BARCELONA

Book of Abstracts

Masters International R&D Center

MIRDEC 2023

MIRDEC 21th
International Academic Conference
Economics, Business and Contemporary Discussions in Social Science

CONFERENCE PROCEEDINGS
Barcelona 2023, Spain
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Editors

Kemal Cebeci
Irina Ana Drobot
Antonio Focacci

HCC St. Moritz
Barcelona, Spain
21-22 November 2023

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SANDRA RIBEIRO[1]

THE ROLE OF THE FAN IN SPORTS MANAGEMENT

Abstract

Sport has become increasingly popular and has led to large crowds at sporting events. They are currently one of the main concerns of sports organisations and managers. Sport-pleasure used to be part of society while promoting occupation, and now it has a purely industrialised and business side, associated with the sport-spectacle paradigm. Sport in general, and football in particular, plays a decisive role in world culture.

A growing body of literature demonstrates the importance of understanding emotional reactions in service industries. Research into the relationship between fans and clubs initially arose due to psychological effects.

However, little has been examined about the emotions experienced by spectators at sporting events and their consequences. (biscaia et all, 2012) In this context, rather than studying the motivations inherent in the spectator of a sporting event, we propose to analyse the same motivations that involve the supporter/fan of a football team. They have a different and stronger enthusiasm/motivation than mere spectators, whose main objective is to watch the event.

We believe that the existence of fans, and their management, is of great importance because fan involvement and loyalty are crucial to the historical maintenance of the team or club. It is the fans who contribute to different types of revenue, such as membership fees, ticket sales, branded products, and even influence sponsorship agreements and television broadcasting rights. In sporting events, the role that fans play in promoting the atmosphere of the game, in supporting the team and even in defining the club's brand and marketing policies is unquestionable.

In short, sports fan management is essential for promoting fan engagement, generating revenue, improving the match atmosphere, building a strong brand, having a positive impact on the community and ensuring a safe and inclusive environment. By prioritising fan management, sports organisations can foster a loyal and passionate fan base that contributes to their success on and off the pitch.

Understanding the behaviour of sports fans, and football fans in particular, is a topic of growing importance for sports clubs and managers.

Keywords: Fans, supporters, sports management

JEL Codes: Z20, M20

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ANA MARIA QUARESMA[1] AND SANDRA RIBEIRO[2]

PILLARS OF CORPORATE GOVERNANCE: A POSITIVE EXTERNALITY OR NOT?

Abstract

Corporate Governance is based on pillars of Transparency, Fairness, Responsibility and Accountability. Companies listed on the Stock Exchange are subject to high corporate governance requirements, which are reflected in their good, or bad, performance in their share prices. In Microeconomics, Externalities is the word used to describe the effects related to the production/consumption of a good/service that are not captured by the market, more specifically by the price system.

This exploratory study aims to review the literature to show whether the pillars of Corporate Governance can be considered as a positive externality. Regarding Transparency, Fairness and Responsibility it was not possible to verify that they represent a positive externality because their adoption is reflected in the share prices, however, and given that Accountability is mandatory in listed companies, it would be impossible for organizations to remain listed on the Stock Exchange if they did not comply with the requirements imposed. Thus, we conclude that this pillar can be considered a positive externality, allowing all economic agents to benefit from the financial information of the organizations.

Keywords: Corporate governance pillars, positive externalities, accountability

JEL Codes: M10, M16

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