

CASE STUDIES

IN SPORT MANAGEMENT

Special Issue on *Sport Ecology*

Guest Editor:

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Sport has a fundamental and bidirectional relationship with the natural environment that has been dubbed ‘sport ecology’ (McCullough et al., 2020). This means that sport may impact the natural environment that it takes place within and that the natural environment may impact sport. Understanding this role will be increasingly important for future managers of the sport industry as climate change will require sport organizations to be adaptable to the changes in the natural environment (Orr & Inoue, 2019). Some sports, like global football and snow-based sports, are already facing climactic concerns regarding the future viability of their particular sport (e.g., Nybo et al., 2020; Scott et al., 2015). In some cases, the industry is already attempting to respond to potential environmental deviations that result from climate change (Dingle & Stewart, 2018).

Sport ecology is an emerging, yet essential, subdiscipline within the larger sport management field, and a growing body of literature is attempting to understand this ecological relationship (c.f., Mallen et al., 2011; Mallen, 2018). Some, but not all, of the contexts considered thus far in sport ecology research have been understanding sport organizational relationships and behaviors towards the environment (e.g., Babiak & Trendafilova, 2011; McCullough & Cunningham, 2010), marketing and fan behaviors towards the environment (e.g., Casper et al., 2014; Inoue & Kent, 2012), event and facility environmental management (e.g., Chappelet, 2008; Ross & Mercado, 2020), law and governance of environment in sport (e.g., Kellison & Mondello, 2012; Ross & Leopkey, 2017), environmental adaptation for the future (e.g., Orr & Inoue, 2019), environmental advocacy of sport (e.g., Sartore-Baldwin & McCullough, 2018), economics context of sport ecology (e.g., McCullough, Orr, & Watanabe, 2019), and even teaching sport ecology cases (e.g., Pelcher & McCullough, 2019). Overall, this non-exhaustive collection of work exemplifies the potential for research in the area of sport ecology.

The aim of this special issue is to bring sport ecology knowledge into the classroom through the development of teaching case studies to be used as learning tools at both the undergraduate and graduate level.

The scope of this special issue is broad regarding industry context. Submissions are encouraged that involve, but are not limited to, international sport, professional sport, scholastic and collegiate sport, community sport, youth sport, and recreation. Additionally, broad organizational contexts are welcomed: teams, governing bodies, leagues, facilities, events, the media, charitable organizations, marketing agencies, sponsors, communities, and others.

The range of topics covered in this special issue is intentionally diverse as the natural environment influences all forms of sport and the sport industry. Sport ecology can

influence operational performance, event and legacy planning, athlete productivity, consumption behaviors of fans, product and supply chain management, charitable efforts, policies, budgeting, decision-making, and impact measurement.

Examples of Cases: the development of original and unique case studies focused on sport ecology is encouraged. Examples may include, but are not limited to:

- Life cycle or carbon footprint assessment of a particular sport event or sport organization's operations
- Predicting or modeling the impact of climate change on a particular venue, event, or region
- Evaluation of the costs and benefits associated with climate adaptation and environmental management
- Ensuring compliance with current or future environmental regulatory laws
- Design of a marketing campaign or educational program to promote pro-environmental behaviors in fans and spectators and educate on organizational environmental initiatives
- Forming partnerships with sponsors, governmental actors, non-profit organizations to develop environmental initiatives
- Historical perspectives on environmental impacts of sport organizations and events
- Highlighting new and innovative environmental technologies and strategies in sport
- Reshaping organizational culture or policies to be more environmentally conscious

Notes for Prospective Authors: Submitted case studies should not have been previously published, nor be currently under consideration for publication elsewhere. All case studies are refereed through a peer review process. A guide for authors and other information for submitting case studies are available on the *Author Guidelines* page: <https://journals.humankinetics.com/page/authors/cssm>. Authors new to writing cases for CSSM are also encouraged to review recently published cases and/or contact the special issue editors for direction. When prompted during the submission process, please indicate that you would like your submission to be considered for the special issue on Innovation in Sport Management.

Important Dates: The deadline for submission is **September 1, 2021**

Questions: Questions regarding submissions to this special issue may be directed to the special issue editor:

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