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Editor's Note: Introducing a Newly Rebranded Journal

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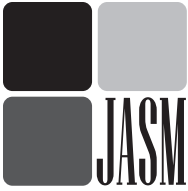
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Introducing a Newly Rebranded Journal

The Journal of Applied Sport Management

Damon P. S. Andrew, *Ph.D., Editor*

Welcome to the first issue of a newly rebranded *Journal of Applied Sport Management (JASM)*. The purpose of *JASM* is to assist in developing, advancing, disseminating, promoting, and preserving applied knowledge within sport management by offering an outlet that is grounded in academic theory and driven by practitioner needs. Consequently, *JASM* shall serve as a strong link between sport management scholars and practitioners in order to enhance professional practice in the sport industry.

How Did We Arrive Here?

JASM was originally launched as the *Journal of Sport Administration and Supervision (JSAS)*, founded in 2009 by Dr. Colby Jubenville of (Middle Tennessee State University) and Dr. Benjamin Goss (Missouri State University). *JSAS* was established as an online journal with an applied focus and was published once annually from 2009-2012 (Volume 1: April 2009; Volume 2: April 2010; Volume 3: September 2011; and Volume 4: May 2012). These pioneering scholars recognized the need to build a communication bridge between scholars and practitioners in the sport industry. While the need to connect scholars and practitioners had been recognized by others as early as 1987 (Zeigler, 1987), as well as the specific need to create a journal to serve sport practitioners (Weese, 1995), little progress is evident in this area, particularly in respect to the latter. For the most part, academic sport management journals were created by scholars for scholars, and even those with broader stated missions to include practitioners have evolved to serve primarily an academic audience over time.

What Made *JSAS* Different?

Given its initial focus, *JSAS* was the first journal to specifically modify its content structure in a manner that met the needs of scholars *and* practitioners. Manuscript submissions to *JSAS* required both a research-based manuscript to meet the needs of scholars along with a management whitepaper to meet the practitioner needs. The whitepapers summarize the articles' results in a manner tailored to the working sport professional and include a description of the

study's purpose, a detailed summary of the issue and background, a summary of the results, articulation of how the study's results influenced practice, and a discussion of how the article could be applied to practice. Given the dual audience for each submission, *JSAS* founders also designed another "first" for the field, a split-focus editorial board to review each submission. Established scholars and practitioners were invited to serve on the editorial board, with the scholars reviewing submitted research based manuscripts and practitioners reviewing the corresponding whitepapers.

Why Rebrand *JSAS* Now?

As *JSAS* began to grow, it became evident the journal would benefit from a larger audience. Since its inception, *JSAS* had been loosely aligned with the Southern Sport Management Association (SSMA), an association with an applied sport management focus that was founded at Troy University. Since 2005, SSMA has hosted an annual conference that provides sport scholars, practitioners, and students with current knowledge on industry trends and issues via academic and professional presentations (<http://trojan.troy.edu/healthandhumanservices/khp/ssmc.html>). Given its similar mission, *JSAS* was an official sponsor of the SSMA Annual Conference for a number of years, and the journal often provided live updates from the conference via its blog and twitter sites. In November 2012, SSMA, led by its president, Dr. William (Bill) Sutton (University of South Florida), and the cofounders of *JSAS*, reached the conclusion that a partnership was in the best interests of both entities. As a result, SSMA agreed to assume publication responsibility for *JSAS* and adopt it as the official journal of the association. As part of this process, the title was changed to underpin the applied journal focus, intended scope, and core audience, and the *JSAS* editor, Dr. J. Michael Martinez of Troy University, played a critical role in the journal's rebranding efforts. The journal welcomes submissions from all subdisciplines of sport management (e.g., organizational behavior/theory, human resource management, marketing, law, communication, finance, economics, event/venue management, governance, ethics, etc.). Further, on recommendation of the SSMA Executive Board, Dr. Damon Andrew (Troy University) was appointed to a three-year term as *JASM* editor, and Dr. Matthew Walker (University of Southern Mississippi) was appointed to a three-year term as *JASM* associate editor. After reviewing bids from prospective publishers, a partnership was forged with Sagamore Publishing LLC to serve as the official *JASM* publisher. Despite these changes, the journal will remain true to its initial mission to serve scholars and practitioners and will continue to operate within its innovative split-focus submissions and editorial board.

What's Next?

JASM aims to be the premier written communication bridge between scholars and practitioners in respect to applied sport management research. Ultimately, the value of *JASM*'s content will determine its relevance in its quest to serve as the premier outlet for applied sport management research. Therefore, we invite your high-quality manuscript submissions and pledge a prompt and fair review process for all contributing authors. Moreover, in deference to the rapid pace in which the field is evolving, *JASM* will immediately move from an annual publication schedule to four issues per year in order to ensure accepted submissions are published in a timely manner. We look forward to serving you and hope that you will refer others to <http://js.sagamorepub.com/jasm>.

References

- Weese, J. (1995). If we're not serving practitioners, then we're not serving sport management. *Journal of Sport Management*, 9, 237-243.
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