

# 第60回東伏見スポーツサイエンス研究会

日時 2019年12月12日(木) **16:30~18:00**

場所 早稲田大学79号館(STEP22) 302教室

演題

## Counterfeit Football Merchandise Dr. Donna Wong (Coventry University)

■ This presentation is part of a study funded by the 2019 FIFA Research Grant that examines the phenomenon of counterfeit football merchandise. In the recently concluded FIFA World Cup, host country Russia confiscated 270,000 counterfeit products featuring FIFA World Cup logos (Megget, 2018). In the UK, more than £240,000 (US\$310million) of counterfeit FIFA World Cup football kit was seized by the East Midlands Airport. More than HK\$15million (US\$1.9million) worth of counterfeit FIFA World Cup merchandise was also seized by the Hong Kong customs (World Intellectual Property Review, 2018). These documented seizures during the 2018 FIFA World Cup provide a glimpse of the magnitude of the counterfeit challenge. The impacts of counterfeiting on football are several – financial (including partnership deals and sponsorship), brand value, environmental and health issues. As counterfeit football merchandise continues to grow in scope, scale and threat (Premier League, 2018), a proactive and effective anticounterfeiting strategy is essential to protect the interests of consumers, revenues and reputation. Understanding the evolving challenge of the counterfeit football merchandise landscape is a critical step to develop an effective anticounterfeit strategy. This presentation seeks to provide an understanding of the contemporary landscape of the counterfeit activity. It provides an updated account of the distribution and consumption of counterfeit football merchandise.

■ Biography: Dr Donna Wong is currently working as an Assistant Professor in the Centre for Business in Society at the Coventry University, UK. Her research interests relate to various aspects of sport business management, in particular, sport events management and sport consumption. Her work has seen her successfully applied for the International Olympic Committee Olympic Research Grant and the FIFA Research Grant. Her research paper with her colleagues has also been awarded the Best Paper in the 2019 European Association Sport Management Conference. Dr Wong has disseminated her works widely in books, chapters and international journals. She is also an active reviewer for a number of international management journals and book publishers.

