

PD Dr. Pamela Wicker

German Sport University Cologne

Department of Sport Economics and Sport Management

Email: p.wicker@dshs-koeln.de

Phone: +49-221-4982-6107

„Academic Writing and Publishing in Sport Journals“

22-24 October 2018

University of Zurich, Chair: Prof. Dietl

Course description

This course consists of two main parts – academic writing and publishing. The first part provides general guidelines for improving the writing technique and practical applications. Specifically, the course gives advice for writing single sentences (e.g., active voice, positive wording, and short sentences) and provides techniques to link sentences and create flow. Moreover, it discusses the challenges of writing specific chapters of a research paper/article/thesis, with a focus on structure, content, and specific vocabulary that can be helpful for each chapter.

The second part deals with publishing in sport journals, particularly in the field of sport management and sports economics. It starts with an overview of differences between the sport industry and other industries. Afterwards, it offers a comparison of underlying logics between sport journals and journals in general management or (business) economics. The course also gives examples for common mistakes that scholars make when submitting their work to sport journals.

The course design allows that both native and non-native speakers benefit from attendance and participation. Its content relies on a combination of academic literature (e.g., Glasman-Deal, 2010; Stern, 2011) and own experiences of PD Dr. Wicker stemming from several years of writing/publishing academic papers, handling submissions as editor, reviewing journal articles, and supervising students. Each session combines lecturer input with interactive elements.

Type of examination: Short essay

Each student will write a short research paper on a sport topic to demonstrate successful application of the skills and knowledge provided in the course: 10-15 pages (12-point font, double-spaced text), including references and tables (single-spaced). The choice of topic is at the discretion of each student, including the type of sport data. For students without access to sport data, a dataset will be provided for the empirical analysis.

Target group

The target group for this course includes PhD students and advanced Master's students. Students should be interested in sport and sports data as well as in sport-related research and publishing. Initial experiences in academic research, working with sport data, and academic writing and publishing are welcome, but not mandatory.

Expectations

Students are expected to regularly attend classes and to actively participate and contribute to the interactive elements in class. Mobile phones and social media should not be used during the course and e-mails and any other messages should not be checked.

Itinerary

Session no.	Date	Description
Mon, 22 Oct 2018: Academic writing I (Basic and advanced advice)		
1	9:00-9:45	Introduction
2	10:00-10:45 11:00-11:45	Writing and linking sentences
3	14:00-14:45 15:00-15:45 16:00-16:45	Writing chapters Writing task
Tue, 23 Oct 2018: Academic writing II (Preparing the publication)		
4	9:00-9:45 10:00-10:45	The uniqueness of the sport sector
5	11:00-11:45 14:00-14:45	Collecting, accessing, and analyzing data
6	15:00-15:45 16:00-16:45	Contribution, theory, and literature
Wed, 24 Oct 2018: Academic publishing (Getting published)		
7	9:00-9:45 10:00-10:45	The author's perspective
8	11:00-11:45 14:00-14:45	The editor's perspective
9	15:00-15:45 16:00-16:45	The reviewer's perspective
	21 Dec 2018	Submission of short essay (one pdf via email)

Literature

(Pdf copies of papers are provided)

Sessions 1-3:

Glasman-Deal, H. (2010). *Science research writing for non-native speakers of English*. London: Imperial College Press.

Skern, T. (2011). *Writing Scientific English*. Wien: Facultas wuv.

Session 3:

Frick, B., & Wicker, P. (2016). The trickle-down effect: how elite sporting success affects amateur participation in German football. *Applied Economics Letters*, 23(4), 259-263.

Session 4:

Cunningham, G., Fairley, S., Ferkins, L., Kerwin, S., Lock, D., Shaw, S., & Wicker, P. (2018). eSport: Construct specifications and implications for sport management. *Sport Management Review*, 21(1), 1-6.

Funk, D. C., Pizzo, A. D., & Baker, B. J. (2018). eSport management: Embracing eSport education and research opportunities. *Sport Management Review*, 21(1), 7-13.

Hallmann, K., & Giel, T. (2018). eSports – Competitive sports or recreational activity? *Sport Management Review*, 21(1), 14-20.

Horch, H. (1994). On the socio-economics of voluntary organisations. *Voluntas*, 5(2), 219-230.

Van Tuyckom, C., Bracke, P., & Scheerder, J. (2011). Sports – idrott – esporte – deporte – sportovní: The problem of equivalence of meaning in comparative sports research. *European Journal for Sport and Society*, 8(1+2), 85-97.

Session 5:

Berri, D. J., & Bradbury, J. C. (2010). Working in the land of the metricians. *Journal of Sports Economics*, 11(1), 29-47.

Humphreys, B. R., & Ruseski, J. E. (2010). Problems with data on the sport industry. *Journal of Sports Economics*, 11(1), 60-76.

Kahn, L. M. (2000). The sports business as a labor market laboratory. *Journal of Economic Perspectives*, 14(3), 75-94.

FIFA World Cup data:

Watanabe, N. M., Wicker, P., & Yan, G. (2017). Weather conditions, travel distance, rest, and running performance: The 2014 FIFA World Cup and implications for the future. *Journal of Sport Management*, 31(1), 27-43.

UEFA European Championship, transfermarkt, and social media data:

Kiefer, S. (2014). The Impact of the Euro 2012 on Popularity and Market Value of Football Players. *International Journal of Sport Finance*, 9, 95-110.

Football Bundesliga data:

- Franck, E., & Nüesch, S. (2008). Mechanisms of Superstar Formation in German Soccer: Empirical Evidence. *European Sport Management Quarterly*, 8, 145-164.
- Haas, H., & Nüesch, S. (2012). Are multinational teams more successful? *International Journal of Human Resource Management*, 23, 3105-3113.
- Soebbing, B. P., Wicker, P., & Weimar, D. (2015). The impact of leadership changes on expectations of organizational performance. *Journal of Sport Management*, 29(5), 485-497.
- Weimar, D., & Wicker, P. (2017). Moneyball revisited: Effort and team performance in professional soccer. *Journal of Sports Economics*, 18(2), 140-161.

MLS data:

- Shapiro, S. L., De Schriver, T., & Rascher, D. (2017). The Beckham effect: examining the longitudinal impact of a star performer on league marketing, novelty, and scarcity. *European Sport Management Quarterly* (in press).
- Sung, H., & Mills, B. (2018). Estimation of game-level attendance in major league soccer: Outcome uncertainty and absolute quality considerations. *Sport Management Review* (in press).

NCAA data:

- Inoue, Y., Plehn-Dujowich, J. M., Kent, A., & Swanson, S. (2012). Roles of performance and human capital in college football coaches' compensation. *Journal of Sport Management*, 26, 73-83.

Olympic Games data:

- Forrest, D., McHale, I. G., Sanz, I., & Tena, J. D. (2017). An analysis of country medal shares in individual sports at the Olympics. *European Sport Management Quarterly*, 17(2), 117-131.

GSOEP and Statistical Office data:

- Dallmeyer, S., Wicker, P., & Breuer, C. (2017). Public expenditure and sport participation: An examination of direct, spillover, and substitution effects. *International Journal of Sport Finance*, 12(3), 244-264.

Eurobarometer and Eurostat data:

- Wicker, P., & Downward, P. (2017). Exploring spillovers between government quality and individual health production through sport and physical activity. *European Sport Management Quarterly*, 17(2), 244-264.

Election and voting data:

- Coates, D., & Wicker, P. (2015). Why were voters against the 2022 Munich Winter Olympics in a referendum? *International Journal of Sport Finance*, 10(3), 267-283.

Primary (survey) data:

- Wicker, P., Orlowski, J., & Breuer, C. (2016). Human capital, formal qualifications and income of elite sport coaches. *International Journal of Sport Finance*, 11(3), 204-220.
- Wicker, P., Hallmann, K., & Breuer, C. (2013). Analyzing the impact of sport infrastructure on sport participation using geo-coded data: Evidence from multi-level models. *Sport Management Review*, 16(1), 54-67.
- Wicker, P., Prinz, J., & Weimar, D. (2013). Big spenders in a booming sport: Consumption capital as a key driver of triathletes' sport-related expenditure. *Managing Leisure*, 18(4), 286-299.

Session 6:

- Cunningham, G. B. (2013). Theory and theory development in sport management. *Sport Management Review*, 16, 1-4.
- Doherty, A. (2013). Investing in sport management: The value of good theory. *Sport Management Review*, 16, 5-11.

Some useful management or economic theory papers...**Uncertainty of outcome (hypothesis):**

- Rottenberg, S. (1956). The baseball players' labor market. *Journal of Political Economy*, 64, 242-258.

Human capital theory:

- Becker, G. S. (1962). Investment in human capital: A theoretical analysis. *Journal of Political Economy*, 70, 9-49.

Superstars:

- Adler, M. (1985). Stardom and talent. *American Economic Review*, 75, 208-212.
- Rosen, S. (1981). The economics of superstars. *American Economic Review*, 71, 845-858.

Economic household theory:

- Becker, G. S. (1965). A theory of the allocation of time. *The Economic Journal*, 75(3), 493-517.

Consumption capital:

- Stigler, G. J., & Becker, G. S. (1977) De gustibus non est disputandum, *The American Economic Review*, 67(2), 76-90.

Leadership succession:

- Soebbing, B. P., & Washington, M. (2011). Leadership succession and organizational performance: Football coaches and organizational issues. *Journal of Sport Management*, 25, 550-561.

Group diversity and group performance:

van Knippenberg, D. A., De Dreu, C. K. W., & Homan, A. C. (2004). Work group diversity and group performance: An integrative model and research agenda. *Journal of Applied Psychology*, 89, 1008-1022.

Williams, K., & O'Reilly, C. (1998). Demography and diversity in organizations: A review of 40 years of research. In B. Staw & R. Sutton (Eds.), *Research in organizational behavior* (pp. 77-140). Greenwich, CT: JAI Press.

Session 7:

Trail, G. T., & James, J. D. (2016). Seven deadly sins of manuscript writing: Reflections of two experienced reviewers. *Journal of Global Sport Management*, 1(3-4), 142-156.

Sessions 8-9:

Chrisman, J. J., Sharma, P., & Chua, J. (2017). The mind-set of editors and reviewers. *Family Business Review*, 30(3), 211-218.