

# Simon CHADWICK

Professeur

Académie : Transformation

Centre de recherche : Marketing Interactions

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## Formation

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2004      PhD Sport sponsorship, University of Leeds, Royaume Uni

## Expérience Professionnelle

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### **Positions académiques principales**

Depuis 2022      Professeur, SKEMA Business School, France

## Publications

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### **Articles académiques revus**

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

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

BURTON, N. et 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. et 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. et 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. et 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. et 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. et CHADWICK, S. (2017). Social media-based sponsorship activation - a typology of content. *Sport, Business and Management*, 7(3), pp. 293-314.

WONG, D. et 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. et 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. et CHADWICK, S. (2015). 'You'll never tweet alone': Managing sports brands through social media. *Journal of Brand Management*, 22(7), pp. 551-568.

### **Ouvrages et édition d'ouvrages**

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

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

### **Chapitres d'ouvrage**

CHADWICK, S. (2023). Sport Washing and the Gulf Region - Myth or Reality? Dans: 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. Dans: Hans Erik Næss, Simon Chadwick eds. *The Future of Motorsports*. 1st ed. Routledge.

### **Conférencier invité**

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

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

CHADWICK, S. (2023). Sport and soft power. Dans: 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. Dans: 7th Annual Conference at the GSC at QU.

### **Présentations dans des conférences**

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

### **Presse et réseaux sociaux**

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, Royaume Uni.

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, Royaume Uni.

CHADWICK, S. (2023). How Wrexham's football fairy tale is fuelled by Disney. The Conversation, Royaume Uni.

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.

## Autres activités de recherche

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### **Autres activités académiques**

Depuis 2023      Advisory Board Member, Gambling Harms Research Centre, Royaume Uni