

## **The 11th International Critical Management Conference PRECARIOUS PRESENTS, OPEN FUTURES**

*Stream: Mapping gender conformities, challenges and changes in sport and sport management: Policies, contexts, practices, actors, and interactions*

Stream convenors: Emília Fernandes (University of Minho), Luisa Esteban (University of Zaragoza), Charlie Smith (University of Leicester), Gonca Güngör (Sakarya University) and Tiziana Di Cimbrini (University of Teramo).

Sport and its management continues to be a field where men and masculinity strongly prevail. This stream aims to investigate the complexities attached to the following questions: What does gender openness mean in the context of sport in the 21st century? What persists as gender closure in the same context? What are the gender cultures that signify sport continuing to be defined by regimes that resort to a dominant masculinity embodied in a strong and athletic male body?

Moreover, and albeit some exceptions, athletes, practitioners, decision and policy makers, and sports spectators are predominantly men. In this sense, gender discrimination and segregation are present in several dimensions of sport. Some illustrations include:

- a) male athletes have high salaries, more career opportunities, and get more recognition by society than female athletes;
- b) management and leadership positions in sports organisations are mainly occupied by men, including in sports traditionally considered as feminine and which have become feminised (e.g. gymnastics and dance);
- c) masculinised sports and its male athletes have much more attention and recognition from the media than female athletes;
- d) sports journalism continues to be predominantly produced and managed by men;
- e) some sports spectatorship's cultures are marked by rituals and interactions that resort to masculine tribalism, often leading to aggressive and violent behaviours.

Gender discrimination in sport is somehow socially normalised and accepted through a discourse that essentialises the embodied sexual differences between genders. This gender discourse legitimises the exclusion of women in some sports modalities and traps female bodies in sociocultural constructions as less able to exercise and engage in sport or as the second and weaker version of the ideal masculine body.

However, there are signs that the context of sport may be changing. The European Union and some national governments have made an effort to promote gender equality and diversity by fostering the adoption of gender equality codes/policies in different modalities and in international and local sports organisations. These new policies aim to increase female participation and recognition in sport, their access to leadership positions and involvement in the decision-making in sport structures. Additionally, the number of women practising non-competitive sport and as sports spectators have started growing, leading to new representations

of sport and challenging the role of women in such a context. Finally, different body constructions and the emergence of alternative embodied femininities and masculinities are also challenging how athletes of both genders experience their bodies and sports practice. Yet, research is scarce about the impact of these changes/challenges in the sports context.

This stream will focus on mapping gender relations in sport and its management by taking into account the different modalities, contexts, institutional policies, organisational structures and actors (e.g. athletes, spectators, media professionals, sport decision makers and managers). It will treat sport and its management as one avenue where gender segregation and inequality occurs, but also adopt such as a space that presents an opportunity for change and does so as a widely applicable topic whose traits and culture are reflected in organisations and work more broadly. In this sense, the stream is interested in theoretical and empirical research work that may explore, but are not limited to the following issues:

- Women representativeness in sports modalities and in sport organisational structures in different countries;
- Women and management accounting in sport organisations;
- The gender regimes that (re)produce different sports policies, modalities, and institutions in sport;
- The stories of resistance/conformity of women that already occupy different roles in sport contexts;
- The challenges and impact of conventional and new body representations in sports institutions and including athletes of both genders;
- The discourses of masculinities in sport and its effect on women and men athletes;
- The emergence of nationalism and populist discourses in political and governments states and their impact on the (re)shape of masculinity and femininity constructions in sport;
- The gendered transformations of the spectators' gaze in what concerns different sports modalities;
- The effects of new groups of sports spectators on gender relations in sport;
- The discourses in media and its participation in the sports gender (in)equality;
- The impact of new technologies, and new practices of training/coaching in the bodywork and identities of athletes of both genders.

Please submit a 500-word abstract (excluding references, one page, Word document NOT PDF, single spaced, no header, footers or track changes) together with your contact information to [cvls1@le.ac.uk](mailto:cvls1@le.ac.uk). The deadline for submission of abstracts is January 31st, 2019, and we will notify you of our decision by the end of February.

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