

1. Record Nr.	UNINA9910958595603321
Titolo	Routledge handbook of the business of women's sport / / edited by Nancy Lough and Andrea N. Guerin
Pubbl/distr/stampa	New York, : Routledge, 2019
ISBN	1-351-33395-X 0-203-70263-8 1-351-33394-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (577 p.)
Collana	Routledge international handbooks
Altri autori (Persone)	LoughNancy L GuerinAndrea N
Disciplina	796.082
Soggetti	Sports for women - Economic aspects GAMES / Gambling / Sports SPORTS & RECREATION / Business Aspects SPORTS & RECREATION / Essays SPORTS & RECREATION / History SPORTS & RECREATION / Reference TRAVEL / Special Interest / Sports BUSINESS & ECONOMICS / General SOCIAL SCIENCE / Women's Studies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover -- Half Title -- Title Page -- Copyright Page -- Table of Contents -- List of contributors -- Introduction -- Editors' ambition -- Overview of the book -- References -- PART I: History and evolution of women's sport business -- Chapter 1: History and evolution of women's sport -- Philosophical foundations of women's sport -- Evolution of women's professional sport -- Conclusion -- Leader profiles -- References -- Chapter 2: The impact of Title IX and other equity laws on the business of women's sport -- Constance Applebee's entrepreneurial influence -- Title IX as a response to sex discrimination -- Title IX's impact on the business of school sports -- Title IX's impact on participation at the high school and college levels -- The magnitude

of change in the college sport industry post-Title IX -- The ongoing process of achieving gender equity -- Conclusion -- Leader profile: Sandy Barbour, Director of Athletics, the Pennsylvania State University -- References -- Chapter 3: Sociological perspectives of women in sport -- Sociological perspectives on women in sport -- Conclusion -- Leader profile: Mary Jo Kane -- Note -- References -- Chapter 4: Women trailblazers in sport business -- Baseball -- Basketball -- Football -- Hockey -- Mixed martial arts -- Motorsports -- Olympics -- Soccer -- Sport media -- Sports agents -- Tennis -- Conclusion -- References -- Chapter 5: The history of women in sport management academe and the treatment of female faculty members in sport management higher education -- Creation and growth of sport management programs -- History of sport business -- History and treatment of women in sport management higher education -- Conclusion -- Leader profile: Dr. Joy DeSensi -- References -- PART II: Management of women's sport -- Chapter 6: The role of bias in the under-representation of women in leadership positions. Introduction -- Bias -- Conclusions -- Leader profile: Yuen Ting Chan -- References -- Chapter 7: The delivery and management of women-only sport events and their future sustainability -- Women's sport participation evolution -- Research on women-only events -- Conclusion -- Leader profile: Nancy Reinisch, Co-Founder/USAT Certified Coach, Roaring Fork Women's Triathlon Team -- References -- Chapter 8: Women in leadership positions within Canadian sport -- Introduction -- Government actions and organizations working toward gender equity -- Women's involvement in leadership positions -- Gender-based violence -- Future prospects to achieve gender equity in the Canadian sport system -- Conclusions -- Leader profile: Wendy Pattenden, CEO, Canadian Sport Institute Pacific -- Notes -- References -- Chapter 9: Professional women's sport in Australia -- Introduction -- History of professional women's sport in Australia -- Australian Rules Football -- Basketball -- Cricket -- Netball -- Soccer -- Individual professional sports -- New leagues in 2018 and beyond -- Conclusion -- Leader profile: Stephanie Beltrame -- References -- Chapter 10: From the battlefield to the board room: the place of gender in sex-integrated sport -- The evolution of equestrian sport: military, men, and medals -- Participation is not the same as presence and power -- Conclusion -- Leader profile: Amanda Bond -- References -- Chapter 11: Migratory process of Brazilian Olympic women -- Introduction -- Methods -- Results -- Migration outcomes for Brazilian women athletes -- Conclusion -- Leader profile: Katia Rubio, Ph.D. -- References -- Chapter 12: Management of professional women's golf in the United States -- History of women's golf -- League challenges and their implications on growth -- Conclusion. Leader profile: Sandi Higgs, LPGA Vice President - Creative Group and Brand Management -- References -- Chapter 13: Socio-historical development of Korean women's golf -- The beginning era of golf in Korea -- Junior and college golf organization -- Evolving social issues of golf -- Conclusion -- References -- PART III: Economics and financial aspects of women's sport -- Chapter 14: The relative success story of the WNBA -- Introduction -- Leader profile: Terri Jackson, Director of Operations for the WNBPA -- Notes -- References -- Chapter 15: Public expenditure on women's sport and gender equality among recipients of public expenditure in European sport -- Introduction -- Public expenditure on women's sport -- Recipients of public funding and gender equality -- Effects of increasing gender equality -- Conclusion -- Leader profile: Bibiana Steinhaus -- Note -- References -- Chapter 16: The new gender equity in elite women's

sports -- Title IX and elite women's athletics -- Gender equity and the Amateur Sports Act -- The gender pay gap -- Gender equity in sports: The next frontier -- Implications for the future -- Leader profile: Angela Ruggiero -- References -- Chapter 17: Social entrepreneurship -- What is social entrepreneurship? -- Issues impacting women and girls -- Critiquing sport social entrepreneurship -- Leader profile: Patti Phillips, CEO, Women Leaders in College Sports -- References -- Chapter 18: Business analytics in women's professional sports -- Growth of analytics in sport -- State of business analytics in US women's professional sport -- Type of analytics used in women's professional sports -- Business analytics in men's professional sports -- Conclusion -- Leader profile: Laura Meyer, VP of Business Intelligence, Minnesota Timberwolves & Lynx -- References -- PART IV: Leadership and governance.

Chapter 19: Under-representation of women in leadership roles in women's sport -- Leadership labyrinth -- A multi-level approach -- Conclusion -- Leader profile: Amy Huchthausen, Commissioner, America East Conference -- References -- Chapter 20: Women's roles and positions in European sport organizations: historical developments and current tendencies -- Introduction: Background and questions -- Female leaders in international sport organizations including the Olympic movement -- Gender arrangements in sports organizations: Women in leading positions in various federations and countries -- Sports organizations as a male preserve: A global phenomenon -- Leader profile: Professor Gudrun Doll-Teppe -- Notes -- References -- Chapter 21: Socio-political context in which the business of women's sport takes place in Latin America -- Women in Latin American society -- Women and sport -- Conclusion -- Leader profile: María José Soto Gil -- Notes -- References -- Chapter 22: National sporting organizations and women's sport participation: an Australian focus -- Background -- Sport development -- Cricket Australia -- Australian Rules football: The Australian Football League -- Conclusion -- Leader profile: Chyloé Kerdas -- References -- Chapter 23: Governance of women's sport in China -- Girls and women in the history of Chinese sport -- The gender structure in China's national sport organizations -- Olympic strategy and women -- The rise of sports consumption in China: The changing role of women -- Conclusion -- Leader profile: Lijia (Lily) Xu -- Notes -- References -- Chapter 24: Women's involvement in sport governance: a case study of New Zealand rugby -- Background to the study of sport governance -- Background to the study of women's involvement in sport governance -- Institutionalization of New Zealand Rugby governance: The forces against change.

Challenges to institutionalization: Forces contributing to change -- Conclusion and directions for research and practice -- Leader profile: Dr. Farah Palmer (based on work by Sophie Parker) -- Acknowledgment -- References -- Chapter 25: Governance of college sport -- Women's leadership and college sport governance -- Senior Woman Administrator (SWA) -- Gender equity issues in intercollegiate athletics governance -- NCAA Gender-Equity Task Force -- Financial streams and fan support -- Growing women's sport -- Leadership profile: Val Ackerman, Commissioner, Big East Conference -- References -- Chapter 26: The evolution of women's rugby -- No place for women in rugby -- The emergence of women's rugby -- Investing in women's rugby -- Leadership profile: Jennifer Gray - Regional Services Manager, World Rugby -- References -- Chapter 27: Women and elite coaching in New Zealand: challenges, benefits, and opportunities -- Introduction -- Current state of play in New Zealand -- Women as elite coaches: the

benefits -- Women as elite coaches: the challenges -- Winning at all costs: searching for a different measure of success -- A national strategic approach to developing a pipeline of women coaches -- Conclusion -- Leader profile: Haidee Tiffen -- References -- PART V: Marketing and consumer behavior -- Chapter 28: Authentically communicating with women consumers: examining successful (and non-successful) branding and marketing efforts -- Speaking to a culture -- What is culture? -- A failure to communicate -- Research and staffing -- Sport marketing: Properly targeting women -- Conclusion -- Leader profile: Anna Karefa-Johnson -- References -- Chapter 29: Team identification in women's sport: what little we know -- The theoretical foundation of team identification -- Team identification -- Team identification in women's sport. Women's sport attendance and viewership.

Sommario/riassunto

Combining knowledge from sport management, marketing, media, leadership, governance, and consumer behavior in innovative ways, this book goes further than any other in surveying current theory and research on the business of women's sport around the world, making it an unparalleled resource for all those who aspire to work in, or understand, women's sport. Featuring international perspectives, with authors from North America, South America, Europe, Asia, and Oceania, and insightful, in-depth profiles of real leaders within different sectors of women's sport in the global sport industry, the Routledge Handbook of the Business of Women's Sport offers an integrated understanding of the ways traditional media and social media impact both the understanding and advancement of women's sport properties, businesses, teams, and athletes. Innovative case studies show how societal issues such as gender, power, and framing impact the business of women's sports and those who work in women's sport. An essential reference for any researcher or advanced student with an interest in women's sport or women in business, and useful supplementary reading for researchers and advanced students working in sport business, sport management, mainstream business and management, or women's studies.
