



# HUMAN KINETICS JOURNALS

## Special Issue in *Journal of Sport Management* Name, Image, and Likeness and the NCAA

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The National Collegiate Athletic Association (NCAA) has historically operated a labor market for playing talent under the guise of “amateurism,” considered by scholars to be representative of cartel behavior (e.g., Fleisher et al., 1992; Custis et al., 2019). In this market, the NCAA restricts direct compensation to the student-athletes who contribute in producing revenues that rival those of major North American professional leagues (Kahn, 2007). Because NCAA institutions largely compensate student-athletes via components already in place to service the traditional student body, actual (not accounting) university-level athletic department revenues (e.g., ticket sales, licensing rights, broadcasting rights, corporate sponsorships, etc.) and surpluses are sizeable (Putterman, 2019). Instead of sharing revenues with student-athletes through direct payments, these surpluses traditionally have been spent on capital projects and coaching staff compensation, which clearly differentiates the NCAA talent market from traditional labor markets (Farmer & Pecorino, 2010).

On June 21, 2021, the United States Supreme Court ruled against the NCAA regarding the restriction of educated related payments to student-athletes participating at member institutions (see *NCAA v. Alston*). The Court ruled unanimously that the organization was in violation of antitrust laws by limiting the compensation athletes could receive from a variety of sources including paid internships, academic awards, and postgraduate scholarships. In response, on June 30, 2021, the NCAA adopted a policy to allow athletes to profit from commercial opportunities associated with their name, image, and likeness (Fitzsimons, 2021). This policy change represents the first time NCAA athletes were able to “permissibly” generate external endorsement compensation based on their affiliation with their respective academic institutions. The new name, image, and likeness policy represents a substantial shift in the labor market dynamics of NCAA sport that has potential far-reaching implications for the NCAA itself, member institutions, student-athletes, and associated firms and stakeholders.

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While the NCAA name, image, and likeness policy has legal and economic origins, this change has considerable implications for research in numerous subdisciplines in the field of sport management. For instance, NCAA athletics generate immense consumer interest, which has spawned the creation of conference-specific television networks. Entire firms exist focusing on the marketing, branding, and distribution of college athletics content. NCAA sport produces relevant economic and social impacts in many communities which serve as hosts to member institutions (Coates & Depken, 2011). Understanding the personal experiences of the student-athletes representing the on-field talent is equally important. Further, investigating the racial and gender implications of this change are warranted given the history of NCAA inequity in these areas (i.e., Hattery, 2012). The updated name, image, and likeness policy clearly has potential implications across a variety of subdisciplines within the sport management literature.

The goal of this special issue is to foster scholarship in the context of NCAA athletics as it pertains to the name, image, and likeness policy change. Consistent with the mission of the journal, we seek to be inclusive of research from a variety of perspectives. We welcome submissions employing conceptual, quantitative, or qualitative approaches. We seek contributions that theoretically advance and enrich the practical understanding of the subject. The list of potential topics suitable for this special issue is broad. We encourage submissions from a diverse set of sport management subdisciplines including, but not limited to:

- Law
- Policy
- Marketing
- Sociology
- Economics
- Finance
- Management
- Organizational theory and behavior
- Strategy
- Communications

#### Submission Guidelines

Manuscripts should follow American Psychological Association ([www.apa.org](http://www.apa.org)) publication formatting and should be prepared in accordance with the *Journal of Sport Management* [Author Guidelines](#). Manuscripts must not have been previously published and must not be submitted to another journal while under review at the *Journal of Sport Management*.

Manuscripts should be submitted no later than **May 31, 2022** using [ScholarOne](#) on the *Journal of Sport Management* website. Authors should indicate in their cover letter that the submission is to be considered for the special issue on Name, Image, and Likeness and the NCAA.

*Please note:* When submitting your manuscript, we kindly request an additional email be sent to [nil.jsm.1@gmail.com](mailto:nil.jsm.1@gmail.com) to notify the co-editors that an author or

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author group has submitted a manuscript for consideration in the special issue. In the email, please include the title of the manuscript and a list of all authors.

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