



The Business of Sports: Insights into Effective Sports Management and Marketing Strategies

Ehsan Ehteshamnejad^{1*}, Mahdi Pakzad²

¹ Department of science, technology and innovation economics and financing, Tehran, Iran

² Policy Evaluation & STI Monitoring, National Research Institute for Science Policy, Tehran 1435894461, Iran

* Corresponding author email address: Ehteshamnejad@nrsp.ac.ir

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ABSTRACT

This letter to the editor provides an extensive overview of the current state and future directions of sports management, integrating insights from a wide range of scholarly research. It highlights the dynamic and complex nature of the sports industry, emphasizing the importance of entrepreneurship, high-quality research, and the adoption of shared value perspectives in addressing the challenges faced by sports managers. Through a detailed analysis of various studies, the letter discusses the integration of corporate social responsibility, the impact of digital technology, the significance of education in preparing future leaders, and the interconnectedness of sports with broader economic and societal goals. It calls for a multidisciplinary approach to sports management that combines theoretical knowledge with practical applications, underscoring the role of continuous innovation and ethical management practices. The letter concludes by advocating for closer collaboration between academia and industry to foster a more resilient, inclusive, and innovative sports industry, capable of contributing to the well-being of communities worldwide.

Keywords: *Business, Sports, Effective Sports Management, Marketing Strategies.*

To the Editor:

In the ever-evolving landscape of the sports industry, a confluence of entrepreneurship, management, and societal impact has emerged, underscoring the sector's dynamic and complex nature. This letter aims to shed light on the multifaceted dimensions of sports management and marketing strategies, drawing upon a diverse array of scholarly insights that collectively illuminate the path forward for this vibrant industry.

The intersection of entrepreneurship and sports management, particularly during periods of uncertainty such as the COVID-19 pandemic, highlights an adaptive and forward-thinking approach to crisis management. Ratten (2020) emphasizes the role of entrepreneurship in navigating these challenges (1), a sentiment echoed by Chadwick (2011), who advocates for high-quality research to unravel the complexities of the sport business management landscape (2).

The importance of promoting health and social responsibility through sports management is presented by

Hills et al. (2019), who adopt a shared value perspective. This approach not only champions the social and business value of sports but also reinforces the sector's role in fostering community well-being (3). Similarly, the exploration of entrepreneurship education within sports management and development programs by Jones & Jones (2014) underscores the pedagogical evolution necessary to prepare future leaders in this field (4).

Ratten (2011) offers a broad overview of international sports management, touching on critical areas such as internationalization, branding, and corporate social responsibility (5). This global perspective is vital for understanding the diverse challenges and opportunities present in the international arena. Baker et al. (2016) further explore the unique aspects of sports management, drawing parallels between it and mainstream business practices, thereby enriching our understanding of sport as a distinctive yet relatable field (6).

The dialogue on sport entrepreneurship by Ratten & Jones (2020) and the strategic marketing insights from Silva & Casas (2017) reflect the ongoing evolution and professionalization within the sports industry. These contributions emphasize the balance between theory and practice and the critical role of customer-fan relationships in enhancing business strategies (7, 8).

Shapiro & Pitts (2014) and Zaharia et al. (2016) broaden the scope of discussion to include inclusivity in sports management and the academic recognition of the field, respectively (9, 10). These studies point out the importance of embracing diversity and the growing acknowledgment of sports management as a legitimate area of business research.

The exploration of corporate social responsibility in sports by Breitbarth et al. (2015) and the analytical framework for understanding sport SMEs proposed by Moore & Levermore (2012) reflect a deepening appreciation for the societal impact of sports organizations (11, 12). Similarly, the interconnectedness of sport marketing and management, as discussed by Schwarz (2010), Tasaddoghi et al. (2020), and Jalonon et al. (2018), underscores the necessity for collaborative efforts in value creation and strategic planning (13-15).

Insights into the optimization of player management processes from Ranaweera et al. (2021) and the significance of professional selling competencies in sports management curriculum as addressed by Pierce (2019) reveal the interdisciplinary approaches and professional development strategies essential for the industry's growth

(16, 17). The nuanced understanding of sports organizations, through the lens of football club management by Madichie (2009) and golf club volunteerism by Mills et al. (2021), further exemplifies the diverse challenges and opportunities within sports management (18, 19).

The impact of digital technology on sports management, explored by Tomanek et al. (2022), and the role of sports in tourism and economic development, as discussed by Happ (2020) and Valentine et al. (2017), highlight the expanding horizons of sports management (20-22). These studies underscore the significance of embracing new technologies and understanding the broader economic and social implications of sports.

In synthesizing these diverse perspectives, it becomes clear that the field of sports management is at a pivotal juncture. The challenges posed by global uncertainties, technological advancements, and shifting societal expectations demand a proactive and informed response from sports managers. By drawing upon the rich tapestry of research and insights outlined above, the sports management community can navigate these complexities with confidence, fostering an industry that is not only economically vibrant but also socially responsible and inclusive.

As we look to the future, the continued collaboration between academia and industry practitioners will be crucial in advancing the field of sports management. The ongoing exchange of ideas and best practices will ensure that sports management remains a dynamic and responsive domain, capable of contributing to the well-being of individuals and communities around the world. In this endeavor, the comprehensive body of research serves as both a foundation and a beacon, guiding the industry towards a future where sports continue to inspire, unite, and innovate.

Sincerely,

Authors

Authors' Contributions

Both authors contributed equally to the conception, research, and drafting of this letter to the editor. Both authors engaged in the comprehensive review and analysis of the literature that forms the basis of the discussion within the letter.

Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

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Declaration of Interest

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Ethics Considerations

None.