THE SPORT WORLD HAS A COMPLEX RELATIONSHIP WITH ETHICS AND VALUES

Elite sport inspires people

The practise and organization of sport can yield benefits such as health, social cohesion, and social capital

Sport is suffering from a moral crisis e.g. matchfixing, corruption, and doping

Sport is about pushing the boundaries

This paradox has to be managed and guided in the right direction.
There is an urgent need for research on how sport can **BE GOOD** and **DO GOOD**

BACKGROUND

**BE GOOD: SPORT ETHICS**

The origin of (un)ethical behaviour is explained by the **MODEL OF REST**

1. **MORAL SENSITIVITY**
   - Realizing there’s an ethical issue at hand

2. **MORAL JUDGMENT**
   - Deciding the behaviour would be unethical

3. **MORAL MOTIVATION**
   - Prioritizing ethical behaviour over other interests, such as financial gains

4. **MORAL CHARACTER**
   - The willpower to put the desired behavior into practice

**DO GOOD: CORPORATE SOCIAL RESPONSIBILITY (CSR)**

Increasingly sport organizations behave **SOCially RESPONSIBLE**

The adoption of corporate social responsibility is situated on a continuum

- **REJECTION**
- **REACTIVE**
- **PROACTIVE**
- **INTEGRATIVE**

**STAKEHOLDER PRESSURES**

**WIN-WIN OPPORTUNITIES FOR ORGANIZATIONS**
**ETHICS**

- Assessing the different steps of THE REST MODEL in sport organizations, through the measurement of the Ethical Climate
- Evaluating the EFFECTIVENESS OF ETHICAL CODES in sport organizations
- Evaluating ETHICAL LEADERSHIP in sport organizations
- Studying moral sensitivity and moral judgement in FAIR PLAY ISSUES
- Studying the decision-making on MATCHFIXING in athletes

**SOCIAL RESPONSIBILITY**

- Studying CORPORATE SOCIAL RESPONSIBILITY DEVELOPMENT in sport organizations through a stage model
- Assessing THE INTEGRATION OF CORPORATE SOCIAL RESPONSIBILITY into all levels of the organization
- Analyzing the TRANSLATION of corporate social responsibility strategy into CAUSE-RELATED MARKETING INITIATIVES
- Studying COLLABORATIONS on social responsibility initiatives between sport organizations and their stakeholders

**OUTCOMES AND PRACTICAL APPLICATIONS**

HELPING SPORT ORGANIZATIONS IN BECOMING MORE ETHICAL AND SOCIALLY RESPONSIBLE

- Guidelines for sport organizations in the adoption of ethical management
- Guidelines for implementation of socially responsible management
- Safeguarding sport organizations for ethical challenges such as matchfixing and fair play
- WIN-WIN outcomes for sport organizations and society
- Determinants of effective CSR collaborations

**PUBLICATIONS**

**Theme 1: Ethics**


**Theme 2: Corporate social responsibility**

- Schyvinck, C., Willem, A. (2017). Role and Relevance of Cause-related Marketing for Professional Sport Organizations

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