SIG 08 - SPORT - Managing Sport

We invite you to submit your research to explore the theme of **The Business of Now: the future starts here** for the EURAM 20th Conference.
We look forward to receiving your submissions.

T06_15 / T08_03 - New Frontiers in Managing Sport: the Rise of Digital Transformation

Proponents:
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Short description:
How value is generated in the Sport Industry has dramatically changed in the last years. Spectators/viewers want to play an active role as value co-creators. Wearables and the internet of things (IOTs) allow measuring athlete and amateur performance. Tradiums are combining sport, trade and entertainment. Virtual and augmented reality are delivering immersive services. Big data are fuelling artificial intelligence. eSports are attracting new fans within the youngest generations. This track aims at attracting novel contributions from scholars of sport management, innovation management, sports marketing and information science to develop "sports innovation" as a novel stream of research.

Long description:
The landscape of the Sport Industry has dramatically changed in the last years as a result of the interaction among transformational forces from both the demand and the supply side that obliges to rethink what we know so far about value generation in this peculiar research context. Spectators/viewers are not any more passive consumers of sports events but – as happened in other industries – want to play a more active role as relevant co-creators of value, thus requiring clubs, federation and leagues to promote innovative programs that enable engagement and entertainment. Clubs are struggling more and more with financial constraints and marketing chief executives are looking for new value-added services that can allow extracting more value from the current – but also new – fan bases and sponsors, acknowledging that event tickets are not any more a significant revenue stream that can sustain costs and investments. Digital technologies are disrupting the Sports landscape by obliging the radical rethinking of processes inside and outside clubs, federations and leagues. Very recent examples are the diffusion of wearables and internet of things (IOTs) for measuring athlete performance, the shift from traditional arenas to smart tradiums (trade and stadium), the consolidation of virtual and augmented reality to engage differently with fans, the availability of big data that fuel artificial intelligence and evidence-based management and policy, the emergence of eSports as an innovative lever to acquire new fans within the youngest generations and reposition clubs' brand, etc. Within this changing landscape, this track aims at attracting novel contributions from scholars of sport management, innovation management, marketing and

information science – as well as from other related disciplines – to gather the state of art and crystallize the most urgent research questions that should be addressed in the next years. Both quantitative and qualitative contributions are welcome, as well as theoretical or empirical studies. Finally, this track aims at developing "sports innovation" as a stream of research in the sport management area.

Keywords:
Sport Innovation
Sport Digitalization
Sport Digital Transformation
Digital Technology

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Goal 3: Good health and well-being for people,Goal 9: Industry, Innovation, and Infrastructure.

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