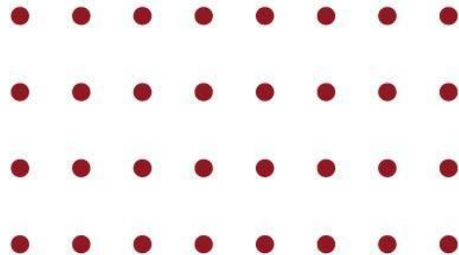


# MIM115 Global Sports Business and Industry



## News Palco 23

**Inter Miami sells naming rights to JP Morgan**

<https://www.palco23.com/clubes/inter-miami-fc-vende-los-naming-rights-de-su-estadio-a-jpmorgan-chase>

**NBA All Star has the second for viewership in its history**

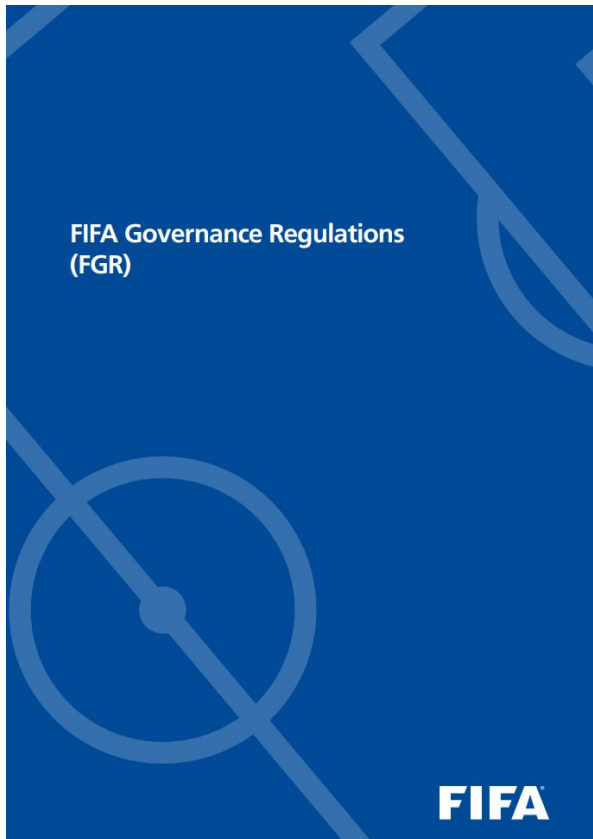
<https://www.palco23.com/media/el-all-star-de-la-nba-no-remonta-y-registra-la-segunda-peor-audiencia-de-la-historia>



## **Class 12: Corruption, Doping and Compliance in International Sports**

- Corruption and its Implications for Stakeholders
- The Role of the World Anti-Doping Agency
- Corporate Social Responsibility of Sports Organizations

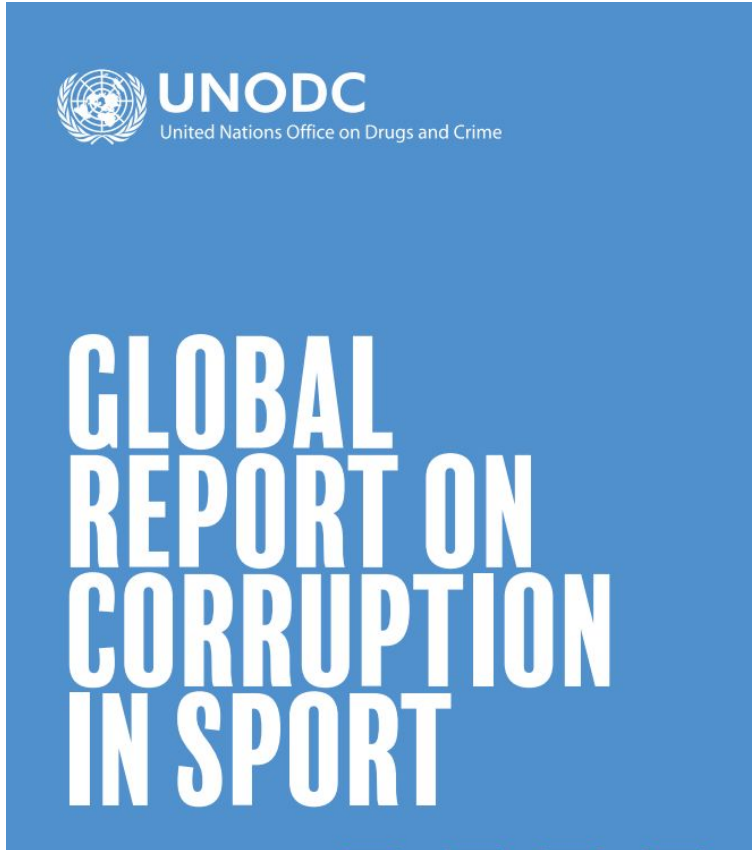
# Corruption and its Implications for Stakeholders



Corruption in sports can include bribery, match-fixing, illegal betting, and misuse of insider information.

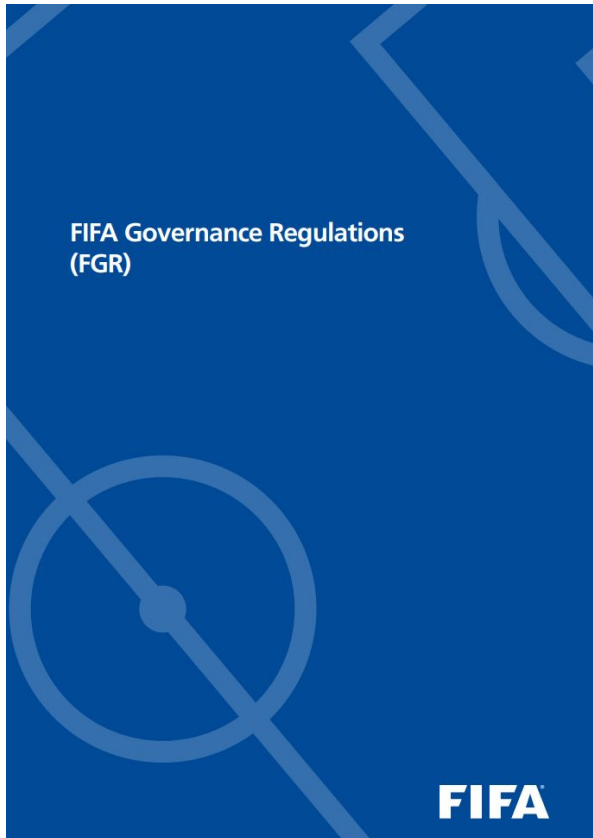
Undermines the integrity of sports competitions, damages the reputation of sports organizations, and erodes public trust.

# Corruption and its Implications for Stakeholders



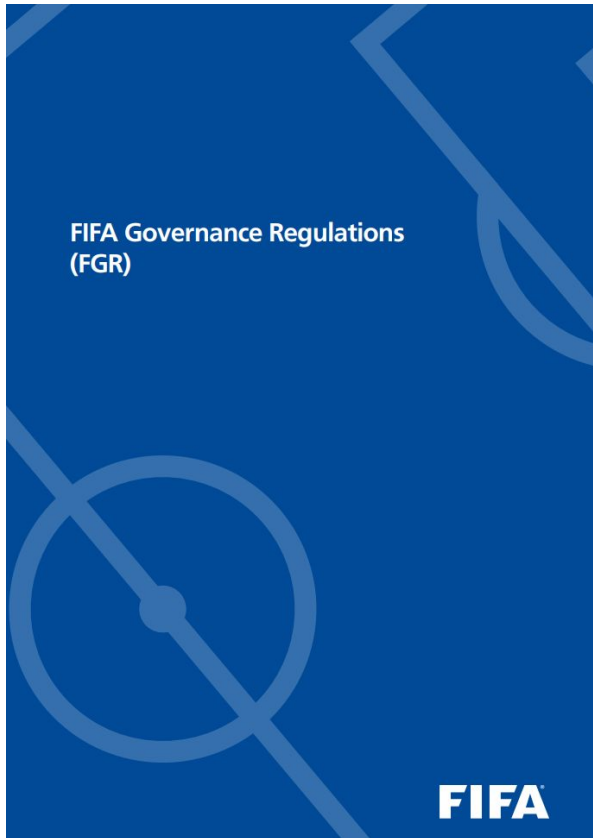
This allows the sports organizations (non profits) to operate without any effective external oversight, unless the local or international authorities have interest in regulating and establishing checks and balances systems or governance standards.

## Results Of Transparent and Effective Governance



- Attracts sponsors, investors, and fans.
- Enhances the credibility and reputation of the sport.
- Prevents corruption, fraud, and misconduct.

## Recent Reforms and Initiatives



- The role of external regulatory bodies and agencies. (committees of legal experts and former athletes)
- Athlete representation and empowerment. (WADA making their board 50% female by 2027)
- Greater focus on ethics and compliance. (Tennis integrity unit)
- Use of technology for governance and integrity. (Electronic Performance & Tracking Systems)

# Corruption and its Implications for Stakeholders



2024 Paris Olympic organizers' headquarters searched amid French corruption probe

<https://www.cbsnews.com/philadelphia/news/2024-paris-olympic-organizers-headquarters-raided-corruption-investigation/>

- Suspected embezzlement of public funds and favoritism in awarding contracts, compromising fairness and integrity
- Repeated instances of corruption in French sports leadership, suggesting systemic issues within the sporting administration



## Corruption and its Implications for Stakeholders



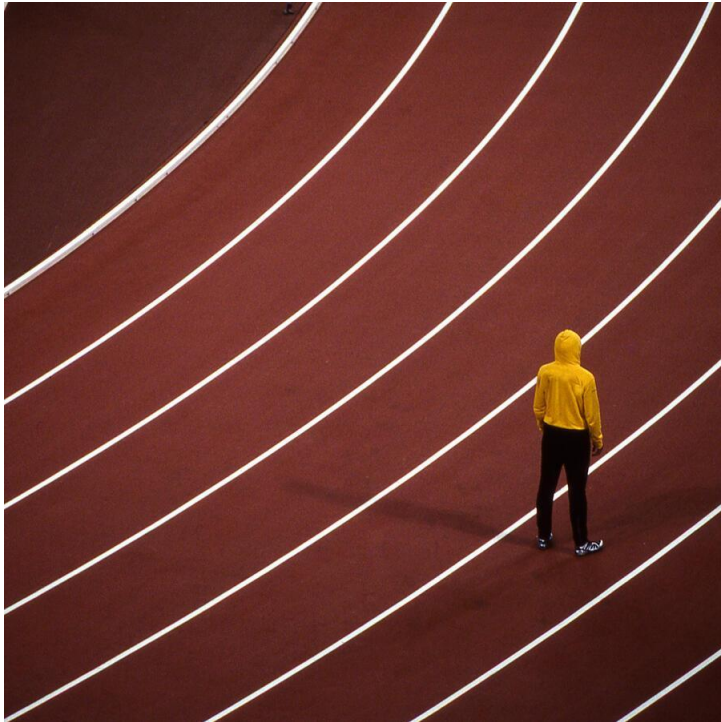
The administration of sport is often overseen by ex-athletes with little prior experience in management, operating through very linear hierarchical organizational models, mostly based on political skills and shady democratic standards.

## **Activity**

**Research a recent corruption scandal a sports company and explain the effect it had on it's five main stakeholders**

- **What reforms and initiatives did the company have to make?**
- **Explain two possible outcomes on these reforms**

# The Role of the World Anti-Doping Agency



The World Anti-Doping Agency (WADA) was established in 1999 as an international independent for profit agency. Its seat is in Lausanne, Switzerland, and its headquarters are in Montreal, Canada.

# The Role of the World Anti-Doping Agency



WADA's key activities include scientific research, education, development of anti-doping capacities, and monitoring of the World Anti-Doping Code – the document harmonizing anti-doping policies in all sports and all countries.



# Achievements & Strategies



Strategies to combat doping involve:

- Random testing,
- Research in doping detection and prevention
- Education programs for athletes
- Collaboration with national and international sports organizations.

# Corporate Social Responsibility of Sports Organizations

**STRENGTH**

**THROUGH**

**UNITY 2030**

FOOTBALL  
SUSTAINABILITY  
STRATEGY



The ethical and responsible management of resources to achieve a positive impact on society, the environment, and stakeholders beyond profit maximization.

## How We Do At Keystone Sports



# KEYSTONE SPORTS

- Free agency fee for certain athletes
- Creating recruiting events
- Having a support team in their university experience



# Why Corporate Social Responsibility In Sports?

## GENDER EQUALITY AND INCLUSION OBJECTIVES 2021–2024



- Building a positive brand image.
- Engaging with fans and communities.
- Enhancing sustainability and long-term success.

## Modes of CSR Implementation



Philanthropy: Charitable contributions and donations.

Sustainability: Environmental initiatives, including reducing the carbon footprint.

Community Engagement: Involving and supporting local communities.

## Let's Research Benefits of CSR In Sports

Group 1: NBA's community engagement programs: NBA Cares

Group 2: NFL's charitable campaigns: Founding campaigns against cancer or for the military

- **How do they impact the community?**
- **How does it enhance their brand awareness and reputation?**



**Thank You**