



LEEDS  
BECKETT  
UNIVERSITY

---

Citation:

Widdop, P and Chadwick, S and Parnell, D (2019) Guest Editorial: Football and its shifting global powerbase. *Sports, Business and Management*, 9 (1). pp. 2-3. ISSN 2042-6798 DOI: <https://doi.org/10.1108/SBM-03-2019-091>

Link to Leeds Beckett Repository record:

<https://eprints.leedsbeckett.ac.uk/id/eprint/5667/>

Document Version:

Article (Accepted Version)

---

The aim of the Leeds Beckett Repository is to provide open access to our research, as required by funder policies and permitted by publishers and copyright law.

The Leeds Beckett repository holds a wide range of publications, each of which has been checked for copyright and the relevant embargo period has been applied by the Research Services team.

We operate on a standard take-down policy. If you are the author or publisher of an output and you would like it removed from the repository, please [contact us](#) and we will investigate on a case-by-case basis.

Each thesis in the repository has been cleared where necessary by the author for third party copyright. If you would like a thesis to be removed from the repository or believe there is an issue with copyright, please contact us on [openaccess@leedsbeckett.ac.uk](mailto:openaccess@leedsbeckett.ac.uk) and we will investigate on a case-by-case basis.



### **Football and its shifting global powerbase**

Journal:	<i>Sport, Business, Management: an International Journal</i>
Manuscript ID	SBM-02-2019-0011
Manuscript Type:	Editorial

SCHOLARONE™  
Manuscripts

1 Widdop, P.; Chadwick, S.; Parnell, D.  
2  
3

## 4 **Guest Editorial**

5

6  
7 This special edition of 'Sport, Business and Management: An International Journal' attracted  
8 a considerable number of submissions, from which we eventually selected the six papers for  
9 publication. To all of the scholars who sent us their proposed contributions, we extend our  
10 gratitude.  
11

12  
13 Inevitably, the editorial team has sought to ensure that relevance and quality have been the  
14 guiding principles for this football special edition. It is nevertheless notable that the ultimate  
15 body of work presented here is effectively, though unintentionally, characterised by two  
16 common themes: globalisation and management.  
17

18  
19 For those who study the business and management of football, this will probably come as no  
20 surprise. After all, the last two decades have seen a growth in managerialism (often allied to  
21 commercial developments) and an increasing focus on the sport's development across the  
22 world.  
23

24  
25 The phenomenon of managerialism has received scant specific attention, researchers in the  
26 field instead preferring to focus on concepts and issues pertaining to commercial  
27 developments in football. Managerialism has, however, played an equally prominent role in  
28 the recent evolution of the sport.  
29

30  
31 Hence, the papers appearing in this edition that focus on innovation and legacy constitute  
32 important contributions to the field, in the way they address issues of efficiency and  
33 improvement in resource utilisation. We believe that studies in such areas are valuable and  
34 deserve to be replicated in different settings. Indeed, we encourage researchers to apply such  
35 managerial concepts more widely in further studies of football.  
36

37  
38 A common narrative history of the sport often emphasises the importance of European  
39 football, especially from a business and management perspective. However, in this journal  
40 special issue, each of the papers adopts a broader, more open and expansive view of football,  
41 one that suggests a growing moment of power.  
42

43  
44 What is especially notable is a pivot towards an Asia-centric view of the game, particularly in  
45 the way that states engage with it to achieve both economic and political ends. This implies a  
46 view that is ideologically opposed to football in its former industrial heartlands. That is, by  
47 contrasting the role of state interventionism with a more laissez faire approach to the  
48 organisation and management of the sport.  
49

50  
51 Given the upcoming 2022 World Cup in Qatar, the likelihood that China will quickly follow  
52 as the tournament's host, and a growing number of Asian sponsors and investors within FIFA  
53 and rippling through the game at all levels, we call for more research in this area.  
54 Understanding the economic and industrial dynamics of these changes and how they  
55 influence the business and management of football will, in future, be crucial.  
56

57  
58 It is routinely stated that fans are the lifeblood of football; it was thus somewhat surprising  
59 that more studies of fandom were not submitted for possible publication in this special  
60 edition, especially fandom in emerging nations. At one level, this is rather unfortunate; at

1  
2  
3 another, it creates an opportunity for further studies in what is still a well-established research  
4 field.  
5

6  
7 The paper on fandom published here is nevertheless an important one as it addresses issues  
8 pertaining to expatriate fans. This clearly has relevance for marketers and international  
9 development managers in the sport. In turn though, it suggests some interesting opportunities  
10 in, for example, the importance of diasporas and migration for the business and management  
11 of football.  
12

13  
14 In addition to the relevance and importance of papers presented in this special edition, we  
15 also hope that it provides an inspiration for other scholars either working in the field or else  
16 seeking to publish papers relating to football.  
17

18  
19 There is an ongoing debate about the importance of research in football, with some critics  
20 questioning its value. However, with an industry estimated by some to be worth US\$30  
21 billion globally, and with work of the quality being published here being produced, we argue  
22 that the case for work examining the business and management of football remains as  
23 compelling as ever.  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60