

Contents

Part I Competitive Balance, Attendance and Revenue

The History and Formation of East Asian Sports Leagues	3
Brad Humphreys and Nicholas M. Watanabe	
The J. League and the World Cup	25
Takeo Hirata and Stefan Szymanski	
Foreign Players, Competitive Balance, and Fan Demand in the Korean Basketball League	43
Hailey Hayeon Joo and Taeyeon Oh	
Outcome Uncertainty, Governance Structure, and Attendance: A Study of the Korean Professional Football League	59
Hayley Jang and Young Hoon Lee	
The Sports Broadcasting Market in Korea	83
Kihan Kim and Kimoon Lee	
Customer Discrimination and Outcome Uncertainty in the World Baseball Classic: The Case of the Taiwanese Television Audience	103
Wen-jhan Jane	
Uncertainty of Outcome and Promotion and Relegation in the Chinese Basketball Association	123
Fang Zheng and Rodney Fort	
Ticket Price Behavior and Attendance Demand in Chinese Professional Soccer	139
Nicholas M. Watanabe and Brian P. Soebbing	

Part II Governance Structure

Professional Sports Teams as Advertisements: The Case of Nippon Professional Baseball	161
Michael A. Leeds and Sumi Sakata	

KBO and International Sports League Comparisons	175
Rodney Fort, Joon-Ho Kang and Young Hoon Lee	

The Effects of Adopting and Discarding Sports Teams on Firm Values: Evidence from Taiwan	195
Chih-Chun Chen and Chun-Da Chen	

The Evolution of Governance in the Australian National Basketball League, 1979–2013	207
Robert D. Macdonald and Rick Burton	

Generic Models of Sports Governance and Their Potential for Sustainability	233
Ross Booth, George Gilligan, Francesco de Zwart and Lee Gordon-Brown	

Part III Human Capital and Labor Issues

Does Educational Background Affect Performance and Second Careers of Athletes? Empirical Analysis of Japanese Professional Baseball Players	253
Takashi Saito	

Does Versatility Matter in Match-Play Sports?	277
Sang-Hyop Lee and Sumner La Croix	

What Are the Long-term Effects of Extracurricular Sports Activities for Children and Adolescents? Evidence from Japan Using a Nationwide Sample of Twins	293
Makiko Nakamuro, Izumi Yamasaki and Tomohiko Inui	

Sweated Labour, Literally Speaking: The Case of Australian Jockeys	311
Braham Dabscheck	

An Orbit of Coercive Comparison: Collective Bargaining in the Australian Football League and the National Rugby League	333
Braham Dabscheck	

Part IV Sports and Community

**Effect of Professional Sports Teams on Social Capital
Formation: Comparison Between Football and Baseball in Japan.....** 355
Eiji Yamamura

**Building Team Identity Through Place Attachment:
A Case of a Korean Professional Soccer Club** 369
Ki Tak Kim and Dae Hee Kwak

The Sports Business in The Pacific Rim

Economics and Policy

Lee, Y.H.; Fort, R. (Eds.)

2015, XIV, 385 p. 29 illus., 20 illus. in color., Hardcover

ISBN: 978-3-319-10036-4