GHENT UNIVERSITY

SPORT ETHICS
GUARDING BOUNDARIES IN SPORT ORGANIZATIONS

CONTEXT

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

APPROACH

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**

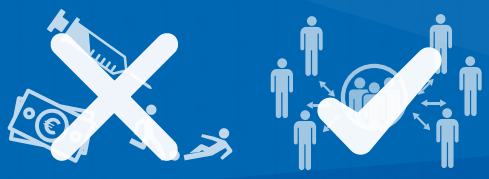
Studying **COLLABORATIONS** on social responsibility initiatives between sport organizations and their stakeholders

OUTCOMES AND PRACTICAL APPLICATIONS

HELPING SPORT ORGANIZATIONS IN BECOMING MORE ETHICAL AND SOCIALLY RESPONSIBLE

Guidelines for sport organizations in the adoption of ethical management

Safeguarding sport organizations for ethical challenges such as matchfixing and fair play



Guidelines for implementation of socially responsible management

WIN-WIN outcomes for sport organizations and society

Determinants of effective CSR collaborations

PUBLICATIONS

Theme 1: Ethics

De Waegeneer, E., Vande Sompele, J., Willem, A. (2015a). Ethical Codes in Sports Organizations: Classification Framework, Content Analysis and the Influence of Content on Code Effectiveness. Journal of Business Ethics, 136 (3), 587-598.

De Waegeneer, E., Willem, A. (2015b). Moral judgments on Fair Play by Badminton Players – a Factorial Survey Study. Ethics & Behavior, 26 (4), 312-329.

Constandt, B., Willem, A. (2017). Football players' affective organizational commitment. A multilevel analysis of the influence of coach ethical leadership and ethical climate.

Theme 2: Corporate social responsibilty

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

Zeimers, G., Zintz, T., Willem, A. (2017). Corporate social responsibility in sport organizations: CSR development stage model through the lens of knowledge.

SENIOR RESEARCHERS
Prof. Dr. Annick Willem
Dr. Els De Waegeneer

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

GHENT UNIVERSITY