Reconceptualizing our Domain:
New Direction for Human Resources Research in Sport

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ABSTRACT: Since its inception as a field of study, sport management has struggled to distinguish itself from other fields. This struggle has primarily included debates on the balance between borrowing theory from so-called parent disciplines and developing new theory unique to sport. The purpose of this project is to bring to light and address some of these issues and provide new directions for the development of sport-focused theory in human resources. The first objective is to define the domain of the sport industry and what should or should not be included in sport management research, including previous attempts to define the domain in sport consumer behavior and economics. Then five potential areas of advancement sport human resources are outlined.