

## SPORTS BUSINESS JOURNAL

## **Alzahra University**

"Sports Business Journal" is one of the world's leading journals for the sports industry. This journal is an openaccess, 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:

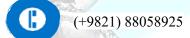
- ¥ Business, marketing, and entrepreneurship in sport
- 🖊 Sports industry; sports tourism, leisure, and recreation

- Economic relevant sporting business projects
- Sports brands and customers behavior and corporate social responsibility

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.

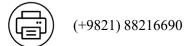


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