

Thursday afternoon 1.00 – 1.30pm

Empirical evidence for the Sport Value Framework—the bridging role of the Sport Cluster concept in sport marketing theory

Anna Gerke (Audencia Business School)
Herbert Woratschek (University of Bayreuth)
Geoff Dickson (Auckland University of Technology)

‘Service-dominant’ (S-D) logic is premised upon a service centric approach to marketing. The S-D logic emphasises that value is co-created with customers, the use of operant resources, and that value is conceptualised subjectively and realised when the customer uses firm offerings (Skålen & Edvardsson, 2016). The S-D logic guides actors toward understanding value as co-created and assessed in use by customers in their social contexts (Lusch & Vargo, 2014). Extending the S-D logic, Woratschek et al. (2014) provided a fundamentally new logic known as the Sport Value Framework (SVF). The SVF proposes that sport should be analysed in the context of the entire value co-creation system of sport industries (meso-level) rather than from the perspective of single actors (individuals, organisations).

In this paper we seek empirical evidence for the sport value framework (SVF) by breaking the ten foundational premises of the SVF down to the sport cluster level (Gerke, Desbordes, & Dickson, 2015). This study illustrates an empirical case of the service-dominant logic in sports. We conduct a single case study of the Auckland sailing cluster (Eisenhardt, 1989; Yin, 2009). Primary data collection comprises 27 interviews and observations at events. Secondary data include 13 documents of organisational information and archival data. Data were analysed with NVivo.

The results provide evidence that the SVF provides insight into value creation within sport clusters. Eight of the ten foundational premises of the SVF are relevant to the studied sport cluster case. An experience-dominant logic is suggested. This research helps sport management practitioners to better understand value creation in sports. It suggests that sport management and marketing scholars should use more holistic theoretical models and inclusive empirical research designs rather than focusing on isolated elements and actors of sport industries.