

LEGIT project



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Anti-Doping Agency of Serbia
be healthy, play fair!

Understanding legitimacy of anti-doping policies

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Approaches to anti-doping

Detection and sanctions
(Detect doping cases and impose legal sanctions)

Anti-doping governing using coercive power

Requires a large expenditure of resources

Alone, it gives modest and limited amounts of influence

Creating anti-doping culture

knowledge

moral values

skills to avoid doping use

Legitimacy

Changing attitude/intention

Sustainable policy compliance and protection of clean athletes

Compliance with anti-doping policies

Legitimacy in anti-doping

The main assumption:

When governing bodies in anti-doping perceived as legitimate, people would defer voluntarily to decisions, rules, and social arrangements created by antidoping organizations



as long as athletes belief that policies are appropriate and just

Legitimate power makes governing easier



More likely a sustainable effect

Legitimacy

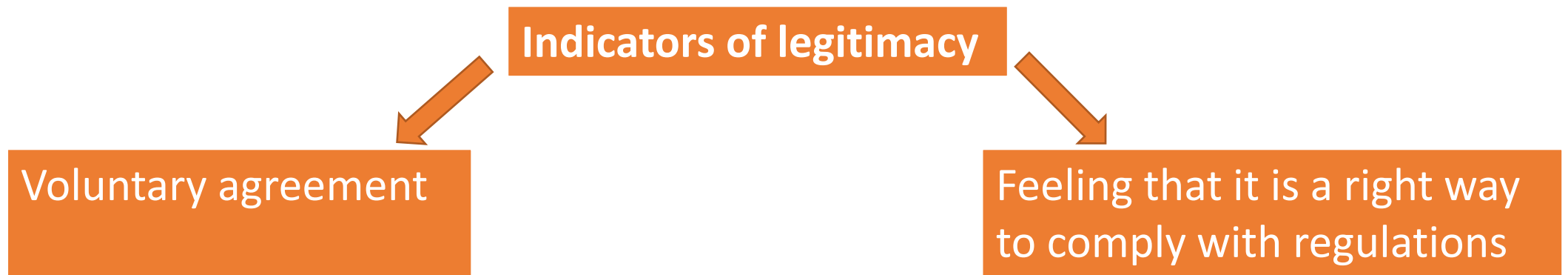
A perception that the action of an entity **are desirable, proper and appropriate** within some socially constructed norms (Suchman, 1995)

Is given to a social order on the basis of tradition, for emotional reasons, based on value-rational beliefs or due to positive enactments that are considered legal (Weber, 1978)

Regulations

Regulations are legitimate because parties have *voluntary* agreement upon who is in power to regulate (Weber, 1978)

In anti-doping, an essential component of legitimacy is that an appropriate authority is enforcing regulations (Donovan, 2002)



Legitimacy of anti-doping policies is voluntary compliance with anti-doping regulations



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Sport Management Review

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An interdisciplinary approach in identifying the legitimate regulator of anti-doping in sport: The case of the Australian Football League



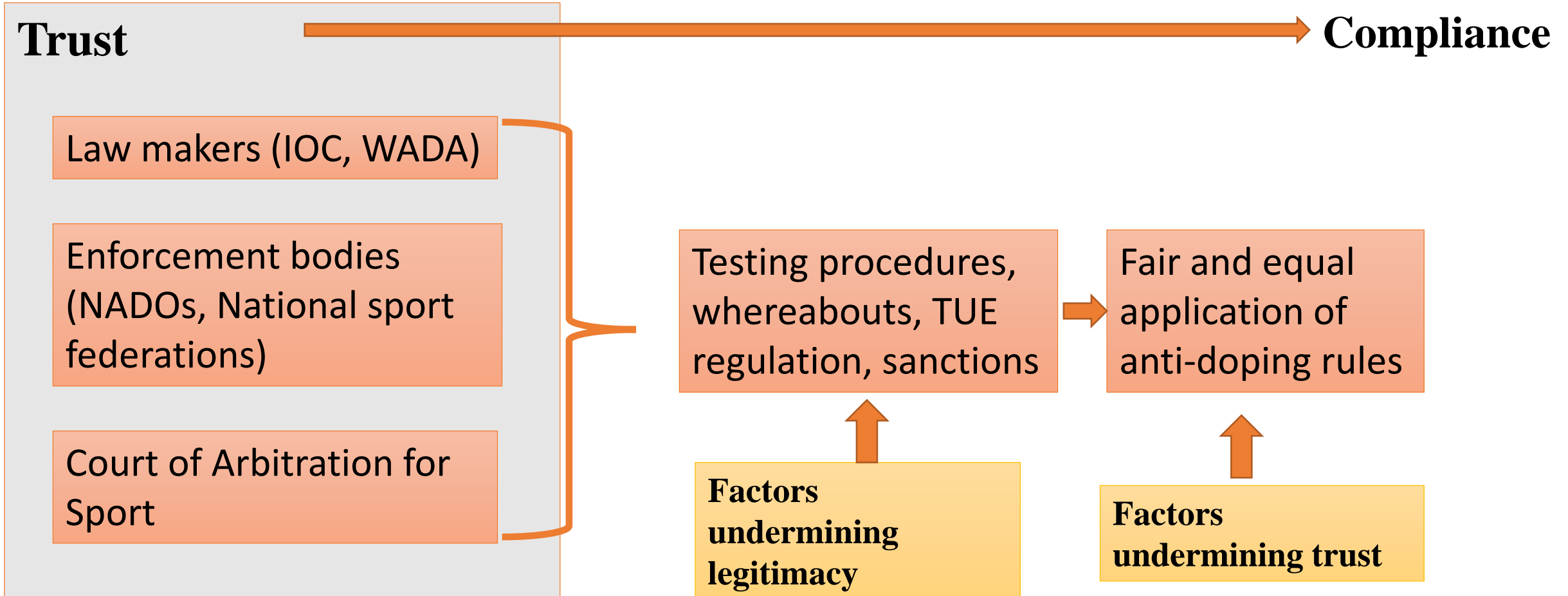
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- Australian Sports Anti-Doping Authority - actual legal legitimacy
- Australian football association - perceived authority

Legal framework for doping control



Conclusion

Legitimacy is an effective influence strategy: it guides behavior separately of sanctions

Creating and maintaining legitimacy helps build sustainable anti-doping policy

Organizations within anti-doping must actively work to maintain support of their legitimacy to enforce anti-doping rules.

To what degree legitimacy actually shapes doping behavior?