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Editor's Overview

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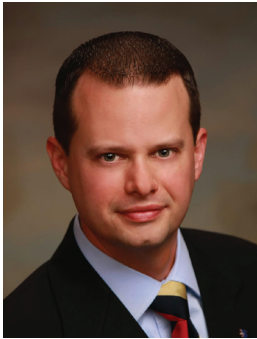
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Editor's Overview

Benjamin D. Goss



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Our people make the difference.

You could find that slogan or something similar to it extensively used in many organizations, but at *JSAS*, it couldn't be more simple or true than that.

While Colby and I sincerely appreciate the many compliments we received upon *JSAS*'s launch a year ago, we certainly didn't do it alone.

Mike Martinez of Troy University played an invaluable role in creating the ultra-professional design and sleek look that visually characterizes *JSAS*.

Bruce Lund, a graduate assistant at Middle Tennessee State University, and MTSU graduate Matt Duncan compose our Web site team that plays such a pivotal role in what we do as an online, open access academic research journal.

We also owe a great debt of gratitude to members of our academic and practitioner reviewer boards, and we were fortunate enough to make some talented additions to them in the last calendar year. More talented individuals who are some of the best in their fields will soon be added to the review board.

Both our academic and practitioner board members are always busy, yet they find time to freely offer their expertise when asked.

For this issue, we received many positive remarks from submitting authors regarding the high quality of feedback in our reviews.

While these claims certainly do not surprise me, I want to offer a bit of insight into the philosophy we use to select review board members and why our reviews are largely of a very high quality.

We invite reviewers to our board who believe in the power of information and appreciate the growing need for high-quality sources of it in the sport business industry and who seek to expedite it rather than impede it if it passes

their rigorous standards of excellence.

As one of our valued colleagues/mentors Dr. William Stier of the State University of New York—Brockport taught us, unnecessary restraints by academic journals on their publication acceptance rates simply to make the journal appear to be more selective and exclusive is only counterproductive (to which I'd add downright silly!) to us all.

As we stated in our last issue, we remain unconcerned about suppressing our publication acceptance rate to an unjustly low percentage, relying instead on quality reviews of quality manuscripts to enhance the reputation of our journal.

Nevertheless, for the purposes of our authors' annual and tenure/promotion reports, we published six of 14 manuscripts received for consideration for this issue, yielding a 43% acceptance rate.

Combining this issue with our 2009 inaugural issue, we currently have a 38% overall acceptance rate.

As before, journal management continues to be an ongoing learning process, at least for me! Some adjustments to our system worked well, while some did not, but we made every effort to process each manuscript as best we could.

I appreciate the saintly patience of our contributors with me and with the review process and pledge to continue to actively try to find better ways for us to do what we do.

On an interesting side note, previous research regarding the content of sport management journals has shown an extensive amount of it to be devoted to the study of intercollegiate athletics; submissions we received for consideration for this issue certainly seemed to reinforce the accuracy that finding.

As individuals who would characterize ourselves as being highly interested in college

sports (as might be detected by the inclusion of Doug Hess' college football artwork masterpieces!), *JSAS* administrators are certainly pleased to see such a shared passion among our academic colleagues.

One reason for our excitement is that we feel that intercollegiate athletics exists as a very important sport institution in America. Simultaneously, it walks a fine line between being an industry and an institution, which creates many managerial challenges in a turbulently changing environment, and, through some of the research we publish, we're pleased to offer whatever contributions we can to perpetuating its success.

At the same time, we want to emphasize that we also encourage submission of research on sport business topics other than intercollegiate athletics, as clearly demonstrated in the contents of both our inaugural issue and this issue, because we feel that a clear need exists in the sport industry to break down silos between certain industry segments for effective best-practice sharing.

In addition to emerging as a quality outlet for practical academic research, *JSAS* is extremely proud of its efforts to fulfill its founding objectives related to the establishment of partnerships to serve both the interests of academicians and practitioners.

For starters, we take great pride in our continued partnerships with two of the leading sport management conferences that serve as mixers for academicians and practitioners.

The Southern Sport Management Association (SSMA) and its annual conference at Troy University in Troy, Ala., April 14-16 has been even more fruitful than we could have imagined.

Led by Dean Damon Andrew and Dr. Fred Green, SSMA and Troy University continues

to host an ever-growing, ever-improving springtime conference that offers close-knit, relaxed collegial interaction, discussion, and fellowship fostered by one of the most active sport management programs in the nation and the warm Alabama hospitality and weather.

(Our most sincere congratulations to the aforementioned Dr. William Stier, a true academic sport management legend, for his receipt of this year's SSMA Sport Management Scholar Lifetime Achievement Award!)

We're also grateful for our continued relationship with the University of South Carolina as a sponsor of its Sport, Entertainment & Venues Tomorrow conference, which continues to be the yardstick by which many people tell me they measure other academic conferences.

An initiative of one of the long-time bastions of sport management education, Carolina's annual fall forum continues to draw top-notch practitioners who interact with students and professors while offering three days jam-packed with informative sessions and exciting excursions throughout Columbia, S.C. (not the least of which is a Gamecocks football game each Saturday after the conference!).

In addition to our continued partnerships, *JSAS* is also proud of our newest partners.

Last August, *JSAS* was selected for inclusion in the research databases of EBSCO Publishing, Inc. (read more here).

Available in 90 percent of public, college, and university libraries in more than 70 countries, EBSCO databases will list *JSAS* alongside approximately 75,000 other titles from more than 5,000 academic journal publishers.

In March, *JSAS* announced a partnership with The Sports Business Exchange that will involve cross-publication of selected articles on various sport business topics aimed at

improving practices of business professionals in the sport industry.

Founded by Joshua Duboff in February 2009, TSBX is a sports business trade journal available in both print and online formats, which publishes articles on current events, trends, research, and concerns written from the perspectives of young sport business professionals.

Developing other strategic partnerships remains high on our list of upcoming plans for our journal, and we look forward to announcing more of them in the next calendar year.

To conclude, allow me to briefly tell you about two new features that have greatly aided *JSAS*' rise and allow it to continue to redefine the modern academic peer-reviewed research journal.

Over the summer, *JSAS* implemented a social media presence through the use of Twitter (@JSASonline).

Our followership on that social medium continues to increase, both in numbers and in exposure opportunities for the works of our authors.

For instance, over the summer, national sports media focused for several weeks on the proposed use of sex appeal in marketing efforts

by the Ladies Professional Golf Association and Wimbledon's women's tennis tournament, the central topic of a *JSAS* manuscript by Drs. Christina S. Simmers, Datha Damron-Martinez, and Diana L. Haytko entitled "Examining the Effectiveness of Athlete Celebrity Endorser Characteristics and Product Brand Type: The Endorser Sexpertise Continuum."

Thanks to several tweets from @JSASonline, Web analytics showed several dozen additional clicks on their manuscript and whitepaper each time a tweet was sent, giving the article a great deal of additional exposure well past what it likely would have otherwise received, particularly among non-academic audiences.

Over the summer, we anticipate the launch of our long-planned Footprint media center, which will take academic publishing to a new level and further raise the bar for research journals; we'll certainly keep you posted as to when we will unveil it, and we strongly encourage and solicit not only your feedback but also your direct participation and interaction.

Finally, we owe a tremendous THANK YOU to each and every *JSAS* reader and want to emphasize that this is YOUR journal.

And because of people like you, *JSAS* has, can, and will continue to make a difference!