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Examining the Knowledge Management and Transfer Processes for Sport Event Impacts

Over the past decade, event leveraging has been advocated for by scholars as an effective way to strategically plan for sport event impacts. Chalip (2014; 2017) argues that event leveraging focuses on the process in which impacts are planned and strategically utilized to achieve desired outcomes for local communities through hosting an event. This approach is alliance driven and is strategic goal centered focusing on strategies and tactics before, during and after the event itself. The strategies and tactics involved are integrated into the event destinations existing strategies. Compared to an event legacy approach which implies that the event itself is of central focus. Yet, a main challenge in the events literature exists regarding the specific ways in which event impacts may be developed. To understand how event impacts may be developed, it is critical to understand what knowledge sport event organizers acquire, implement, and transfer to be able to effectively plan for and create sustainable event outcomes.

The purpose of the broader doctoral project is to examine the knowledge management and transfer processes for sport event impacts in Canada and abroad. The first phase of this project is exploratory and will examine the theoretical and conceptual notions of knowledge management and related theories of knowledge transfer (i.e., sensemaking theory, social networking theory, etc.) within the literature. This will provide context to the current landscape of sport event research and lay the foundation for subsequent phases of study. This research will have implications for sport event scholars by providing a theoretical contribution to the body of sport event legacy research. This study will also provide sport event practitioners and stakeholders with knowledge regarding how to effectively leverage sport events and develop sustainable outcomes.