



TÜRK SPOR EKONOMİSİ PLATFORMU

PLATFORM OF TURKISH SPORTS ECONOMICS

Volume: 3

Issue: 8

January 2009

TÜRK SPOR EKONOMİSİ BÜLTENİ

BULLETIN OF TURKISH SPORTS ECONOMICS

EDITORIAL

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“Bulletin of Turkish Sports Economics publishes scholarly research in the field of sports economics ; Sports Industry, Sports Sector, Sports Marketing, Sponsorship, Advertisement, Brands and Sports Finance is to further research in the area bringing together theoretical and empirical research in a single intellectual venue. Published quarterly, the Bulletin of Turkish Sports Economics is unique in that it is the only Bulletin devoted specifically to this rapidly growing field”

“Bulletin of Turkish Sports Economics is distribution of per three months”

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2009- Elazığ -TURKEY

1- THE ECONOMIC CRISIS SPIRAL IN FOOTBALL

Globalization means the world-wide expansion of common values in the fields of economics, politics, sociology and culture, overstepping the regional and national borders. The changes and developments in political, economic and management systems affect and are in the interest of all individuals and institutions. Football, with its organization and organizational form, exists as being one of the most important players in all of the political and economic systems. The global economic crisis of 2008 is gradually deepening and turning into a spiral. The crisis is affecting not only all the stages of social life but also production, consumption and sharing of goods and service. The recent indicators related to football economy are rather bleak. Football organizations, institutions, federations, clubs, athletes, football fans, football enterprises and football producers and consumers should develop new strategies for the potential damages of this crisis.

2- INNOVATION MANAGEMENT MODEL IN FOOTBALL

Innovation management means that institutions manage technology, working period, customers, suppliers, financial and external sources, human relations, culture, communication and organization with the aim of supporting and encouraging innovation. Consequently, success in innovation depends on two factors: technical sources like human factor, equipment, knowledge and money, and institution's skills to manage them. Innovation management approach and its practicable structure in informatics, health, education and economy cover important findings which can be assessed by football management and institutions. However practicability of innovation management approach in football is still a debatable matter.



Turkish R&D Day will be organised on 29 January 2009 by Turkish Research and Business Organisations (TURBO)* and the Alliance of Liberals and Democrats for Europe (ALDE) in the European Parliament. With the theme of "Boosting R&D Excellence in Times of Economic Downturn: Insights from Turkey", Turkish R&D Day aims at increasing collaboration within the R&D and Innovation related European Programmes such as FP7, CIP and EUREKA. Turkish R&D Day will bring prominent politicians from Turkey and European Parliament, high level Turkish and EC officials coordinating the R&D and Innovation programmes, R&D directors of related international institutions and companies, and university rectors together. We strongly believe that the Turkish R&D Day shall yield a fruitful collaboration in the European Research Area.

Due to EP security rules, only registered participants can attend to the event. Therefore, you are kindly requested to complete the online registration form before the January 20th, 2009. A confirmation email with further information will be provided after having received your application.

ABRAMOVICH TOPPLED IN UK FOOTBALL'S RICH LIST

Manchester City owner Sheikh Mansour bin Zayed Al Nahyan, a member of the Abu Dhabi royal family with a reported fortune of £15 billion, toppled Roman Abramovich in British football's rich list. It is the first time that the Chelsea owner has been knocked of the top spot of the UK's Football Rich List, researched and published by FourFourTwo magazine, since buying Chelsea in the summer of 2003. Abramovich has slipped to third in the list behind second-placed Lakshmi Mittal, the 58-year-old Indian industrialist worth £12.5 billion who joined Formula One's Bernie Ecclestone and Flavio Briatore after investing in fellow West London club Queen's Park Rangers in December 2007. It is believed the Russian oil tycoon lost an estimated £3 billion in the economic downturn, reducing his wealth to around an estimated £7 billion. Celtic shareholder and Irish entrepreneur Dermot Desmond is the richest person in Scottish football, eighth on the list overall, said to be worth £1.2 billion. The Rich List says David Beckham is the richest player associated with British football with a reputed personal fortune of £125 million, ahead of second-placed Michael Owen (£40 million) and third placed Wayne Rooney (£35 million). Manchester United boss Sir Alex Ferguson is at number 78 in the list (£22 million) and Arsenal manager Arsene Wenger at number 92 (£14 million).

<http://www.sportbusiness.com/news/168537/abramovich-toppled-uk-football039s-rich-list>

THE GLOBAL ECONOMIC CRISIS AND SPORT

The global economic crisis is likely the "topic of the day" for most of us whether it is as an investor, employee, or casual observer. The impact is pervasive and sport has not been immune to its effects. In particular over the last few months much has been written about the impending impacts with headlines including "FI targets costs as credit crunch bites", "College Sports Cut Tournament Travel Costs as Economy Skids", "Credit crisis could hurt Russia 2014 Olympics", "Economic Crisis Won't Affect Chicago 2016 Bid", and "NBA reacts to tough economic times". In Canada the impacts and responses have been similar to those around the world with subtle differences due to the recent election. Amateur sport and specifically the Olympic and Paralympic Games in Vancouver may also feel the brunt of this current economic crisis. A recent Vancouver Sun report suggested that Vancouver's legacy was also at risk. Likely furthering speculation of financial hardship is the potential decline in sponsorship revenue. A recent Fournaise Marketing Group study reported in SportBusiness.com that \$1 Billion in marketing sponsorship could fail to deliver the results at the 2008 Olympics. Companies not already contracted to support the Games in 2010 or potential Games such as the proposed Toronto based Pan American Games in 2015 or Edmonton based Summer Universiade in 2015 may have difficulty finding willing supporters. Second, the European Tour Operators Association suggested that hosting Olympic Games may actually be detrimental to future tourism and a recent BBC study in London also noted that 3 out of 4 believe that the 2012 Olympics will bring no real benefit to their area. This certainly flies in the face of what others have been promoting including Maureen Douglas, director of Community Relations for the Vancouver Organizing Committee who as reported in sport-city.com stated that "the tourism industry is going to be one of the greatest beneficiaries of Canada hosting the Games." Reports of economic benefits of events ranging from Olympic Games to Super Bowl's are being challenged with critics suggesting financial windfalls are fluff and propaganda. These changing perspectives may not impact planning or hosting of the 2010 Olympic and Paralympic Games but it might for those not yet granted. The financial crisis is also being felt in professional sport. As reported in Sports Illustrated on October 8th with the headline "NHL could be on thin economic ice" author Jim Kelley reflected on how it was fitting that the NHL started with games overseas as due to a faltering American economy the league may need every koruna, krona and euro it can get its hands on. Kelley argues that the NHL may not feel the pinch this year but companies may not sign on for next year's luxury suites, and the potential loss of revenue from the league's complicated revenue sharing program, and a recent trend to sign young players to long term contracts (signed before the financial reality today) may signal a perfect storm of financial challenges. A second but related issue is how sport organizations should respond to this economic crisis. This is fodder for future articles but interestingly while we in the sport industry are so frequently told that we should act more like a business perhaps it should be the other way around. David Legg, Ph.D. Mount Royal College – Calgary (Alberta)

<http://www.sportdecision.com/economics-and-law/news-921.htm>

2009 INTERNATIONAL SPORTS MANAGEMENT CONFERENCE

International Sports Management Conference
May 6-8, 2009 Lausanne, Switzerland
<http://www.worldeventsforum.com/ismc>

9th INTERNATIONAL CONFERENCE ON SPORTS

9th International Conference on Sports
<http://www.atiner.gr/docs/Sports.htm>

11th ICHPER • SD Europe Regional Congress & Exposition

11th ICHPER-SD Europe Regional Congress
22-24 Nisan 2009 - Antalya
www.ichpersderc2009.org

3rd International Colloquium on Tourism and Leisure

3rd International Colloquium on Tourism and Leisure
May 4-7, 2009 Chiang Mai, Thailand
<http://www.ictlconference.com>



<http://www.conferencealerts.com/index.htm>
Congress
March 11-13, 2009
Canberra, ACT, Australia
<https://secure.ausport.gov.au/conferences/iasi/home>



5th International Mediterranean Sport Sciences Congress
4-8 Kasım 2009 Antalya - Turkey
<http://www.akdeniz.edu.tr/besyoy/5.kongre%20duyuru.doc>