Constructing the Corporate Social Responsibility Indicators of Professional Sport Organization

Bryan H. Chen1, Mei-Hua Chen, Pei-Ni Tai, Wanchun Hsiung
E-mail: hsiung@mail.dyu.edu.tw

ABSTRACT
Corporate social responsibility (CSR) was used as a business strategy to enhance reputation, increase competitive advantage, and reduce risk. The purpose of this study was to construct the CSR indicators of professional sport organization. In-depth interviews and Delphi method were conducted. Professional sport team managers, secretary generals of sport organizations and experts in sport management participated in this research. Results indicated that CSR of professional sport organization contained 4 dimensions, 13 sub dimensions and 56 sub indicators. The main indicators include enhancing the performance of professional sport organization, increasing competitiveness of professional sport organization, protecting stakeholder's interests, obeying the law, complying the collective bargaining agreement, protecting environment, providing safe merchandise and stadium, assisting sport promotion, assisting employees' career development, protecting consumer rights, promoting sport, education and health programs, assisting philanthropy organizations, and enhancing community's life quality.

Keywords: corporate social responsibility, professional sport organization, indicators

REFERENCES
Bradish, C., & Cron...