



Master's degree thesis

IDR950 Sport Management

**A Review of the Journal of Global Sport Management:
Themes and Concepts of the Content Published in First
Five Years**

Khandakar Tahurul Islam

Number of pages including this page: 48

Molde, 18 - 05 - 2022



Mandatory statement

Each student is responsible for complying with rules and regulations that relate to examinations and to academic work in general. The purpose of the mandatory statement is to make students aware of their responsibility and the consequences of cheating. Failure to complete the statement does not excuse students from their responsibility.

<p>Please complete the mandatory statement by placing a mark <u>in each box</u> for statements 1-6 below.</p>		
1.	<p>I/we hereby declare that my/our paper/assignment is my/our own work, and that I/we have not used other sources or received other help than mentioned in the paper/assignment.</p>	<input checked="" type="checkbox"/>
2.	<p>I/we hereby declare that this paper</p> <ol style="list-style-type: none"> 1. Has not been used in any other exam at another department/university/university college 2. Is not referring to the work of others without acknowledgement 3. Is not referring to my/our previous work without acknowledgement 4. Has acknowledged all sources of literature in the text and in the list of references 5. Is not a copy, duplicate or transcript of other work 	<p>Mark each box:</p> <ol style="list-style-type: none"> 1. <input checked="" type="checkbox"/> 2. <input checked="" type="checkbox"/> 3. <input checked="" type="checkbox"/> 4. <input checked="" type="checkbox"/> 5. <input checked="" type="checkbox"/>
3.	<p>I am/we are aware that any breach of the above will be considered as cheating, and may result in annulment of the examination and exclusion from all universities and university colleges in Norway for up to one year, according to the Act relating to Norwegian Universities and University Colleges, section 4-7 and 4-8 and Examination regulations section 14 and 15.</p>	<input checked="" type="checkbox"/>
4.	<p>I am/we are aware that all papers/assignments may be checked for plagiarism by a software assisted plagiarism check</p>	<input checked="" type="checkbox"/>
5.	<p>I am/we are aware that Molde University College will handle all cases of suspected cheating according to prevailing guidelines.</p>	<input checked="" type="checkbox"/>
6.	<p>I/we are aware of the University College's rules and regulation for using sources</p>	<input checked="" type="checkbox"/>

Personal protection

Personal Data Act

Research projects that processes personal data according to Personal Data Act, should be notified to Data Protection Services (NSD) for consideration.

Have the research project been considered by NSD?

yes no

- If yes:

Reference number:

- If no:

I/we hereby declare that the thesis does not contain personal data according to Personal Data Act.:

Act on Medical and Health Research

If the research project is effected by the regulations decided in Act on Medical and Health Research (the Health Research Act), it must be approved in advance by the Regional Committee for Medical and Health Research Ethic (REK) in your region.

Has the research project been considered by REK?

yes no

- If yes:

Reference number:

Publication agreement

ECTS credits: 30

Supervisor: Christos Anagnostopoulos

Agreement on electronic publication of master thesis

Author(s) have copyright to the thesis, including the exclusive right to publish the document (The Copyright Act §2).

All theses fulfilling the requirements will be registered and published in Brage HiM, with the approval of the author(s).

Theses with a confidentiality agreement will not be published.

I/we hereby give Molde University College the right to, free of charge, make the thesis available for electronic publication:

yes no

Is there an agreement of confidentiality?

yes no

(A supplementary confidentiality agreement must be filled in)

- If yes:

Can the thesis be online published when the period of confidentiality is expired?

yes no

Date: 16-05-2022

Preface

“A Review of the Journal of Global Sport Management : Themes and Concepts of the Content Published in First Five Years” is a thesis written by me to fulfill the MSc Sport Management requirement for IDR 950 Master’s Degree Thesis that contains 30 ECTS credits. I started working on this thesis from December, 2021 and worked on it until May, 2022.

I would like to thank my thesis supervisor Christos Anagnostopoulos for his excellent guidance and support during the whole process. He has always been extremely co-operative and available to answer any of my queries I had which had helped me manage my work more smoothly. Moreover, his suggestion to use “Leximancer”, a content analysis tool, for my thesis was a game-changer for me. I would also like to thank Solveig Straume, program coordinator for MSc Sport Management, for her continued to instructions and guidance along the way.

I would like to mention the amazing time I had in Molde during my whole master’s degree. I got to meet some amazing human beings that I call friends along the way. I would like to thank my friends and parents for being there for me and helping me mentally along the whole process.

Lastly, I would like to convey my gratitude to HiMolde library for granting me access to the “Journal of Global Sport Management” which was the most integral part of the whole process as my thesis is centered on the journal.

Summary

Over the years JGSM has contributed to many essential discussions concerning many vital issues and topics within the sport management arena. More than half of the articles have been published by authors who are based in the USA. The rest of the articles have been published by authors based in 21 different countries. Therefore it is safe to say that JGSM is dominated by the authors based in the USA. At the inception of JGSM, empirical studies were very popular among the authors in JGSM. But that started to change in the third year. For the last three years of analyzed five years, non-empirical studies have been the most popular. Even though, overall calculation shows that empirical studies are higher in number. But the number of publications in recent years shows the growing interest in non-empirical studies. Findings show the areas that have been most focused on by the authors. The findings can be used as a good reference for future authors. It is possible to work on any of the themes or concepts that have already been done in the journal. It would also be possible to work on something that has never been done before in JGSM. In both cases, the findings can guide the future author.

Contents

1.0	Introduction.....	1
1.1	Introduction to the Problem and Research Questions	1
1.2	Background	2
2.0	Literature Review.....	3
3.0	Methodology	6
3.1	Data Collection.....	6
3.2	Leximancer	7
4.0	Findings.....	8
4.1	Author's Demographics	8
4.2	Paper Type.....	10
4.3	Empirical Paper Analysis	13
4.3.1	Topic Guide for Empirical Studies	15
4.3.2	Concepts found in Empirical Studies.....	18
4.4	Non-Empirical Paper Analysis	21
4.4.1	Topic Guide for Non-Empirical Studies	22
4.4.2	Concepts found in Non-Empirical Studies.....	25
4.5	Overall Analysis	28
4.5.1	Topic Guide for the Overall Journal	30
4.5.2	Concepts found in the Overall Journal.....	35
5.0	Concluding Statement.....	38
6.0	References	40

1.0 Introduction

The growth of the sector of sports management is on the rise due to three factors as mentioned by. The three factors are the advancement of sports degree programs; resurgence of peer-reviewed journals; formation of a scholarly and professional association. (Costa 2005) This growth of this sector has resulted in the revolution of academic journal articles on sport management or related subject-matter. Journal of global sports management is one of those journals where scholars have published their well-researched, academic articles since its inception. But there is no roadmark or clue for the current and future researcher on the structure of the current content this journal possesses. Therefore, the authoring body of the Journal of Global Sport Management and the future authors have no idea of what are the topics that have been most touched upon and the topics that have been unexplored. By giving them an insightful idea of the concepts and themes that have been covered, I would as well be willing to suggest the topics that are yet to be explored.

1.1 Introduction to the Problem and Research Questions

Journal of Global Sport Management started its journey in 2016. This journal has published 90 articles in its first five years of timespan (2016 - 2020), 2 of them were editorials. But no such study has been conducted that analyzed the content of the articles published in its first five years. Therefore, there is a need in existence that requires analyzing the content of the journal and checking whether the journal has acquired the aims and objectives set out in the beginning. The goal of my project will be to analyze through all the articles published from 2016 to 2020 in Journal of Global Sport Management and take a closer and insightful look at the themes and concepts of the content published. My project will cover the following research questions:

- a) Who has published in the Journal of Global Sport Management?
- b) What type of papers were published?
- c) What are the themes and concepts of the papers published?

1.2 Background

This paper has been written on the basis of the growing interest of sports management researchers, academics, and practitioners. In the effort to justify their activities, this paper tries to look into the key topics, and subject-matters covered in the Journal of Global Sport Management. This paper is intended to build an image of the areas covered in the journal and to cross-check the author's geography alongside to find out any probable relation there might be between the geography of the authors and the themes covered in the articles.

The purpose is to find out the answers to the aforementioned research questions and looking out for any probable relationship between them. By answering all three research questions, it would be possible to get an image of the most notable and popular area covered in the Journal of Global Sport Management. Question a attempts to answer the geographical stance of the authors. Question b looks at the types of papers published in the Journal of Global Sport Management to get an idea of the most popular form of papers among the authors from different backgrounds. Lastly, question c will look at the most important aspect of this paper which is to find out the themes and concepts that has been discussed in the Journal of Global Sport Management.

Upon finding out the answers to all the research questions will give out the relation between the concentration on themes and concepts with the geographies of the authors and the types of the methods employed for the papers. Once we have all the answers and probable relationships, it can be used to make future recommendations for the future authors wanting to publish their papers in the Journal of Global Sport Management. This will help the authors on focusing on the concepts that haven't been explored that much and help the Journal of Global Sport Management's portfolio to be more diversified in terms of concepts and themes covered.

2.0 Literature Review

Similar sorts of studies have been done in the past for other journals. For starters, a review of the first ten years of the International Journal of Project Management was conducted back in 1995. Management of projects within various sectors had a growing interest among the researchers. Therefore, the number of research in this arena was rising constantly. International Journal of Project Management one of the journals back in that time that had accomodated such researchers to publish their works since 1982. The review of first 10 years of International Journal of Project Management looked inside the profiles of authors where they found out the backgrounds of the authors including their departments and the part of the world they were from. Most of the papers published in this journal had interesting insights and explained new techniques but a very few papers contributed to the formal aspects of development. So the review paper concluded by speculating on the future development of project management as a discipline and making some recommendations for future development. (Betts and Lansley 1995)

In 1997, a similar study in The Journal of Business and Entrepreneurship was published. The study was conducted on the content published in this journal for the first eight years. The aim of this study was to provide the insight of the most prolific writers and institutional affiliations of this journal for the first eight years. The review of The Journal of Business and Entrepreneurship was published with the alignment of the mission stated in The Journal of Business and Entrepreneurship which is to provide the participants with better awareness of the problems, discoveries, methodologies and positions. Alongside this, this study found out about the courtship patterns, most cited references, major topics addressed, and most used methods and designs used in the first eight years of this journal. This review looked into the JBE (The Journal of Business and Entrepreneurship) as deep as the numbers of articles, page numbers, articles per issue, pages per articles. The review also took a deeper dive into the universities with which the authors were associated. (Hyman and Steiner 1997)

The same study was conducted for a sports journal in 2017. The content analysis of the first 100 articles of the Sport, Business and Management: An International Journal was conducted to map out what this outlet has published, and to what extent the journal has achieved the objectives set out in the first issue. This content analysis was the first of its kind for the Sport, Business and Management: An international Journal (SBM). The study

brought out the general focus in the SBM among the first 100 articles published here. The study also looked into the most dominant sport discussed, the methods employed, the most popular methods of collecting data, and the geographical base of the authors. The method employed in this review is the content analysis. Content analysis is to go through the text data in a systematic manner and squeeze the themes and patterns out of it which gives a deep understanding and insight of what is inside the entire content. (Oddy and Bason 2017)

In 2015, mapping out the first ten years of the Sports Management International Journal Choregia was conducted using Leximancer (a text-mining tool). The aim was to map out the articles published in this journal in the first ten years and extract the concepts and themes from the contents published. This study also discussed the scholars and their origin, affiliated institutions, and the sort of research concept covered in those papers. This review is the primal inspiration behind this thesis project. The methods, strategies and tools used in this thesis project is derived from the Mapping the First 10 Years with Leximancer: Themes and Concepts in the Sports Management International Journal Choregia. This review used the tool Leximancer which will be used in this very thesis project as well to map out the content and get the themes and concepts out of the content. This review looked into the geographical bases of the authors, types of methods employed in the articles (Anagnostopoulos and Bason 2015)

A review of all the articles published in the first 23 years in the Journal of Cleaner Production took place by (Zou, et al. 2017). The review was conducted from the inception of the journal in 1993 to 2015 and a total of 4919 articles were reviewed in the process. The focus of this review was to take a closer look at trends, themes, collaboration networks, low/no-fossil carbon transformations, and the future. The bibliometric method was employed to conduct this review. Apart from it, the authors used the h-index, the social network, and content analysis to investigate the array of topics in the articles published in the Journal of Cleaner Production. The review looked at the number of countries' scholars published in the journal. The authors were ranked through the number of articles they published and the h-index rating. Scholars were cross-examined with how many of their works played vital roles in the international collaboration networks. The authors also looked into the article and analyzed the cooccurrences and distributions of keywords in all the articles published in the Journal of Cleaner Production. (Zou, et al. 2017).

In 2002, a review of the first 20 years of The Strategic Management Journal (SMJ) was conducted. The Strategic Management Journal was ranked as one of the top five most influential journals in management at the time of the publication of its first 20 years of review. (Franke, Edlund and Oster 1990) The method followed by the author was to systematically work through the papers issued in SMJ. The data collected by the author from the issues was the year, article type, volume, page numbers, number of authors, and submission and revision dates. The review presented a descriptive analysis of the whole journal for the first 20 years. A publication lag was reported in the review by the authors. The author then went on to explain the geographical diversity in the journal among the authors who published there. This review also consists of the information of how much empirical content over 20 years have been published in SMJ. The review finished with its concluding statement including the overview of contents published in 20 years and pointed out some of the trends that was noticeable in SMJ. (Phelan, Ferreira and Salvador 2002)

In 2018, an integrative review was published that reviewed the articles published in various journal on corporate social responsibilities with the professional team sports organizations. The purpose stated for this integrated review was to critically review and describe the existing literatures on corporate social responsibility with professional sports organizations. The key variables used in this review were publication year, journal type, geographical dispersion, social issues discussed, sports contexts, research methods, and approaches. This review also took a critical look into how CSR was defined, theoretically supported, and conceptualized. This review theoretically and quantitatively described the key variants determined for this review paper. In the end, this review discussed the limitations authors faced during the research and ended up with various feedback and suggestion for future research before the conclusion. (Walzel, Robertson and Anagnostopoulos 2018)

3.0 Methodology

The methodology employed in this study is bibliometric method. Key data were collected from all the journals (except editorials) published in the Journal of Global Sport Management from 2015 to 2020. A conceptual mapping analysis will be conducted using Leximancer, a text mining and analysis software. The software uses word frequency and co-occurrence data to identify families of terms that tend to be used together in the text. In essence, Leximancer uses a number of statistical-based algorithms to identify the concepts from the text data. (Anagnostopoulos & Bason, 2015)

3.1 Data Collection

The data for this study has been collected from all the articles published in the Journal of Global Sport Management (JGSM) from the time span of 2015 to 2020. There is a total of 90 articles in JGSM excluding the editorials. The articles were collected from the database of JGSM. There were two steps in the process of data collection. At first, I went through each and every articles in the journal database and collected the following data: location where the authors are based in, years the articles were published in the journal, type of research (empirical or non-empirical). In the second step of data collection, we used the article body and uploaded it in Leximancer to conduct the content analysis.

The base location of the authors was collected from the universities they were associated in. For the sake of separate analysis, these articles are separated into two categories. The two categories defined for these articles are empirical and non-empirical. An empirical research article reports research based on actual observation or experiment. Empirical research can be both qualitative and quantitative in nature. (College of Southern Maryland 2022) The common technique to identify whether an article is empirical or not is to look at the abstract and identify if it described any study, observation, or analysis. Empirical studies are also more likely to include graphs, and charts and employ surveys, questionnaires, and interviews, as well as mention subjects or participants. (University of Southern California 2022) Therefore, I had to go through each and every articles to look for the signs whether it's empirical. After carefully considering the variables from all the articles, I classified each and every one of them as either empirical or non-empirical.

3.2 Leximancer

According to (Schildt and Mattsson 2006) bibliometric method can be separated into three categories. The first category comprises of descriptive nature and portrait the characteristics of the document that can be linked back to authorship. The second one is citation analysis and the third one is conceptual mapping analysis. This study is drawing on the bibliometric method as mentioned earlier and employs a conceptual mapping analysis. The conceptual mapping analysis deals with the identification of key properties inside content and sources. (Anagnostopoulos & Bason, 2015) In this case, the conceptual mapping will be done using the help of Leximancer. Leximancer uses the frequency of word and go through data to identify families of words that tend to be used together and used to mean a concept. In essence, Leximancer uses statistical-based algorithms and identify the concepts from the articles. The number of concepts is typically large and a cluster of concepts make themes. Themes are consist of concepts that are frequently used in the article body. The themes are represented on the concept map by colored circles. These color circles are brighter and bigger based on the occurrences of the themes inside the text data. (Leximancer Pty Ltd 2021) Figure 1 presents the extraction process and displays the three important components in how Leximancer analyzes.

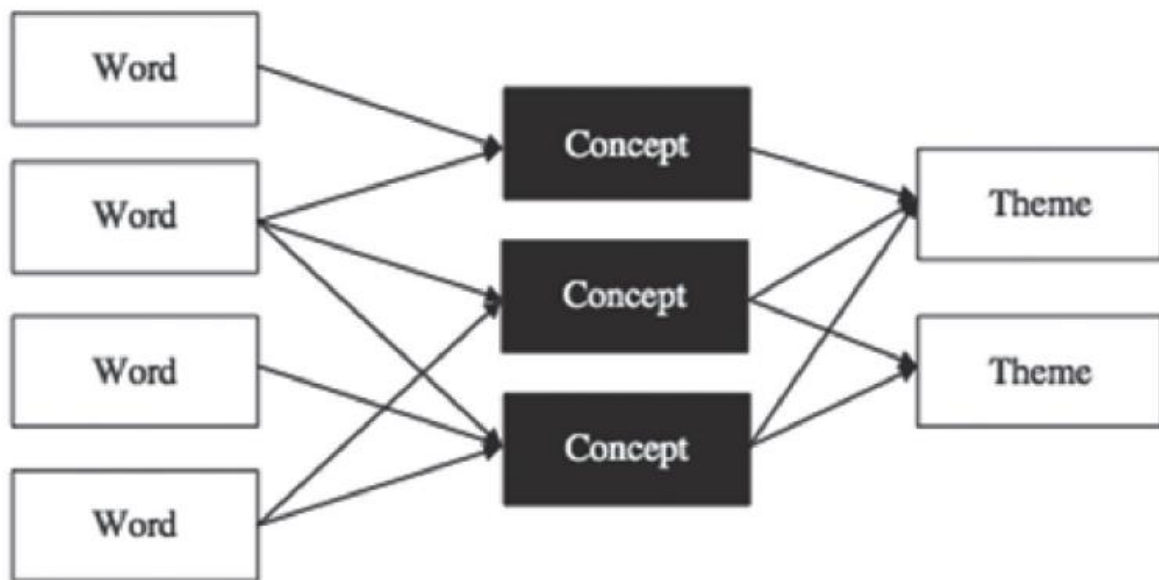


Figure 1: *Pattern Extraction in Leximancer (Crofts and Bisman 2010)*

Depicted from (Anagnostopoulos & Bason, 2015)

4.0 Findings

This section will be presented with the information gathered from the JGSM in a systematic and organized manner. Apart from that, a descriptive content analysis and its interpretation will be presented with the help of Leximancer analysis.

4.1 Author's Demographics

There was a total of 252 authors who contributed to a total of 90 articles in JGSM. Among all these authors, more than half (55.95%), 141 to be exact authors are from United States. Australia, Germany, Canada and New Zealand are the most popular demographics for the authors in that order. The other remaining authors are from different countries in Europe (such as UK, Switzerland, Portugal, Norway, Netherlands, Denmark, Belgium), Asia (UAE, Taiwan, Singapore, Malaysia, Japan, China). A few authors from countries such as South Africa, Puerto Rico, Brazil also contributed to JGSM.

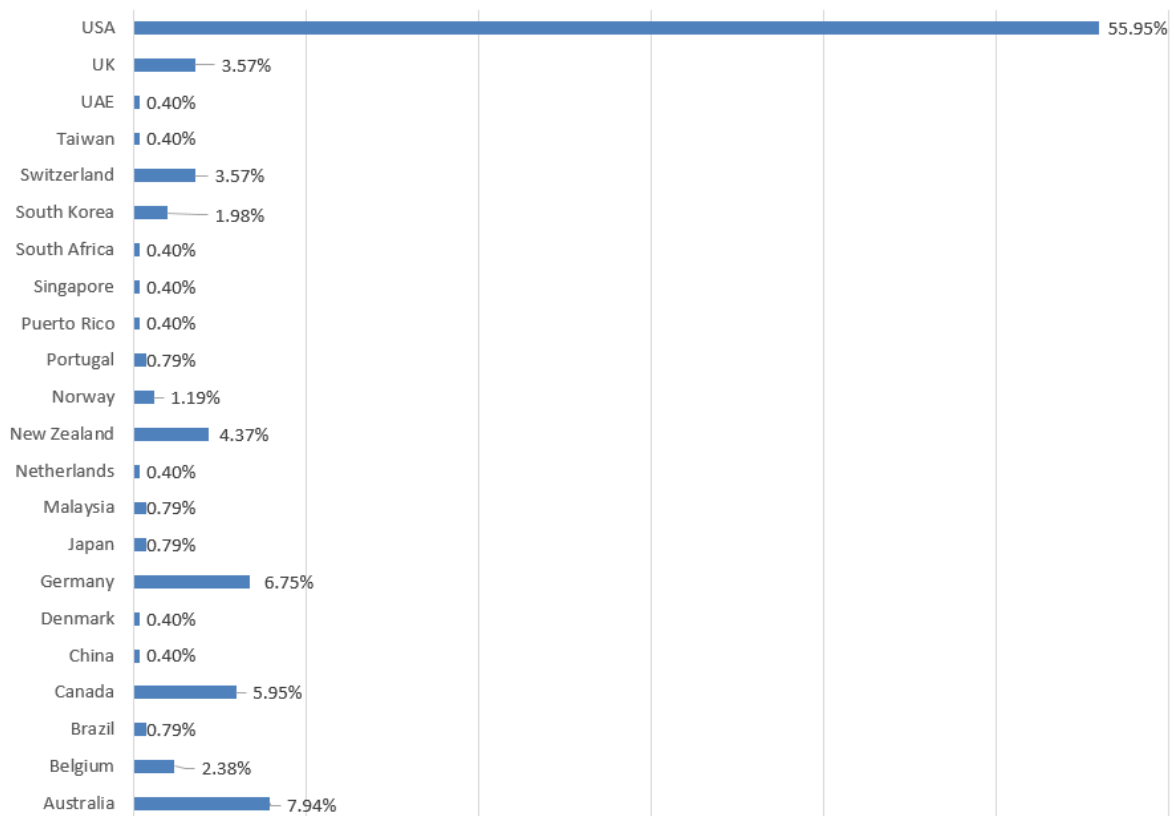


Figure 2: Countries where authors' are based (shown in percentage)

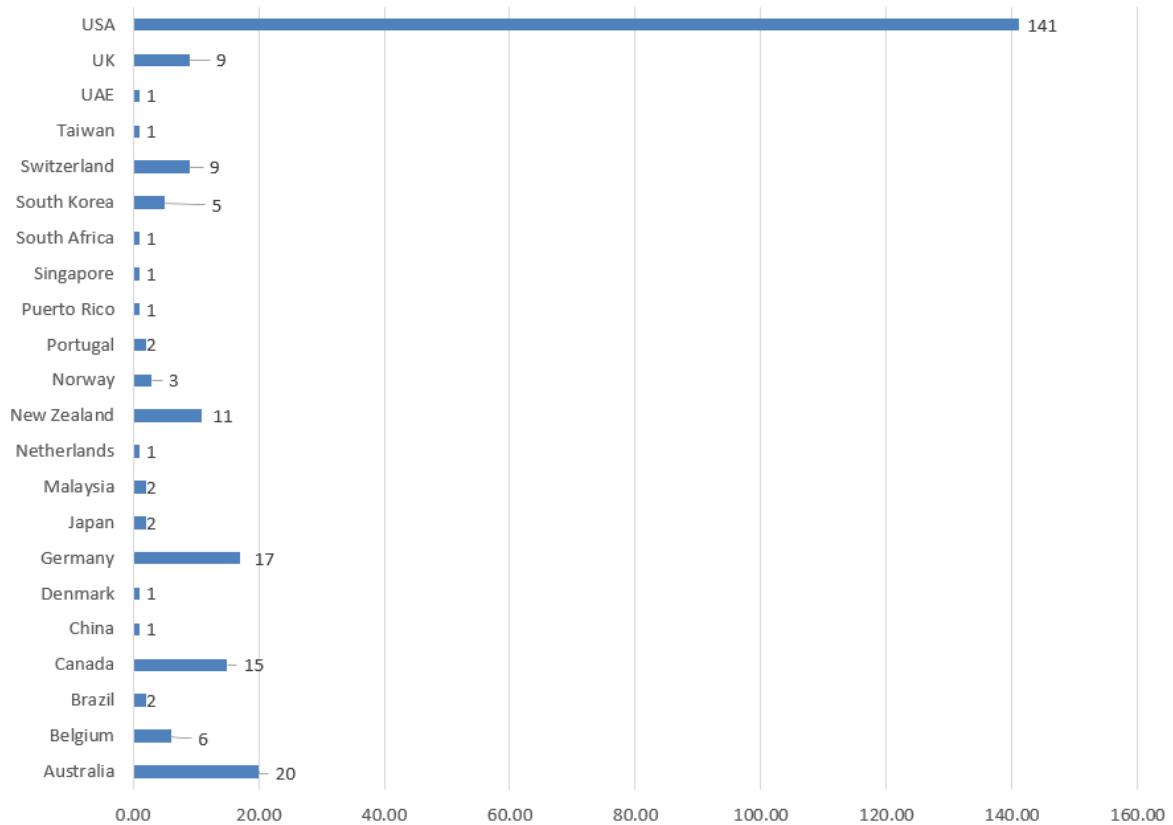


Figure 3: Countries where authors' are based (in numbers)

USA, Germany, and Australia have been the most dominant countries in which most numbers of the authors are based. From 2016 to 2020, the USA has been the top country in most of which authors are based. In 2016, 7 authors were based in the USA. In 2017 and 2018, the number increased gradually to 27 and 29. In 2019, with a little reduction in the number, 24 authors and in 2020, among published articles, 54 authors are based in the USA.

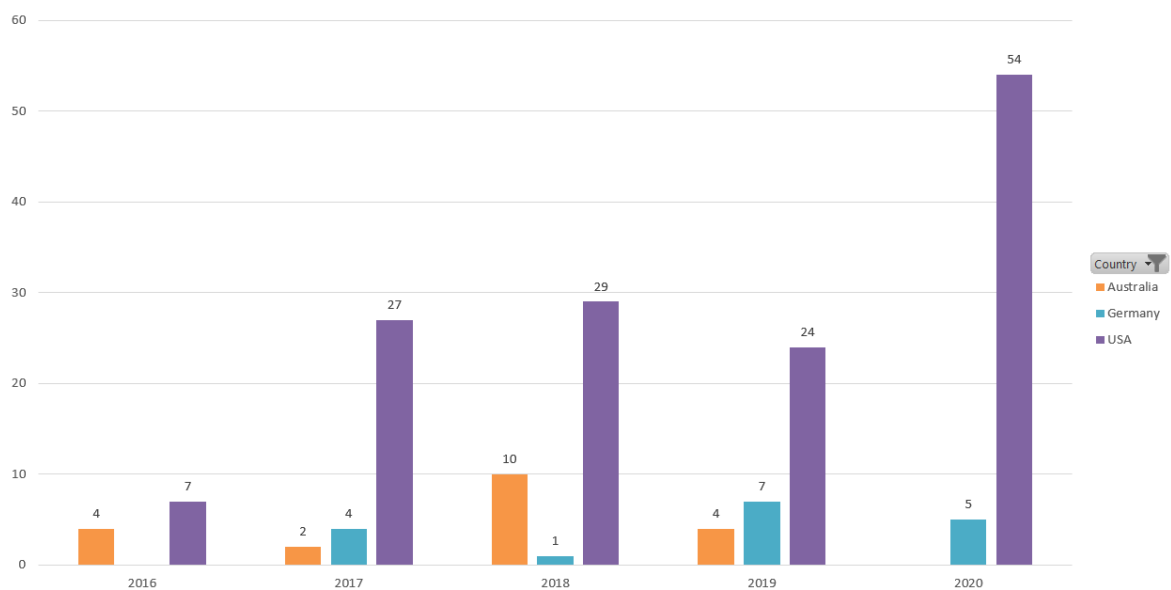


Figure 4: Dominant countries over the first 5 years of JGSM

Among other countries, it has never exceeded the number of 10 authors maximum in a year per country. Only Australia and Germany came close in 2018 when 10 authors from Australia, and in 2019 when 7 authors from Germany published in JGSM.

4.2 Paper Type

As figure 5 shows, out of the overall 90 articles, 50 of them were empirical and 40 of them were non-empirical studies.

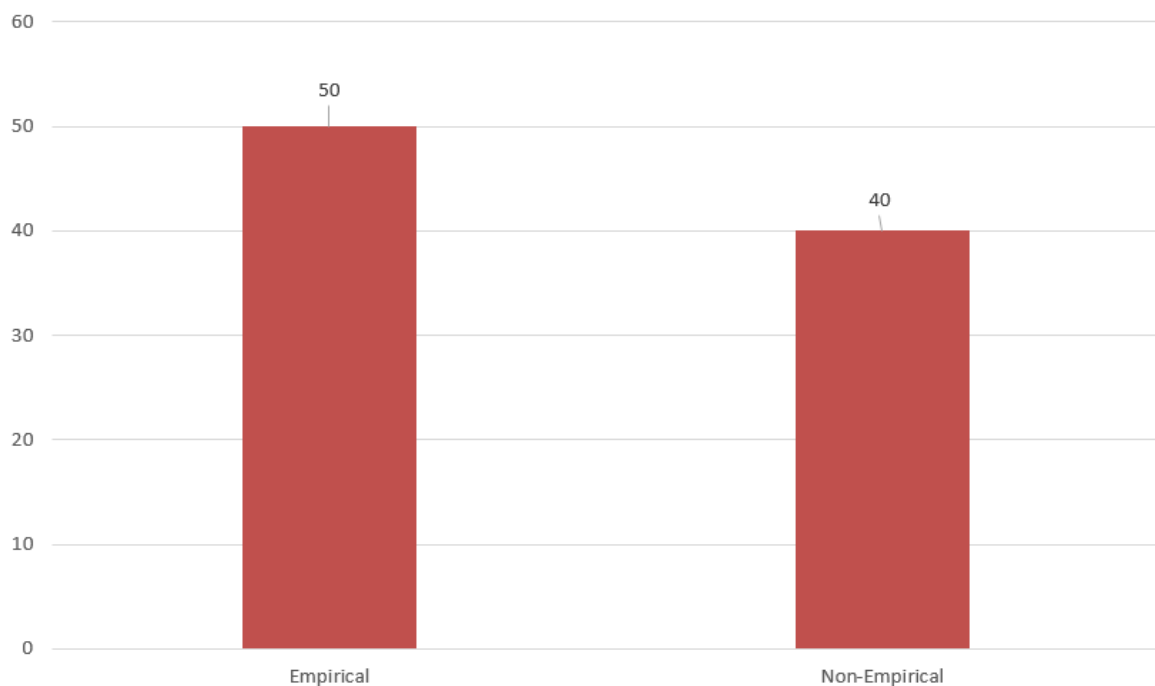


Figure 5: Total number of empirical/non-empirical studies

As figure 6 demonstrates, empirical articles were more in demand than non-empirical ones. During the first year of JGSM in 2016, among 9 published articles, 6 of them were empirical and 3 of them were non-empirical. The next year, out of 17 articles, 2 published articles were non-empirical. The rest of the 15 articles were categorized as empirical studies. The numbers started changing in 2018 as the non-empirical studies took over the empirical studies in number. Out of 22 articles published in JGSM in 2018, 13 of them were non-empirical and only 9 of them were empirical. It's the same case for the next two years as well. In both 2019 and 2020, non-empirical articles were slightly more in number than the empirical ones. In 2019, there was a total of 21 articles published in JGSM. 11 of them were categorized as non-empirical and 10 of them were categorized as empirical. The numbers are exactly the

same in 2020. Out of 21 articles published in 2020, 11 of them were non-empirical and 10 of them were empirical.

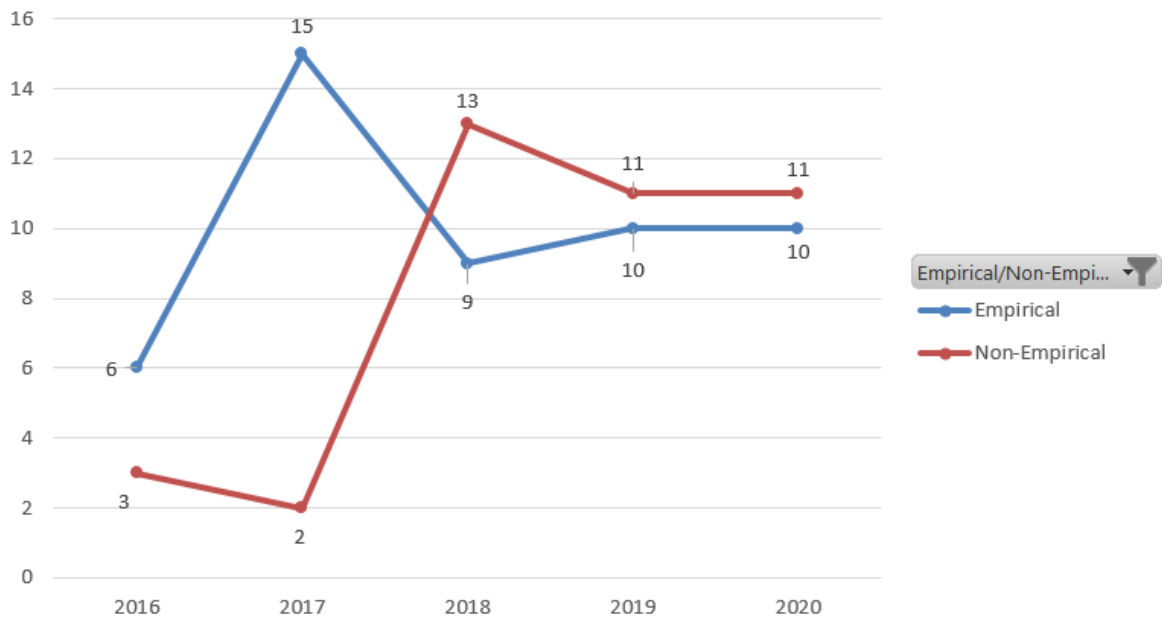


Figure 6: Number of empirical/non-empirical studies over the years

Figure 7 shows that authors interest from different countries on empirical and non-empirical studies. The figure shows that for most of the countries, the interest in empirical studies is higher than in non-empirical studies. The biggest part of the empirical studies was done by the authors based in the USA. 78 authors from the USA had conducted an empirical study over five year period whereas 60 authors conducted a non-empirical study. There was a total of 17 authors involved from Germany who published their works in JGSM. All 17 of them went forward with empirical studies. Among Australian authors, non-empirical studies seem to be the most popular category. 11 Australian authors employed the non-empirical category whereas 9 Australian authors employed the empirical category. Among authors from other countries, empirical is the popular category except among the authors from New Zealand, Norway, South Africa, Portugal, China and UAE. 10 authors from New Zealand moved forward with the non-empirical whereas only 1 author employed the empirical method. On the other hand, all 3 authors from Norway, 2 authors from Portugal and 1 author each from South Africa, China and UAE employed the non-empirical category for their studies.

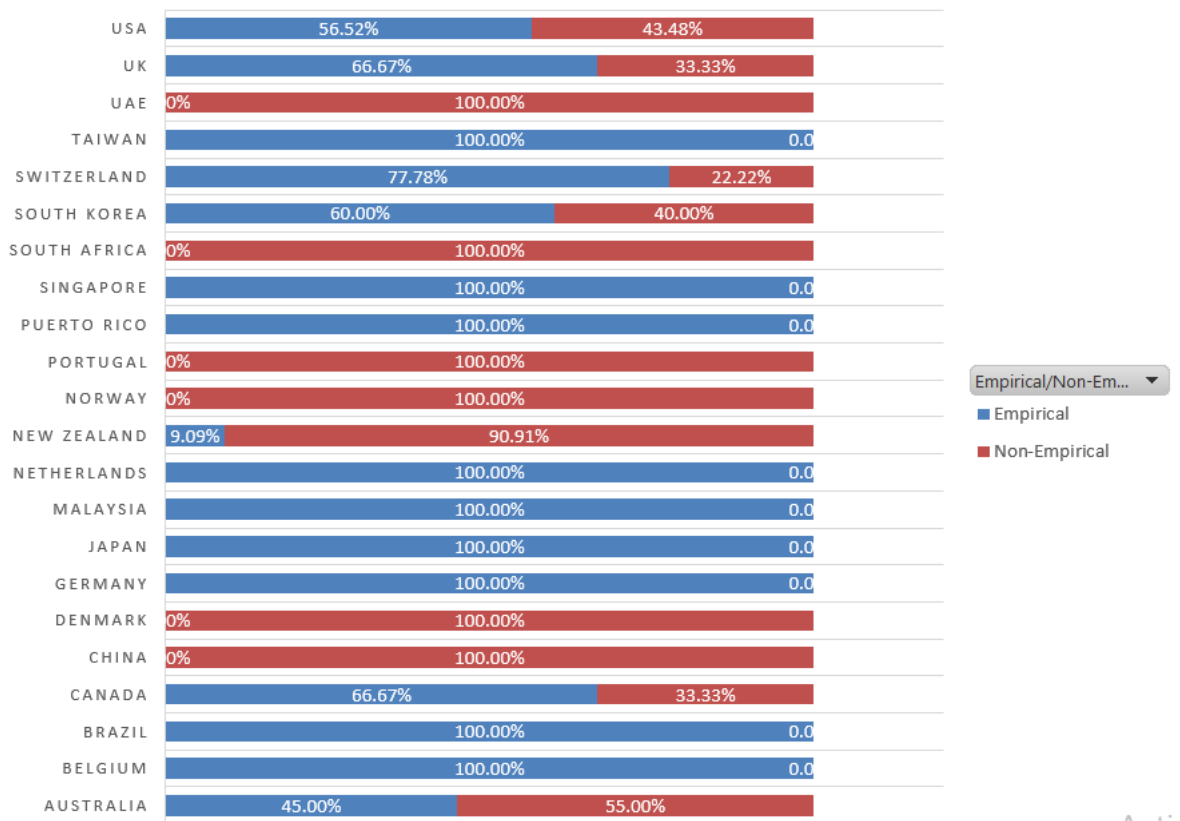


Figure 7: *Percentage of empirical/non-empirical methods employed by authors from each country*

4.3 Empirical Paper Analysis

An analysis on 50 empirical papers in JGSM from 2016 to 2020 has been conducted using Leximancer. After inserting all the articles into the Leximancer tool, it came up with about 68 concepts. Out of 68 concepts, it extracted 4 themes out. The giant balls demonstrated in figure 8 represents each theme. Even though there are 6 balls presented which means there are supposed to be 6 themes. But Leximancer counted sport and SPORT both as different words and themes due to the popularity and frequency of usage of both these words.

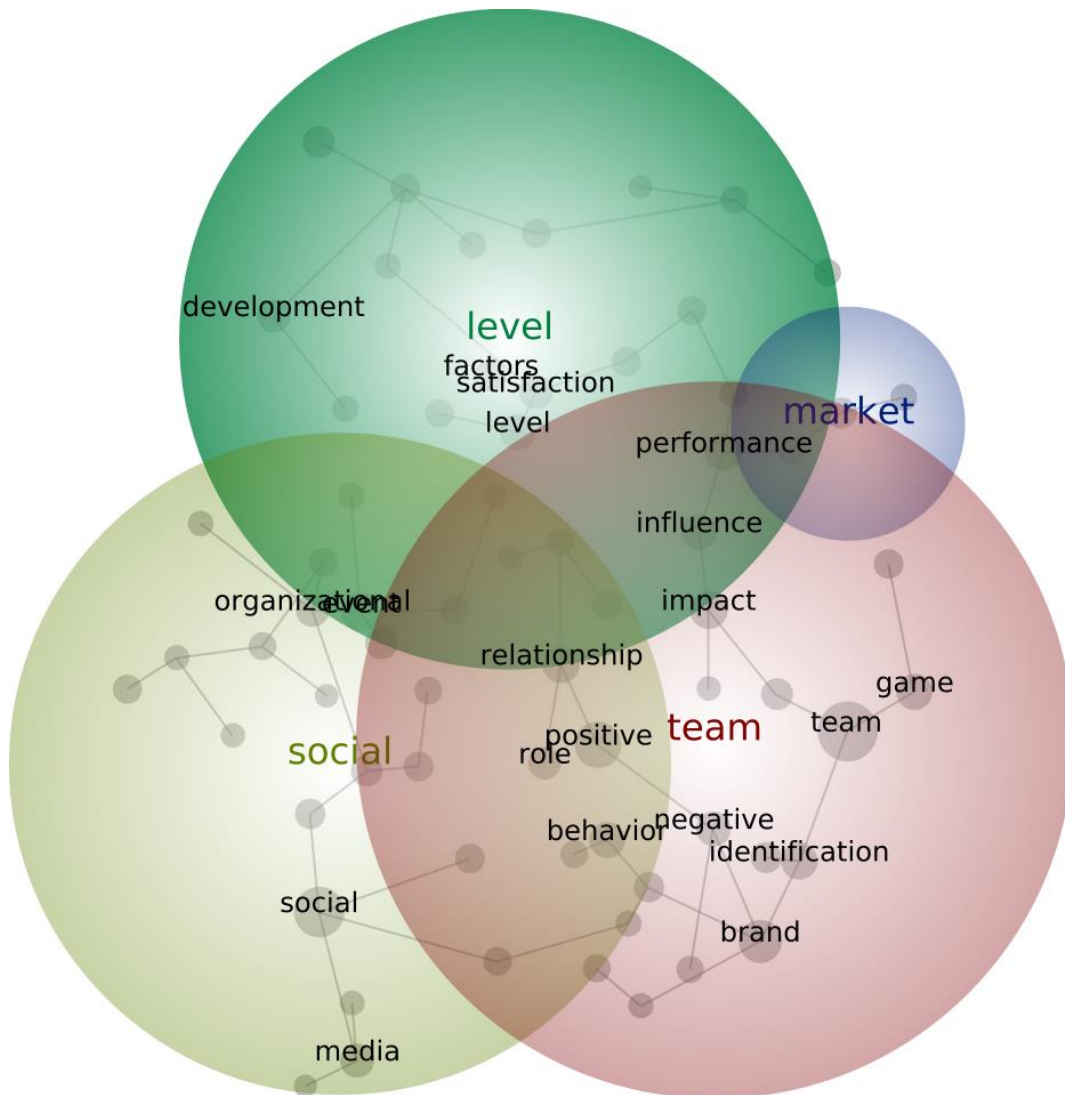


Figure 8: Themes and Concepts extracted from empirical studies using Leximancer

The themes that Leximancer generated for the empirical studies are team, social, level and market. The most prominent theme Leximancer found among the empirical articles is the “team”.

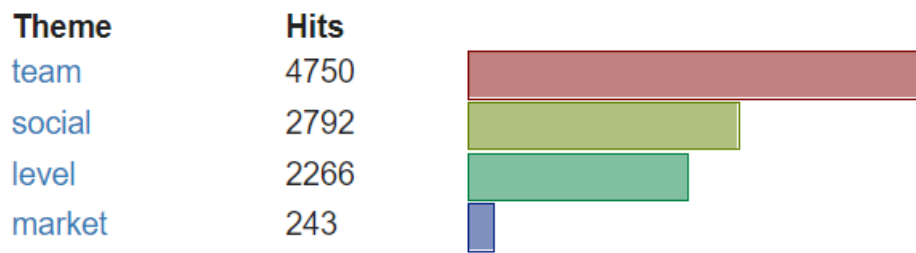


Figure 9: *Themes found in Empirical Articles*

The most popular theme found within empirical articles is the “team” among the four themes. It is no wonder given the popularity of team sports in the current world, it is one of the most talked-about themes among the empirical articles in a sports journal. The most popular concepts surrounding this theme are game, effect, quality, identification, satisfaction, impact, time, level, performance, participants, organizational, and so on. It’s interesting to see that the theme “team” shares many similar concepts with another themes “social”, “level” and “market”. The closest concepts around "team" in figure 8 are the concepts with the most relevance to the theme. So if we look at the closest concepts with the theme “team” and try to connect them with the theme then it would look like: team identification, team behavior team relationship, team game, etc. Therefore, it’s safe to say that if we connect the closest concept around the theme “team”, we get a good idea of the discussion that took place regarding this in the empirical articles.

“Social” is the second most popular theme among the empirical studies. The most discussed concepts around this theme are media, role, relationship, organization, and so on. Social media, social relationship, social roles, social behavior etc are the most discussed topics within this theme. It gives a hint of empirical articles being focused on social media, which is a buzzword at this era. It gives us an idea that the evidence-based observation and measurement of social media is in high demand.

“Level” is the third most prominent theme amongst empirical articles. “Level” had concepts such as satisfaction, factors, development, etc. The concepts give us a hint that empirical articles measure the level of satisfaction, and development by calculating different factors. The last theme found by Leximancer was “market”. “Market” overlaps with “team” and “level” themes. Some of the closest concepts around “market” are performance, influence and impact.

4.3.1 Topic Guide for Empirical Studies

Based on the concepts and themes extracted, Leximancer gives out the topic that has been discussed within the content. Topics can be multiple concepts that are frequently used side by side or discussed side by the side within the articles. Topics could be multiple concepts that goes hand in hand. Below is the representation of topics, elements of these topics, and the concepts related to these topics within the empirical articles:

Topics	Related Concepts and Keywords
Fan Team	Team: fan, identification, identity, community Fan: identification, identity Identification: identity
Group Community	Community: group, social, identity, organization, identification Group: social, identity, organization, identification Social: identity, local, support Identity: organization Organization: identification
Media Fan	Fan: media, online, social Media: online, social Online: social
Positive Negative	Negative: positive, relationship Positive: relationship
Team Fan	Fan: attendance, game, professional Team: attendance, game, professional
Experience Event	Event: experience, quality, satisfaction Experience: quality, satisfaction Quality: satisfaction
National International	International: national, coaches, professional, attendance, elite, development National: coaches, professional, attendance, elite football Coaches: professional, football
Attendance Performance	Performance: attendance, coaches, elite, national team

Organization Employees	Employees: organization, organizational, group, identification Organization: organizational
Consumer Behavior	Behavior: consumer, brand, marketing Consumer: brand, marketing
Marketing Communication	Communication: marketing, sponsorship, activities, brand Marketing: sponsorship, activities, brand Sponsorship: activities, brand
Elite Coaches	Coaches: elite, power, satisfaction Elite: power, satisfaction Power: satisfaction
Negative Brand	Brand: negative, positive Negative: impact
Athlete Development	Development: athlete, coaches, elite, focus Athlete: coaches, elite Coaches: athletic Elite: athletic
Event Motivation	Motivation: event, organizational, employees, health Event: organizational, employees Organizational: health
Attendance Game	Game: attendance, people, football Attendance: people
Benefits Public	Public: benefits, community, local, support, health Benefits: community, local, support Community: local, support Local: support
Brand Behavior	Behavior: community, identity, identification Brand: community, identity, group Community: consumer Consumer: identity, identification
Effect Evaluation	Evaluation: effect, brand, positive, negative Effect: brand, positive
Athletic Athlete	Athlete: athletic, ability, focus, individual performance

	Athletic: ability, focus, individual, performance Ability: focus, individual
Player Performance	Performance: player, impact Player: team
Community Event	Event: community, local, positive, public support
Benefits Positive	Positive: benefits, local, public, support
Competitive Change	Change: competitive, player, policy Competitive: player, policy Player: policy
Attendance Athletic	Athletic: attendance, football, professional Attendance: football, professional Football: professional
Activities Development	Development: activities, community, local, public support
Event Factors	Factors: event, experience, organizational, physical satisfaction
Attendance Impact	Impact: attendance, competitive, market, player, policy, professional
Emotional Ability	Ability: emotional, experience, role Emotional: experience, role
Competitive Player	Player: market, professional, football, influence Competitive: market, professional
Relationship Emotional	Emotional: relationship, negative Relationship: role
Coaches Level	Level: coaches, elite, national, power
Consumer Role	Role: consumer, behavior, brand Consumer: ability
Sponsorship Impact	Impact: sponsorship, brand Sponsorship: market
Event Employees	Employees: activities, health, physical Event: activities, health, sponsorship
Identity National	National: identity, team
Attendance Factors	Factors: attendance, international, local, policy
Positive People	People: positive, relationship

Benefits Activities	Activities: benefits, health, physical Benefits: health, physical Health: physical
Management Performance	Performance: management, organizational

Table 1: *Topics Guide within Empirical studies suggested by Leximancer*

4.3.2 Concepts found in Empirical Studies

Following are the concepts found by Leximancer from all the empirical articles:

Concept	Counts	Relevance
team	999	100%
social	821	82%
brand	605	61%
positive	573	57%
analysis	518	52%
media	468	47%
event	457	46%
performance	451	45%
relationship	445	45%
game	443	44%
level	415	42%
impact	407	41%
negative	400	40%
development	389	39%
football	376	38%
influence	373	37%
behavior	369	37%
identification	361	36%
satisfaction	354	35%
factors	345	35%
effect	342	34%
individual	337	34%

organizational	324	32%
support	316	32%
role	312	31%
motivation	311	31%
people	307	31%
employees	276	28%
quality	273	27%
group	268	27%
fan	263	26%
experience	262	26%
organization	261	26%
competitive	253	25%
elite	252	25%
emotional	252	25%
change	247	25%
attendance	245	25%
international	243	24%
market	243	24%
consumer	242	24%
management	241	24%
marketing	240	24%
national	232	23%
public	228	23%
athlete	227	23%
policy	224	22%
focus	223	22%
process	219	22%
player	208	21%
local	206	21%
power	206	21%
environment	205	21%
physical	190	19%
community	189	19%

coaches	185	19%
communication	181	18%
interest	180	18%
professional	178	18%
sponsorship	168	17%
identity	158	16%
health	158	16%
evaluation	154	15%
athletic	152	15%
activities	148	15%
online	146	15%
ability	119	12%
benefits	105	11%

Table 2: *Concepts, its occurrences, and relevance*

4.4 Non-Empirical Paper Analysis

There are a total of 40 non-empirical articles in JGSM within the time period of 2016-2020. A content analysis of all the non-empirical articles has found the result demonstrated in figure 13. There are a total of 5 themes extracted out of non-empirical studies published in JGSM.

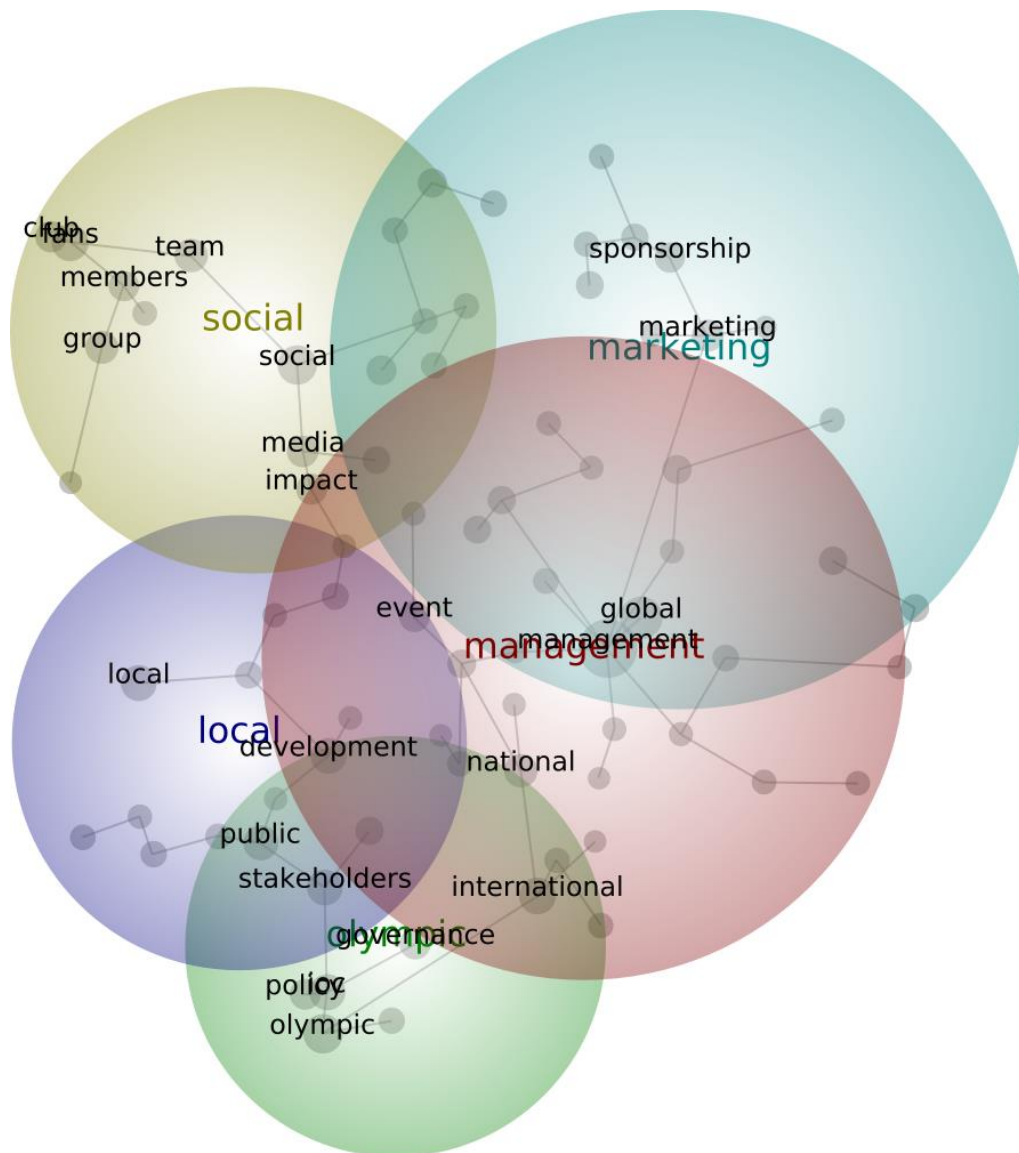


Figure 10: Themes and Concepts extracted from empirical studies using Leximancer

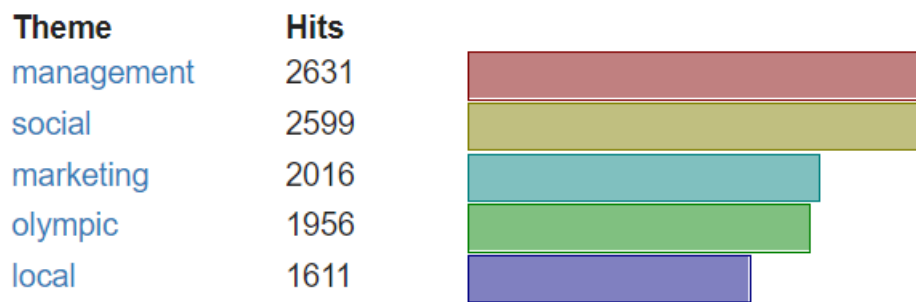


Figure 11: Themes found in Non-empirical Articles

“Management” is the most prominent themes among the non-empirical articles published in JGSM. “Management” is the only theme within the non-empirical articles that overlaps with all the other themes as shown in figure 10. Like in empirical studies, “social” is second most prominent themes among non-empirical studies as well. The probable reason could be the impact of social media and the studies that has been done in 2016-2020 timespan. “Marketing”, “Olympic” and “local” are the rest of the three themes that have been discovered by Leximancer. These themes gives us a good idea of what most of the non-empirical studies are about. Issues and topics related to sports such as marketing, sponsorship marketing, Olympic policies, local stakeholders, local event and so on.

4.4.1 Topic Guide for Non-Empirical Studies

Based on the concepts and themes extracted, Leximancer gives out the topic that has been discussed within the content. Topics can be multiple concepts that are frequently used side by side or discussed side by the side within the articles. Topics could be multiple concepts that goes hand in hand. Below is the representation of topics, elements of these topics, and the concepts related to these topics within the non-empirical articles:

Topics	Related Concepts and Keywords
Individual Global	Global: individual, management Individual: management
Event Committee	Committee: event, ioc, olympic, stakeholders Event: ioc, olympic, stakeholders Ioc: olympic, stakeholders Olympic: stakeholders

Sponsor Brand	<p>Brand: sponsor, athlete, sponsorship, marketing relationship, event, impact, scandal</p> <p>Sponsor: athlete, sponsorship, marketing, relationship, event, impact, scandal</p> <p>Athlete: sponsorship, marketing, relationship, impact, scandal</p> <p>Sponsorship: marketing, relationship, event, scandal</p> <p>Marketing: relationship, event</p> <p>Relationship: impact</p>
Fans Club	<p>Club: fans, game, group, members, team</p> <p>Fans: game, group, members, team</p> <p>Game: group, members, team</p> <p>Group: members, team</p> <p>Members: team</p>
Government City	<p>City: government, local, political, stadium, urban, economic, public</p> <p>Government: local, political, stadium, urban, economic, public</p> <p>Local: political, stadium, urban, economic, public</p> <p>Political: stadium, urban, economic, public</p> <p>Stadium: urban, economic, public</p> <p>Urban: economic, public</p>
Crisis Communication	<p>Communication: crisis, response, model, strategy, public</p> <p>Crisis: response, model, strategy, organization</p> <p>Response: model, strategy, organization</p>
Ncaa Athletic	<p>Athletic: ncaa, national, system, association, financial, college</p> <p>Ncaa: national, system, association, financial, college</p> <p>National: system, association</p> <p>System: financial</p>
Policy Governance	<p>Governance: policy, ioc, process, stakeholders, olympic</p> <p>Policy: ioc, stakeholders, olympic</p> <p>Ioc: process</p> <p>Process: stakeholders</p>
Rights Fifa	<p>Fifa: rights, human, corruption, political, football, government, stadium</p>

	Rights: human, political, football, economic Human: corruption, political Corruption: international
Corporate Activities	Activities: corporate, responsibility, social Corporate: responsibility, social Responsibility: social
Club Local	Local: club, fans, game, group, team Club: stadium
International Fifa	Fifa: committee, ioc, olympic International: committee, ioc, olympic
Impact Team	Team: impact, athlete, model, professional, relationship Impact: fans, group
City National	National: city, economic, government, local, policy, public
Ioc City	City: ioc, stakeholders, committee, olympic Ioc: local Local: stakeholders
Corruption Association	Association: corruption, international, fifa, rights Corruption: ncaa International: national
City Development	Development: city, economic, government, local, urban
Organizational Organization	Organization: organizational, change, role Organizational: change, role
Government Policy	Policy: government, local, political, public, stadium
Development Social	Social: development, economic, political
Association Football	Football: association, college, ncaa Association: players College: players
Fans Media	Media: fans, game, local, team, urban
Group Social	Social: group, media
Integrity Football	Football: integrity, players Integrity: players

Table 3: *Topics Guide within Non-Empirical studies suggested by Leximancer*

4.4.2 Concepts found in Non-Empirical Studies

Following are the concepts found by Leximancer from all the non-empirical articles:

Concept	Counts	Relevance
management	1280	100%
global	693	54%
social	606	47%
olympic	570	45%
international	545	43%
development	520	41%
public	483	38%
fans	452	35%
marketing	425	33%
ioc	398	31%
local	394	31%
stakeholders	392	31%
national	372	29%
team	360	28%
ncaa	351	27%
media	344	27%
policy	340	27%
governance	329	26%
sponsorship	328	26%
impact	315	25%
college	314	25%
football	310	24%
organization	308	24%
group	307	24%
crisis	307	24%
club	300	23%
event	287	22%
business	282	22%

analysis	268	21%
members	266	21%
process	261	20%
communication	252	20%
individual	251	20%
studies	251	20%
relationship	249	19%
professional	247	19%
role	247	19%
athlete	245	19%
players	234	18%
education	228	18%
stadium	224	18%
rights	218	17%
model	215	17%
integrity	214	17%
potential	207	16%
organizational	207	16%
economic	202	16%
committee	199	16%
association	196	15%
responsibility	194	15%
corporate	190	15%
human	188	15%
brand	186	15%
city	185	14%
response	184	14%
sponsor	180	14%
athletic	172	13%
game	171	13%
history	169	13%
rugby	168	13%

power	166	13%
corruption	165	13%
government	160	13%
change	160	13%
urban	158	12%
financial	157	12%
people	156	12%
activities	151	12%
strategy	145	11%
united	138	11%
political	123	10%
introduction	120	9%
north	119	9%
scandal	116	9%
system	115	9%
practices	113	9%
fifa	93	7%

Table 4: *Concepts, its occurrences, and relevance*

4.5 Overall Analysis

An overall content analysis on 90 journal articles published in JGSM from 2016 to 2020 has been carried out using Leximancer. A total of 5 themes have been extracted out by Leximancer after analyzing the content of JGSM as shown below:

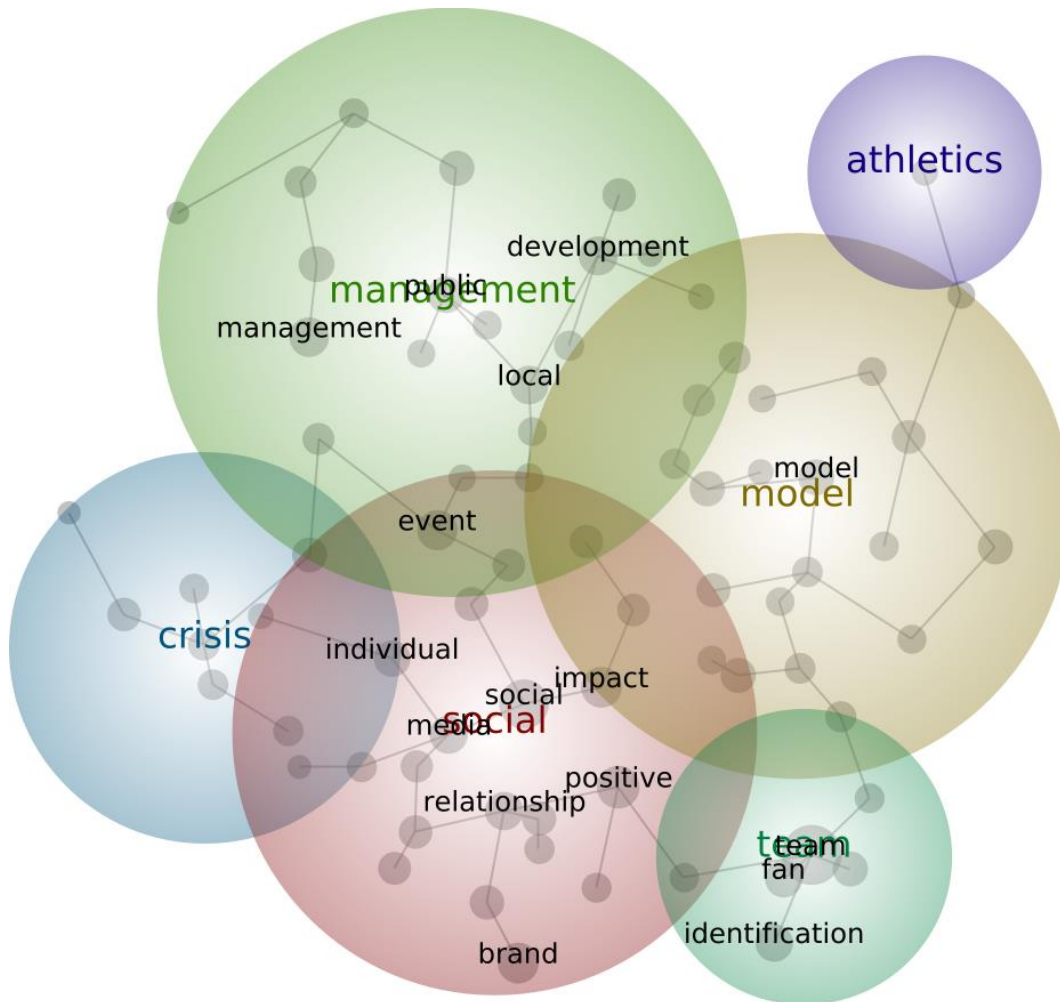


Figure 12: Themes and Concepts extracted from overall studies using Leximancer

“Team, “Management, “Model”, “crisis” and “athletics” are the five themes that has been extracted by Leximancer out of all the articles published in JGSM within 2016 to 2020.

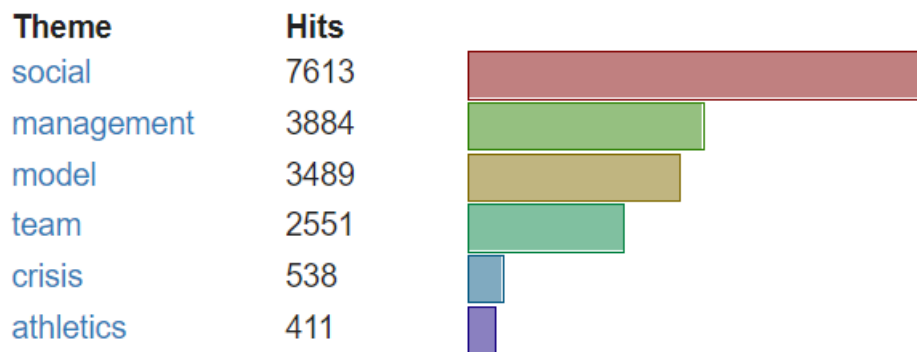


Figure 13: Themes found in overall journal

After analyzing the overall content of all the articles published within 2016 to 2020, Leximancer has decided that “social” is the most prominent theme in the entire journal. Media is the nearest concept that is placed in the diagram shown in figure 12. Therefore, it can be said that in the very heart of the theme “social”, social media is the most discussed item in the whole journal as “social” is the only theme to be featured in both and empirical and non-empirical content analysis.

Management is the second most prominent theme discussed within all the articles. It is the most prominent theme within non-empirical articles. The most talked-about concepts within this theme are policies, stakeholders, events, development, etc. It is no wonder that these are some important management-related concerns that is being talked over. Management theme has some concepts common with “model”, “team” and “crisis” themes.

One of the most prominent themes in all the studies is the “model”. A model is an illustration of ideas and concepts or a system that is used to explain and describe any phenomena that cannot be experienced directly. Models can also be a visual way of linking between experiment and theory. (Rogers 2011) Models can be a good way to interpret any kind of findings and results within the articles. Therefore, it is no wonder that “model” is one of the popular themes.

“Team” is one of the most prominent themes to be found in the overall journal articles. “Team” is the most prominent theme found among the empirical articles as well. “Team” shares common concepts with “model” and “social” themes. “Team” shares similar concepts with the themes like of “market”, “level”, and “social” within empirical studies.

“Crisis” is another prominent theme to be discussed within the entire JGSM journal. This analysis of all the articles shows that “crisis” has relation with “social” and “management” themes. The last theme found by Leximancer is “athletics”. “Athletics” shares similar concepts with “Model”.

4.5.1 Topic Guide for the Overall Journal

Based on the concepts and themes extracted, Leximancer gives out the topic that has been discussed within the content. Topics can be multiple concepts that are frequently used side by side or discussed side by the side within the articles. Topics could be multiple concepts that goes hand in hand. Below is the representation of topics, elements of these topics, and the concepts related to these topics within the overall journal:

Topics	Related Concepts and Keywords
Identification Game	Game: identification, team, club, fan, experience, football Identification: team, club, fan Team: club, fan
Athlete Sponsorship	Sponsorship: athlete, marketing, brand, consumer, relationship, communication, image Athlete: marketing, brand, consumer, behavior, relationship Marketing: brand, consumer, behavior, relationship Brand: consumer, behavior Consumer: behavior
Management Environmental	Environmental: management, governance, policy, stakeholders, environment, local, issues, economic Management: governance, policy, stakeholders, environment, local, issues Governance: policy, stakeholders, local, issues Policy: stakeholders, environment, local

	Stakeholders: environment, local Environment: issues
Positive Negative	Negative: positive, people, image, relationship, response, crisis Positive: people, image, relationship, response, brand People: image, relationship
Response Crisis	Crisis: response, strategies, communication, image, action, organization Response: strategies, communication, image, action, organization Strategies: communication, image, action, organization Communication: image, organization Image: action
Players Market	Market: players, professional, club, influence, football, value, level Players: professional, club, influence, football, value Professional: club, fan, team Club: football Influence: value, level
People Benefits	Benefits: people, positive, support, activities, development, economic, participation, physical, local, public People: support, activities, participation, physical Positive: support, economic, identification, team Development: experience
Online Information	Information: online, media, communication, action, crisis, response Online: media, communication, action, social Media: communication, social
Context Event	Event: context, marketing, quality, sponsorship, image, positive, satisfaction Context: marketing, quality, sponsorship, athlete, Brand
Support Development	Development: support, activities, economic, local, public, participation

	Support: activities, economic, local, public, participation Activities: economic, local, public
Club Benefits	Benefits: club, experience, fan, identification, team Club: experience, fan, local, stadium Experience: fan, stadium Fan: local
Benefits Social	Social: benefits, economic, fan, identification, local, support
Coaches Success	Success: coaches, international, national, performance, athletics Coaches: international, national, performance International: national, athletics National: performance Performance: players
Football Athletics	Athletics: football, college, coaches, issues, rights, level Football: college, coaches, issues, rights College: coaches, level Issues: rights
Local Economic	Economic: local, public, stadium Local: public, stadium Public: stadium
Behavior Negative	Negative: behavior, context, athlete, brand, impact Behavior: relationship Context: relationship
Event Activities	Activities: event, participation, physical, environment, marketing, sponsorship Event: participation, economic, support Participation: physical
Coaches Power	Power: coaches, level, satisfaction, players, influence Coaches: level, satisfaction, players Level: satisfaction
Quality Physical	Physical: quality, satisfaction, environment, experience, stadium, coaches Quality: satisfaction, environment, experience, stadium

	Satisfaction: environment, experience, stadium Environment: coaches
Individual Articles	Articles: individual, information, online, media Individual: information, online
Success Policy	Policy: success, international, national, players, public Success: organization
Image Athlete	Athlete: image, strategies, crisis, response Image: brand Marketing: strategies, communication
Athlete Development	Development: athlete, college, international, coaches Athlete: college International: impact
Positive Effect	Effect: positive, satisfaction, brand, consumer, negative Positive: satisfaction
Role Organizational	Organizational: role, organization, response, crisis, strategies Role: organization, response
Athlete Impact	Impact: athlete, brand, consumer, context, environment, sponsorship
Governance Change	Change: governance, management, policy Governance: organization, role Organization: stakeholders
Impact Players	Players: impact, team
International Professional	Professional: international, quality, public, satisfaction, stadium International: quality, event, players
Behavior Identification	Identification: behavior, impact, consumer Behavior: fan Fan: impact
Marketing Media	Media: marketing, image, rights Marketing: social
Athlete Performance	Performance: athlete, impact, organizational
Benefits College	College: benefits, professional, experience, players

	Benefits: athletics Professional: football
Brand Game	Game: brand, effect, people
Change Corruption	Corruption: change, organization, organizational, governance, issues Change: organization, organizational
Model Analysis	Analysis: model, success Model: success
Corruption Level	Level: corruption, international, change, national Corruption: international, power Power: issues
Development Context	Context: development, economic, environmental, local, policy, stakeholders
Game National	National: game, team
Change Behavior	Behavior: change, influence, organizational Change: influence

Table 5: *Topic Guide within Empirical studies suggested by Leximancer*

4.5.2 Concepts found in the Overall Journal

Following are the concepts found by Leximancer from all the articles published in JGSM from 2016 to 2020:

Concepts	Counts	Relevance
team	1602	100%
social	1369	85%
brand	884	55%
development	872	54%
model	833	52%
media	802	50%
event	798	50%
analysis	796	50%
positive	776	48%
management	762	48%
relationship	755	47%
impact	752	47%
public	699	44%
individual	695	43%
game	691	43%
players	688	43%
identification	654	41%
football	653	41%
performance	646	40%
local	628	39%
level	623	39%
organization	599	37%
policy	596	37%
fan	593	37%
role	580	36%
different	580	36%
influence	567	35%
negative	561	35%

organizational	557	35%
behavior	543	34%
marketing	542	34%
crisis	538	34%
support	535	33%
stakeholders	533	33%
participation	529	33%
sponsorship	523	33%
national	514	32%
people	504	31%
athlete	494	31%
international	489	31%
information	478	30%
experience	468	29%
value	461	29%
context	460	29%
effect	454	28%
environmental	445	28%
change	435	27%
satisfaction	431	27%
professional	428	27%
governance	425	27%
college	420	26%
communication	416	26%
success	413	26%
image	412	26%
athletics	411	26%
response	409	26%
strategies	384	24%
coaches	384	24%
club	382	24%
market	376	23%
power	371	23%

quality	367	23%
consumer	359	22%
environment	359	22%
issues	350	22%
stadium	328	20%
rights	324	20%
activities	320	20%
economic	318	20%
benefits	304	19%
articles	291	18%
physical	270	17%
corruption	242	15%
action	235	15%
online	212	13%

Table 6: *Concepts, its occurrences, and relevance*

5.0 Concluding Statement

This study was conducted with the purpose of finding out the research intertests, trends, and territories among the researchers who published in JGSM. With the help of content analysis tool Leximancer, an analysis of the content published in JGSM in its first five years was conducted.

The content from each article including abstract and the main article body to get the deepest insight possible. The result was demonstrated into three different categories as in empirical, non-empirical and overall (empirical and non-empirical). For each categories, a map was presented showing the most discussed concept within the articles. Aside of that, themes found in the categories of articles were presented as well. Additional to that, a topic guide generated by Leximancer has been presented for each respective categories. Topics can be multiple concepts that are frequently used side by side or discussed side by the side within the articles. Topics could be multiple concepts that goes hand in hand. At the last part of the finding, a list of all the concepts alongside the number of times that word was used and the relevance of it with the content have been presented at the end of each categories.

More than half of the articles have been published by authors who are based in the USA. The rest of the articles have been published by authors based in 21 different countries. Therefore it is safe to say that JGSM is dominated by the authors based in the USA.

At the inception of JGSM, empirical studies were very popular among the authors in JGSM. But that started to change in the third year. For the last three years of analyzed five years, non-empirical studies have been the most popular. Even though, overall calculation shows that empirical studies are higher in number. But the number of publications in recent years shows the growing interest in non-empirical studies.

JGSM is comparatively a young sport management journal that already has contributed to many essential discussions concerning many vital issues and topics with the sporsportsagement arena. Findings show the areas that have most focused by the authors. The findings can used as a good reference for the future authors. It is possible to work on any of the themes or concepts that has already been done in the journal. It would also be

possible to work on something that has never been done before in JGSM. In both cases, the findings can guide the future author.

6.0 References

- Anagnostopoulos, Christos, and Tom Bason. 2015. "Mapping the First 10 Years with Leximancer: Themes and Concepts in the Sports Management International Journal Choregia." *Sports Management International Journal Choregia* 25-41.
- Betts, Martin, and Peter Lansley. 1995. "International Journal of Project Management: A review of the first ten years." *International Journal of Project Management* 207-217.
- College of Southern Maryland. 2022. *Empirical Research*. April 20. Accessed May 9, 2022. https://libguides.csmd.edu/empirical_research#:~:text=aspitz%40csmd.edu,What%20is%20an%20Empirical%20Article%3F,quantitative%20or%20qualitative%20research%20methods.
- Costa, Carla A. 2005. "The Status and Future of Sport Management: A Delphi Study." *Journal of Sport Management* 207-217.
- Crofts, Ken, and Jayne Bisman. 2010. "Interrogating accountability: An illustration of the use of Leximancer software for qualitative data analysis." *Qualitative Research in Accounting & Management* 180-207.
- Franke, Richard H., Timothy W. Edlund, and Frederick Oster. 1990. "The Development of Strategic Management: Journal Quality and Article Impact." *Strategic Management Journal* 243-253.
- Hyman, Michael R, and Susan D Steiner. 1997. "The Journal of Business and Entrepreneurship: The first eight years." *Journal of Business & Entrepreneurship* 1-31.
- Leximancer Pty Ltd. 2021. *Leximancer User Guide*. Release 4.5, Leximancer.
- Oddy, Richard Edward, and Tom Bason. 2017. "The first century and beyond: A content analysis of Sport, Business and Management: An International Journal." *Sport, Business and Management* 444-458.
- Phelan, Steven E., Manuel Ferreira, and Rommel Salvador. 2002. "The First Twenty years of The Strategic Management Journal." *Strategic Management Journal* 1161-1168.

- Rogers, Kara. 2011. *Britannica*. April 11. Accessed May 12, 2022.
<https://www.britannica.com/science/scientific-modeling>.
- Schildt, Henri, and Juha T. Mattsson. 2006. "A dense network sub-grouping algorithm for co-citation analysis and its implementation in the software tool Sitkis." *Scientometrics* 143-163.
- University of Southern California. 2022. *Research Guides*. April 28. Accessed May 9, 2022. <https://libguides.usc.edu/education/empirical>.
- Walzel, Stefan, Jonathan Robertson, and Christos Anagnostopoulos. 2018. "Corporate Social Responsibility in Professional Team Sports Organizations: An Integrative Review." *Journal of Sport Management* 511-530.
- Zou, Hongyang, Huibin Du, Yutao Wang, Lin Zhao, Guozhu Mao, Jian Zuo, Yong Liu, Xi Liu, and Donald Huisingh. 2017. "A review of the first twenty-three years of articles published in the Journal of Cleaner Production: With a focus on trends, themes, collaboration networks, low/no-fossil carbon transformations and the future." *Journal of Cleaner Production* 1-14.