

**Call for Papers:
ESMQ 2014 Special Issue**

Value Co-Creation in Sport Management

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Traditionally, the role of management of profit and non-profit organisations in the field of sport has been focussed on the effective use of the firm's resources in order to create products and services which provide high value to customers. For example, concepts like the service-profit chain that are widely used in Marketing and Sport Management suggest, that highly efficient internal service operations allow firms to provide high service quality to their customers. This is why these concepts are based on the assumption that sport managers are able to solely and independently control service production and delivery processes, and therefore, the outcome for their customers.

However, academia and practice are increasingly recognising the significance of customers and other firms (service networks) for the creation of high quality products and services. In recent years, a lot of attention has been given to the concept of value co-creation which implies that value is not produced and sold by a firm but created in a collaborative process between parties (Vargo & Lusch 2004). Therefore, the firm and each other party involved in value co-creation processes can only offer a value proposition and value is collaboratively created by various actors. For example, a sport event cannot solely be produced by an event organizer. A memorable event experience can only be created through the contributions of various parties: teams and/or athletes perform the sport, the event organizer contributes the facility, police and security service personnel ensure safety during the event and even the fans and spectators themselves are involved in the creation of value by contributing to the specific atmosphere in the stadium.

This "new" perspective for the consideration of value creation has important implications for sport management. Managers must be aware of the fact that value creation is no longer confined to the firm, but takes place in a collaborative process among the firm, the customer and other parties. As a consequence, management has only a limited influence on some factors that contribute to the creation of value for their customers. Under this conceptualization the role of management changes to the provider of a platform which allows people to interact and co-create value with sport organisations. This perspective is in contrast to sport economic literature and partly to traditional sport management literature, where sport events are interpreted as sport products.

It is paramount that scholars and practitioners recognize the potential of this changed perspective for organizations in the field of sport management. Therefore, it is necessary to shed more light on the concept of value co-creation in the context of sport management and to broaden our understanding of the processes which lead to joint value creation by different parties. In addition, more insightful practical implications and directions need to be developed and strategies should be implemented that comply with value co-creation.

The aim of this ESMQ Special Issue is to spark the debate over value co-creation in the context of sport management, to develop better theories, and to provide guidelines for sport managers for the design of value creation as a collaborative relational and dynamic process between multiple actors.

Welcome are submissions which address topics that cover any of the following subjects, but are not (necessarily) limited to:

- Conceptualization of Value Co-Creation in Sport Management
- Relationships and Relationship Marketing
- Resource Integration in Sport Management
- Cultures of Consumption and Brand Communities in Sport Management
- Co-Branding in Sport Management
- Fan Behaviour
- Cooperation and Competition in Sport Management
- Alliances and Networks in Sport Management
- Service Dominant Logic and Sport Management

Journal and Submission Guidelines

The European Sport Management Quarterly (ESMQ) is the official journal of the European Association for Sport Management. It publishes articles that contribute to our understanding of how sport organizations are structured, managed and operated. Founded by the European Association for Sport Management, the Journal sets out to enhance our understanding of the role of sport management and sport bodies in social life and the way social, political and economic forces and practices affect these organizations. The European Sport Management Quarterly has been accepted into Thomson's Social Sciences Citation Index (SSCI) and received an Impact Factor of 0.875 (for 2011) in 2012. It has been constantly ranked among the leading journals in the field of sport management, e.g. Australian Business Deans Council journal rating "B", Shilbury & Rentschler (2007) "B", Woratschek, Schafmeister, & Schymetzki (2009) "B".

Manuscripts must conform to ESMQ guidelines

(<http://www.tandfonline.com/action/authorSubmission?journalCode=resm20&page=instructions>).

Articles must be submitted in English and follow the guidelines of the Publication Manual of the American Psychological Association (6th edition). The abstract should not exceed 150 words and the paper should not exceed either 8.000 words or 30 pages in length (including references).

Special Issue Timelines

- April 15th 2013 - the strict deadline for submissions of manuscripts to the ESMQ ScholarOne Manuscripts site: <http://mc.manuscriptcentral.com/resm>. Please indicate that the manuscript is a candidate for the special issue "Value Co-Creation in Sport Management".
- June 15th 2013 – return reviewers' comments to authors
- August 15th 2013 – deadline for authors' response to reviewers and to submit revised manuscript, and if necessary followed by a second round of review and final editing
- November 1st 2013 - editors' submission of accepted manuscripts to the publisher
- February 2014 – publication of special issue as European Sport Management Quarterly (14,1)

Contact

If you have questions on the ESMQ Special Issue please contact the guest editors and send an email to esmq@uni-bayreuth.de. We also encourage you to keep informed about the topic and join the debate in our facebook community <https://www.facebook.com/esmqsd> and follow us on twitter https://twitter.com/ESMQ_SDL.