

International Journal of Sport Management
International Journal of Sport Policy
International Review for the Sociology of Sport
Journal for the Study of Sports and Athletics in Education
Journal of Contemporary Athletics
Journal of Intercollegiate Sport
Journal of Issues in Intercollegiate Athletics
Journal of Legal Aspects of Sport
Journal for Physical Activity and Sport Facility Planning and Design
Journal of Physical Education, Recreation, and Dance
Journal of Quantitative Analysis in Sport
Journal of Sport
Journal of Sport Administration and Supervision
Journal of Sponsorship
Journal of Sport and Social Issues
Journal of Sport and Tourism
Journal of Sport Economics
Journal of Sports Media
Journal of Sport Management
Journal of Sports Management and Governance
Journal of Venue and Event Management
Physical Educator
Quest
SMART Online Journal
Sport in Society
Sport Marketing Quarterly
Sport Management Review
Sport Management Education Journal
Sport Management International Journal “Choregia”
Sociology of Sport Journal
Sport Place: International Journal of Sport Geography
The Sport Journal
Women in Sport and Physical Activity Journal

Sport Law

Entertainment and Sports Law Journal
Marquette Sports Law Journal or Marquette Sports Law Review
Villanova Sports and Entertainment Law Journal
Legal Issues in College Athletics
Entertainment and Sports Lawyer
Journal of Sports Law & Contemporary Problems – DePaul University
Entertainment Law Review at the University of Florida
Sports and Entertainment Litigation Reporter
The Sports Law Forum at Fordham University School of Law
University of Miami Entertainment and Sports Law Review
Sports, Park and Recreation Law Reporter
Seton Hall Journal of Sport Law
Willamette Sports Law Journal
Australian and New Zealand Sports Law Journal
International Sports Law Journal
Michigan State University College of Law Entertainment

and Sports Law Journal

Sport History/Philosophy

Sport History Review

International Journal of the History of Sport

Sport in History

Journal of Sport History

Journal of the Philosophy of Sport

Sporting Traditions: Australian Society for Sports History

Sport Psychology

International Journal of Sport Psychology

International Journal of Sport and Exercise Psychology

Journal of Applied Sport Psychology

The Sport Psychologist

Journal of Sport and Exercise Psychology

Psychology of Sport and Exercise

International Gambling Studies

Journal of Sport Behavior

Nonscholarly Journals

Athletic Business

Athletic Management

Interscholastic Athletic Administration

NCAA News

Sport Business

Sports Business News

Sports Travel

Sports Form

Team Marketing Report

Research and Scholarship

There has been much research and scholarship conducted over the past 25 years. A fairly large body of knowledge has been gathered. But does the body of knowledge have substance? Is it regarded by the members of higher education to be worthy of the label quality and in depth research and scholarship.

Sport management researchers and scholars must continue the development of the body of knowledge as a scholarly area that is recognized as truly quality and in depth. The journal editors and reviewers are the gatekeepers, and they have an awesome task indeed. They hold the future of research and scholarship in sport management in their hands. The research and scholarship of the future must be first and foremost quality (not quantity) and in depth.

If sport management is an applied business area, then the research and scholarship must be business related to the field of sport. There must be more work completed on areas related to economics, finance, leadership, marketing, management, organization, and much more. These studies must be in depth and continuous. There remains a vast research agenda yet untapped.

Youth Sports

Youth sports have been organized by a large number of nonprofit entities including the Boys & Girls Club, YMCA, YWCA, AAU, Little League Baseball, American

Softball Association, and many more. These organizations employ a fairly large number of people to manage these sports. The sports range from recreational and instructional leagues to travel teams and elite amateur competitors.

Youth sports are growing rapidly and are not projected to plateau or decline within the next 15 years. Children are beginning at younger ages. The number of paid professionals and volunteers will increase to meet the demand of the increased youth participants.

Interscholastic Athletics

Since the beginning of high school athletics, athletic directors have been certified teachers for the school district who were provided a stipend to administer the athletic program. All had teaching responsibilities and a large number were also head or assistant coaches. As time moved forward, the responsibilities of an athletic director became so awesome that very few continued as coaches. In the past decade, many of the athletic directors have been removed from the teacher bargaining unit and appointed as high school administrators with no teaching responsibilities. Some became assistant principals with a variety of responsibilities including administering the athletic program, while many others became full-time athletic administrators.

In the future, the latter trend will continue. The present-day tenure of a high school athletic administrator is less than four years. It is harder to find qualified people to apply for these positions. It is less time consuming to teach and coach for one season and have the summer off for other employment opportunities or rest and relaxation. The requirement to be a certified teacher and/or administrator is beginning to lose its standing in the public schools. It has not been a requirement for at least a decade in private schools.

Sport administration/management programs nationwide will be working closely with the National Interscholastic Athletic Administrators Association to develop future public high school athletic administrators. These administrators will have bachelor's or master's degrees or both in sport management. They will not be teacher certified.

Intercollegiate Sports

There are over 4,000 intercollegiate sports programs ranging from community/junior colleges to universities. These programs range from extremely large (The Ohio State University with a budget of over \$100 million) to very small (St. Mary of the Woods College with a budget of less than \$150,000).

There will be continued growth in private institutions that are expanding their programming to increase enrollments. There will be small and medium sized programs upgrading to the next level of competition. All of these changes will require an increase in staff to manage the increased efforts.

Finally, there will be a major split between the large Division I football institutions and the NCAA. These schools will form their own association. This will open the door to a new era in intercollegiate sport management.

Professional Sports

Fifty years ago, there were only four major professional sport leagues: Major League Baseball, National Basketball Association, National Football League, and National Hockey League. This number has grown to include Arena Football, Major League Soccer, Major League Lacrosse, National Lacrosse League, and Women's National Basketball League. These are team sports.

There are number of individual sports including golf (men's and women's), cross country skiing, downhill skiing, marathon running, tennis, and triathlon. Further, motor sports involve teams and individuals.

By 2021, there will be additional professional sports. The number of positions in professional sports will steadily increase caused by the expansion of each of the present professional leagues with the possible exception of the NBA and WNBA. There will also be expansion of independent baseball and ice hockey teams across the country.

The Future Is the Responsibility of the Reader

Much of the responsibility for the future of sport management rests with individuals who are reading this chapter and taking this course of study. You are encouraged (a) to learn about the field through the many publications and conferences available to you, (b) to have a positive impact on the continuing development and expansion of the field, (c) to involve your intellect and energy toward building a stronger more recognized field of study, and (d) to become an advocate for the field of sport management and the value added to the field of sport for all who enjoy participating.

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