Socio-Economic Doping and Enhancement

4. INNSBRUCKER SPORTÖKONOMIE UND -MANAGEMENT SYMPOSIUM

Innsbruck, Österreich, March 6, 2014

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Doping ➔ trend topic

Common ground:
• (expected) enhancement of some sort
• (somewhat) questionable legitimacy

Research questions:
1. Which structural similarities do generally justify the labeling “doping”?
2. What socio-economic measures do structurally match doping?
3. Which conclusions (if any) can be drawn from this insight?

Methodology:
Development of conceptual framework based on literature review and selected “case studies”.
**Literature Review**

Doping “exists” since 1960s (e.g., Hoberman 2001, Mazanov & Connor 2010, Institut für Biochemie der DSHS Köln 2008).


**Figure 1: Enhancement and doping**
Figure 2: Classification of enhancement and doping subject to legality and legitimacy

Figure 3: Doping-Matrix: Final classification of doping and enhancement subject to legality and legitimacy
Answer to first two research questions:
Structurally, (socio-economic) doping is illegal enhancement that has undergone a “career as social problem”!

Some conclusions (third research question)…
• Almost all enhancement is “suitable” for “career as social problem”.
• Relevant actors in (and beyond) sport seem to become more sensitive in this regard but further consideration seems necessary.
• Many socio-economic constellations can insightfully be analyzed using the “doping-matrix”, e.g.:
  ➢ GDP’s predictive power for Olympic success (Rathke and Woitek (2008) for Summer & Emrich et al. (2012) for Winter Games)
  ➢ Protests concerning sport mega events, such as in Brazil or Germany (Munich 2018)
  ➢ Ambush Marketing + Anti Ambush legislation
  ➢ Corruption
  ➢ …
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Selected Literature


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“A cynic might say Britain achieved this [success] in Olympic sport through a massive programme of financial doping, via Lottery Funding” (Paul Hayward, Chief Sports Writer, The Telegraph).