

**SPM 6036: RESEARCH SEMINAR IN SPORT MANAGEMENT**

Spring 2019 (Class Number 20280; 3 credits)

**Professor:** Dr. Yong Jae Ko **Time:** Thursday: Period 7-9; 1:55PM-4:55PM  
**Office:** 186C Florida Gym **Classroom:** Keene-Flint Hall (FLI) 0117  
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**Office Hours:** Monday (8:30-11:30AM), Thursday (8:30-10:25), or by appointment.

**I. TEXTBOOK(S):**

- Rudestam, K. E., & Newton R. R. (2014). *Surviving your dissertation: A comprehensive guide to content and process* (4th ed.). Thousand Oaks, CA: Sage.
- American Psychological Association. (2010). *Publication Manual* (6<sup>th</sup> ed.), Washington, DC: American Psychological Association
- Each student will download and read journal articles assigned for each week (Available in Canvas).

**II. COURSE GOAL:**

The purpose of this course is to explore, evaluate, and discuss emergent research in sport management, and provide doctoral students with an overview of wide range of research topics including high impact scholarship, research process and methodological approaches, development of research agenda, manuscript review process, and presentation/publication of their research.

**III. COURSE OBJECTIVES:**

The course activities, assignments, and sequence are intended to provide opportunities for students to accomplish the following:

| <b>Course Objectives</b>  | <b>Learning Outcomes</b>                              | <b>Assessment Tool</b>                      |
|---|---|---|
| 1. Be able to identify and discuss relevant lines of inquiry in SPM and develop a research idea.                          | Content knowledge,<br>Critical thinking               | Research outline (10 points)                |
| 2. Define and apply theories and concepts relative to sport management/related field and create a research paper outline. | Content knowledge,<br>Discovery<br>Critical thinking, | Research outline                            |
| 3. Be able to locate appropriate research design and identify/develop a measurement tool.                                 | Content knowledge<br>Critical thinking                | Instrumentation (15points)                  |
| 4. Be able to locate appropriate data analysis approach.  | Content knowledge<br>Critical thinking                | Topic/paper presentation (20points)         |
| 5. Write and present on a research topic of interest (and full paper if ready).   | Content knowledge<br>Critical thinking                | Topic/paper presentation                    |
| 6. Prepare a scholarly presentation.  | Content Knowledge,<br>Communication                   | Topic/paper presentation                    |
| 7. Learn APA writing styles   | Communication   | Chapter summary (20 points)/ Research paper |
| 8. Review and learn ethics in research  | Content knowledge<br>Communication                    | Chapter summary/ paper/ presentation        |
| 9. Be able to identify and list potential publication/presentation outlets  | Content knowledge<br>Critical thinking                | List of publication journals (5 points)     |

|   |   |   |
|---|---|---|
|   | Communication   |   |
| 10. Write a reaction paper for colleagues'/speaker's research presentations                         | Content knowledge<br>Critical thinking<br>Communication | Reaction paper (10 points)                  |
| 11. Gain an understanding of publication process  | Content knowledge<br>Critical thinking<br>Communication | Manuscript review (10 points)               |
| 12. Be able to effectively and efficiently conduct critical review of scholarly journal manuscripts | Content knowledge<br>Critical thinking<br>Communication | Manuscript review                           |
| 13. Understand dissertation process (construct committee, etc.)                                     | Content knowledge<br>Critical thinking<br>Communication | Chapter summary/<br>5-year plan (10 points) |
| 14. Develop a line of research and 5 year research plan /grant writing                              | Discovery<br>Critical thinking<br>Communication         | 5-year plan                                 |

#### IV. EVALUATION/GRADING SYSTEM:

The final grade of a student is based upon his/her overall performance and contribution in the following areas.

##### Evaluation (point)

|  |            |
|--|------------|
| 1. List of publication/conference outlets                            | 5          |
| 2. Research outline  | 10         |
| 3. Chapter/article summary/discussion                                | 20         |
| 4. Methodological approaches and questionnaire selection/development | 15         |
| 5. Reaction papers   | 10         |
| 6. Manuscript review   | 10         |
| 7. Topic/paper submission/presentation                               | 20         |
| 8. 5 year plan   | 10         |
| <b>Total</b>   | <b>100</b> |

##### Grading

|            |               |
|------------|---------------|
| A = 100-93 | C(S) = 76-73  |
| A- = 92-90 | C-(U) = 72-70 |
| B+ = 89-87 | D+ = 69-67    |
| B = 86-83  | D = 66-63     |
| B- = 82-80 | D- = 62-60    |
| C+ = 79-77 | E = 59-0      |

**V. CLASS SCHEDULE:**

1. Course Introduction (Jan. 10)
  - a. Course overview
  - b. SPM field overview
  - c. Research trend in SPM
  - d. Changing climate of the SPM academic job market
  - e. Read and Discuss
    - i. Geurin-Eagleman, A. N., & McNary, E. (2014). The changing climates of the sport management academic job market and doctoral students' career expectations. *Sport management Education Journal*, 8, 1-13.
    - ii. Gillentine, A., Baker, B., & Cuneen, J. (2012). Critical essays in sport management: Exploring and achieving a paradigm shift. Phoenix, AZ: Holcomb Hathaway.
    - iii. Mahony, D. F. (2008). No one can whistle a symphony: Working together for sport management's future. *Journal of Sport Management*, 22, 1-10.
2. Dissertation process (Jan. 17)
  - a. What every doctoral student should know?
  - b. Identify research topic area of interest
  - c. What to expect at the comprehensive exam and dissertation defense?
  - d. Go over the research outline assignment
  - e. Read and Discuss
    - i. Surviving your dissertation - Chapter 1 (Research process).
    - ii. Surviving your dissertation – Chapter 2 (Selecting a suitable topic).
    - iii. Surviving your dissertation - Chapter 4 (Literature review and statement of problem).
    - iv. Surviving your dissertation - Chapter 9 (Overcoming barriers)
3. Research topic and publication outlets for sport management research (Jan. 24)
  - a. Bring to class a list of 10 potential journal outlets for your publication; five journals in sport management/five in related fields: business marketing, management, psychology, sociology, law, finance or sociology (or any other category that you think might be relevant to us). Please send me electronic copies of the submission (author) guidelines for each journal.
  - b. Bring to class a list of 6 potential outlets (conferences) for your presentation and rationale of your choice; three in sport management/three in related fields.
  - c. Start collecting articles for research topics of interest.
  - d. Read and discuss:
    - i. Chalip, L. (2006). Toward a distinctive sport management discipline. *Journal of Sport Management*, 20, 1-21.
    - ii. Doherty, A. (2012). "It takes a village:" Interdisciplinary research for sport management. *Journal of Sport Management*, 26, 1-10.
    - iii. Funk, D. C., Mahony, D.F., & Havitz, M.E. (2003). Sport consumer behavior: Assessment and direction. *Sport Marketing Quarterly*, 12, 200-205.
    - iv. Alvessen, M., & Sandberg, J. (2011). Generating research questions through problematization. *Academy of Management Review*, 36, 247-271.
4. Understanding impact in research (Jan. 31)
  - a. Discuss impact factors. Go to the following website (<http://www.harzing.com/pop.htm>) and download/install the software. Sort the journals by impact factor and print off and bring to class the list of the top 10 journals in the field that you selected.

- b. Productivity
- c. Read and Discuss
  - i. Shilbury, D. (2011). A bibliometric study of citations to sport management and marketing journals. *Journal of Sport Management*, 25, 423-444.
  - ii. Duffy, R. D., Martin, H. M., Bryan, N. A., Raque-Bogdan, T. L. (2008). Measuring individual research productivity: A review and development of the integrated research productivity index. *Journal of Counseling Psychology*, 55, 518-527.
  - iii. Parasuraman, A. (2003). Reflections on contributing to a discipline through research and writing. *Journal of the Academy of Marketing Science*, 31, 314-318.
  - iv. Petsko, G. A. (2008). Having an impact (factor). *Genome Biology*, 9, 107.
  - v. Colquitt, J. A., & Zapata-Phelan, C. P., (2007). Trends in theory building and theory testing: A five-decade study of the Academy of Management Journal. *Academy of Management Journal*, 50, 1281-1303,
  - vi. James, J. D. (2018). Not all doctoral programs are created equally. *Journal of Sport Management*, 32, 1-10.

5. Create research outline (Feb. 7)

- a. For class, have found 4 research (data based) articles in your areas of research.
- b. Have created the outline for the **title page, intro and review of literature sections**. Bring to class, as we will go over all of them together.
- c. APA references
- d. Read and Discuss
  - i. APA Chapter 6 (Crediting sources)
  - ii. APA Chapter 7 (reference examples)

| Headings                                     | Article #1 | Article #2 | Article #3 | Article #4 |
|--|------------|------------|------------|------------|
| Title page                                   |            |            |            |            |
| Purposes & Research questions                |            |            |            |            |
| Theoretical background, key concept, & model |            |            |            |            |
| Methodology                                  |            |            |            |            |
| Results                                      |            |            |            |            |
| Discussion                                   |            |            |            |            |

6. Scholarly writing (Feb. 14)

- a. Finish research outline: Have created the outline for the **methodology, results, and discussion sections**. We will go over these in class.
- b. Read and Discuss
  - i. APA Chapter 3 (Writing clearly and concisely)
  - ii. APA Chapter 4 (The mechanics of style)
  - iii. Surviving your dissertation chapters 10 (Writing)

7. Methodological approach (Feb. 21)

- a. Quantitative vs. qualitative approaches
- b. Survey vs. experiment
- c. How about mixed method?

- d. Read and Discuss
  - i. Surviving your dissertation Chapter 3 (Methods of inquiry)
  - ii. Surviving your dissertation Chapter 5 (The method chapter)
  - iii. Alise, M. A., & Teddlie, C. (2010). A continuation of the paradigm wars? Prevalence rates of methodological approaches across the social/behavioral science. *Journal of Mixed Methods Research*, 4, 103-126.
  - iv. Bryman, A. (2011). Mission accomplished?" Research methods in the first five years of leadership. *Leadership*, 7, 73-83.
  - v. Heyvaert, M., Hannes, K., Maes, B., & Onghena, P. (2013). Critical appraisal of mixed methods studies. *Journal of Mixed Methods Research*, 7, 302-327.
  - vi. van der Roest, J., Spaaij, R., & van Bottenburg, M. (2013). Mixed methods in emerging academic subdisciplines: The case of sport management. *Journal of Mixed Methods Research*, online first. DOI: 10.1177/1558689813508225.
8. Experimental study (Feb. 28)
  - a. Benefits
  - b. How to?
  - c. Read and Discuss
    - i. Koschate-Fischer, N., & Schandelmeier, S. (2014). A guideline for designing experimental studies in marketing research and a critical discussion of selected problem areas. *Journal of Business Economics*, 84, 793-826.
    - ii. Ko, Y. J., Kwak, D., Jang, W., Lee, J., Asada, A., Chang, Y., Kim, D., Pradhan, S., & Yilmaz, S. (in review). Using experiments in sport consumer behavior research. *Sport Marketing Quarterly*.
9. Spring Break (March 7)
10. Data collection method (Mar. 14)
  - a. Conventional method
  - b. Online; Qualtrics and MTurk – key considerations
  - c. Read and Discuss
    - i. Surviving your dissertation Chapter 11 (Online data access and collection)
    - ii. Berinsky, A. J., Huber, G. A., & Lenz, G. S. (2012). Evaluating online labor markets for experimental research: Amazon.com's Mechanical Turk. *Political Analysis*, 20, 351-368.
    - iii. Buhrmester, M., Kwang, T., & Gosling, S. D. (2011). Amazon's Mechanical Turk: A new source of inexpensive, yet high-quality, data? *Perspective on Psychological Science*, 6, 3-5.
    - iv. Mason, W., & Suri, S. (2012). Conducting behavioral research on Amazon's Mechanical Turk. *Behavioral Research*, 44, 1-23.
    - v. Rand, D. (2012). The promise of Mechanical Turk: How online labor markets can help theorists run behavioral experiments. *Journal of Theoretical Biology*, 299, 172-179.
11. Measurement (Mar. 21)
  - a. Conceptualization
  - b. Measurement
  - c. Read and Discuss
    - i. MacKenzie, S. B. (2003). The dangers of poor construct conceptualization. *Journal of the Academy of Marketing Science*, 31, 323-326.

- ii. Podsakoff, P. M., MacKenzie, S. B., & Podsakoff, N. P. (2012). Sources of method bias in social science research and recommendations on how to control it. *Annual Review of Psychology, 63*, 539-569.
- iii. Rossiter, J. R. (2003). How to construct a test of scientific knowledge in consumer behavior. *Journal of Consumer Research, 30*, 305-310

12. Statistical analysis and presenting results (Mar. 28)

- a. Statistical approaches
- b. Writing result and discussion sections
- c. Developing tables and figures
- d. Read and discuss
  - i. APA Chapter 5 (Displaying results)
  - ii. Surviving your dissertation Chapter 6 & 7 (Presenting the results)
  - iii. Surviving your dissertation Chapter 8 (Discussion)
  - iv. Surviving your dissertation Chapter 12 (Guidelines for the presentation of numbers in the dissertation)
  - v. Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin, 103*, 411-423.
  - vi. Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal, 6*(1), 1-55.

13. Publication process and ethics in research (Apr. 4)

- a. If you have already written a research article, then you need to make sure that it fits the outline that you created. Rewrite it if necessary. Bring it to class with each paragraph under a heading from your outline. If you haven't written a paper yet, use your paper submitted before to write one. Bring an author guideline (and evaluation criteria if available) of your potential journal outlet to class. We will critique each paper in class.
- b. Ethics in research process
- c. Ethics in publication
- d. Read and Discuss
  - i. APA Chapter 2 (Manuscript structure and content)
  - ii. APA Chapter 8 (The publication process)
  - iii. APA Chapter 1 (Writing for the behavioral and social sciences)
  - iv. Surviving your dissertation Chapter 13 (Informed consent and other ethical concerns)
  - v. Summers, J. O. (2001). Guidelines for conducting research and publishing in marketing: From conceptualization through the review process. *Journal of the Academy of Marketing Science, 29*, 405-415.
  - vi. Babalola, O., Grant-Kels, J. M., Parish, L. C. (2013). Ethical dilemmas in journal publication. *Clinics in Dermatology, 30*, 231-236.

14. Reviewing manuscript (Apr. 11)

- a. Critique research articles
- b. Review manuscripts
- c. Read and Discuss
  - i. MacInnis, D. (2003). Responsibilities of a good reviewer: Lessons learned from kindergarten. *Journal of the Academy of Marketing Science, 31*, 344-345.
  - ii. Ostrom, A. L. (2003). Achieving "Reviewer Readiness" *Journal of the Academy of Marketing Science, 31*, 337-340.

- iii. Pyrczak, F. (1999). *Evaluating Research in Academic Journals: a Practical Guide to Realistic Evaluation*. Los Angeles, CA: Pyrczak Pub.
- iv. Ramos-Alvarez, M. M., Moreno-Fernandez, M. M., Valdes-Conroy, B., & Catena, A. (2008). Criteria of the peer review process for publication of experimental and quasi-experimental research in psychology: A guide for creating research papers. *International Journal of Clinical and Health Psychology*, 8, 751-764.
- v. Taylor, S. (2003). Big R (versus little r) reviewers: The anonymous coauthor. *Journal of the Academy of Marketing Science*, 31, 341-343.

15. Presentation of research topics of interest and 5-year plan (Apr. 18)

- a. Critique presentation
- b. Review manuscripts
- c. Five-year research plan: Bring your 5-year research plan to class (and a copy for everyone in class). You will need to explain and discuss your research plan.
- a. Grant writing

## VI. COURSE POLICIES AND REQUIREMENTS:

### **In-Class Exercises/Participation/Attendance**

Your attendance and participation are expected as a natural expression of your commitment to your academic major and, most importantly, your desire to succeed. In addition, it provides you with the opportunity to contribute to our class discussions. If you are absent for any reason, you are expected to check with other students to find out about lecture assignments or announcements. Be on time to class and conduct yourself in a professional manner during class.

### **Assignment Policies:**

Assignments are due in class on the specified day. Anytime thereafter the assignment is considered late. It is your responsibility to turn in your assignments. Make arrangements with someone to deliver your assignment if you must be absent. Assignments turned in one day late will be deducted 20% of their grade. Assignments turned in two days late will receive zero points.

All assignments and papers must be typed, proofread, and spell checked. All referencing and formatting of papers must be in APA form (6th edition; e.g., double-spaced, 1" margins, 12-point font, and list of references). Failure to do so will result in a lower score on the assignment. If you need extra help in preparing for classes, writing your papers, or any other type of academic development, please go to the Reading and Writing Center (<http://www.at.ufl.edu/rwcenter>). They have excellent resources to help you.

### **Academic Integrity Statement**

University of Florida Honor Code:

*"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty."*

Each student has a responsibility to understand, accept, and comply with the University and College's standards of academic conduct. Examples of academic misconduct:

- **Cheating:** Use or attempted use of unauthorized materials, student aids or information in any academic exercise.
- **Fabrication:** Falsifying or inventing information or data in an academic assignment.
- **Collusion:** Aid or attempt to aid another student in committing academic misconduct.
- **Interference:** Preventing another student's work from being completed or
- **Plagiarism:** Use of ideas, words or statement of another person without giving credit to that person.

\*Violations will not be tolerated and may result in penalties may include (but are not limited to):

- *A zero on the exam/project, a failing class grade, community service, university expulsion*

### **Religious Holiday Policy**

It is my policy to make every reasonable effort to allow students to observe their religious holidays without academic penalty. Absence from classes or examinations for religious reasons does not relieve you from responsibility for any part of the course work assigned while absent. If you expect to miss a class, exam, or other assignment as a consequence of religious observance, you shall be provided with a reasonable alternative opportunity to complete such academic responsibilities without penalty, unless it interferes unreasonably with the rest of the class. **It is your obligation to provide me with reasonable notice of the dates of religious holidays on which you will be absent ahead of time.** Such notice must be given by the end of the fourth week of class (but preferably as soon as possible so we can schedule the make-up assignment dates that will work best for you).

**Disability Statement:**

“Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation” “Disability Resource Center: For optimal consideration, you must see the professor within the first three (3) days of class.”

**Disclaimer:**

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

**VI. APPENDIX A – SAMPLE RESEARCH JOURNALS**

| TRSM  | Related Fields  |
|---|---|
| <ul style="list-style-type: none"> <li>▪ AAHPERD (American Alliance for Health, Physical Education, Recreation &amp; Dance)</li> <li>▪ Annals of Tourism Research</li> <li>▪ Event Management</li> <li>▪ European Sport Management Quarterly</li> <li>▪ International Journal of Sport Communication</li> <li>▪ International Journal of Sport Finance</li> <li>▪ International Journal of Sport Management</li> <li>▪ International Journal of Sports Marketing &amp; Sponsorship</li> <li>▪ International Journal of Sport Management and Marketing</li> <li>▪ International Sport Journal</li> <li>▪ Journal of Hospitality, Leisure, Sports and Tourism Education</li> <li>▪ Journal of Hospitality and Leisure Marketing</li> <li>▪ Journal of Hospitality and Tourism Management</li> <li>▪ Journal of Legal Aspects of Sport</li> <li>▪ Journal of Leisure Research</li> <li>▪ Journal of Park and Recreation Administration</li> <li>▪ Journal of Sport Behavior</li> <li>▪ Journal of Sport Management</li> <li>▪ Journal of Sport and Social Issues</li> <li>▪ Journal of Sport &amp; Tourism</li> <li>▪ Journal of Sports Economics</li> <li>▪ Leisure Sciences</li> <li>▪ Measurement in Physical Education and Exercise Science</li> <li>▪ Quest</li> <li>▪ Research Quarterly for Exercise and Sport</li> <li>▪ Sport Management Review</li> <li>▪ Sport Marketing Quarterly</li> <li>▪ Sociology of Sport Journal</li> <li>▪ Tourism Management</li> <li>▪ Tourism Review International</li> </ul> | <ul style="list-style-type: none"> <li>▪ Academy of Management Executive</li> <li>▪ Academy of Management Review</li> <li>▪ Academy of Management Journal</li> <li>▪ Advances in Services Marketing and Management</li> <li>▪ Advances in Consumer Research</li> <li>▪ Advances in Services Marketing and Management</li> <li>▪ European Journal of Marketing</li> <li>▪ Human Relations</li> <li>▪ International Journal of Market Research</li> <li>▪ Journal of Academy of Marketing Science</li> <li>▪ Journal of Advertising</li> <li>▪ Journal of Business Communications</li> <li>▪ Journal of Business Research</li> <li>▪ Journal of Consumer Psychology</li> <li>▪ Journal of Consumer Research</li> <li>▪ Journal of International Marketing</li> <li>▪ Journal of Management Research</li> <li>▪ Journal of Marketing</li> <li>▪ Journal of Organizational Behavior</li> <li>▪ Journal of Service Research</li> <li>▪ Journal of Services Marketing</li> <li>▪ Journal of Management Information Systems</li> <li>▪ MIS Quarterly</li> <li>▪ Organizational Behavior and Human Decision Processes</li> <li>▪ Organization Studies</li> <li>▪ Psychology and Marketing</li> <li>▪ Sex Roles</li> </ul> |