"#RaysinCuba: An Examination of Stakeholders’ Perceptions of Bridging Boundaries Through Sport"

The Tampa Bay Rays were a part of a unique experience when they played a Spring Training game against the Cuban National Baseball Team in Havana, Cuba. The event was unique and timely due to the improving relationship between Cuba and the United States government. The Rays are part of a community that is home to a large population of Cuban-Americans who reside in the Tampa Bay area. Many Cuban-Americans have a negative sentiment toward Cuba. Therefore, the Rays playing in Cuba could lead to the emergence of a heightened negative sentiment among a large market segment within their home market. This study will present the findings of a thematic analysis of Facebook and Twitter comments tied to the hashtag #RaysinCuba. The Rays utilize social media to communicate with stakeholders on topics outside marketing and promotion, communicating socially responsible actions within the community. The Rays use of social media is an effective means to engage stakeholders and how they bridge social and political boundaries through sport.

"The Use of Sport in the Mining, Oil, and Gas Sector’s Social Corporate Responsibility Strategies in the Northwest Territories, Canada"

In the Northwest Territories (NWT), Canada, the political landscape has created opportunities for mining, oil, and gas (“extractives”) industries to “replace” some of the federal and territorial governments’ provision of social programs, particularly in the Aboriginal communities that their resource extraction affects. With the “boom” or “bust” uncertainty of the resource economy in Canada, questions arise concerning the long-term stability of extractives industry-funded provision of services, including sport for development (SFD) initiatives. In this presentation of SFD in the NWT, we use a Foucauldian approach to examine historical and present-day discourses to identify the conditions of possibility that have created the apparent need for- and need for funding- of SFD in the NWT by the extractives industries.

"Self-Organizing Sport Clubs in China: A case Study of Shanghai 550 Run for Dream"

China’s sport system has continuously undergone significant state- and market-led changes in recent decades (Tan, 2015). One prominent trend in this dynamic context is the emergence and growth of a new type of self-organizing sport clubs (Tencent, 2016). These organizations are created and run by individuals (mostly sport and fitness enthusiasts), not-for-profit, and committed to promoting a healthy lifestyle as well as encouraging more people to participate in sport and physical activities. The purpose of this paper is thus to examine the nature and features of such self-organizing sport clubs, including organizational identity, culture, and structure, in order to explore the way by which they survive and develop in the context of systematic transformation of sport in China. To do so, we used a case study of “550 Run for Dream,” a self-organizing running club in Shanghai built in 2013. We conducted interviews with 20 club members and analyzed relevant organizational documents. The mission of this running club is running every day at 5:50 in the morning. 91.9% of club members run for 30 minutes or more every time and run three times a week. We found that the running club establishes organizational relationships with multiple stakeholders including state-owned sport institutions, large sport companies, and local residents to promote its legitimacy. Further, the club relies on social media (e.g. WeChat) in facilitating
internal member communicate and information transmission, through which a greater sense of democracy is invoked. Meanwhile, the running club members feel their sport is valued and respected because of the non-governmental and not-for-profit nature.

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“Socio-Economic Profile and Social Participation in the Community Sports Program”

The article aimed to outline the socioeconomic profile of the population served by the Sport program in the Community, in addition to knowing their profile according to indicators of social participation. The research was to design a case study, which involved five core program: Universe Plateau, Rosalina, Serrinha, President Kennedy and John Paul II. The sample consisted of 140 subjects. We use as a technical questionnaire, which was composed of 33 questions of closed type, open and dependent. The analysis was based on data obtained through the questionnaire with the help of Computational Statistical Package Program for the Social Sciences (SPSS). The results, the population is composed mostly of children and male adolescents who live with parents and enrolled in the elementary school. Families have low social strata. The time for the program is 1 and more than two years, often 2 to 3 times a week. The main reason and purpose of this participation are to learn how to play football. community participation in public arenas, both in meetings and community assemblies as in participatory planning is reduced.

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“Exploring Korean Sports Administrators’ Perceptions on Effective Global Leadership Development”

The ‘Vision 2020’, launched in 2007, is a South Korean governmental project which is fostering potential global sports leaders through retired elite athletes who could take administrative positions in major global sports organizations. However, South Korean sports policy makers have lamented the limited global leadership positions in international sports organizations. Therefore, the purpose of this qualitative study is to explore the South Korean government’s current expectations and Korean sports administrators’ perceptions on effective global leadership development in order to suggest a customized conceptual model for both scholastic and professional fields. A total of sixteen Korean sports administrators from national governing bodies participated in this study to answer the research questions: 1) what kinds of global sports leaders the South Korean government specifically hopes to foster, 2) how the current Korean sports administrators perceive the essential skills necessary to become effective global sports leaders, and 3) how the Korean sports administrators expect to develop these essential skills. Findings indicated four of the most important dimensions in turn: 1) linguistic competency, 2) professional knowledge about both domestic and international sports, 3) clear goal setting, and 4) cross-cultural competency.