

Scholarly Thrusts in the Journal of Sport Management: Citation Analysis

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Abstract

To provide objective evidence for continued discussion of the body of knowledge in the field of sport management, this study reconstructed the knowledge structure through bibliometric analysis of the Journal of Sport Management (JSM) articles between 1997 and 2012. To be specific, this study employed citation analyses of articles published in the JSM to disclose the central themes, concepts, and methodologies. The results revealed that while the quantitative methods were prevalent during the entire period, structural equation modeling and qualitative methods emerged as new investigative methods in the later period (2004-2012). Content wise, articles in sport marketing were more cited in the later period than those relating to organizational studies, reflection studies, sport sociology, and sport finance/economics. Furthermore, the cited marketing related articles were more focused on consumer behavior in the context of entertainment sport (intercollegiate sport and/or professional sports).

Introduction

An academic field is recognized as such only when a unique body of knowledge has been engendered and distributed in the field. Thus, creating a distinctive body of knowledge along with theories and methodologies is vital to establish and enhance the legitimacy of a particular academic field (e.g., Costa, 2005; Culnan, 1986). As in other burgeoning young academic fields such as medicine (Ludmerer, 1985) or business (Winn, 1964), there have been vigorous debates on the uniqueness of the field of sport management, its definition, boundary, development, and application of theories and methodologies (e.g., Costa, 2005; Pitts, 2001; Quatman & Chelladurai, 2008; Slack, 1998).

Several scholars have penned intuitive and reflective studies on the past and future of the field of sport management (e.g., Chalip, 2006; Chelladurai, 1992; Mahony, 2008; Mahony & Pitts, 1998; Olafson, 1995; Paton, 1987; Parkhouse & Ulrich, 1979; Slack 1991; 1996; Zeigler, 1987; 2007). These intuitive reflections are invaluable in that they emphasize the current academic challenges that we face (e.g., lack of theory and research, lack of inductive studies, lack of marketing studies, etc.), and suggest how sport management scholars can overcome these challenges in the future. Yet, this series of reflection studies lacked the extensive and solid empirical evidences to show the whole picture of knowledge structures, the production and distribution of knowledge, and how this intellectual body has evolved over time.

Aside from the intuitive views, some scholars had employed systematic analytical tools in both qualitative research methods (e.g., Costa, 1999; 2005) and quantitative research methods (e.g., Olafson, 1990; Pitts, 2001; Shilbury, 2011; Soucie & Doherty, 1996) to study the phenomenon under consideration. For instance, after reviewing 152 articles and 33 dissertation abstracts quantitatively, Olafson (1990) noted the absence of longitudinal studies, the lack of cross-

validation and verification procedures, the lack of laboratory research, over-reliance of survey questionnaire methods, and the rarity of powerful statistical analyses (e.g., confirmatory factor analysis, event history, discriminant analysis or time series) as the weaknesses of the sport management research. Importantly, it must be noted that Olafson's study covered the sport management literatures prior to 1990.

In her Delphi study, Costa (2005) found that her panelists agreed that the field should pursue stronger research as well as cross-disciplinary research, establish a stronger link between theory and practice, and improve doctoral trainings in the future. However, the panelists did not agree on a) the academic unit wherein sport management should reside, b) the elements of quality research, c) the significance of qualitative and quantitative research, and d) the need for basic versus applied research. She contended that "by actively engaging in debates over the issues identified in this study, sport management scholars can explore new ways of perceiving, thinking and valuing that could enable proficient and constructive development of the field" (p. 117).

In these reflective studies, what is lacking is the empirical evidence that shows what kind of knowledge we have produced and centrally distributed, and how that central body of knowledge (e.g., research themes, paradigms, methodologies, etc.) has evolved over the years (Olafson, 1995). The purpose of the present paper is to fill this void by tracking down the significant knowledge progression in sport management by employing citation analysis, a tool of bibliometrics.

Knowledge structure and bibliometrics

The field of bibliometrics has matured as an academic discipline since the development of the seminal work of Merton (1973) in the sociology of science, Kuhn's (1962) *The Structure of Scientific Revolutions*, and the initiation of the Science Citation Index (SCI) (De Bellis, 2009). Analytical methods from this field have been effective in tracing the knowledge production and distribution in a specific scientific field (Santos & Garcia, 2011). They also facilitate the reconstruction of history and fundamental doctrines and dogmas of various fields of sciences (Price, 1965). Bibliometrics and its analytical tools are useful in exploring the assumptions and practices of an academic discipline, particularly in a growing academic field such as sport management (Culnan, 1986; White & Griffith, 1981).

The bibliometric analytical techniques with citations employed in this study is a distinctive methodological tool to explore the evolution of central themes, paradigms, and methodologies in sport management, and to discuss the intellectual structures of the past and present.

Citation analysis

Among the several analytical tools in the field of bibliometrics, analyzing citations has been popular based on the notion that citations can be used as indicators of past and present practices of scientific work (Small, 1973). Acceptance of literatures as legitimate and valid is reflected in the extent to which such literatures are cited (Baldi, 1998). That is, "a citation makes visible an intellectual link in the process of transmitting and re-elaborating scientific knowledge, thus working as a peculiar form of currency in the market of official scientific communications" (De Bellis, 2009, p. xviii). Citations play a major role in the social system of science because scholars follow the academic custom of crediting sources by citing references (Summers, 1984). In particular, highly cited documents are considered to have a greater influence on the

academic field than those that are cited fewer times, implying that these highly cited documents represent the central themes of the discipline (e.g., Fernandez-Alles & Ramos-Rodriguez, 2009; Lin & Cheng, 2010; White & McCain, 1998). Based on this premise, many studies have employed citation analysis to track the history of knowledge structure in varied types of academic fields including, but not limited to, the field of information science (White & McCain, 1998), industrial relations (McMillan & Casey, 2007; 2010), business ethics (Ma, 2009; Uysal, 2010), management (Tsai & Wu, 2010), marketing (Chabowski, Mena, & Gonzalez-Padron, 2011), human resource management (Fernandez-Alles & Ramos-Rodriguez, 2009), supply chain management (Carter, Leuschner, & Rogers, 2007), strategic alliance (Lin & Cheng, 2010), agenda setting research (Tai, 2009), social simulation (Meyer, Lorscheid, & Troitzsch, 2009) and nursing (Estabrooks, Winther, & Katz, 2002).

Citations define the structure of scientific knowledge based on the way scientists use the previous scientific publications (e.g., Benckendorff, 2009; Crane, 1988; Fernandez-Alles & Ramos-Rodriguez, 2009; Ma, 2009; Pilkington & Meredith, 2009; Tai, 2009). The techniques of this approach are categorized as *relational* techniques. The relational techniques attempt to reveal themes, paradigms, and methods within an academic field (Thelwall, 2007). On the contrary, citation also serves as a tool to assess the overall scientific performance of authors, publications, and/or journals by providing the quantified scores of influences of each (e.g., Baumgartner & Pieters, 2003; Oppenheim, 1995; 1997; Narin, 1976). The analytical tools of this approach are categorized as *evaluative* techniques (Thelwall, 2007). In sport management, a few studies have employed evaluative techniques of citation analysis to measure the academic impact of sport management and marketing literatures (e.g., Shilbury & Rentschler, 2007; Shilbury, 2011). Nevertheless, no study so far has utilized the raw data of citations to illuminate the range of theoretical and methodological ideas that support the discipline's body of knowledge by analyzing the most-cited studies with relational techniques.

Smith (1981) highlighted the advantages of citation analysis by describing the citations as “unobtrusive measures that do not require the cooperation of a respondent and do not themselves contaminate the response” (Smith, 1981, p. 84). When studies use citation data, it has been assumed that heavily cited articles tend to have greater influence on the field compared to less frequently cited publications (e.g., Benckendorff, 2009; Culnan, 1986; Lee & Su, 2010; Sharplin & Mabry, 2007). Studies relating to the validity of citation data have questioned whether citations are proper indicators of the scientific and technical information flow and social structure of science. Smith (1981) argued that citations are not merely an objective measure of the information flow of the previous published literatures, but they may also include a lot of different contexts such as showing respect for pioneers, criticizing or correcting related works, identifying original sources for concepts or ideas, or following disciplinary trends for citing. While Pilkington and Meredith (2009) claimed that large samples could deal with this issue of different contexts of citation, the different contexts of citations can also be significant for evaluative techniques such as impact analysis. In relational citation studies, however, all different contexts of citations can be embraced as sources to depict the central knowledge groups in the field. Regardless of the types of situations, the frequently cited publications play a major role in a given academic field.

Another issue regarding citation analysis is that inferences can be made focusing on the first author rather than all authors, and thus, researchers may miss significant contributions and collaborations of other co-authors (Garfield, 1977). This issue was not a concern for this study because the unit of analysis was not the authors but each publication (Lee & Su, 2010; Pilkington & Meredith, 2009). Furthermore, solid and robust reliability was expected for this

study in that it retrieved secondary data directly from Web of Science instead of using survey methods.

Citation analysis in sport management

Use of citation analysis is not entirely new in sport management. For example, Santos and Garcia (2011) conducted a bibliometric analysis of 956 sport economics research papers indexed in the Social Sciences Citation Index (SSCI) database from 1956 to 2009 in an attempt to assess the legitimacy of the discipline of sport economics as a distinctive area from the field of economics. The authors employed the citation analysis of the publications in 1990, 1995, 2000, and 2004 in order to investigate the impact and quality of sport economic studies. The results of a series of bibliometric analyses showed that there was a fast growth in the number of sport economic research indicating the increasing interest in the field of sport economics. Geographically, the United States, the United Kingdom, and Canada contributed a significant amount of the publications between 1990 and 2009. Yet, there was no evident pattern for the co-authorship in the articles of sport economics. While this study identified most influential authorship and trends of the number of articles in the discipline of sport economics, it employed evaluative techniques in nature disregarding the trends of knowledge themes. In addition, the analysis was confined to sport economics, a subarea of the discipline of sport management.

Shilbury (2011) was the first to employ citation analysis in sport management to study the impact of sport management and sport marketing journals extensively. His approach was to investigate the extent to which articles published in seven of sport management and sport marketing journals were cited in 20 flagship mainstream journals in management and marketing. He found that *Sport Marketing Quarterly* (SMQ) was the most cited journal ($n = 62$) followed by the JSM ($n = 28$). Further, 20 of the 28 JSM articles cited publications related to sport marketing. His explanation for the disparity in citations of sport marketing and sport management journals was that mainstream management itself “was a field with weak paradigm development... which could also be evident in the management domain of sport management, particularly given the multiple bodies of knowledge impacting the field and multiple methods used” (p. 438). Yet, it must be noted that Shilbury’s work is an evaluative study in the sense he studied the impact of articles published in sport management and sport marketing journals rather than the central intellectual themes.

The present research represents a relational approach wherein we investigate the evolution of knowledge structure within sport management. Thus, this study makes a distinctive methodological contribution and practical contribution to the field. It reveals the evolution of the central themes and methodologies of sport management. It also serves as a platform for reflection on research gaps and future research directions (Acedo & Casillas, 2005).

In summary, this study employed the bibliometric analyses to the citations associated with the academic articles published in the JSM between 1997 and 2012 in order to describe the evolution of the intellectual themes and paradigms of the JSM articles. By revealing the evolution of the knowledge domains with the central themes, paradigms, and methodologies in the JSM, the present study provides a part of knowledge structure of the field of sport management as evidence of its legitimacy and distinctiveness as an academic area.

Method

Choice of the Journal of Sport Management

As the purpose of the paper is to reconstruct the history of knowledge generation within sport management, we needed to choose journals that have been in existence. Most of the 25 academic journals in sport management are of recent origin. The only journal that meets the criterion of long years of publication is the Journal of Sport Management (JSM). It is also the official publication of the North American Society for Sport Management (NASSM), the first association of sport management to be formed. More importantly, it is one of the premier journals in the field of sport management and the JSM is the only sport management journal that has been included in Web of Science database for more than ten years. So, we chose the JSM as the source of articles to be analyzed in this research.

Data collection and analysis

The raw data of citations and keywords were extracted from the Web of Science directly through SITKIS software (Schildt, 2002). We checked and verified if a citation was an article, a book, or a book chapter and if it was a book or book chapter, we included different editions of the book or book chapter as one citation.

Time periods for comparison

As the focus of the study was the evolution of knowledge structure in the field, it was necessary to compare different periods of the existence of JSM. As noted, the *Journal of Sport Management* was included in the Web of Science database since 1997. So, our extracted dataset was restricted to 16 years of citation data (i.e., from 1997 to 2012). We divided the 16-year period into a) Time 1—the early period of eight years (1997 to 2004) and b) Time 2—the later period of eight years (2005 to 2012). It has to be recognized the number of issues per year was two in 1997 and that progressively increased to four in 2012 which would explain the large difference in the number of articles published in those two periods. This should not be an issue in our analyses because we were concerned only with identifying the most often cited publications in each period. Further, we use percentages rather than absolute frequencies in comparing the citations in the two periods.

Results

Numbers of citations

A total of 14,342 different citations appeared 19,931 times in the 417 focal articles of JSM. In Time 1, 4,957 different citations occurred 5,842 times in the 138 focal articles of the JSM whereas 10,302 different citations were identified 14,089 times in the 279 focal articles of the JSM in Time 2.

Cited books

Table 1 presents the list of books that were cited most frequently in the two periods (≥ 5 in the early period and ≥ 9 in the later period) in the 417 focal articles of the JSM. The table also presents the topic covered by each book or article (see Appendix A for complete information of most-cited books and articles).

Table 1

Most-cited Books/Book Chapters in the JSM Articles in the Early Period (n ≥ 5) and the Later Period (n ≥ 9)

Early Period (1997-2004; 138 JSM articles)			Later Period (2005-2012; 279 JSM articles)		
Books/Book Chapters	n	Topic	Books/Book Chapters	n	Topic
Nunnally & Bernstein (1967, 1978, 1994)	12	Book - Research (Quant.)	Hair (1995, 1998, 2002, 2004, 2005, 2006, 2010)	40	Book - Research (Quant.)
Mullin et al. (1993, 2000)	10	Book - Sport Marketing	Nunnally & Bernstein (1978, 1994)	24	Book - Research (Quant.)
Tabachnick & Fidell (1989, 1996)	9	Book - Research (Quant.)	Denzin & Lincoln (1994, 2000, 2005)	20	Book - Research (Qual.)
Hair (1995, 1998)	8	Book - Research (Quant.)	Kline (1998, 2005)	17	Book - Research (Quant.)
Stevens (1986, 1992, 1996, 2001, 2002)	8	Book - Research (Quant.)	Mullin et al. (1993, 2000, 2007)	17	Book - Sport Marketing
Macintosh & Whitson (1990)	7	Book - Sport Organization	Miles & Huberman (1994)	15	Book - Research (Qual.)
Parkhouse (1991, 1996, 2001)	7	Book - General Sport Management	Glaser & Strauss (1967)	14	Book - Research (Qual.)
Noll & Zimbalist (1997)	6	Book - Sport Economics/Finance	Wann et al. (1997, 2001)	14	Book - Sport Marketing
Rosentraub (1997, 1999)	6	Book - Sport Economics/Finance	Patton (1990, 2001, 2002)	13	Book - Research (Qual.)
Sperber (1982, 1990)	6	Book - Sport Economics/Finance	Sloan (1989)	13	Book Chapter - Sport Marketing
Scott (1982, 1990)	6	Book - Organizational studies	Tabachnick & Fidell (1989, 1996)	13	Book - Research (Quant.)
Wenner (1989)	6	Book - Sport Sociology	Yin (1989, 1994, 2003)	13	Book - Research (Qual.)
Assael (1984, 1987, 1992)	5	Book - Marketing	Creswell (1998, 2007)	12	Book - Research (Qual.)
Chelladurai (1985)	5	Book - Sport Organization	Chelladurai (2001, 2005)	11	Book - Sport Organization
Coakley (1986, 1990, 1994)	5	Book - Sport Sociology	Howard & Crompton (2004, 2005)	11	Book - Sport Economics/Finance
Euchner (1993)	5	Book - Sport Economics/Finance	Zimbalist (1999, 2001)	11	Book - Sport Sociology
Howard & Crompton (1995, 2004)	5	Book - Sport Economics/Finance	Aaker (1991)	10	Book - Marketing

Table 1 Cont.

Most-cited Books/Book Chapters in the JSM Articles in the Early Period (n ≥ 5) and the Later Period (n ≥ 9)

Early Period (1997-2004; 138 JSM articles)			Later Period (2005-2012; 279 JSM articles)		
Books/Book Chapters	n	Topic	Books/Book Chapters	n	Topic
Kanter (1977)	5	Book - Diversity	Slack & Parent (1997, 2006)	10	Book - Sport Organization
Miles et al. (1984, 1994, 1998)	5	Book - Research (Qual.)	Lincoln & Guba (1985)	9	Book - Research (Qual.)
Pfeffer & Salancik (1978)	5	Book - Organizational Studies	Scully (1989)	9	Book - Sport Economics/Finance
Quirk & Fort (1992)	5	Book - Sport Economics/Finance	Strauss (1990, 1998)	9	Book - Research (Qual.)
Schein (1985, 1992)	5	Book - Organizational Studies			
Slack & Parent (1997)	5	Book - Sport Organization			
Strauss (1987, 1990, 1994)	5	Book - Research (Qual.)			

Books on research methods

Books on research and statistical methods dominated the lists of most cited books in both periods. Nunnally's (1967, 1978, 1994) book in psychometric theory and Hair's (1995, 1998, 2002, 2004, 2005, 2006, and 2010) were the most frequently cited books in both periods. Stevens's (1986, 1992, 1996, 2001, 2002) book on multivariate statistics was cited frequently in Time 1, but it was not on the list of most cited books in Time 2. Instead, the book on multivariate statistics focusing on structural equation modeling by Kline (1998, 2005) emerged among the most cited books in Time 2. It must be noted that books on qualitative research were the most cited books in the later period whereas none of them were among the most cited list in the early period. More specifically, books on qualitative research by Miles and Huberman (1994), Glaser and Strauss (1967), Patton (1990, 2001, 2002), Yin (1989, 1994, & 2003), Creswell (1998, 2007), Lincoln and Guba (1985), and Strauss (1990, 1998) were the most cited books in Time 2 (≥ 9).

Books on sport

Not surprisingly, the number of books on sport that were cited more than five times were almost equal to those devoted to research and statistics. They included Mullin et al. (1984, 1993, 1994, 1998, 2000), Macintosh and Whitson (1990), Parkhouse (1991, 1996, 2001), Noll and Zimbalist (1997), Rosentraub (1997, 1999), Sperber (1982, 1990), Wenner (1989), Chelladurai (1985), Coakley (1986, 1990, 1994), Euchner (1993), Howard & Crompton (1995, 2004, 2005), Quirk and Fort (1992), and Slack and Parent (1997). However, the books on sport management per se that were cited frequently were limited to Mullin and colleagues' (1993, 2000, 2007) book on sport marketing; Parkhouse's (1991, 1996, 2001) edited book on sport management; Chelladurai's (1985) and Slack and Parent's (1997) books on organization/management theory; Howard and Crompton's (1995, 2004) and Quirk and Fort's (1992) books on sport finance.

Cited articles

Table 2 presents the list of articles that were cited most frequently in the two periods (≥ 5 times in Time 1 and ≥ 9 times in Time 2) in the 417 focal articles of the JSM. The table also presents the topic covered by each article.

Early Period (1997-2004; 138 JSM articles)			Later Period (2005-2012; 279 JSM articles)		
Articles	n	Topic	Articles	n	Topics
Slack (1996)	9	Reflection	Fornell & Larcker (1981)	26	Research (Quant.) – SEM
Dimaggio & Powell (1983)	7	Organizational Studies	Funk & James (2001)	24	Sport Marketing
Gibson (1998)	7	Reflection	Frisby (2005)	22	Reflection
Kikulis et al. (1995)	7	Sport Organization	Chalip (2006)	19	Reflection
Slack & Hinings (1994)	7	Sport Organization	Cialdini et al. (1976)	19	Sport Marketing
Doherty & Danylchuk (1996)	6	Sport Organization	Gladden & Funk (2002)	19	Sport Marketing
Padilla & Baumer (1994)	6	Sport Economics/Finance	Fisher & Wakefield (1998)	18	Sport Marketing
Paton (1987)	6	Reflection	Wann & Branscombe (1993)	18	Sport Marketing
Scully (1974)	6	Sport Economics/Finance	Hu & Bentler (1999)	16	Research (Quant.) – SEM
Baxter et al. (1996)	5	Sport Sociology	Trail & James (2001)	16	Sport Marketing
Cronbach (1951)	5	Research (Quant.)	Anderson & Gerbing (1988)	15	Research (Quant.) – SEM
Eisenhardt (1989)	5	Research (Qual.)	Keller (1993)	15	Marketing
Oliver (1991)	5	Organizational Studies	Funk & James (2006)	14	Sport Marketing

Table 2 Cont.

Most-cited Articles in the JSM Articles in the Early Period (n ≥ 5) and the Later Period (n ≥ 9)

Early Period (1997-2004; 138 JSM articles)			Later Period (2005-2012; 279 JSM articles)		
Articles	n	Topic	Articles	n	Topics
Parks (1992)	5	Reflection	Sutton et al. (1997)	14	Sport Marketing
Parks et al. (1995)	5	Diversity in Sport	Mahony et al. (2000)	13	Sport Marketing
Parks & Bartley (1996)	5	Reflection	Robinson & Trail (2005)	13	Sport Marketing
Slack & Hinings (1992)	5	Sport Organization	Fink et al. (2002)	12	Sport Marketing
Wakefield (1995)	5	Sport Marketing	Funk et al. (2002)	12	Sport Marketing
Wallace & Weese (1995)	5	Sport Organization	Trail et al. (2003a)	12	Sport Marketing
Witcher (1991)	5	Sport Marketing	Wann (1995)	12	Sport Marketing
			Bagozzi & Yi (1988)	11	Research (Quant.) – SEM
			Madrigal (1995)	11	Sport Marketing
			Ashforth & Mael (1989)	10	Organizational Studies
			Baade & Tiehen (1990)	10	Sport Economics/Finance
			Eisenhardt (1989)	10	Research (Qual.)
			Fink et al. (2001)	10	Diversity in Sport
			Morgan & Hunt (1994)	10	Marketing
			Shaw & Hoeber (2003)	10	Diversity in Sport
			Speed & Thompson (2000)	10	Sport Marketing

Table 2 Cont.

Most-cited Articles in the JSM Articles in the Early Period (n ≥ 5) and the Later Period (n ≥ 9)

Early Period (1997-2004; 138 JSM articles)			Later Period (2005-2012; 279 JSM articles)		
Articles	n	Topic	Articles	n	Topics
			Trail et al. (2005)	10	Sport Marketing
			Doherty & Chelladurai (1999)	9	Diversity in Sport
			Fink & Pastore (1999)		Diversity in Sport
			Funk et al. (2000)		Sport Marketing
			Gladden et al. (1998)		Sport Marketing
			Hansen & Gauthier (1989)		Sport Economics/Finance
			Meenaghan (1991)		Marketing
			Thibault & Harvey (1997)		Sport Organization
			Trail et al. (2003b)		Sport Marketing
			Wakefield & Sloan (1995)		Sport Marketing
			Zeithaml et al. (1996)		Marketing

Time 1

Slack's (1996) reflective paper on changing the domain of sport management was the most cited paper ($n=9$) in the early period. The next set of most cited articles ($n=7$) included Dimaggio and Powell's (1983) article on institutional isomorphism; Gibson's (1998) article on sport tourism; Kikulis, Slack, & Hining's (1995) paper on patterns of change in Canadian national sport organizations; and Slack and Hining's (1994) article on institutional pressures and isomorphic change. In the third tier of most cited articles ($n=6$) were Doherty and Danylchuk's (1996) article on leadership in Canadian interuniversity athletics; Padilla and Baumer's (1994) article on big-time college sports; Paton's (1987) paper on sport management research, and Scully's (1974) article on baseball players' pay and performance.

Time 2

In the later period, Fornell and Larcker's (1981) article on structural equation models was the most cited article ($n = 26$). This was followed by Funk and James (2001) paper on their *Psychological Continuum Model* ($n = 24$); and Frisby's (2005) article on sport management research ($n = 22$). The next set of highly cited articles ($n = 19$) were Chalip's (2006) paper titled "Toward a distinctive sport management discipline"; Cialdini et al.'s (1976) "Basking in Reflected Glory" article; and Gladden and Funk's (2002) article on brand associations in team sport. The next noteworthy articles ($n = 18$) were Fisher and Wakefield's (1998) paper on group identification; and Wann and Branscombe's (1993) article on measuring team identification. Additional articles that were cited 15-16 times included Hu and Bentler's (1999) article on cutoff criteria for fit indices in structural equation modeling; Trail and James's (2001) article outlining their "Motivation Scale for Sport Consumption"; Anderson and Gerbing's (1988) paper on structural equation modeling; and Keller's (1993) article on customer-based brand equity.

The focus so far has been on the most frequently cited books and articles and the topics they covered. It will also be useful to scrutinize all citations on a topic as a percentage of the total citations in each of the two periods. Table 3 lists the topics of books, the ratio of all citations of books on that topic as a percentage of the total of all citations on all topics with a frequency of five times or more in Time 1 and nine times or more in Time 2. Similarly, Table 4 lists the topics and the associated cited articles as a percentage of all citations in the two periods.

As shown in Table 3, books on research methods constituted the largest percentage of all citations. While books on quantitative research maintained their relative status in both periods, books on qualitative research rose from a meager 6.6% of all citations to 34.4%, the largest percentage among all topics. The citations of books on marketing almost doubled in the later period (from 9.9% to 17.7%). In contrast, books on organizational theory and organizational behavior dwindled to 6.9% in Time 2 from 21.9% in Time 1. Similarly, books on sport finance and economics also lost their popularity in the later period (from 21.9% in Time 1 to 6.6% in Time 2).

In the case of articles cited (see Table 4), the most noteworthy finding is that the percentage of cited articles on marketing rose from a low of 8.6% in Time 1 to a whopping 62.6% in Time 2. In contrast, articles on organizational theory and behavior were the most cited in Time 1 (36.2%) but they were much less cited in Time 2 (3.6%). Similarly, articles on sport finance/economics and reflective articles were less often cited in Time 2 than in Time 1 (10.3% versus 3.6% and 27.6% versus 7.9% respectively). Another significant shift was in the reduction of the ratio of reflective contributions, which was 27.5% of all articles in Time 1 compared to 7.9% in Time 2. It is understandable that in the early stages of a discipline, there will be more reflective articles on the directions that the field may take and the need for such reflective studies will be lower as the field has firmly taken specific directions.

Table 3
Topics and percentages of Cited Books/Book Chapters in the JSM in the Two Periods

Topic	Early Period Times Cited ≥ 5	Later Period Times Cited ≥ 9
Quantitative Research	24.5% Psychometric Theory (12) Nunnally & Bernstein (1967, 1978, 1994) (12) Multivariate Statistics (25) Tabachnick & Fidell (1989, 1996) (9) Hair (1995, 1998) (8) Stevens (1986, 1992, 1996, 2001, 2002) (8)	30.8% Psychometric Theory (24) Nunnally & Bernstein (1967, 1978, 1994) (24) Multivariate Statistics (53) Hair (1995, 1998, 2002, 2004, 2005, 2006, 2010) (40) Tabachnick & Fidell (1989, 1996) (13) Structural Equation Modeling (17) Kline (1998, 2005) (17)
Qualitative Research	6.6% General Qualitative (10) Miles & Huberman (1994) (5) Strauss (1990, 1998) (5)	34.4% General Qualitative (69) Denzin & Lincoln (1994, 2000, 2005) (20) Miles & Huberman (1994) (15) Patton (1990, 2001, 2002) (13) Creswell (1998, 2007) (12) Strauss (1990, 1998) (9) Case Study (13) Yin (1989, 1994, 2003) (13) Grounded Theory (14) Glaser & Strauss (1967) (14) Naturalistic Inquiry (9) Lincoln & Guba (1985) (9)
Marketing	9.9% Sport Settings (10) Mullin et al. (1993, 2000) (10) General Settings (5) Assael (1984, 1987, 1992) (5)	17.7% Sport Settings (44) Mullin et al. (1993, 2000, 2007) (17) Wann et al. (1997, 2001) (14) Sloan (1989) (13) General Settings (10) Aaker (1991) (10)
Organizational Theory/Behavior	21.9% Sport Settings (17) Macintosh & Whitson (1990) (7) Chelladurai (1985) (5) Slack & Parent (1997) (5) General Settings (16) Scott (1982, 1990) (6) Pfeffer & Salancik (1978) (5) Schein (1985, 1992) (5)	6.9% Sport Settings (21) Chelladurai (2001, 2005) (11) Slack & Parent (1997, 2006) (10)
Diversity	3.3% General Settings (5) Kanter (1977) (5)	None

Table 3 Cont.

Topics and percentages of Cited Books/Book Chapters in the JSM in the Two Periods

Topic	Early Period Times Cited ≥ 5	Later Period Times Cited ≥ 9
Sport Finance/ Economics	21.9% Noll & Zimbalist (1997) (6) Rosentraub (1997, 1999) (6) Sperber (1982, 1990) (6) Euchner (1993) (5) Howard & Crompton (1995, 2004) (5) Quirk & Fort (1992) (5)	6.6% Howard & Crompton (2004, 2005) (11) Scully (1989) (9)
Sport Sociology	7.3% Wenner (1989) (6) Coakley (1986, 1990, 1994) (5)	3.6% Zimbalist (1999, 2001) (11)
General Sport Management	4.6% Parkhouse (1991, 1996, 2001) (7)	None

Table 4

Topics and percentages of Cited Articles in the JSM in the Two Periods

Topic	Early Period Times Cited ≥ 5	Later Period Times Cited ≥ 9
Quantitative Research	4.3% Cronbach (1951) (5)	13.1% Fornell & Larcker (1981) - SEM (26) Hu & Bentler (1999) - SEM (16) Anderson & Gerbing (1988) - SEM (15) Bagozzi (& Yi (1988) - SEM (11)
Qualitative Research	4.3% Eisenhardt (1989) (5)	1.9% • Eisenhardt (1989) (10)
Marketing	8.6% Sport Settings (10) Wakefield (1995) (5) Witcher (1991) (5)	62.6% Sport Settings (283) Funk & James (2001) (24) Cialdini et al. (1976) (19) Gladden & Funk (2002) (19) Fisher & Wakefield (1998) (18) Wann & Branscombe (1993) (18) Trail & James (2001) (16) Funk & James (2006) (14) Sutton et al. (1997) (14) Mahony et al. (2000) (13) Robinson & Trail (2005) (13) Fink et al. (2002) (12) Funk et al. (2002) (12) Trail (2003a) (12) Wann (1995) (12) Madrigal (1995) (11) Speed & Thompson (2000) (10) Trail et al. (2005) (10) Funk et al. (2000) (9) Gladden et al. (1998) (9) Trail et al. (2003b) (9) Wakefield & Sloan (1995) (9) General Settings (43) Keller (1993) (15) Morgan & Hunt (1994) (10) Meenaghan (1991) (9) Zeithmal et al. (1996) (9)

Table 4 Cont.
 Topics and percentages of Cited Articles in the JSM in the Two Periods

Topic	Early Period Times Cited ≥ 5	Later Period Times Cited ≥ 9
Organizational Theory/Behavior	36.2% Sport Settings (30) Kikulis et al. (1995) (7) Slack & Hinings (1994) (7) Doherty & Danylchuk (1996) (6) Slack & Hinings (1992) (5) Wallace & Weese (1995) (5) General Settings (12) Dimaggio & Powell (1983) (7) Oliver (1991) (5)	3.6% Sport Settings (9) Thibault & Harvey (1997) (9) General Settings (10) Ashforth & Mael (1989) (10)
Sport Finance/Economics	10.3% Padilla & Baumer (1994) (6) Scully (1974) (6)	3.6% Baade & Tiehen (1990) (10) • Hansen & Gauthier (1989) (9)
Sport Sociology	4.3% Baxter et al. (1996) (5)	None
Diversity in Sport Settings	4.3% Parks et al. (1995) (5)	7.3% Fink et al. (2001) (10) Shaw & Hoerber (2003) (10) Doherty & Chelladurai (1999) (9) Fink & Pastore (1999) (9)
Reflection	27.6% Slack (1996) (9) Parks (1992) (5) Parks & Bartley (1996) (5) Gibson (1998) (7) Paton (1987) (6)	7.9% Frisby (2005) (22) Chalip (2006) (19)

Discussion

The results show that most frequently cited books in both periods were on research methods and multivariate statistics. Consistent with the fact that there were twice as many articles published by the JSM in Time 2 as in Time 1 (279 versus 138), books on quantitative statistics were cited almost twice as often in Time 2. However, the percentages of all books cited remained almost the same (24.5% in Time 1 versus 30.8% in Time 2).

But the real shift occurred in the citation of books on qualitative research. The books on qualitative research by Miles et al. (1994), and Strauss (1990, 1998) were among the most cited books in Time 1. But such citations constituted a meager 6.6% of all citations of books in Time 1. In contrast, citations of qualitative research books in Time 2 rose to 34.4% of all books cited. These results clearly show that sport management scholars have embraced qualitative research as a legitimate and preferred way of studying specific phenomena of interest, and that JSM is opened to publishing qualitative research. The increase in qualitative research can also be attributed to the advances that have been made in the rigor and sophistication of qualitative methods including software to analyze the collected data.

Another significant change in relation to books was in the relative emphasis placed on general topics as organizational/management theory, marketing, and finance/economics. While relatively greater emphasis was placed on organizational/management theory in Time 1 (21.9%

of all citations), such emphasis was reduced in Time 2 (6.9% of all citations). Similarly, the emphasis on sport finance/economics was reduced from Time 1 (21.9%) to Time 2 (6.6%). In contrast, citations of marketing related books increased from Time 1 to Time 2 (9.9% to 17.7%). This shift in emphasis from management to marketing was even more dramatic in the case of research articles cited in the two periods. Whereas the percentage of times articles on organization/management theory were cited reduced from 36.2% in Time 1 to 3.6% in Time 2, the percentage of times marketing articles were cited rose from 8.6% in Time 1 to 62.6% in Time 2.

The reduction in citations of finance related articles could be attributed to the emergence of newly specialized but also highly recognized (included in Social Sciences Citation Index) journals such as *International Journal of Sport Finance* and *Journal of Sport Economics*. That is, scholars in these areas might have preferred to publish their work in these specialized journals. But this argument does not hold in the case of marketing because that field has also experienced a growth in specialized journals such as the *Sport Marketing Quarterly* and *International Journal of Sport Marketing and Sponsorship*. In 1987, Zeigler pointed out that one of the challenges of the field at that time was the lack of marketing-oriented studies. Our results indicate that this challenge has been met in the sense marketing oriented studies dominated the publications in JSM.

It must be noted that the majority of the citations we studied were articles published by scholars in other allied disciplines. The notable exceptions are the articles by Funk and James (2001, $n = 24$), Frisby (2005, $n = 22$), Chalip (2006, $n = 19$), Gladden and Funk (2002, $n = 19$), and Trail and James (2001, $n = 17$). Those who cited Frisby's (2005) and Chalip's (2006) reflective articles did so as a backdrop for advancing their own perspectives in the general areas of management and organization theory. In contrast, Gladden and Funk (2002), Funk and James (2001, 2006) and Trail and James (2001) were cited in marketing related articles. Funk and James (2001) proposed their *Psychological Continuum Model* consisting of four hierarchical stages of *awareness, attraction, attachment, and allegiance*. Their 2006 article was an extension of their previous work and showed that "allegiance is the outcome of a process by which individuals develop stronger emotional reactions to, more functional knowledge about, and greater symbolic value for benefits and attributes associated with a sport team" (p. 189). Other authors have cited these two articles along with other articles to substantiate their perspectives and/or to suggest that their results were in line with the thrust of these articles.

Trail and James's (2001) *Motivation Scale for Sport Consumption* measures nine motivational factors— *achievement, acquisition of knowledge, aesthetics, drama/eustress, escape, family, physical attractiveness of participants, quality of physical skill, and social interaction*. While a few studies employed Trail and James's (2001) Motivation Scale for Sport Consumption, the majority of these studies cited the focal article along with other articles in support of the arguments advanced therein. As can be expected, the studies that cited Trail and James (2001) focused on sport consumption behavior. More specifically, they dealt with topics such as team identification, attachment, allegiance, points of attachment, brand awareness, and consumer attitudes. Thus, our analysis clearly shows that there have been sustained and focused research efforts in the study of consumer behavior in sport whereas such efforts were lacking in the study of management and organizations. For an explanation, we invoke Shilbury's (2011) comment that the lack of emphasis on management within sport is a reflection of weak paradigm development even in mainstream management.

One area of concern relates to the almost exclusive focus of marketing related research on spectator sport (or entertainment sports). A total of 67.5% of cited articles were related to sport settings while a total of 54.3% of cited articles were related to spectator sports. In other words, roughly 80.4% (54.3/67.5) of cited articles in the context of sport touched on the topic of spectator sports indicating that the topics regarding participant sports were overlooked.

Implications and future studies

It must be noted that only 351 publications out of 14,342 (2.4%) publications were cited five times or more in the overall period. In Time 1, 44 out of 4,957 cited publications (0.9%) of the JSM were cited five times or more while 231 publications out of 10,302 (2.2%) were cited five times or more in Time 2. It is not clear if this is a function of what Merton (1968) called the “Matthew” effect defined as “the accruing of greater increments of recognition for particular scientific contributions to scientists of considerable repute and the withholding of such recognition from scientists who have not yet made their mark” (Merton, 1968, p. 58). Merton was referring to Matthew’s Gospel (25:29): “For whoever has will be given more, and they will have an abundance. Whoever does not have, even what they have will be taken from them.” Merton (1968) used the term “Matthew Effect” to highlight the disproportionate distributions of credits among scholars where well-known scholars get cited more often than unknown scholars regardless of the relative significance of their contributions. Within any academic field, the rich-get-richer phenomenon can also be attributed to what Barabasi (2002) calls “preferential attachment.” In our context, writers may be attached to specific reputed scholars and cite them more often with a view to enhance their own standing in the field. Hence, a useful avenue of future research would be to investigate the determinants of citing behaviors to understand the citing behavioral patterns of scholars in the field of sport management.

Many academic fields recognize the significance of multilevel design to scrutinize certain phenomena including *analytical*, *structural*, and *global* properties (Lazarsfeld & Menzel, 1969). Analytical properties refer to individual members of the group at micro level whereas structural properties explain relational characteristics built among individual members in the collective at a macro level. Global properties refer to the nature of the collective itself that do not originate from individual members’ features (O’Brien, 2000). This study focused on the analytical properties of the knowledge domains in the field of sport management at micro level. Future studies may investigate the structural properties through the co-citation network analysis (e.g., Chabowski, Mena, & Gonzalez-Pardon, 2011; McMillan & Casey, 2007; Uysal, 2010; White & McCain, 1998) and global properties through the analyses of the underlying forces of citing behaviors.

Finally, future research may investigate any potential differences in the thrusts of research undertaken by scholars in different regions of the world such as Europe, Australia and New Zealand, Asia, South America, and Africa. For instance, as noted above, the articles in the JSM have largely focused on topic of marketing in the context of spectator sport. In the process, studies in participant sport have been relatively marginalized. Is this the case with sport management scholarship in other continents? To answer this question, the contents of articles published in other sport management journals, particularly the *European Sport Management Quarterly* representing Europe and the *Sport Management Review* representing Australia and New Zealand, may be subjected to analytical procedures employed in this study. Such research effort would shed light on the intellectual domains and streams of research pursued in different regions.

In summary, the results of the citation analysis of articles published in the Journal of Sport Management between 1997 and 2012 showed that more advanced and rigorous quantitative methods, as well as qualitative methods, emerged in the later period as the preferred research tools. Further, articles related to sport marketing were cited much more often in the later period than in the earlier period. Additionally, the cited articles were more focused on consumer behavior in the context of spectator sport.

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Appendix A

Most-cited books and articles in the articles of the JSM between 1997 and 2012

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