

Let's Work Together: Scholarly Collaborations between Academia and the U.S. Sport Industry

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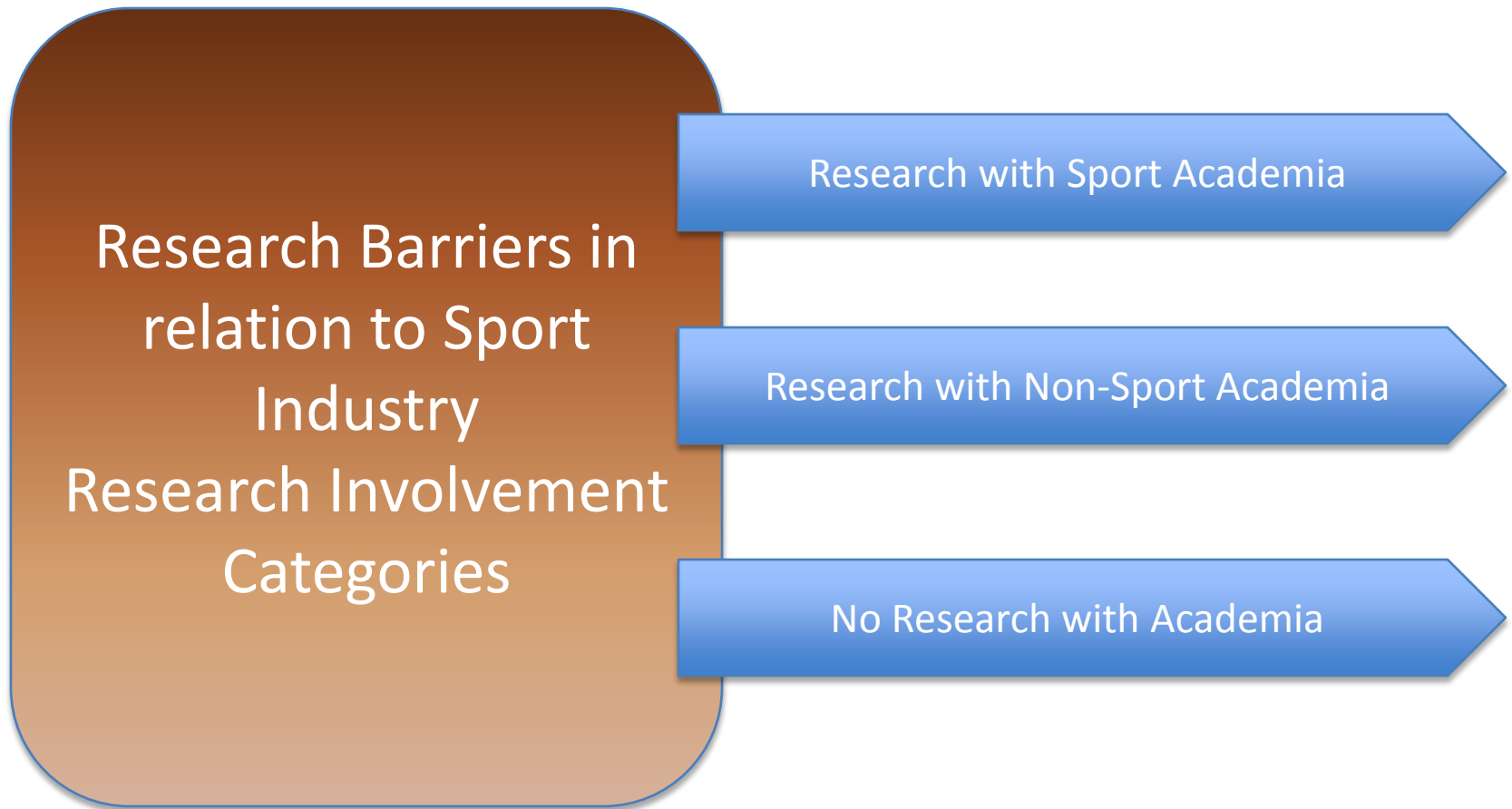
Dr. Jillian McNiff, Flagler College

Bridging the Gap

- University research has been shown to encourage innovation and economic development, and should be regarded as an agent of progress (Etzkowitz & Leydesdorff, 2000; Smirnova, 2011)



The Research Gap and Purpose



Bayh-Dole Act

- In 1980, the U.S. Congress introduced industry-university collaboration policies in order to encourage commercialization of university research with the Bayh-Dole Act (Jelinek, 2005)



Industry-Academia Collaboration

Can academic research help sports industry?

It can, but it's often ignored by those in the business

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...and then as an analyst in baseball
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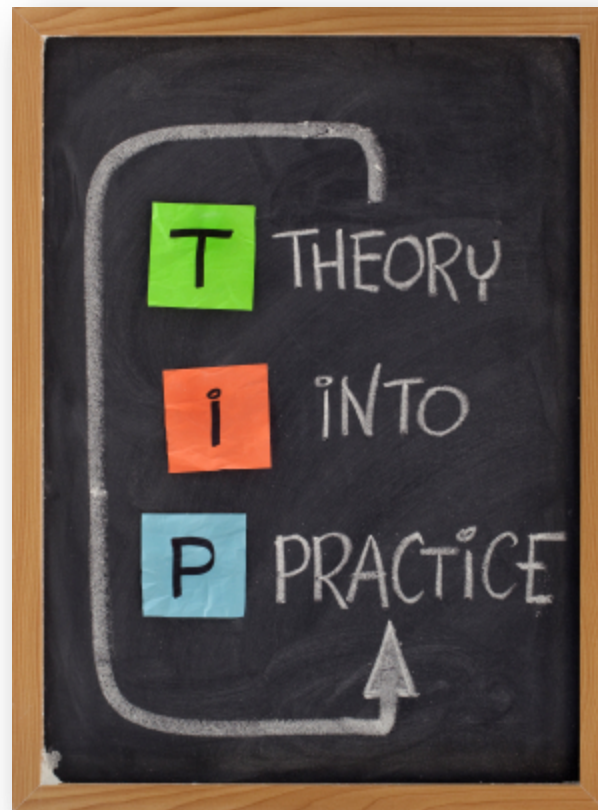
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5th Annual COSMA Conference

"Academics and Practitioners:
Building Bridges, Part 3"
Feb. 7-8, 2019 | Atlanta, GA
hosted by Georgia State University
#COSMA2019

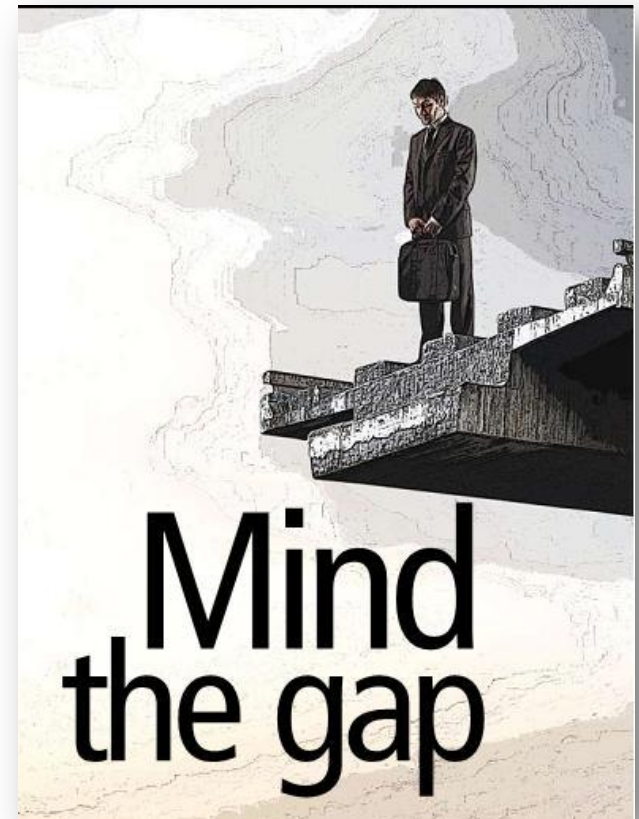
How best to translate sport theory into practice?

- Chalip, 2006; Costa, 2005; Parks, 1992



Research Barriers

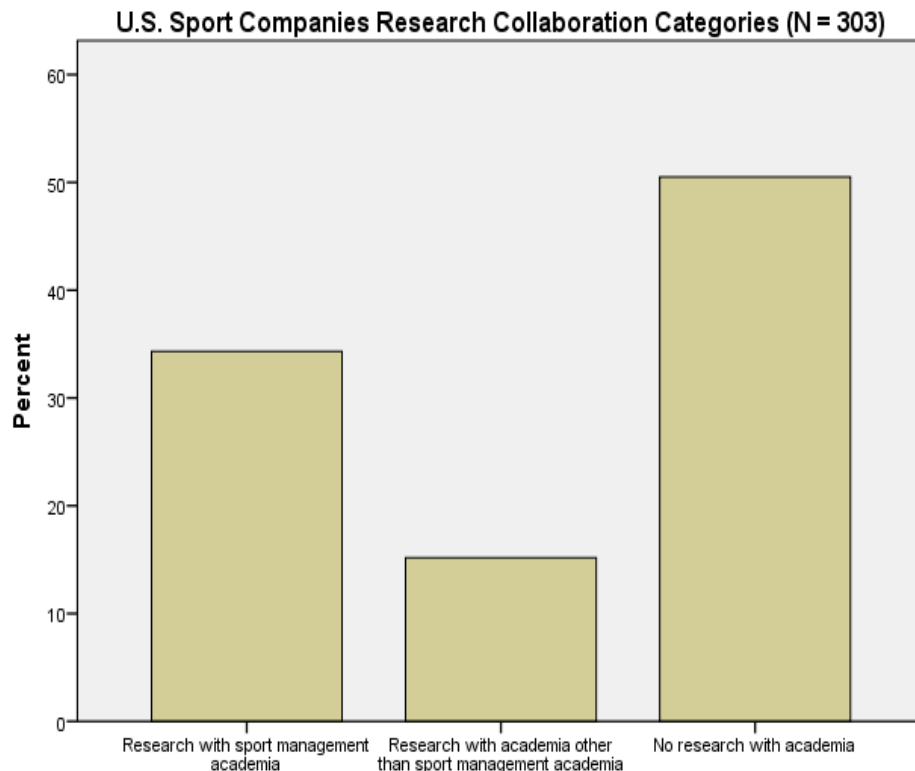
- Trust (Sherwood & Covin, 2008)
- Collaboration experience (Bekkers & Bodas Freitas, 2008)
- Lack of communication (Cohen, Nelson, & Walsh, 2002)
- Start-ups are more likely to collaborate with universities (Cohen et al., 2002)



Data Collection

- People who held a managerial position in the U.S. sport industry
- Sample randomly selected from two different online sport databases
- 303 usable surveys

STREET & SMITH'S
SportsBusiness
JOURNAL



*Team
Marketing
Report*

Survey Development

- Discussions with sport industry stakeholders, expert panel, and review of pertinent literature
- Survey instrument (Bekkers & Bodas Freitas, 2008)

	Strongly Disagree	More or Less Disagree	Neither Disagree, Nor Agree	More or Less Agree	Strongly Agree
Sport knowledge developed in universities is too general to address our specific knowledge needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport knowledge developed in universities is too theoretical to address our specific knowledge needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joint research projects with sport academia are too costly (either in terms of time or money)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relevant sport knowledge developed in universities is difficult to locate (e.g., finding the right publications or people)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joint research projects with sport academia imply a significant risk that our organization's knowledge could leak to competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport researchers working in universities do not fit in well with our corporate culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On this question please click on 'Strongly Agree' so we can ensure you are paying attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Control variables

Data Analysis

- Principal Component Analysis (PCA)
- Multinomial Logit Regression (MLR)



PCA

Statements	M	SD	F1: Transactional Barriers	F2: Academic Journals Barriers	F3: Academic Research Barriers	F4: External Sources of Knowledge Barriers	F5: Trust Barriers
Joint research projects with sport academia are too costly (either in terms of time or money)	2.70	.87	.489				
Relevant sport knowledge developed in universities is difficult to locate (e.g., finding the right publications or people)	3.16	.96	.568				
My organization is not interested in collaborating with the sport academia	2.12	.98	.690				
There is a lack of interest in collaborating coming from the sport academia	2.58	.95	.706				
The statistical analyses present in sport academic journals/publications are difficult to understand	2.69	.88		.611			
Reading sport academic journals/publications is too time-consuming	2.97	1.02		.752			
Sport academic journals/publications are too costly (in terms of money)	3.01	.87		.664			
Sport knowledge developed in universities is too general to address our specific knowledge needs	2.96	.99			-.912		
Sport knowledge developed in universities is too theoretical to address our specific knowledge needs	3.09	1.02			-.892		
Sport academic journals/publications are too general	2.93	.84			-.489		
Sport academic journals/publications are not essential to my organization's objectives	3.06	1.23				-.821	
Other knowledge sources are more important to my organization	3.74	1.08				-.801	
I have no knowledge of any sport academic journals/publications	2.45	1.36				-.474	
Sport researchers working in universities do not fit in well with our corporate culture	2.49	1.00					.441
My organization had a previous bad collaboration experience with the sport academia	1.91	1.00					.799
The reputation of a university prevents my organization from collaborating on research with its sport academia	2.06	.98					.785

MLR

Variables	Category 1	Category 2	Category 3
Transactional barriers	-.117 *	.005	.112 *
Journals barriers	.003	.028	-.030
Academic research barriers	-.052	.001	.050
Trust barriers	.057	.009	-.066
Sector (public/private)	.007	.069	-.076
<i>Age</i>			
18 - 34	.185	-.077	-.108
35 - 44	.166	-.010	-.156
45 - 54	.121	.069	-.190 *
55 or over (reference)			
<i>Education</i>			
College degree (reference)			
Masters degree	-.014	.136 *	-.122
Doctoral or professional degree	.076	.099	-.176
<i>Organization Location</i>			
North-East region (reference)			
Mid-West region	.025	-.039	.015
West region	.030	-.037	.007
South region	-.039	-.098 *	.137
<i>Organization Establishment Period</i>			
Before 1980 (reference)			
Between 1980 and 1999	-.072	.024	.049
In 2000 or later	-.120	-.019	.139
<i>Organization Type</i>			
Small (< 100 employees) (reference)			
Medium (100 - 500 employees)	.056	-.037	-.019
Large (> 500 employees)	-.051	.175	-.123
<i>Industry Sub-Sector</i>			
Professional sport service providers and facilities	-.146	-.079 *	.225 *
Professional sport teams (reference)			
Sport governing bodies	.137	-.100 *	-.037
Sport marketing/advertising/PR	.285 *	-.058	-.227 *
Sport media	-.122	-.103 *	.225
Other	.098	-.072 *	-.026

Significant at: * $p < .05$

Barriers



Control Variables and Collaboration



What to do?



Limitations

- Channels to collaborate and types of collaboration benefits
- Sport management academia's perceptions
- Just one country
- Distance in miles between firms and sport management academic programs

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Thank you

- Please reach out if you have any additional questions
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