

Simon CHADWICK

Professor

Academy: Transformation

Research center: SKEMA Centre for Global Risks

Campus: Paris

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Education

2004 PhD Sport sponsorship, University of Leeds, Great Britain

Experience

Full-time academic positions

Since 2022 Professor, SKEMA Business School, France

Publications

Peer-reviewed journal articles

CHADWICK, S. and ANAGNOSTOPOULOS, C. (2023). A geopolitical economy of football: the case of Qatar. *International Journal of Sport Policy and Politics*.

CHADWICK, S., BURTON, N., WIDDOP, P. and BOND, A.J. (2023). Networks, strategy and sport: the case of City Football Group. *Journal of Strategy and Management*.

CHADWICK, S. (2022). From utilitarianism and neoclassical sport management to a new geopolitical economy of sport. *European Sport Management Quarterly*, 22(5), pp. 685-704.

SULLIVAN, J., ZHAO, Y., CHADWICK, S. and GOW, M. (2022). Chinese Fans' Engagement with Football: Transnationalism, Authenticity and Identity. *Journal of Global Sport Management (JGSM)*, 7(3), pp. 427-445.

COCKAYNE, D., CHADWICK, S. and SULLIVAN, J. (2022). Chinese Football - From a State-Led Past to a Digital Future. *Journal of Global Sport Management (JGSM)*, 7(3), pp. 345-354.

BAKER, R., CHADWICK, S., PARMA, R. and SCARF, P. (2022). The binomial-match, outcome uncertainty, and the case of netball. *Journal of the Operational Research Society*, 73, pp. 1856-1872.

CRAWFORD, G., FENTON, A., CHADWICK, S. and LAWRENCE, S. (2022). 'All Avatars Aren't We': Football and the experience of football-themed digital content during a global pandemic. *International Review for the Sociology of Sport*, 57(4), pp. 515-531.

CHADWICK, S., WIDDOP, P. and BURTON, N. (2022). Soft Power Sports Sponsorship - A Social Network Analysis of a New Sponsorship Form. *Journal of Political Marketing*, 21(2), pp. 196-217.

CHADWICK, S., FENTON, A., DRON, R. and AHMED, W. (2021). Social Media Conversations About High Engagement Sports Team Brands. *IIM Kozhikode Society & Management Review*, 10(2), pp. 178-191.

BURTON, N. and CHADWICK, S. (2019). European football supporter attitudes toward ambush marketing. *International Journal of Sports Marketing and Sponsorship*, 20(1), pp. 143-162.

BURTON, N. and CHADWICK, S. (2018). Ambush Marketing Is Dead, Long Live Ambush Marketing. *Journal of Advertising Research*, 58(3), pp. 282-296.

ANAGNOSTOPOULOS, C., PARGANAS, P., CHADWICK, S. and FENTON, A. (2018). Branding in pictures: using Instagram as a brand management tool in professional team sport organisations. *European Sport Management Quarterly*, 18(4), pp. 413-438.

BOND, A.J., WIDDOP, P. and CHADWICK, S. (2018). Football's emerging market trade network: ego network approach to world systems theory. *Managing Sport and Leisure*, 23(1-2), pp. 70-91.

ROBERTS, S., CHADWICK, S. and ANAGNOSTOPOULOS, C. (2018). Sponsorship programmes and corruption in sport: management responses to a growing threat. *Journal of Strategic Marketing*, 26(1), pp. 19-36.

ANAGNOSTOPOULOS, C., GILLOOLY, L., COOK, D., PARGANAS, P. and CHADWICK, S. (2017). Stakeholder Communication in 140 Characters or Less: A Study of Community Sport Foundations. *Voluntas*, 28(5), pp. 2224-2250.

GILLOOLY, L., ANAGNOSTOPOULOS, C. and CHADWICK, S. (2017). Social media-based sponsorship activation – a typology of content. *Sport, Business and Management*, 7(3), pp. 293-314.

WONG, D. and CHADWICK, S. (2017). Risk and (in)security of FIFA football World Cups – outlook for Russia 2018. *Sport in Society*, 20(5-6), pp. 583-598.

KOLYPERAS, D., ANAGNOSTOPOULOS, C., CHADWICK, S. and SPARKS, L. (2016). Applying a Communicating Vessels Framework to CSR Value Co-creation: Empirical Evidence From Professional Team Sport Organizations. *Journal of Sport Management*, 30(6), pp. 702-719.

PARGANAS, P., ANAGNOSTOPOULOS, C. and CHADWICK, S. (2015). 'You'll never tweet alone': Managing sports brands through social media. *Journal of Brand Management*, 22(7), pp. 551-568.

Books and book editor

CHADWICK, S. [Ed] (2024). *The Geopolitical Economy of Football*. Routledge.

CHADWICK, S., WIDDOP, P. and GOLDMAN, M.M. [Eds] (2023). *The Geopolitical Economy of Sport*. Routledge, 318 pages.

NAESS, H.E. and CHADWICK, S. [Eds] (2023). *The Future of Motorsports - Business, Politics and Society*. Routledge, 287 pages.

Book chapters

CHADWICK, S. (2023). Sport Washing and the Gulf Region - Myth or Reality? In: Simon Chadwick, Paul Widdop, Michael M. Goldman eds. *The Geopolitical Economy of Sport*. 1st ed. Routledge, pp. Chapter 18.

CHADWICK, S. (2023). The Fast and the Furious – Formula 1 in the Gulf Region. In: Hans Erik Næss, Simon Chadwick eds. *The Future of Motorsports*. 1st ed. Routledge.

Guest editor of a journal special issue

CHADWICK, S. (2024). Esports: A Multidisciplinary Research Perspective. *Internet Research*.

Keynote speaker

CHADWICK, S. (2023). Sport Washing - American Bar Association. In: American Bar Association. New York.

CHADWICK, S. (2023). Geopolitical Economy of Sport Diplomacy. In: World Congress of Sports Diplomacy. San Sebastian.

CHADWICK, S. (2023). Sport and soft power. In: International Bar Association. Doha.

CHADWICK, S. (2022). A geopolitical Economy of the FIFA World Cup: Lessons from Qatar's hosting of FIFA's showcase tournament. In: 7th Annual Conference at the GSC at QU.

Conference presentations

CHADWICK, S. (2022). The Geopolitical Economy of Sport – what Qatar’s staging of the 2022 World Cup actually means. In: 2nd International Conference on Branding, Territory and Sport.

Press and social media

CHADWICK, S. (2023). The Gulf’s bid for global dominion in sport - Arabian Gulf Business Insight. *Arabian Gulf Business Insight*.

CHADWICK, S. (2023). Saudi Pro League kicks off after raiding Europe’s top football clubs. Al Jazeera, Qatar.

CHADWICK, S. (2023). Saudi Arabia’s multi-billion dollar football powerhouse bet. BBC, Great Britain.

CHADWICK, S. (2023). Will he stay or will he go? Mbappe’s future at Paris Saint-Germain in doubt. Paris: France 24, France.

CHADWICK, S. (2023). Saudi Arabia and sport: a strategic gamble aiming for economic, political and social goals. The Conversation, Great Britain.

CHADWICK, S. (2023). How Wrexham’s football fairy tale is fuelled by Disney. The Conversation, Great Britain.

CHADWICK, S. (2023). Finale de la Ligue des Champions : Abu Dhabi et Pékin, déjà sur le toit de l’Europe du football. The Conversation, France.

CHADWICK, S. (2023). The Future of Sport is Asian. *Hindustan Times*.

CHADWICK, S. (2023). Saudi Arabia, China, Red Sea Geopolitics & The 2030 World Cup. *Near East Policy Forum*.

CHADWICK, S. (2023). PSG is about something much more than football, it’s about looking good. SKEMA ThinkForward, France.

CHADWICK, S. (2022). Not only Qatar is projecting its soft power during this World Cup. SKEMA ThinkForward, France.

CHADWICK, S. (2022). Saudi Arabia sees Cristiano Ronaldo as an ambassador to host the 2030 World Cup. SKEMA ThinkForward, France.

Other research activities

Other academic activities

Since 2023 Advisory Board Member, Gambling Harms Research Centre, Great Britain