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*Leveraging Sport Events for Sustainable Outcomes: Exploring Knowledge Management and Transfer Processes*

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Over the past decade, event leveraging has been advocated for by scholars as an effective way to strategically plan for sport event impacts. An effective leveraging of resources, however, requires event organizers to know how to effectively develop, plan, implement and acquire resources, and to build the partnerships required to sustain their intended outcomes. These factors have become a core challenge in sport event leveraging research to date. The current literature lacks a conceptualized understanding of how KM/KT frameworks and related theories may be used as an effective approach to support organizers with leveraging sport events for sustainable outcomes. To understand how sport events may be leveraged, it is critical to understand what knowledge organizers acquire, implement, and transfer to be able to effectively leverage event outcomes.

The purpose of the broader doctoral project is to explore the knowledge management and transfer (KM/KT) processes for leveraging sport events for sustainable outcomes in Canada and abroad. The first phase of this project was exploratory and examined 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. A conceptual model was developed according to de Groot's (1969) interpretative-theoretical methodology which consists of four qualitative phases: exploration, analysis, classification, and explanation. The proposed conceptual model outlines a KM/KT process for leveraging sport event for sustainable outcomes. This model provides a foundation for subsequent phases of study for the doctoral project. For example, the next phase of research will further explore the KM/KT processes through empirical examination (test of) the model.

Overall, this research will have implications for sport event scholars by providing a theoretical contribution to the body of sport event leveraging and legacy research. This study will also provide sport event practitioners and stakeholders with knowledge regarding how to effectively leverage sport events for sustainable outcomes.