

UNSW@ADFA

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Scholarship: PhD – UNSW@ADFA Research Training Scholarship.
UNSW@ADFA, Canberra, Australia

Closing Date: 9 October 2009

Project: *The Impact of Anti-Doping Policy on the Economic Value of Sport*

This project aims to investigate the impact, if any, of anti-doping policy on the economic value of sport. This is done by looking at the correlates of economic indicators of the commercial interest in sport (e.g. advertising revenue, gate receipts, broadcast rights, sponsorship etc) and changes in anti-doping policy. The analysis will rely on a panel comprising both cross-sectional and time-series data.

Panels of data across sports with and without doping events will be collated and analysed to determine the effect of doping events on the value of sport. The project seeks to achieve two main outcomes. The first is to establish an empirical basis for policy making. The second is to quantify the impact of expenditure, by sub-category, on the market-value of the sport. The above will enable a cost-benefit assessment of anti-doping interventions. It will also reveal leverage points for intervention.

This project provides an economic basis for policy makers to judge the value of the anti-doping policy. If the results demonstrate that doping events have no effect on the commercial viability of sport, then the anti-doping policy becomes an unnecessary cost. If the results demonstrate the anti-doping policy has an effect, the levers can be investigated to identify where efficiencies can be made to amplify anti-doping policy effects.

To apply, please send a copy of your CV and academic record with a covering letter of application outlining your proposed approach to the project to:

Mrs Terese Christoff-Smith
School Of Business
UNSW@ADFA
Email: t.christoffsmith@adfa.edu.au

Applicants should request two academic referees to send confidential reports at the time of application.

The successful applicant will be awarded a UNSW@ADFA Research Training scholarship with an annual tax – free stipend of \$21,627. This scholarship is for a period of 3 years and is subject to satisfactory progress reviews. Applicants would be expected to be available to commence their studies by 31 March, 2010.

Contact:
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