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Editor's Note

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Editor's Note

J. Michael Martinez, Editor



J. Michael Martinez is an Assistant Professor at Troy University. He can be reached by e-mail at mmartinez@jsasonline.org.

As the incoming editor of the *Journal for Sport Administration & Supervision*, let me first thank the JSAS Founders, Dr. Colby B. Jubenville and Dr. Benjamin D. Goss, for their combined efforts in taking this journal from an idea through its current state as THE first open-access, peer-reviewed, practitioner endorsed and SPARC affiliated journal in the sport management field. Since I first joined this team as a doctoral student at Middle Tennessee State University in 2007, I have been able to gain insight and on-the-job training that most have not had the privilege to experience.

Now, as I move into a greater role of the day-to-day management of JSAS, I hope to continue the standards set forth by our founders, in providing an academic journal that truly provides research that is not only based in theory and relevant to academia, but one that also serves to bridge the gap between this research and its practicality for the sport industry as a whole.

Guided by the four primary mission drivers of phenomenology, development of the scholarly sport practitioner, development of social responsibility in sport organizations stakeholders, and open-access, JSAS and its review board have once again selected quality research that we feel is matters to the daily activities of the sport industry.

This issue features several manuscripts that focus on improving the daily management activities within intercollegiate athletics, providing insight and analysis of marketing both revenue and non-revenue athletic programs from a macro level, and evaluating the decision making process with issues such as discontinuation of athletic programs and concussion-related return-to-play standards. In addition, this issue features the first manuscripts in JSAS that focus on internet sports blogging and the influence of fantasy football in a practical sense -- both of which are pertinent

because of the growing interest in these former non-traditional areas of exploration.

Continuing with our approach on selecting a manuscript that stands out in terms of the JSAS vision and mission, this issue's Editor's Choice selection is Kenneth Anderson and G. Eddy Birrer's paper, "Creating a sustainable competitive advantage: A resource-based analysis of the Gonzaga University men's basketball program". This article takes the resource-based view that is generally reserved for the strategic management field and applying it to the context of sport, which in this case is an in-depth look at the Gonzaga University men's basketball team. The article's focus on taking sound management principles and applying it in a context that is better understood in our field of sport management, further illustrates the JSAS approach of quality research that answers the question: "So what does this mean?" Additionally, Anderson and Birrer offer insight into the influence a successful mid-major program such as Gonzaga has on not only the athletic department as a whole, but also on the university itself.

Additionally, the remaining articles of this current issue also further the JSAS vision, adding relevant research that makes a lasting impact in improving the decision-making process and providing solutions to the sport practitioner.

On a different note, one of the precursors to reorganizing the leadership responsibilities of the JSAS is to create a more streamlined review process for article submissions. We continue to strive to be a quality academic journal, and further we want to become the outlet that connects academia to the industry by providing research that matters. While we transition into this new leadership structure, please do not hesitate to contact me should you have any questions, feedback or comments.