

# 第91回スポーツサイエンス研究会

日時 2024年11月1日 (Friday) **17:00-18:30**

場所 早稲田大学79号館(STEP22)302教室

## 演題

## **A World Awash in Sportswashing: Advancing a Research Agenda to Understand a Complex Problem**

**Prof. Kevin FILO (Griffith University, Australia)**

### ■ Abstract

Sport delivers a collection of benefits to individuals and communities. With these benefits in mind, alongside the vast cultural imprint of sport, the collective passion it incites, and the media coverage it gets afforded, sport represents something that can be ripe for exploitation. In recent years, the concept of sportswashing has received increased attention and scrutiny, and represents a particularly complicated form of sport exploitation. Sportswashing can be defined as the practice whereby authoritarian regimes exploit associations with sport to conceal their moral violations and improve their reputations. Sportswashing can take many forms. Within this seminar, a collection of examples of sportswashing will be discussed, along with the implications of these examples for sport consumers and sport managers. From there, the current state of the literature on sportswashing will be presented. Finally, a multi-year research agenda designed to build upon this existing literature and improve understanding of this multi-faceted challenge will be advanced.

### ■ Bio

Kevin Filo is a Professor in Sport Management and Event Management and serves as the Deputy Head of Department within the Department of Tourism, Sport and Hotel Management in the Griffith Business School at Griffith University. His research is driven by the question: 'How can sport be used to increase charitable giving, charitable involvement and generosity among individuals and communities?' He currently serves as the Vice President of the Sport Management Association of Australia and New Zealand (SMAANZ), and also serves as Associate Editor for Sport Management Review and Event Management.

