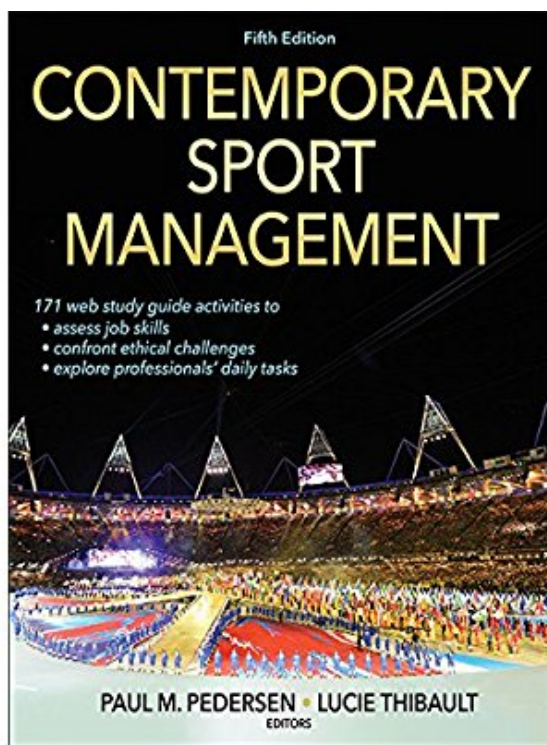


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Synopsis :

About the Author Paul M. Pedersen, PhD, is a professor of sport management and the director of the sport management program in the School of Public Health at Indiana University–Bloomington (IU). He has worked as a sportswriter, sports management consultant, and sport business columnist. Pedersen's primary area of scholarly interest is the symbiotic relationship between sport and communication in addition to his research examining the activities and practices of various sport organization personnel. A research fellow of the North American Society for Sport Management (NASSM), Pedersen has published seven books (including Handbook of Sport Communication, Research Methods and Design in Sport Management, and Strategic Sport Communication) and over 80 academic articles in outlets such as the Journal of Sport Management, European Sport Management Quarterly, Sport Marketing Quarterly, International Journal of Sports Marketing and Sponsorship, Sociology of Sport Journal, International Review for the Sociology of Sport, and Journal of Sports Economics. He has also been a part of more than 110 presentations at professional conferences or other gatherings, including invited addresses in China, Denmark, Hungary, Norway, and South Korea. He has been interviewed and quoted in publications as diverse as The New York Times and the China Daily. Founder and editor in chief of the International Journal of Sport Communication, he serves on the editorial board of 10 journals, including founding editorial review board member of Communication & Sport and two other journals. A 2011 inductee into the Golden Eagle Hall of Fame (East High School in Pueblo, Colorado), Pedersen lives in Bloomington, Indiana, with his wife, Jennifer, and their four children, Hallie, Zack, Brock, and Carlie. Lucie Thibault, PhD, is a professor in the department of sport management at Brock University in Ontario, Canada. She has taught at Brock since 2002. Thibault has also taught at the University of British Columbia and the University of Ottawa. In her quarter century of teaching, Thibault has instructed courses in organizational theory, organizational behavior, ethics in sport, globalization of sport, and policy and social issues in sport. Thibault serves on the editorial board of the International Journal of Sport Policy and Politics as well as the European Sport Management Quarterly. She has held the roles of associate editor and editor of the Journal of Sport Management. She is a member of the North American Society for Sport Management (NASSM) and was named a research fellow of NASSM in 2001. In 2008, Thibault was awarded the Earle F. Zeigler Award from NASSM for her scholarly and leadership contributions to the field. Her research interests lie in the formation, management, and evaluation of cross-sectoral partnerships in sport organizations. She also investigates the role of the Canadian government in sport excellence and sport participation and government involvement in developing sport policy. She has been an invited speaker featuring her research in many conferences around the world. Her research has appeared in numerous scholarly journals such as the Journal of Sport Management, International Review for the Sociology of Sport, Journal of Sport and Social Issues, Human Relations, Leisure Studies, European Sport Management Quarterly, International Journal for Sport Policy and Politics, and Nonprofit and Voluntary Sector Quarterly. Thibault resides in the Niagara region of Ontario. Read more

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