Sportmarketing
Waardecreatie binnen de sport

Robert Kok en Hugo Gruijters

Tot 2006 weinig Nederlandse sportmarketing literatuur

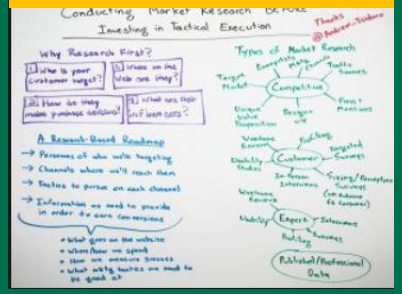
2006; Jolanda Colijn en Robert Kok; Sportmarketing 1e editie
2008; Robert Kok, 2e editie
2013 ; Robert Kok en Hugo Gruijters 3e editie

SPECO Sportmarketing

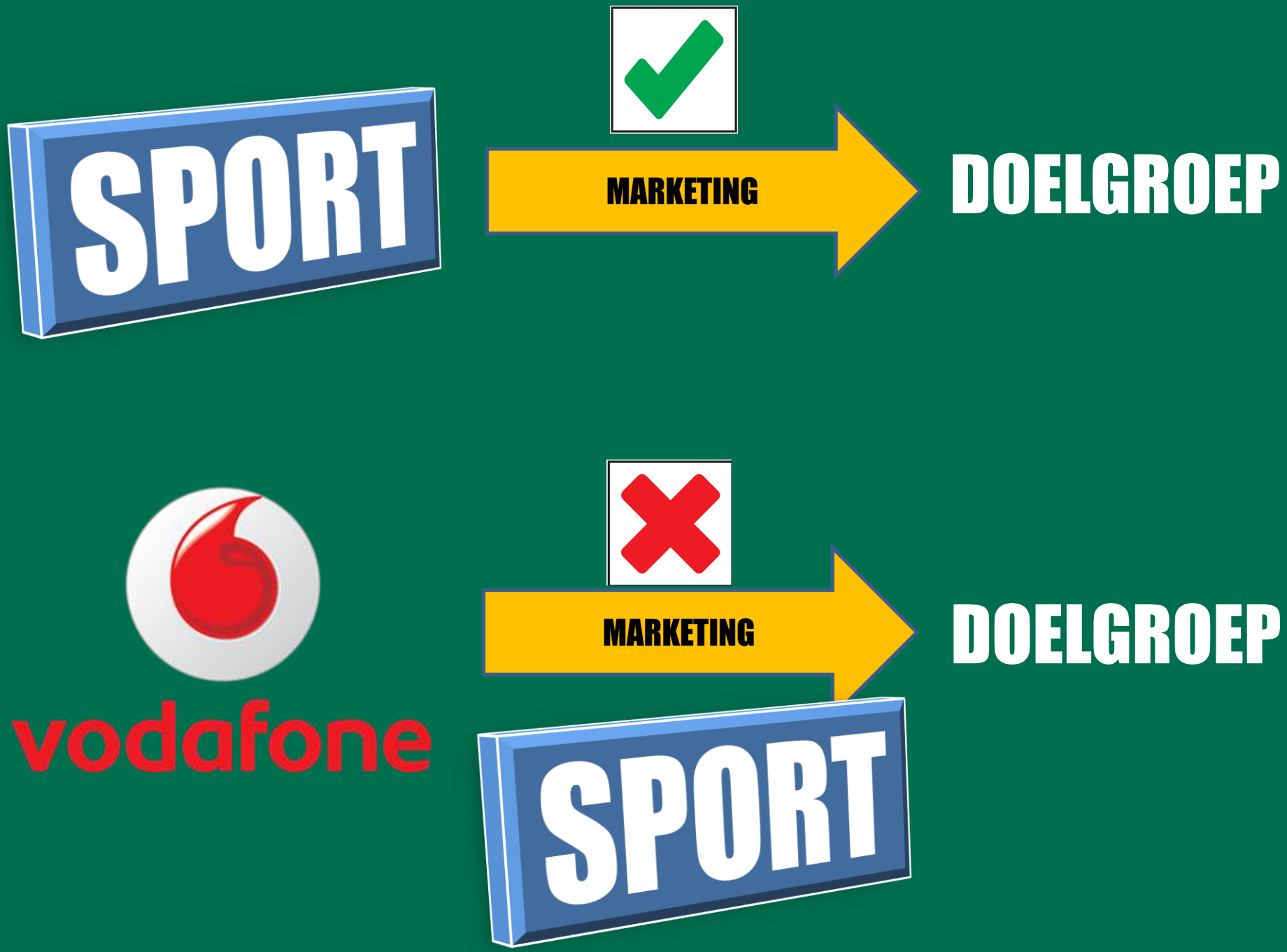
SPECO Sportcommunicatie

2016

Clean canvas



Samen meer dan 350 business cases in sport


SPORT
MARKETING
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SPORT

Consumer Loyalty: The Meaning of Attachment in the Development of Sport Team Allegiance

Daniel C. Funk
Griffith University

Jeffrey D. James
Florida State University

Prior research has demonstrated a direct relationship between loyalty and reasons for liking a particular sport team. The current study of inquiry by examining the mediating role of atta

Sport Marketing Quarterly, 2015, 24, 170-182, © 2015 West Virginia University

The Impact of Fan Identification, Purchase Intentions, and Sponsorship Awareness on Sponsors' Share of Wallet

Thomas M. Hickman

Thomas M. Hickman, PhD, is an assistant professor of marketing in the School of Business at Washburn University. His research interests include sport marketing, sport sponsorship, and sport business.

An Introduction to the Sport Commitment Model

Tara K. Scanlan, Paul J. Carpenter
UCLA

Greg W. Schmidt
Middle Tennessee State University

Jeffery P. Simons
University of Colorado, Boulder

Bruce Keeler
Bishop, CA

This article introduces a sport-specific theoretical model of commitment. Sport commitment is defined as a psychological state representing the desire or resolve to continue sport participation. The Sport Commitment Model proposes that sport commitment is determined by sport enjoyment, involve

Conceptualization and Measurement of Fan Engagement: Empirical Evidence From a Professional Sport Context

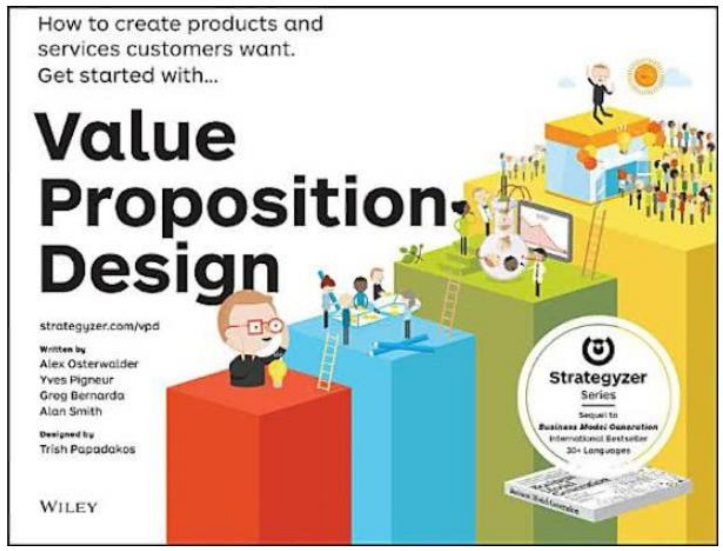
Masayuki Yoshida
Biwako Seikei Sport College

Brian Gordon
University of Wisconsin–La Crosse

Makoto Nakazawa
University of Tsukuba

Rui Biscaia
Universidade de Lisboa

In the sport management literature, limited attention has been devoted to the conceptualization and measurement of fan engagement. Two quantitative studies were completed to validate the proposed fan-engagement scale composed of three defining elements (management cooperation, prosocial behavior, and performance tolerance). The results from Study 1 provide evidence of convergent and discriminant validity for the three-factor model of fan engagement. In Study 2, we assess nomological validity by examining the antecedents and consequences of fan engagement and found that team identification and basking in reflected glory played



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HBR SPOTLIGHT

Successful innovation requires tracking your partners and potential adopters as closely as you track your own development process.

Match Your Innovation Strategy to Your Innovation Ecosystem

by Ron Adner

De passieve sportfan

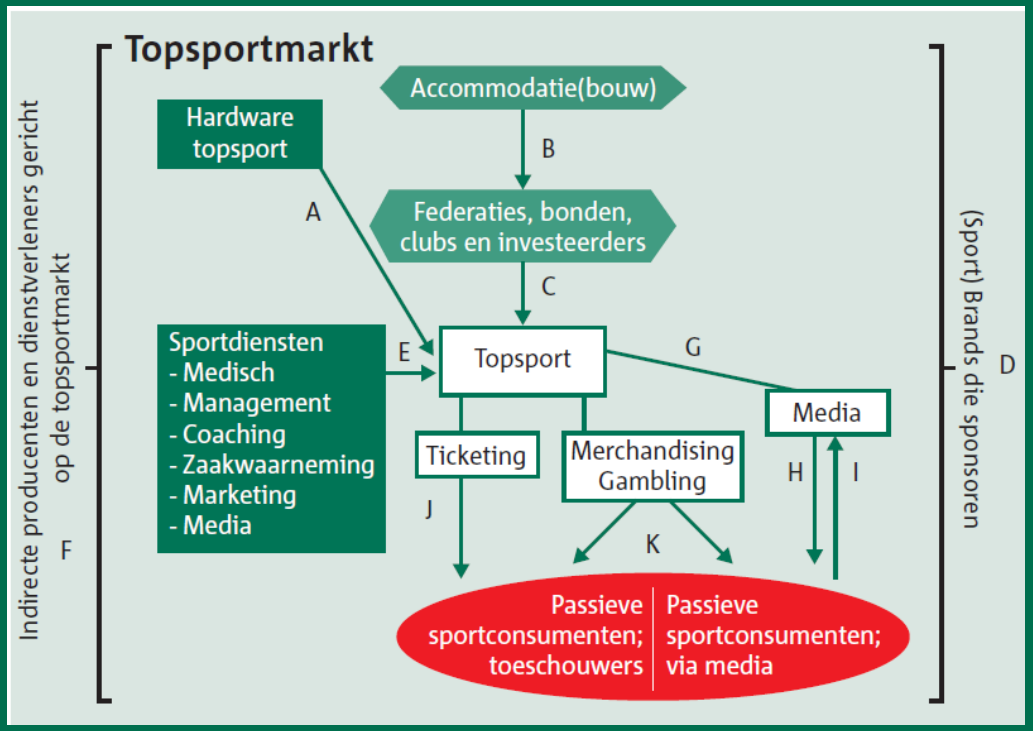
De actieve sportfan

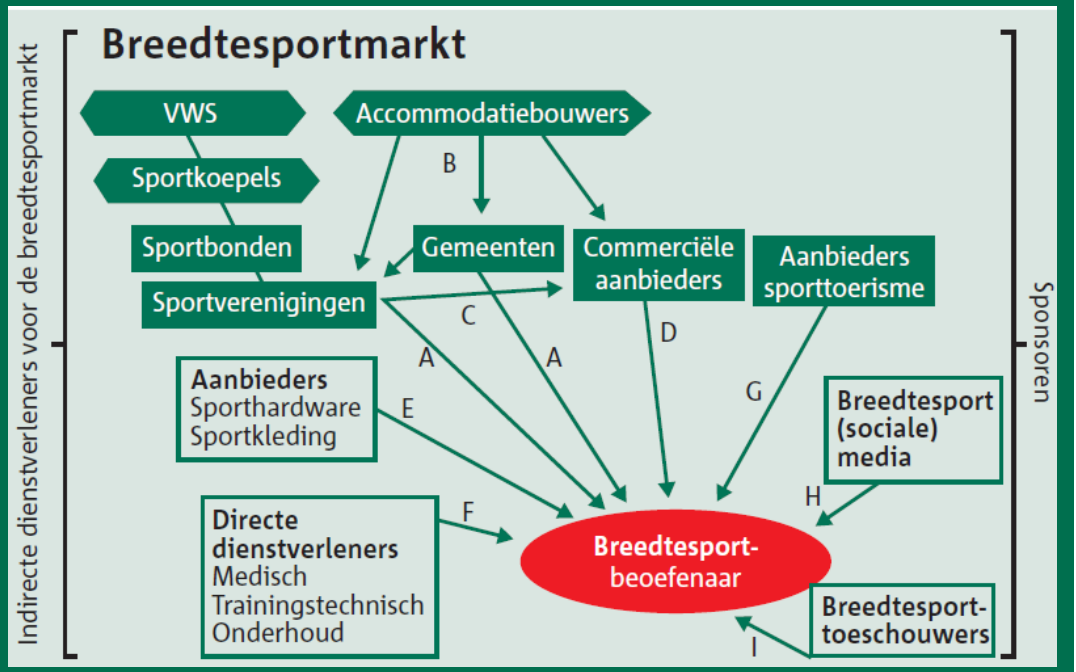
HYPER Involvement

HIGH Involvement

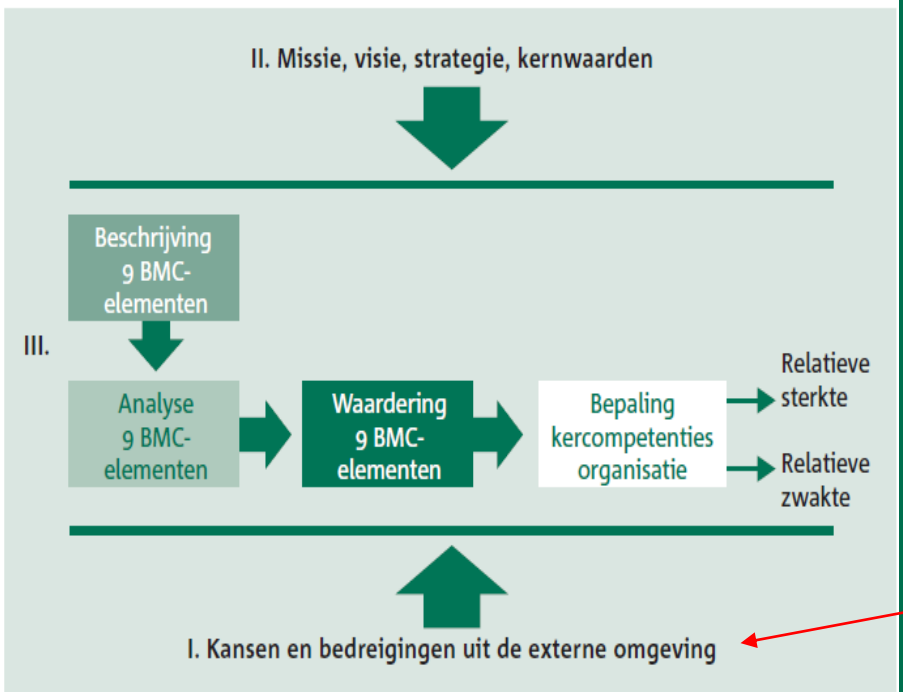
LOW Involvement

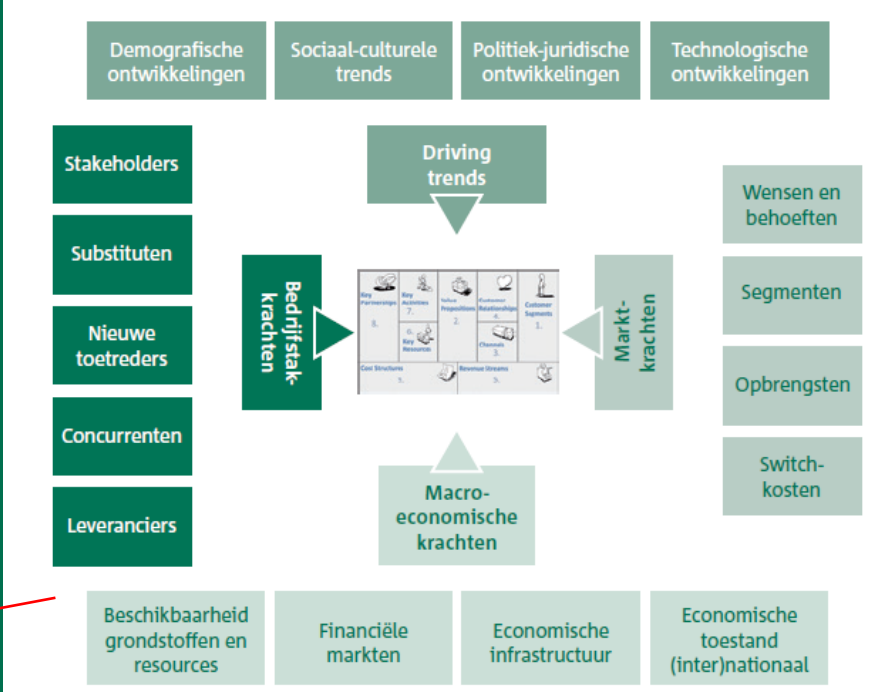
Waardecreatie gericht op de actieve- en passieve fan



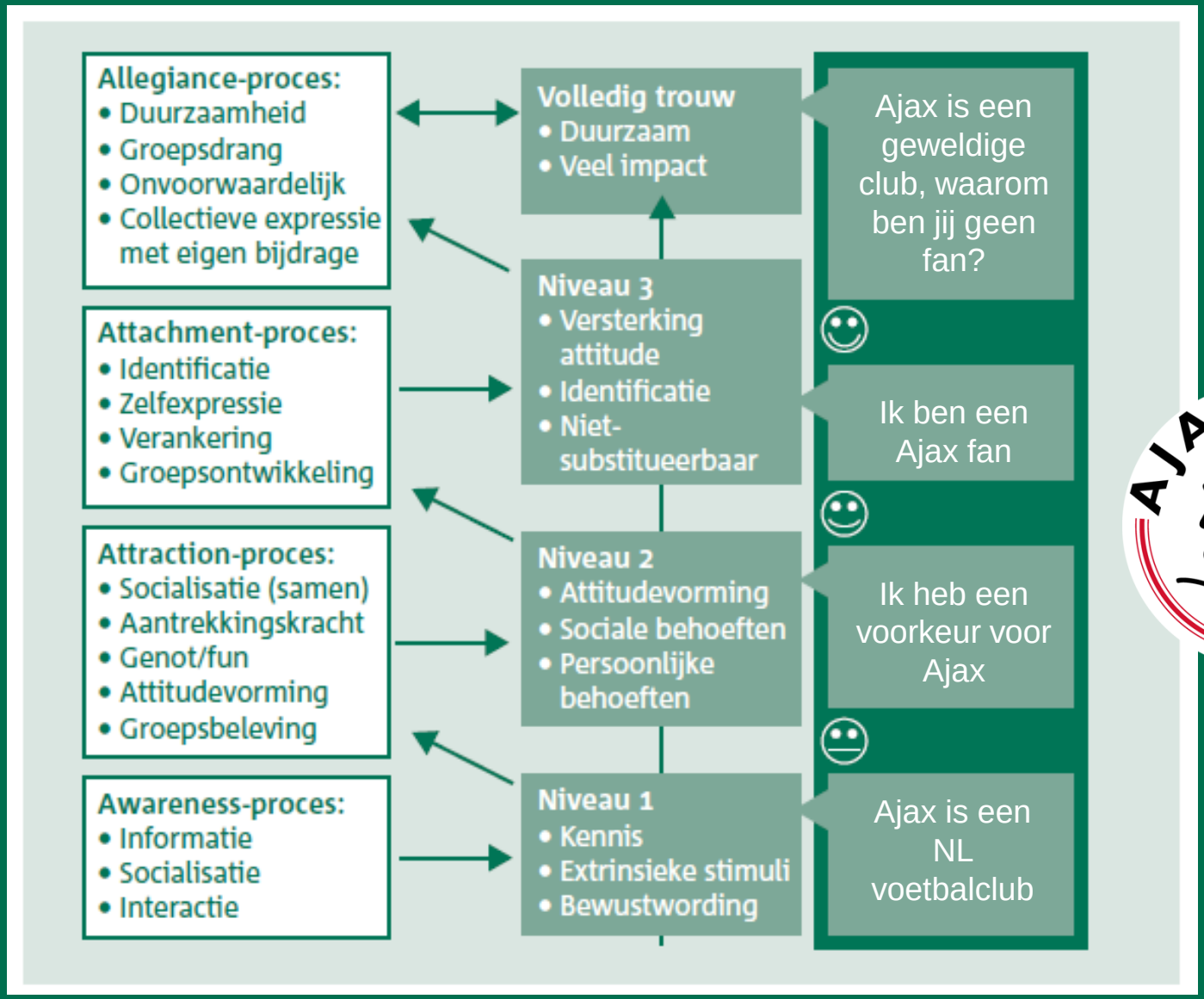


Strategisch analysemodellen



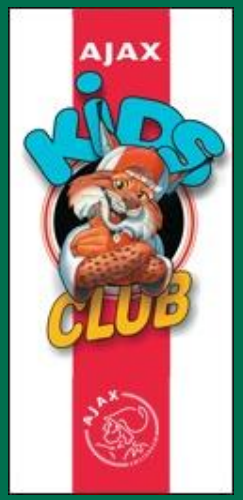


Fan Engagement



Transitie van niveau 1 naar niveau 2

Welke waardepropositie moet je ontwikkelen om de *fan* van awareness naar attraction te transformeren



Transitie van niveau 2 naar niveau 3

Welke waardepropositie moet je ontwikkelen om de *fan* van attraction naar attachment te transformeren

VRAGEN ?