

Chapter 4

International Sport Business and Global Sport Governance

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ABSTRACT

The purpose of this chapter is to introduce some fundamental concepts and principles that are associated with modern sport business in the framework of international organization and global governance. In the opening section, a discussion on terms related to the international organization and governance of sport and sport business will be presented along with relevant issues that have emerged in the modern international sport context. Then, an overview of sport business activity in the field of global sport will take place, followed by a brief presentation of several aspects of contemporary sport business in order to demonstrate the diversity and importance of international sport business stakeholders to contemporary global sport. Topics include corporate sponsorship, media and social media, and information and communication technology. The chapter will conclude with a discussion about the impact of modern sport business on global sport governance as the main goal of this chapter is to convey the message and highlight aspects of the significant impact of international sport business activity on the global governance of sport.

INTERNATIONAL SPORT BUSINESS AND GLOBAL SPORT GOVERNANCE

Fundamental Topics and Principles

There are continuing debates about how various concepts are defined and concepts within the sport world are no different. Even the term ‘sport’ has various definitions (Trenberth & Collins, 1999, p. 13), with the most prominent one given by the Council of Europe’s European Sports Charter (1992) where:

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sport means all forms of physical activity which, through casual or organized participation, aims at improving physical fitness and mental well-being, forming social relationships, or obtaining results in competitions at all levels.

Given that sport as an organized activity appears in the late nineteenth century, this definition of sport in the present chapter is viewed within the spectrum of the complex interaction of economic, social, legal, technological, and cultural factors (Wolfe, Meenaghan, & O' Sullivan, 2002).

Sport business must be studied in relation to globalization and global governance. For the purpose of the present chapter, globalization will be defined as:

a process through which space and time are compressed by technology, information flows, and trade and power relations, allowing distant actions to have increased significance at the local level. (Miller, Lawrence, McKay, & Rowe, 2001, p. 131)

Several forces from all spheres of human activity have been attributed to the increasing globalization in general and to the globalization of sport in particular (Andrews & Grainger, 2007; Thibault, 2009; Chatzigianni, 2017, 2018). That said, it can be argued that features of globalization such as technological development, economic liberalization, the breakdown of economic frontiers, and the availability of large amounts of venture capital allow, among other, unprecedented, and in many aspects, equal access to information technology and training techniques and programs, the expansion of domestic leagues and sport events, the capitalization of sport programs through exports and imports, the multiplication and diversification of sport stakeholders and the overall tendency for conducting business in the sport industry (Westerbeek, 2011). In this framework, Thibault (2012) provides a number of examples related to the forces that contribute to the increasing globalization of sport such as: economic forces which are responsible for the significant amount of money invested on professional and amateur sport as the hosting of sport events and sport competitions and related sport infrastructures around the world require the creation of a large number of jobs; social forces refer to the development of underprivileged regions worldwide through programs such as the International Platform for Development and Peace, and the Right to Play; technological forces that through the development of media; and communication technologies have made sport competitions accessible to people around the world and political forces which are related to the governance of sport at various levels.

The definition of a multinational (MNC) or transnational corporation (TNC) has also been a topic of debate among scholars (Judge, 1978; Archer, 2001). Regardless of whether they could be defined as international organizations, the present chapter agrees with Wells' argument that multinational companies *are clearly important*

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