

Institute for Sport Business

Recruitment Pack 2025



Loughborough
University
London

About Loughborough University London

Ranked among the UK's top 10 universities, Loughborough University London is a dynamic postgraduate School built on a bold vision and an inspiring legacy. Established in 2015 as part of the London 2012 Olympic Games legacy, our campus is based at Here East in the Queen Elizabeth Olympic Park, a thriving ecosystem of innovation, creativity, and collaboration.

At Loughborough University London, personal ambition meets real-world opportunity. We bring together some of the most driven and imaginative postgraduate students from around the globe in a community where ideas spark, connections grow, and possibilities expand. Our learners benefit from meaningful engagement with expert academics and industry partners who share their insights and open doors to the future.

Collaboration and interdisciplinarity sit at the core of our learning experience. Through our innovative and focused teaching, Grand Challenges, and Collaborative Projects, we blur the boundaries between disciplines, combining expertise and creativity to drive impactful change. This approach empowers our students with the confidence, networks, and hands-on experience to thrive in their chosen careers.

As a research-intensive postgraduate School, advance knowledge and tackle complex global issues. Our five Institutes span Design Innovation, Digital Technologies, Diplomacy and International Affairs, Innovation and Entrepreneurship, International Management, Media and Communication, Creative Industries, and Sport Business.

Across our Institutes, we unite world-class academics, leading researchers, ambitious students, and forward-thinking industry partners to co-create solutions with purpose. Our teaching and research are future-focused shaping the next generation of change-makers.

LOUGHBOROUGH LONDON MILESTONES:

- A vibrant ecosystem at the intersection of academia, industry, and community.
- Immersive, real-world learning through our flagship 'Collaborative Project' module, connecting students with over 220 leading organisations.
- An entrepreneurial spirit that has supported over 160 SMEs through internships, workshops, and mentoring.
- Over £15 million secured in research funding driving forward global innovation.
- A strong, diverse alumni network of nearly 6,000 graduates making an impact at TikTok, Google, McLaren Automotive, Chelsea FC and beyond.
- Over £500,000 invested in scholarships and community projects, reinforcing our commitment to inclusion and local engagement.

Institute for Sport Business

The Institute for Sport Business is dedicated to delivering world-leading research that creates real-world impact in an era of rapid social, economic, and technological change.

Located in one of the world's most exciting and globally connected sporting cities, and part of Loughborough University – the world's No.1 for sport-related subjects for nine years running (QS World Rankings 2017–2025) – we're perfectly positioned to lead the future of sport, business, and innovation.

As part of our team, you'll join a community of passionate academics, researchers, and industry partners who are driving new thinking and creating lasting impact. Together, we're advancing research that matters, inspiring the next generation of leaders, and building partnerships that make a real difference on a global scale.

OUR AMBITION

We aim not only to understand the changing sport business landscape, but to shape it. From digital disruption and data analytics to sustainability, governance, inclusion and fan engagement, our work is informing the next generation of sport leaders and solutions.

GET CONNECTED: WHAT SETS US APART HIGH-IMPACT RESEARCH

Our research drives change in sport and beyond. We produce internationally recognised work that advances policy, leadership, technology, and practice, tackling complex, real-world challenges. Collaboration is at the heart of what we do, and our researchers work closely with global sport bodies, federations, and industry leaders to create knowledge that has genuine impact.

INNOVATIVE POSTGRADUATE EDUCATION

We are shaping the next generation of sport leaders. Our MSc programmes are built on the integration of cutting-edge research, industry insight, and practical experience. Staff are part of a dynamic teaching and learning environment where students are challenged, supported, and inspired to think critically and act with purpose in the global sport sector.

STRATEGIC INDUSTRY PARTNERSHIPS

Our extensive network of sport business partners underpins both our teaching and research. From elite clubs to international governing bodies, these collaborations ensure our work remains relevant, impactful, and connected to the latest developments in the sport industry. For staff, these relationships offer exciting opportunities for engagement, innovation, and professional growth.

OUR VISION

To be a globally recognised centre of excellence for research, education, and industry engagement in sport business, collaborating with world-leading organisations and top universities to drive innovation, shape policy, and develop the leaders of tomorrow.

HIGH-PROFILE RESEARCH PROJECTS

The Institute for Sport Business is leading and collaborating on a range of high-impact research projects with major global organisations, focused on innovation, inclusivity, and social change in sport.

WORLD RUGBY

A collaborative study funded by World Rugby, with support from the International Rugby Players Association and the RFU, exploring the use and misuse of painkillers in professional rugby, aiming to inform player welfare strategies and medical practice.

TEAMVIEWER

In partnership with TeamViewer, this research led by Dr Emily Hayday examines how sport organisations can better attract, support, and retain women in technology roles, highlighting the transformative potential of gender-inclusive workplace cultures.

LONDON VIOLENCE REDUCTION UNIT

Led by Dr Holly Collison-Randall in partnership with the London Violence Reduction Unit and Greater London Authority, this project investigates how targeted sports interventions can disrupt youth vulnerability to knife crime, leading to the creation of the London Sport Intervention Model.

FIFA

Led by Dr Aravind Reghunathan, this study explores the governance, development, and sustainability of women's football clubs in India, examining the dual role of the sport in commercial growth and gender empowerment.

OLYMPIC COMMITTEES LEADERSHIP DEVELOPMENT PROGRAMME (OCLP)

Led by Dr Jacky Mueller and co-funded by the European Commission (Erasmus+ Sport), this pan-European initiative aims to foster responsible leadership within Olympic structures, enhancing the capabilities of leaders across National Olympic Committees and Sport Federations.

SPORT NEW ZEALAND & NEW ZEALAND AMATEUR SPORT ASSOCIATION

Led by Dr Michael Naylor, this two-year project, "Climate, Community Sport, Capacity and Resilience", examines the impact of climate change on community sport clubs in New Zealand. Embedded within the National Sport Club Survey (NSCS), the research features annual data collection, workshops, reports, and presentations to help build capacity, resilience, and long-term sustainability in the sector.

Our Research Strategy

Loughborough University's Strategy 2030 Creating Better Futures, is centred around three strategic themes:

- Vibrant and Inclusive Communities
- Climate Change and Net Zero
- Sport, Health and Wellbeing

We believe that sport is far more than a global industry, it is a powerful catalyst for social change, a testbed for technological innovation, and a platform for inclusive growth.

The Institute for Sport Business is committed to redefining the global sport business landscape through world-class, cross-disciplinary research and forward-thinking education. We challenge the status quo and go beyond traditional academic boundaries to explore how sport can be a force for business reinvention, social transformation, and sustainable innovation.

At the core of our strategy are three interlocking pillars that define our impact:

UNPACKING OUR THREE-PILLAR APPROACH

Our strategy is anchored in three pillars that are redefining sport not just as an industry, but as a social institution and a platform for technological innovation. These pillars guide our research, teaching, and enterprise activity, allowing us to address the most pressing challenges and opportunities facing sport in a rapidly evolving global landscape.

SPORT COMMERCIALISATION

We explore the future of sport as a global industry, from innovative revenue models and sport marketing to media, events, and international expansion. Our work also examines ethical governance and the growing impact of geopolitical shifts on global sport markets and diplomacy.

SOCIAL IMPACT

We investigate how sport can drive positive social change. Our research focuses on diversity, equity, leadership, and integrity in sport, as well as sport for development and sustainability.

TECHNOLOGICAL FRONTIERS

We explore how emerging technologies, including AI, data analytics, immersive media, and virtual sport experiences are reshaping sport performance, fan engagement, and business operations.

These pillars underpin our ambition to lead globally in sport business research and innovation, in alignment with Loughborough University's Strategy 2030: Creating Better Futures.

Our Stakeholder Engagement & Industry Activity

We proudly collaborate with an extensive network of elite sport organisations, international media entities and some of the world's most influential technology companies. These strategic partnerships support our ability to deliver world-class learning experiences, conduct high-impact research, and foster a collaborative, innovation-driven culture that connects academia and industry at every level.

Our deep integration with the sport sector is embedded in everything we do, particularly through the Institute of Sport Business Advisory Board. This dynamic network features high-profile professionals from across the global sports landscape, including organisations such as SailGP, Two Circles, IMG, London Sport, and Global Sports. Their involvement ensures our students and staff stay connected and up to date with the current realities of the industry, engaging with diverse perspectives and emerging trends across performance, business, tech, and media.

Postgraduate Programmes

As a world-leading institute at the forefront of sport business education and research, we are proud to offer a diverse and forward-thinking portfolio of postgraduate qualifications, designed to shape the next generation of sport industry leaders, innovators, and changemakers.

TAUGHT POSTGRADUATE PROGRAMMES

At the master's level, we offer five MSc degrees, each reflecting the evolving needs and dynamic landscape of the global sport industry:

- MSc Sport Analytics and Artificial Intelligence
- MSc Sport Business and Innovation
- MSc Sport Business and Leadership
- MSc Sport Marketing
- MSc Sustainable Sport Business

In addition, our MA in Leadership in Sport delivers a unique focus on high-impact leadership strategies, preparing professionals to lead with confidence in diverse sporting contexts.

These programmes blend academic excellence with real-world application, ensuring our graduates are equipped with cutting-edge knowledge, practical expertise, and a global perspective.

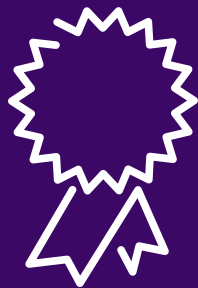
POSTGRADUATE RESEARCH COMMUNITY (PGR)

Our PhD programme is home to a vibrant, international community of over 20 research students, each pushing the boundaries of knowledge in sport business and related fields. Our researchers are engaged in globally significant projects that address the most pressing issues facing the sport ecosystem today.

We specialise in four core interdisciplinary research themes:

- Sport Consumer Engagement
- Fan and consumer experiences
- Service innovation and performance evaluation
- Athlete and player welfare and development
- Sport Enterprise Performance
- Organisational leadership and systems thinking
- Innovation ecosystems and cultural transformation
- Sport technologies, data, and future forecasting
- Sport Social Innovation
- Sport for development and peace
- Social impact, community capital, and legacy
- Corporate and social responsibility (CSR) in sport
- Sustainability and Sport
- Climate resilience in sport systems
- Sustainable sponsorship and ethical governance

Our research not only contributes to academic discourse but also delivers real-world impact, influencing policy, practice, and leadership in sport at local, national, and global levels.



**RANKED
TOP 10**
FOR THE LAST 10 YEARS
COMPLETE UNIVERSITY GUIDE
2017-2026