Inter-organizational relationships are a necessity for sport organizations to obtain resources, maintain efficiency and operate effectively. More than 50% of the interorganizational collaborations fail due to inadequate management of the collaboration. Our research shows the importance of:

1. Choosing the right collaboration type and decision-making mechanism
2. Developing capacity at practical, organizational and policy level

Context

Inter-organizational relationships are a necessity for sport organizations to obtain resources, maintain efficiency and operate effectively.

Approach

1. Identifying the actors in the collaborations with and between sport organizations
2. Identifying the structure of collaborations for sport participation
3. Mapping the key processes in the collaborations
4. Identifying pitfalls and critical success factors of the collaborations
5. Optimizing network management
6. Creating efficient and effective interorganizational relationships - realizing value for society at large through sustainable sport participation

Objectives

Increasing value for sport and through sport, through inter-sectoral collaborations
Promoting sustainable, life-long sport participation
Achieving true sport-for-all through collaboration across sectors
APPLICATIONS

Increase effectiveness of specific SPORT AND PHYSICAL ACTIVITY PROGRAMS like the 10.000-steps program

FUTURE RESEARCH

1. CREATING A TOOLBOX, with a workshop and guidelines to help managers in interorganizational relationships

2. EXPANDING SCIENTIFIC RESEARCH to different sport management settings

3. APPLYING EXPERTISE for non-profit sport and business collaborations

4. IDENTIFYING DIFFERENT TYPES OF PARTNERSHIPS within sport in order to advise on what works for whom in various contexts

PUBLICATIONS

Theme 1: Community sports

Theme 2: Program effectiveness

Theme 3: Sport for underprivileged

Theme 4: Profit - non-profit collaborations

HEAD OF THE RESEARCH GROUP
Prof. Dr. Annick Willem

CONTACT
Cleo Schyvinck
09/264 64 75 - Cleo.Schyvinck@ugent.be

ADDRESS
Research group Sport management
Department of Movement & Sports Sciences
Watersportlaan 2, 9000 Gent

Twitter: Sportmana_UGENT
http://www.ugent.be/ge/bsw/nl/onderzoeksgroepen/sportmanagement