

# The Intersection of Arts and Sports Marketing

## 1. Introduction to Arts and Sports Marketing

This paper explores the intersection of arts and sports marketing and how and why sports organizations are incorporating artistic elements into sports branding and marketing campaigns. Art and sports marketing share a significant place in contemporary cultures. The unique blend of these sets provides reciprocal advantages for both, creating unique future prospects and business ventures not possible in a non-overlapping diaspora. The effective sports branding strategy thus relies on and interacts with art and sports marketing. Arts and sports marketing help brands to interact with consumers through the physical and emotional appeal of their art and sport events. The contemporary blend of advertising and art has led art to embrace sponsorships from fear of losing audiences and more artistic conflict.

Reviewing the historical development of sports branding and tracing art and artist integration over time indicates not only the top-down change of teams and sports leagues to settings for concerts and art installations, but also indicates evolutions in strategies. Marketers are changing the way they reach potential target customer segments. Fans are not monolithic, and sports marketers understand this. Marketers impact fans through taste, lifestyle, and representations of different fan aesthetics. Understanding in depth the range of sports marketing prints and embeddedness in lifestyle, but also instinct for artistic pleasure, is important for sports branding. The emotional connection to the sport is a crucial part of sports marketing, as is the connecting fan's aesthetic appeal to sports and team brands' configured experiences. Experts point to the aesthetic, visual, and audio experience that entertains fans and creates an atmosphere that invites further exploration.

## 2. Historical Perspectives on Arts and Sports Marketing

The intersection of arts and sports marketing has a well-documented history. Successful innovation can change an organization's competitive behaviors and set new agendas for the industry as a whole, and understanding the history of this field can inform current practice. This paper presents historical perspectives on

marketing within arts and sports, providing key examples of successful engagement, innovations, and partnerships that have contributed to the development of branding in the arts and engaging in sports. This paper also introduces an earlier era of arts-sports marketing: in historical cases, music-hall entertainers were members of sports tours, sports players featured in early cinema, and rugby players held art exhibitions. Histories of arts marketing and sports marketing have also dabbled in studies of related leisure time in history.

There is a historical narrative in the marketing of both sports and arts. Sport, at its heart, is emotional, and this emotion is a crucial aspect of both the consumption of and participation in sports. The development of sports marketing could be paralleled to the evolution of a burgeoning consumer market and changing interests in public consumption of non-work leisure activities. Sport was an invention of industrial Britain's working classes, reluctant to an increasing division of labor and also a response to children's labor in the factories, which led to the shaping of a new societal order driven by educational reform. For sports marketers, the extension of media technologies changes how sports products are connected with the public. This is one key reason why it changes the way in which sports are marketed in society.

### **3. Key Concepts in Arts and Sports Marketing**

Brand partnerships and sponsorships have been established as a class unto themselves in contemporary arts marketing. Building upon the long-held strategy of engaging technology-related partners to help fund exhibitions, marketers now increasingly focus on attracting a wider set of consumer-focused partners. For the arts, partnerships and sponsorships with celebrities or other entertainment brands, such as sports teams or movies, are especially attractive. Such partnerships immediately add a bit of glamour and professionalism to the art being marketed and may also increase the market reach of art organizations and events. More than one-half of arts and culture organizations now consider their partnerships with corporations and other for-profit entities to be a highly effective marketing tool, with signing or renewing sponsors being one of their three highest priorities.

For-profit organizations are also getting into the act by creating brand-building opportunities in particularly compelling non-marketing environments. Arguably, sports marketing is primarily, if not exclusively, concerned with strengthening or repositioning brands. As a pure marketing practice, sports marketing also includes

many opportunities to build relationships that have the potential to contribute directly to the bottom line. To build solid foundations, it is essential to engage in strategies that create value for individuals and build loyalty, not only through the direct experience of a sporting event but through all the peripheral activities that an organization might undertake. The same can certainly be said of arts marketing. From an ethical and social perspective, a concern for consumers and the creation of excellent experiences for them has returned us to an interest in experiential marketing. Many bricks-and-mortar firms have embraced this strategy because they have recognized that the only way to truly differentiate themselves from their competitors is to deliver exceptional customer experiences. In arts and culture organizations, these experiences can become a point of difference and provide them with a competitive advantage. It is proposed that the quality of the experiences arises from a number of distinct but related factors. The strategies and implications of fan engagement are crucial. The key to increasing the emotional bond between the consumer and the organization is shaping the way the consumer experiences the event. This research advocates the use of leveraging as a relationship-building strategy. It is proposed that the leveraging strategy directly influences the perceived value that the individual places on the relationship. The focus is on acknowledging the wide range of people who influence the experience of attending the event.

### **3.1. Brand Partnerships and Sponsorships**

Brand partnerships are the realization of a business idea shared by two or more companies in which the idea is presented jointly as a product or service. A brand partnership is a closer relationship than a marketing partnership or a sponsorship. In the second art installation presented in the introductory example, the partnership was between two cultural institutions. The Natural History Museum was able to lend its expertise as a maker of scientific image-object-information to the partnership, but not to enhance the contours of its institutional value. At the British Library, the opportunity to expand the contours of the library pertained to multiple and publicly contested meanings and values of knowledge and information. To take the project forward, we would need to articulate a good and truthful story that associates the museums' activities with creativity and art to present the initiative to potential financial sponsors.

Sponsorship is a corporate investing technique used by a company to create long-term associations between a brand and its target audience, with the aim of enhancing a company's image or reputation and providing products and services

promotionally to a category of individuals who are anticipated to become profitable customers. Sponsorship refers to the payment of money to the backer by a company in return for visibility. Normally, the company becomes the official sponsors of the event. In this broad sense, sponsorship is based on a fundamental idea of alignment – where the attracting asset is hosting an event, the event, or the person. In some cultural industries, the news media have been significant sponsors, providing promotion in return for product placement and advertising budgets. Opportunities for brands to engage with online communities and represent themselves have expanded significantly, offering an alternative to broadcast sponsorship for reaching new and engaged audiences. A case study on sponsors found that 81% of respondents used a formal process to select their sponsorships. Of those, 76% cited audiences as the first criterion of importance; 60% named reaching a wide audience; 53% specifically wanted to reach young people. The narrower or similar profile of a sponsor's own customer base was seen as important by 45%. Regular meetings between organizations and their sponsors were needed in 84% of cases, and 53% saw the development of a bespoke package of rights as crucial. Measurement of ROI, or influence, was considered very important by 70% of sponsors. This reveals a greater emphasis by sponsors on KPIs than grant-makers.

### **3.2. Fan Engagement Strategies**

Fan engagement is an important step to connect fans with the brand values and developed personality. To create a link between the brand and the fans, brands must develop innovative engagement strategies. One example is an interactive campaign that culminates with the invitation for fans to take a photo while they raise their magic wands.

Another suitable way to engage fans is to create memorable experiences. For example, a scheduled virtual golf event allowed fans to win prizes daily. This game increases target market interaction time with the brand. With the advances in technology, players have demanded more from virtual reality and games. Sports fans want to experience the thrill of being at the game. Certain games have all tapped into using this technology and have gained marked improvements in player interaction. There are major brand opportunities using VR and AR to improve experiences and test new customer touchpoints for brands. They can also gain access to early data metrics, which can be vital for strategy. Technology advances in mobile and computer technologies create other possible interactions across media. By using this new advancement, fans can also use geotargeting to gain experiences

through businesses. There are examples of issuing tickets and VIP experiences via mobile apps to incentivize product launches. Like all strategies for engagement, the key is targeting audience consumption. Key performance indicators to track fan engagement might include, but are not limited to: likes, retweets, shares, comments, click-through rates, e-newsletter sign-up conversions, and attendance at brand engagement activities. Data collection and deep dive analysis on tech-engine metrics can offer better targeting for multifaceted consumption markets. Understanding fan behavior across platforms, media, sporting engagement types, and market data all intersect with marketing a brand and are converging to give professionals a broader understanding of consumption and fan behavior.

Engagement with fans is important for the growth of a brand, and sports branding has unique importance. Professional teams and properties use sports marketing as a tool to gain leverage in a congested marketplace. Engaged sports fans will return to the same event and brand over and over again and influence others' decisions. Engagement also offers the opportunity to grow market share by providing involved consumption, as the edge in a competitive, economically struggling environment. Fan attention shifts constantly with changing economic circumstances. As fans migrate their viewing experiences from consumption of game film to broadcast television, radio, and now internet streaming and fantasy leagues, new fan developments have taken hold. Fan and game engagement is paramount, but it is an unnecessary overspend when conducted without dedication and a program of renewal and dissemination of product.

### **3.3. Event Management and Promotion**

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##### **Planning and Management of Events**

- Select a date: avoid conflicting with other events, holidays, etc.
- Create a detailed plan: objectives, budget, timeline, resources, volunteers, rentals, collaborations/partnerships, and promotions.
- Develop theme and identity: brand the event in a way that creates a strong, lasting impression on guests.
- Source funding: grants, sponsorships, and ticket or entry fees.
- Select a venue and date: book well in advance and at the same time secure a contract.
- Organize vendors and suppliers: negotiate good prices; all contracts should be in writing.
- Market the

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event: tickets, posters, social media, website, and public relations campaigns. • Recruit and train volunteers: appeal to different interest groups. • Assess and manage risks: ensure all legal contracts and waivers are read and signed appropriately, including release forms for photographs as well as participation in the event.

Events are important promotional vehicles for arts and sports marketing operations, whether designers, managers, or a fusion of the two disciplines. Events are "mission-based" functions that "attract an audience, draw on the unique values and identities of the organization to create value...the point of connection between an arts organization and the people it serves." In the sports domain, tournaments and other events, festivals celebrating the sports culture, are often strategies employed by facility owners and managers in the effort to fill seats and support communities using the sport event as the vehicle for that synergy.

Events can range in scale from a small "grassroots" tournament in a modest-sized and rural-based arena, as an example, to multi-day and multi-site arts festivals drawing thousands to major urban centers spread across a traditional mix of "on-sales," high-powered marketing campaigns, publicity, and volunteerism to attract and retain an audience. Other events in both arts and sports may take on a fundraising component and can include elements such as silent auctions, which require working relationships with a range of suppliers and corporate sponsorships that can range from a contribution-in-kind to a major cash investment.

#### **4. Market Segmentation in Arts and Sports**

In both the arts and sports, it is necessary to identify different portions of the audience in order to develop strategies that are tailored to their needs and desires. The members of these separate segments may have different demographics, psychographics, and behaviors. They may seek different types of involvement within the organization, such as participating, watching, or volunteering. Because they have different motivations for becoming involved in the organization, the messages and strategies to attract them may vary greatly. Knowing more about different segments within their market can help organizations in the arts or sports deliver their message more effectively and engage current and potential audience members in a more meaningful way.



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In marketing sports, market segmentation has been proven to be an effective strategy. Results found that the most successful marketing strategies for professional football games took into account key demographic information. Research on sports consumer segmentation lists a variety of applicable elements that can be used to segment sports consumers, which include gender, age, religious affiliation, importance of sport in your life, family lifestyle, food and drink preferences, car preferences, housing characteristics, and newspaper readership. Such highly detailed information is valuable in marketing engagements. Marketing the arts benefits from effective segmentation, as well. A deeper look at the subject maintains that virtually all serious patrons or audiences are seeking different and specific experiences in the arts, and as a result, they have developed criteria that may offer more specific data on who the arts patron is in a particular community and what they want. Organizations identified segmentation evaluation methods such as surveys of existing customers and market-research studies, while other respondents noted a wide variety of support services and programs that were specific to defined market segments. Some example segments include: individual versus group sales; broad-based public markets versus niche markets such as accessible programming, ethnic-specific programming, and pre-K through grade 12 programs. It is important to remember, however, that while successful, it is the perception of the segmentation that lures the patron. Therefore, marketing messages will need to be in concert with the segmented behaviors and expressions. Increasingly, organizations are establishing a mix of various programs and activities that may be of interest to multiple segments. In this, it is important not to argue that market segmentation results in only serving limited interests. Trends in preferences of sports and arts attendees are changing due to changes in culture as well as technology. As research and free-time activities have recently been directed towards technology, a new generation of moviegoers and those who like to watch an event, rather than be involved, are more interested in entertainment products in general. These preferences and interests should be studied and re-evaluated by arts and sports managers before developing a marketing strategy. Market segmentation can assist managers in developing appropriate survey questions. It also provides the market-research specialist with an understanding of the various audience orientations toward the programs. Additionally, it will play an important part in developing a new product mix in a total market when managers try to determine the perceived emotional value as well as the economic value of an arts program. If you don't already employ market segmentation, aren't you curious about crafting

messages or an array of programs proven to resonate with some audience members more than others?

## **5. Digital Marketing Trends in Arts and Sports**

The digital age has reshaped the tools and techniques employed within arts and sports marketing over the last few years. Some of the current trends that are visible in both fields are content marketing, social media strategies, the employment of influencers, and community engagement. In a world in which our daily online interactions have increased due to the circumstances of the pandemic, the quality of the digital interactions we have on a daily basis starts to matter. There is less time and attention for new, non-differentiating initiatives; thus, the creation of a unique online environment becomes even more crucial. More than just a stage, a good online strategy can very much become a community builder. Technologies such as blockchain and non-fungible tokens are increasingly at the center of attention across both digital marketing and artistic practices. The quest for digital ownership of content via these technologies sheds light on the relationship between arts and sports marketing and the new media and technologies that surround them.

Data-driven marketing using AI-powered analytic tools is another emerging trend. With the sheer volume of data now available, the ability to analyze data and use it to inform decision-making in audience segmentation, content creation, and ad targeting has become an invaluable asset in the arts and sports marketing toolkit. Yet, with ads running online more than ever, the market has slowly witnessed audience digital saturation. Also, in a time when organic engagement has received a lot of attention, the quality of online interactions and their correlation with the actual physical attendance of an event seem to be harder and harder to predict. Booking just a single influencer to promote an event may no longer secure the level of attendance that a few hundred likes on social media could have brought before the pandemic. The changes brought upon these industries are redefining the strategy by putting an increased emphasis on turning the physical experience into an emotional and unique one. All these fast and ever-changing trends require the ability to adapt and maintain the most up-to-date strategies.

## **6. Ethical Considerations in Arts and Sports Marketing**

Ethical considerations in arts and sports marketing. Ethics is the branch of philosophy that deals with questions and obligations of right and wrong within a



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particular moral problem. In contemporary marketing, social responsibility and ethics should serve as the practical principles that drive decision-making through adopting and embracing ethical codes of practice. Critics argue that a "strong ethical foundation" prevents arrogance in contemporary markets. It allows marketers to consider the long-term implications of their work, leading to building and maintaining trust and credibility for both the industries and, increasingly, target audiences.

Marketers must behave in truthful and honest ways towards consumers at all stages of the marketing process. In doing so, a marketer should not take advantage of a consumer's prior lack of knowledge. Unethical practice in this context may involve misleading an audience, for example, "false advertising" in which claims or objectives that cannot be achieved are made. These are fundamental principles within sports marketing and arts marketing. Moreover, marketing the arts requires additional consideration for the ethical and sensitive treatment of other cultures and wider diverse communities. Ethical issues such as cultural misrepresentation and the wider implications of cultural appropriation require careful consideration by marketers.

Implications of diversity are particularly pressing in the domains of sports in relation to images and identities. Misuse of this "communal property" in marketing or products is an affront to all fans as well as causing negative reactions from the affected club, community, and individual. Marketing theory holds that a sports brand is a repository of relationships with people of various backgrounds. It should merchandise and unify fans, community, sponsoring bodies, and the corporate organization; therefore, the corporate organization and fans will be crucially affected if a sports property is misused or abused in association with commercial operations. Marketing within the sports industry holds several ethical implications, including the very human issues related to sport and its marketing, as well as the same ethical considerations as any other marketing application. On the latter, some marketers argue that professional ethics are entirely rational, with the only proper ethical calculation being that which protects both the individual's career and financial interests, as well as the long-term commercial stability of the corporation. This focus on self-interest as a basis for ethical judgment is supported by the argument that people should be motivated by their view of the world, and economic self-interest is the predominant motivation surviving in a capitalistic society.

## **7. Case Studies in Successful Arts and Sports Marketing Campaigns**

Creating a Buzz: The Creation of Red Bull Crashed Ice Rock, Paper, Presenting: Music and Crack Climbing in Rocky Mountain National Park The Performers' Perspective on Menu Development and Engagement Free Your Wild: Engaging 'People Like Me' With Sport The Sporty Scot Open to Question: The Effectiveness of Arts Marketing Techniques in Programming a Literary Festival

### **Introduction**

This section presents a diverse range of case studies that exhibit successful applications of arts and sports marketing strategies. Arts and sports marketing are important niche areas within the broader field of consumer behavior and marketing through shared consumption experiences. Carefully curated marketing strategies seek to engage targeted audiences through the arts and the participative sports and outdoors markets. Successful brand creation and development can lead to enhanced consumer interest in the performing and participative events and activities with which brands partner. The marketing campaigns discussed in these case studies each aim to encourage consumer interaction with the brand through the creation of memorable experiences. Each case study also shares the common goal of enhancing brand visibility and frequency of contact with consumers, utilizing marketing's traditional 2LEs: lead and loyalty.

In the following case studies, powerful and practical examples of arts and sports marketing are explored, providing a more unique and unconventional application of marketing principles and theories. Each case study is inherently practical and seeks to provide guidance to fellow practitioners working in the wide areas of arts and sports marketing and brand creation. Lessons learned from each case study are also presented, highlighting key points that may aid the development of marketing strategies in the arts and sports markets going forward. Success is benchmarked against each organization's aims, the results of which are also outlined in the case studies.

### **7.1. Olympic Games Sponsorships**

Astaire Library Vol. 5 Issue 2 The Intersection of Arts and Sports Marketing 7.1 Olympic Games Sponsorships The Exclusivity of Sponsorships

To pay for the operational expenses and construction costs associated with the Olympic Games, the International Olympic Committee offers corporate sponsors the opportunity to purchase marketing sponsorships and engage with the global event. Corporate sponsors who sign up for the Olympic Partner Program are offered different levels of partnership investment. Most have broad global rights and activation mechanisms. A network of local sponsors is also available for each Olympic host country, typically organized through an organizing committee.

Though the market is quite saturated, the benefits of partnering with the Olympics justify selling the sponsorship rights at a high cost. In the case of the Winter Games, top-tier partners invest a minimum of 200,000,000, with over 1,000,000,000 in total reaching the IOC. Every partnership level comes with its benefits: from the ability to use the logo and add the name of an event to proprietary advertising, to global partnerships that give companies the right to become worldwide subject experts based on the Olympic Games. Most sponsors go further to improve their brand image by exploiting the name of the partnership and increasing the number of event sponsorships. Nevertheless, TOP partners invest more than 156,000,000 on average in additional sponsorships; a further indication of a brand's desire for worldwide exposure, despite the high cost to draw attention from their rivals. As a result, it is crucial to both note and construct the strategic activities of a firm that makes such large investments in Olympic Games promotions.

## **7.2. Music Concerts and Festivals**

Sponsorship studies first emerged in the sport marketing literature due to the alignment in values between music and sport. Music plays a crucial role in most consumers' lives; it often triggers emotions and memories that stay with consumers for the rest of their lives. Consequently, its brand extensions, music concerts, and festivals are strong fields in marketing where potential consumers come together for a shared experience. Events act as venues for emotional marketing that the audience can engage with.

Sponsorship has become a major promotional component in the marketing strategies of many businesses. Increasingly, businesses are investing additional resources in establishing sponsorship programs, expanding the scope of their sponsorship promotions, and elevating the status of sponsorship as a corporate priority. There is distinct value in leveraging people to activate a brand in a way that elicits emotional engagement with consumers. Big brands can align themselves with

a music festival to elevate their perceived brand values and stimulate a stronger emotional connection with the brand. There are numerous strategies brands can use to uplift a festival and enhance engagement, including the utilization of brand activations, product supply, and consumer engagement techniques. The connection between brand construction and music events is becoming increasingly apparent, with brands investing in arts via integrated media channels and being guaranteed to be seen and heard as part of the music festival.

Ensure that the promotion of your brand is launched to the forefront of the media strategy scene by using a sponsorship strategy. The more creatively and innovatively brands launch their marketing strategies, the more attention they will get before, during, and after a music festival event. Research has shown that event sponsorship can lead to successful relationships with fans of targeted events, especially if the brand can manage the triggering of emotions. Moving towards an event in which the audience participates directly, the concept of experiential marketing has been investigated with a particular focus on the power of having a “live” experience with spectators by using the senses. A difficult task in branding, associating sponsorships or endorsements to brands arises for products associated with music because the music or artist often has its own extensive and intricate product endorsement. The intermediate goal of an effective relationship marketing program is to use that emotional connection to leverage greater brand sustenance over time. Social media can also be an effective extension of fans’ festival experiences. Successful marketers use integrated marketing techniques to target many channels; social media is simply another platform-centric channel to leverage in the hope of securing desired brand associations. Social media’s virtual offering intrinsically connects to the world of music, live music in particular.

## **8. Emerging Trends and Innovations in Arts and Sports Marketing**

This section identifies emerging trends reshaping arts and sports marketing. It explores the influence of technology and online engagement platforms on marketing strategies across arts and sports.

Emerging trends and innovations currently shape arts and sports marketing. This text describes the development of the newly emerging trends, such as new technologies, personalization of marketing communications, and the trend for

sustainability, as well as evolving consumer behavior and strategies that follow from it. We answer two research questions: (1) What are the newly emerging trends and innovations in arts and sports marketing, and (2) What are the most successful strategies of arts and sports marketing in relation to these newly emerging trends and innovations? We have identified eight emerging trends and innovations that determine contemporary arts and sports marketing: (1) digital and technology tools, (2) personalization as a key strategic goal, (3) engaging employees and inside-out strategies, (4) social responsibility and sustainability in arts and sports organizations, (5) experiential marketing instead of possessive marketing, (6) brand fandom in social media channels, (7) evolving customer behavior and attitudes towards arts and sports events, (8) adaptive and experiential marketing strategies.

## **9. Conclusion and Future Directions**

This essay has shed light on two different disciplines, arts and sports marketing, each with specific features and challenges, yet profoundly interconnected and rich in opportunities for a multiplicity of actors, from individual players to corporate partners. In particular, the critical point in the intersection between arts and sports marketing is linked to the use of marketing expertise in the promotion of corporate activities alongside the design of effective ways to support artists and athletes, whose essential role is creativity and customization of their products. Consequently, ethics and responsible management become pivotal, since there is an acknowledged potential of marketing in transforming the sensitivity of the audience, hence the identity of the final consumer. Finally, the essay has also discussed trends and issues of increasing attention for marketing practitioners. Drawing on the above considerations, the future agenda for arts and sports marketing is linked in several ways to a more detailed understanding of the context and, hence, can benefit from the discussion of some peculiar cases. For example, in the case of arts, the analysis of the market for music streaming, with specific attention placed on digital platforms, can shed light on how marketing can facilitate a sustainable artist's career in such a new market. Longitudinal research should also be carried out on sports communities to better understand how their dynamics affect different groups of stakeholders, such as champions, amateurs, employees, entrepreneurs, and fans. In line with the analysis of digital and social media, a research area that is currently increasing in importance, further research can be conducted on virtual sports to explore to what extent they represent a good marketing opportunity for different companies. In this case, research can help us understand if audiences for e-sports

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also support traditional sports in their consumption choices. Finally, further research supported by the conceptual framework of this essay is to be devoted to the study of the marketing of women's sports, also in comparison with men's sports, in order to understand what strategic and tactical differences exist and, consequently, what the implications of these are for the long-term growth of such a market.

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