



# Editorial



## International flavour and global variety

In December, FIFA announced that Russia and Qatar would host the football (not soccer – I am a European!) World Cups of 2018 and 2022 respectively. This is a revolution because these countries were not the favourites and because the events will take place in new territories.

Despite the numerous challenges, such as sustainability and environmental issues with the infrastructure in Qatar, this is good news for the business of sport, which has spread across the world.

By the same token, I feel that our research base in sports marketing and sponsorship has become global: since 2008, when I took over the editorship of our esteemed journal, I have received submissions from all corners, and this issue is another good illustration of our global variety.

As a journal for both academics and practitioners, we often include an interview from a marketing expert in the field. Our latest discussion, with Stéphane Dor, Marketing and Media Director of the French Professional Football League, was conducted by Boris Helleu, an associate professor at the University of Caen-Basse-Normandie in France. The discussion explores the strategy of a league that needs to become more international, and I hope you will find within it some stimulating ideas for research.

This gives me the opportunity to encourage your creativity on this and other types of research. We always welcome good interviews with high-level practitioners because our field is, by essence, an applied one, and without analysis of sport events, teams, leagues, consumers and fans, we would have little opportunity to contribute our theoretical knowledge in marketing to help move sports business in new directions and to new territories. We encourage such case studies, those with a managerial interest, as well as the more traditional submissions.

This publication includes five classic papers within our field: ticketing, sponsorship, consumer behaviour, international development, and the management of sports events – a rich beginning to 2011. Enjoy this issue and Happy New Year.

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