Determents of Volunteer Engagement: A Case of the 2018 PyeongChang Winter Olympic Games

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Volunteers are an essential component of the success of sport mega-events; thus, it becomes integral for the event organizer to understand how to get them actively engaged in volunteering. Scholars found that volunteers’ pride (Boezeman, 2007), person-task fit (Kim, 2007), volunteer experience (Doherty, 2009), and sport involvement (Bang & Ross, 2009) are key drivers of their engagement in volunteer work. However, there is a limited understanding as to what extent those factors are related to volunteers’ satisfaction and psychological/behavioral engagement and whether if they make a differential impact on male and female volunteers. Accordingly, the purpose of the current study was to (a) identify key determ...