



# AASM 2019

ASIAN ASSOCIATION FOR SPORT MANAGEMENT CONFERENCE

## Keynote Lecture 2

### Sport Services in the Experience Economy

#### Overview

The economy has transitioned from offering commodities to offering of goods to offering of services, and finally to offering of experiences (Pine & Gilmore, 1998). Two dimensions of the experience—*customer participation* (passive or active) and *connection* (absorption or define) four realms of experience classify the experiences into *realms* of experience. First, *customer participation* refers to customer's involvement in creating the experience. It can be either passive or active referring to the extent the client/customer is involved in staging the experience. Second, the *connection* can be either absorption where the clients observe the service or immersion where the clients are quite involved in the creation of the experience. These defining characteristics of an experience are applied to the three domains of sport—egalitarian sport, elite sport, and entertainment sport (Chelladurai, 2012).

Chelladurai, P. (2012). Leadership and Manifestations of Sport. In S. Murphy (Ed.). *The Handbook of Sport and Performance Psychology*. (Chapter 17; pp. 328-342). New York: Oxford University Press.  
Pine, B., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, July-August, 97–105.

**Speaker** Dr. Packianathan Chelladurai      Organization: Troy University  
Position: Distinguished Professor

**Moderator** Dr. Mohd Radzi, Wirdati      Organization: University of Malaya  
Position: Senior Lecturer

**Date** August 9, 2019 [Fri] 9:00

**Venue** Century Tower 8F

Host Organization : Japanese Center for Research on Women in Sport

