles in *Journal of Sport Management* by Adjusted Appearances and Rank: January 1987 – October 2002 (3 or more total adjusted appearances)

<u>Institution</u>	<u>Adjusted Appearances</u>	<u>Rank</u>
Bowling Green State University	16.83	1
<i>University of Western Ontario</i>	16.33	2
<i>Ohio State University</i>	16.32	3
<i>University of Alberta</i>	12.83	4
<i>University of Windsor</i>	12.33	5
<i>University of Massachusetts</i>	8.50	6
<i>University of Texas</i>	5.33	7
<i>University of British Columbia</i>	5.16	8
<i>Pennsylvania State University</i>	4.83	9.5
<i>University of Ottawa</i>	4.83	9.5
<i>University of Maryland</i>	4.50	11
<i>McMaster University</i>	4.33	12
<i>Iowa State University</i>	3.50	14
<i>University of Louisville</i>	3.50	14
<i>Griffith University, New Zealand</i>	3.50	14
<i>University of Waterloo</i>	3.33	16
<i>Western Carolina University</i>	3.00	18
<i>University of New Brunswick</i>	3.00	18
<i>University of Tennessee</i>	3.00	18