



THE PROPOSED MARKETING DEPARTMENT FOR MISAN OLYMPIC STADIUM

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Abstract

The globe is seeing progress in investment and sports marketing, supported by considerable research in investment and commercial propositions. The phrase refers to the need of doing research on a marketing proposition for Misan Olympic Stadium. Marketing Olympic Marketing Arena Definition of Marketing: Distribution and Services in Marketing Research Methodologies Initially: The researcher used a descriptive technique. Utilising the survey methodology. Direct: the research community and the research cohort: The study community included a random selection of 48, derived from a direct selection of 37. The first recommendations: Initial evaluations: Announcing the offerings of Misan Olympic Stadium. The General Department of Marketing constitutes the administrative organisational framework of Basra Sports City. Implementing job descriptions for administrative positions and incorporating them into the organisational framework.

Keywords: Marketing Department, Misan, Olympic Stadium

Introduction

The world is experiencing significant and swift advancements across economic, social, and technological domains, which are influencing institutional functions (Lescrauwaet et al., 2022). Marketing has garnered considerable attention from economists and researchers in business administration over the past four decades (Dekimpe & Deleersnyder, 2018). It is regarded as one of the most crucial roles within organisations, necessitating adaptation to internal and external environmental variables through the implementation of diverse new functions (Kasale, 2020). Fetchko and Clow (2018) asserts that many individuals see the significance of marketing as confined only to the organisational level. This assumption is evidently erroneous considering the planned economy, where marketing is essential for economic progress, and empirical evidence indicates that the success of some organisations that neglect current marketing principles is transient (Yang & Lin, 2022). It was the outcome of serendipity or particular and transient conditions. Once the conditions that facilitated this momentary success were altered, these enterprises encountered challenges in selling their products and services (Ratten & Jones, 2020). Henry (2022) contends that the contemporary notion of marketing within the sports domain relies on the use of many generic approaches and strategies prevalent in commercial and social spheres. Acceptance of this prevailing attitude does not need elaborate and exhaustive requirements for the communication or presentation of marketing concepts within the realm of sports. da Silva and Las Casas (2020) asserts that sports marketing constitutes the intricate and dynamic aspect of any sports enterprise, including the design and execution of operations to develop, price, promote, and distribute sports products, services, and concepts to satisfy customer requirements or desires while attaining objectives. For sports organisations in a way that aligns with the educational principles of sport (Siedentop et al., 2019). The researcher, a specialist in sports management with a certification in arbitration and expertise in investment and sports marketing, observed that sports institutions in Iraq function only as consumer entities (Rashid & Rija, 2024). The stadium and its amenities are wholly reliant on the funds provided by the Ministry of Youth



and Sports, without any resources to enhance this sports structure and get benefits from its existence. The investment, marketing, and promotion of a significant facility in a governorate with numerous sports clubs, including those competing in the Premier League, which attracts many fans both locally and externally, motivated the researcher to focus on Misan Olympic Stadium, a modern and exceptional sports venue. In Iraq, there is a need to enhance the sports infrastructure, which has long endured neglect and degradation. Consequently, Al-Baghij advocated for addressing this issue by investigating the underlying causes and identifying the errors that have been rectified, as well as establishing the correct foundations for improvement. The concept of study arose from the intention to finance the stadium's growth and renovation, transforming it into a hub for athletic events and a tourism destination, including the many arenas and gyms it houses. Proposing a marketing department that focusses on its marketing strategies and investments. Khalaf and Waga (2019) study revealed that there is no department dedicated to marketing research and studies inside the club, a finding that is widely accepted. In collaboration. Marketing management is a critical domain within management and a vital component upon which institutions rely to enhance performance levels. Effective marketing management is characterised by the ability to adapt promptly and appropriately to market conditions, ensuring the successful promotion of products while maximising financial returns, thereby sustaining operational continuity and achieving organisational objectives (Smith et al., 2024).

Research Objectives

The research aims to propose a marketing management at the Misan Olympic Stadium by identifying the following.

1. Objectives of preparing a committee of specialists in marketing proposed at the Misan Olympic Stadium.
2. Preparing the organizational structure and job description of the employees in the proposed marketing committee at the Misan Olympic Stadium.
3. Marketing methods used at the Misan Olympic Stadium.

Research Hypotheses:

The researcher hypothesized how the proposed marketing committee proposal for the Misan Olympic Stadium would succeed.

Definition of Marketing

The American Marketing Association defines marketing as the processes involved in planning and executing product activities, pricing, promotion, and distribution of ideas, products, and services, with the objective of facilitating exchanges that satisfy specific customer wants. Conversely, attaining the company's organisational objectives (Smith et al., 2024). da Silva and Las Casas (2020) characterise marketing as encompassing all elements involved in the transfer, flow, and exchange of goods, services, and ideas from the producer, or "production centre," to the ultimate consumer, aimed at fulfilling their desires and needs, as well as those of the organisation, in a timely manner with suitable quality and quantity. Appropriate pricing and optimal location (Dees et al., 2022).

The importance of sports marketing

The significance of sports marketing resides in enhancing the quality of sports activities and the domains of physical education and athletics. Education, training, and management are essential for fostering public interest in sports participation and promoting athletic activities due to their significance for individuals. The inadequate comprehension of sports marketing and its critical role underscores the necessity for its implementation. The absence of marketing management within sports organisations and the scarcity of specialists in sports marketing further highlight its importance, alongside the lack of clarity regarding marketing strategies and their application in physical education and sports (Fetchko, Roy & Clow, 2018).



Areas of sports marketing

There are several forms of self-financing for sports, including a broad range of areas, including the licensing of trademarks and logos on goods and services, advertising on athletes' apparel and equipment, and promotion of sports facilities. Investment in facilities and services for sports organisations, revenue from entrance tickets for matches and sporting events, subsidies, donations, grants, advertising rights, and the production of stamps and commemorative coins for sporting events. Broadcasting and television rights for sports events, advertising in periodicals, bulletins, and programs associated with sports activities, and the corresponding revenue from the value of declared items. Endorsing a sports field or objective (Puț, 2023).

Marketing objectives

All organisations has overarching objectives that they consistently endeavour to attain. For-profit entities may articulate their primary objective as attaining a certain profit margin or a designated quantity of invested capital, while nonprofit organisations may delineate their overarching aim as providing enhanced services. From individuals or purchasers. Typically, each organisational unit inside the entity has a distinct set of objectives derived from the overarching purpose of the organisation, striving to achieve it. The marketing function aims to attain a series of competitive advantages that differentiate the firm from its market rivals. The firm may provide the product or service, although the customer could refrain from purchasing it if a superior option at a cheaper price is available in the relevant marketplaces, therefore achieving the project's objectives efficiently and effectively (Savić et al., 2018).

Marketing Management

It is known that the management is the one who plans and executes the aspects of the activity related to the lines of goods and services from the producer to the consumer, as it is in charge of directing, supervising and controlling (Bilohur, Skrypchenko & Nepsha, 2022). In this regard, Taylor, Doherty and Kerwin (2024) referred to it as an organized human activity that aims to achieve productivity goals by gathering and directing available material and human resources, developing new resources and using them productively.

Marketing Management Functions

- ❖ Understanding customer wants and aspirations via marketing research, alongside the perspectives and information provided by vendors.
- ❖ Conducting investigations and analyses of the phenomena and issues associated with the markets that the organisation intends to serve.
- ❖ Comprehensive understanding of economic and social objectives and policies, both at the national and sectoral levels, and their incorporation into the creation and preparation of marketing programs and strategies.
- ❖ Developing a comprehensive marketing program that encompasses all aspects of the marketing department's activities during the planning period (Bilohur, Skrypchenko & Nepsha, 2022).

Organizational structure of marketing department in an organization

Establishing the organisational structure: The organisational structure is delineated as the framework that specifies the departments or sections within the organisation, illustrating the divisions and units responsible for executing the tasks and activities necessary to attain the organization's objectives (Abd Elhamed, 2020).

Misan Olympic Stadium

Misan Governorate, centred in the city of Amara, is a significant Iraqi province in terms of population and wealth. It encompasses various sectors of the Iraqi economy, including two land ports, agriculture, industry, livestock, and tourism, and is recognised as a petroleum producer. It is situated in the rich plains of Mesopotamia, regarded as one of the principal centres. The construction of the Olympic Stadium commenced



in 1987 AD by an Indian company, designed in the shape of a 'o' to symbolise the term 'Olympic.' It has a capacity of 25,000 spectators and serves as a venue for sports club matches in Misan Governorate, as well as various sports festivals.

Search procedures

First: Research methodology: The researcher used the descriptive approach using the survey method.

Second: The research community and sample: The research community included (48) societies distributed as follows.

- ❖ Professors of business administration and sports management, their number (15).
- ❖ The workers in the Directorate of Youth and Sports in Misan are (7).
- ❖ Management and supervisors of Misan Olympic Stadium, count (6).
- ❖ Marketing men and workers in the field of sports investment, their number (12).
- ❖ The sponsoring companies are (8).

The main research sample

A random sample of 37 persons, consisting of academics in business administration and account management, selected by 12 individuals. There are five personnel employed at the Directorate of Youth and Sports in Misan . Management and supervision of Misan Olympic Stadium by four individuals. Ten persons engaged in marketing and sports investing. Assurance of corporations by six persons.

Table 1: Illustrates the description and distribution of the research sample.

Sample Classes	Research Community		The Research Sample			
			Exploratory		The Basic	
	The Number	The Ratio%	The Number	The Ratio%	The Number	The Ratio%
Professors Of Business Administration And Sports Management	15	31.25	3	27.27	12	12.43
Workers In The Directorate Of Youth And Sports In Misan	7	14.58	2	18.18	5	13.51
Management And Supervisors At Misan Olympic Stadium	6	12.5	2	18.18	4	81.10
Marketing Men And Workers In The Field Of Sports Investment	12	25	2	18.18	10	27.02
Sponsoring Companies	8	16.66	2	18.18	6	16.21
Total	48		11		37	76.2

Third = means of gathering information

The researcher used the following scientific methods to collect the information:



□ Arab sources and references - Personal interviews. - Expert opinions. Data Collection Forms (Meqyas)

Fourth - Questionnaire form

After using scientific references in the field of business administration and sports management and reviewing the results of similar previous studies related to the topic of research, investigation and personal interview, the researcher designed a questionnaire form to survey the opinion of the sample members to develop a marketing plan at Misan Olympic Stadium. Here are the steps that were followed to prepare the questionnaire template:

Defining the axes of the questionnaire

Table (2) Percentage of expert approval of the survey axes, n = 8

No	The axes	Yes		No	
		K	%	K	%
1	Objectives of the Marketing Department	11	100%	zero	Zero
2	The organizational structure and job description for employees in the Marketing Department	10	9.090	1	9.090
3	Marketing methods	11	100%	zero	Zero

percentage of the experts' approval of the proposed axes, as all the axes were accepted because they obtained a ratio between (91.1% - 100%), which is the percentage of agreement that the researcher was satisfied with.

B - Choosing the appropriate phrases for each axis to achieve the research objectives

The researcher prepared and formulated a number of phrases for the questionnaire form in the initial form, where the total number of these phrases was (37) sentence distributed over the axes of the questionnaire as shown in Table (3).

Table 3: Number of expressions per axis in prime n = 8

No	Axle	The number of phrases
1	Objectives of the Marketing Department	12
2	The organizational structure and job description for employees in the Marketing Department	13
3	Marketing methods	12
	Total	37

Thus, the questionnaire form was prepared in its initial form attached (2), where it was presented to the experts to express their opinion in terms of:

- ❖ The relevance of the phrases that fall under each axis to achieve the objectives of the axis.
- ❖ Appropriateness of phrases in terms of wording and language.
- ❖ To paraphrase, delete, move or add phrases that they see.
- ❖ Submitting the form in its initial form, Attachment (1) to the experts, Attachment (3). after the experts' opinion, the researcher amended the form to be in its final attached form. (2) As shown in Table (4) following.

Table 4: The number of phrases for each axis after adjusting expert's n (8)

No	Axle	The number of phrases
1	Objectives of the Marketing Department	10
2	The organizational structure and job description for employees in the Marketing Department	12
3	Marketing methods.	9
	Total	31



Scientific transactions from the questionnaire form

The researcher conducted the scientific transactions of the questionnaire form using:

Honesty : The researcher used two types of honesty

Power of arbitrators (verification of experts)

The researcher submitted the form in its original format to a panel of eight specialists chosen according to the stipulated criteria. Three academic professors and experts in sports administration and marketing from universities were consulted, and the form was revised based on their feedback until it reached its final version. Table 5 illustrates the percentage of their consensus with the assertions in the form.

Table 5: Shows the percentage of experts' approval of the questionnaire data Number = 8

Axle	Ferry number	Agreement percentage	Axle	Ferry number	Agreement percentage	Axle	Ferry number	Agreement percentage
Objectives of the Marketing Department	1	76.92	The organizational structure and job description for employees in the Marketing Department	13	84.62	Marketing methods	26	76.92
	2	53.85		14	93.31		27	92.31
	3	46.15		15	76.92		28	92.31
	4	90.92		16	76.92		29	76.92
	5	91.35		17	53.85		30	84.62
	6	92.31		18	84.62		31	92.31
	7	76.29		19	84.62		32	92.31
	8	84.62		20	91.35		33	53.85
	9	92.31		21	92.31		34	76.92
	10	92.31		22	76.92		35	84.62
	11	92.32		23	84.62		36	92.31
	12	85.13		24	92.31		37	100
				25	92.31			

Table (5) illustrates that the experts' acceptance of the questionnaire's items varied from 46.15% to 100%, with the researcher accepting statements that had 75% approval or above.

The sincerity of internal consistency

Internal consistency coefficient

The researcher calculated the internal consistency of the expressions of each axis and the dimension separately in order to find the correlation coefficient between the degree of each sentence and the total degree of the axis to which the phrase belongs, and then calculate the correlation coefficient between the degrees. For each axis and the degree of the total resolution indicated in Table (6).

Table 6: The coefficient demonstrates the internal consistency of the questionnaire's topics and components N = 11

Axle	The content of axes and components	The coefficient of internal consistency of the axes
The objectives of the Marketing Department.		0.699 *
The organizational structure and job description for workers in the Marketing Department.		0.738 *
Marketing methods.		0.791 *



Table (6) clearly indicates that the coefficient of internal consistency (the correlation coefficient of the axis of the degree with the total of the questionnaire) for the questionnaire axes ranges from 0.621 to 0.791. This value is significant at the 0.05 level, confirming a strong relationship among the axes. The questionnaire assesses its intended constructs, so contributing to its development and demonstrating subjectivity in validation.

Stability

1. Submit the questionnaire form and reapply it.
2. Stability of Cronbach Alpha

The researcher calculated the stability of the questionnaire by using the Cronbach alpha coefficient on a sample of (11) individuals from outside the main research sample.

Table 7: Cronbach alpha coefficient of the axes and components of the questionnaire N = 11

Axe number	The content of axes and components	Cronbach alpha coefficient	Alpha factor for the questionnaire as a whole
First: the objectives of the Marketing Department.		0.721	0.828
Second: the organizational structure and job description for workers in the Marketing Department.		0.687	
Third: Marketing methods.		0.739	

Table (7) presents the Cronbach alpha coefficients for the questionnaire axes, indicating high values ranging from 0.646 to 0.760, all over 0.06, so confirming their reliability. Expressions are homogenous, stable, and complementing, hence facilitating the creation of the dimension. Any absence or addition of these phrases or dimensions may adversely impact the formulation of the questionnaire.

Request for questionnaire form

The fundamental investigation was conducted on the research sample from August 20, 2020, to August 30, 2020. The questionnaire was administered to the primary sample of 37 participants. Upon confirming that the individual had responded to all questionnaire items, the researcher gathered the forms and organised them as categorised data in anticipation of doing statistical analyses and deriving the findings.

The statistical treatments used in the research

The researcher used the following statistical treatments:

- ❖ Frequency and percentage.
- ❖ Pearson correlation coefficient.
- ❖ The arithmetic mean and standard deviation.
- ❖ Kai Square.
- ❖ Cronbach's alpha factor.
- ❖ Likert coefficient of relative importance.

Results

Presentation, analysis and discussion of results

Table 8: The objectives of the Marketing Department at Misan Olympic Stadium.

The first axis	Yes		To some extent		No		Chi-square
	Repetition	Percentage	Repetition	percentage	Repetition	Percentage	
	n	e%	on	%	on	e%	



The objectives of the Marketing Department	45-85	70.11-97.7%	7-23	5.75-31.0	0-3	0.00 - 6.90	135.38 *
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Table (9) clearly presents the frequency, percentage, and statistical indicators of the responses from the study sample concerning the first axis: the aims of the Marketing Department at Misan Olympic Stadium. Statistically significant variations exist across the responses, with Chi Square values ranging from 39.93 to 135.38, significant at the 0.05 level. The prior presentation clearly indicates that the study sample concurred on the significance of establishing goals for the proposed marketing department, aligning with the findings of Amelicichin and Budevici-Puiu (2018), which asserted that marketing objectives should be delineated based on a situational analysis that defines the organisation. It is potential. The organization's ambitions, in accordance with its overarching goals and marketing objectives, may manifest in one of the following forms:

A- Reducing marketing costs.

B- Increase the sales or market share of the organization.

The research findings align with those of Pouder, Clark, and Fenich (2018), which affirmed that the primary marketing goals are to maintain the club's competitive position and maximise its revenue. Commerce. Additionally, attaining maximum profit by marketing services inside the club while recognising contemporary wants and technology. The research findings align with those of the Kang and Kim (2023) study, which demonstrated that marketing facilitates creativity. Marketing generates demand for novel products and services. The foundation receives equitable remuneration for its efforts, as it embraces more innovation. Marketing is crucial for enhancing the quality of life among community members and generates employment chances for several individuals inside the community. Marketing enhances the value of commodities by establishing temporal, geographical, and contractual benefits.

Table 9: The organizational structure and job description for workers in the Marketing Department.

The second axis	Yes		To some extent		No		Kay Squire
	Repetition	Percentage %	Repetition	Percentage %	Repetition	Percentage %	
Organizational structure and job description for the employees of the Marketing Department at.	43-83	39.11-95.7%	3-18	3.45-19.54	1-31	1.15-45.98	139.93 *

Table 10 presents the frequency, percentage, and statistical analysis of the research sample's responses to the statements concerning the organisational structure of the marketing department at Misan Olympic Stadium, highlighting the existence of statistically significant differences among the responses, with Chi Square values ranging from 13.72 to 150.90, which are significant at the 0.05 level. Barnhill, Smith, and Oja (2021), along with Taylor, Doherty, and Kerwin (2024), concur that the design of organisational structure, job specifications, delineation of responsibilities and work procedures, and the establishment of management and departmental



frameworks are critical components of the organisational process. Chiu, Won, and Bae (2020) affirm that the marketing department's function within the organisation encompasses managerial responsibilities associated with planning, organising, directing, and controlling marketing activities, establishing marketing objectives and strategies, and formulating plans for execution and oversight, alongside the organisation of marketing efforts. The task involves structuring operations within the marketing department based on distinct marketing roles. Marketing activity direction involves issuing directives to subordinates to facilitate the execution of necessary methods for achieving established objectives. Marketing control encompasses the procedures of evaluating actual marketing performance against established objectives, discovering discrepancies, analysing their reasons, and implementing corrective actions to ensure optimum utilisation of human resources. The study's findings align with those of Arnold et al. (2019) and Lin and Huang (2021) about the significance of reorganising the organisational structure to ascertain the quantity, kinds, and degrees of positions necessary for the effective performance of varied workers.

Table 10: The third axis shows the marketing methods.

The third axis:	Yes		To some extent		No		Kay Squire
	Repetition	Percentage %	Repetition	Percentage %	Repetition	Percentage %	
Marketing methods	68-79	78.11-90.7%	7-14	1.15-5.75	1-3	1.15-5.75	129.93*

Table (10) clearly displays the frequency, proportion, and statistical metrics of the research sample's replies about the third axis: Marketing methods at Misan Olympic Stadium. There are statistically significant differences in the answers, with Chi Square values between 80.07 and 129.93, significant at the 0.05 level. Scola and Gordon (2018) delineate several strategies in sports marketing that can augment an organization's resources, such as licensing trademarks and logos for products and services, advertising on athletes' apparel and equipment, promoting sports facilities, investing in sporting organisations, generating revenue from ticket sales for matches and events, securing subsidies, donations, and grants, acquiring player revenues, member subscriptions, and contributions, capitalising on advertising rights, issuing stamps and commemorative coins for sporting events, and obtaining radio and television broadcasting rights for sports activities and events, in addition to advertising in publications. The bulletins and programs for athletic activities, along with a percentage of the declared goods' value, are allocated to support field or target sports, marketing of advertising rights, television marketing, sports tournaments and matches, and CES marketing services for both internal and external audiences. The study's results correspond with the research of da Silva and Las Casas (2020), which identified that marketing initiatives include advertising rights, ticket sales for matches, and services for both internal and external audiences. Hayton (2024) agrees, stating that the failure to convey the provided service, its value, and the definition of the beneficiary negatively affects the beneficiaries' willingness to participate in exercise or sports activities. To inform individuals about its advantageous impacts on their overall health, including all aspects, including physical well-being. Factors that influence individual motivation, including mental, psychological, or social elements. The researchers assert that advertising is an essential element of marketing, highlighting the need of vigilance and variety in advertising strategies. A lack of promotion may lead to beneficiaries being uninformed about the services available and the benefits of participating in Sports City's offers.

Conclusions



1. Announcing the services offered by the Misan Olympic Stadium on a continual basis and in accordance with each task.
2. The marketing committee need to function as a general body within the administrative framework of the Misan Olympic Stadium and other Iraqi stadiums.
3. The marketing committee of the Meysan Olympic Stadium should have three tiers: senior, middle, and executive management for its personnel.
4. The marketing committee must depend on the most prevalent and successful forms of promotion for the beneficiaries.
5. The marketing committee of the Misan Olympic Stadium must finalise agreements with media organisations to promote the sponsorship and support of local, international, and continental sports championships and events across all disciplines.
6. The marketing committee of the Meysan Olympic Stadium should develop a dedicated website that elucidates the services provided and investment possibilities available.

Recommendations

1. The need to implement the suggested organisational structure at the Misan Olympic Stadium.
2. Incorporating the job descriptions of administrative tiers into the organisational framework for the administration of Iraqi stadiums.
3. The club's administration will provide a specific budget for the marketing committee, according to the scale of its operations, to facilitate the execution of its initiatives and furnish it with the essential resources to attain its objectives.
4. It encompasses not just the marketing of sports activities but also other activities and services.
5. The need for contemporary communication methods inside the Misan Olympic Stadium to fulfil commercial objectives.

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