

Optimal Strategies in Sports Economics and Management

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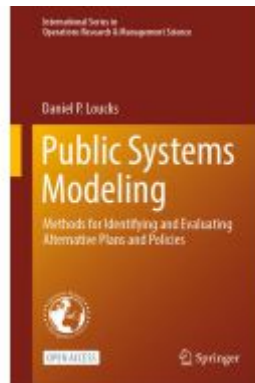
Details

During the last century, we have witnessed the birth and evolution of sport as an economic activity, which has created jobs on the one hand, but also problems of management on the other. This process has not been immune from the particular characteristics associated with sport, typically united here more than in other activities: technique, physical effort, entertainment and passion. And all this within a framework of ever-increasing consumption of financial resources. It is not surprising, therefore, that commonly-used economic models, based on mechanistic approaches, do not provide a viable solution to increasingly complex and increasingly frequent problems. Any attempt to apply such an approach in this technical, economic and financial context can only result in failure. The high degree of subjectivity inherent in sporting activity requires new tools, in which remodeled conceptual, theoretical and technical elements should play an important role. Complexity, uncertainty and subjectivity are therefore basic to understand, and deal with, the phenomenon of sport. The necessity of resorting to these elements was identified over a quarter of a century ago by a small group of professors and researchers at the University of Barcelona. Together we started the first postgraduate courses and organized seminars to alert sports centre managers, as well as to make private and public organizations aware of the increasing importance of a proper, specific management for sports organizations.

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