

# SPORTS BUSINESS JOURNAL

## Alzahra University



“*Sports Business Journal*” is one of the world’s leading journals for the sports industry. This journal is an open-access, double-blind, peer-reviewed journal published by Alzahra University that publishes high-quality scholarly articles, in English.

The coverage of the journal is fundamentally sport, business, and management, with a broad range of related fields and topics falling under this area, including:

- ✚ *Business, marketing, and entrepreneurship in sport*
- ✚ *Sports industry; sports tourism, leisure, and recreation*
- ✚ *Business and sponsorship in sports events and venues*
- ✚ *Traditional and new media in the sports business and IT in the sports business*
- ✚ *Economic relevant sporting business projects*
- ✚ *Business law and ethics in sport business*
- ✚ *Sports brands and customers behavior and corporate social responsibility*

Sports Science Faculty,  
Sports management  
Department of Alzahra  
University, North Sheikh  
Bahae St., Deh-e Vanak,  
Tehran, Iran. P.Code:  
1993893973

(+9821) 88058925

Sportbj@alzahra.ac.ir

<https://sbj.alzahra.ac.ir>

(+9821) 88216690

Submissions should utilize sporting examples and concepts to illustrate business and/or management theory; use suitable theories and concepts to investigate sport, and address business and managerial problems and issues in a sporting context. While content that advances theoretical knowledge is suitable as a component of submission, all work must include practical implications and applications demonstrating impact on the sport, business, and management.

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The logo for the Sports Business Journal (SBJ), consisting of the letters 'SBJ' in a bold, white, sans-serif font inside a blue circular graphic.