



The Business of Sports: Insights into Effective Sports Management and Marketing Strategies

Ehsan Ehteshamnejad^{1*}, Mahdi Pakzad²

¹ Science, Technology and Innovation Economics and Financing, National Research Institute for Science Policy, Tehran 1435894461, Iran

² Policy Evaluation & STI Monitoring, National Research Institute for Science Policy, Tehran 1435894461, Iran

* Corresponding author email address: Ehteshamnejad@nrisp.ac.ir

Editor	Reviewers
Masoumeh Sadat Mousavi Assistant Professor of Epidemiology, Department of Epidemiology and Biostatistics, School of Health, Modeling in Health Research Center, Shahrekord University of Medical Sciences, Shahrekord, IR mousavi.ma@skums.ac.ir	Reviewer 1: Hamid Ghezelseflou Assistant Professor of Sports Management, Faculty of Humanities and Sports Sciences, Gonbadkavos University, Gonbadkavos, Iran. Email: hghezelseflou@gonbad.ac.ir Reviewer 2: Ali Seghatoleslami Associate Professor, Sports Science Department, Birjand University, Birjand, Iran. Email: aseghatoleslami@birjand.ac.ir

1. Round 1

1.1 Reviewer 1

Date: 10 July 2023

Reviewer:

Expand the literature review to include a broader range of studies, ensuring a comprehensive understanding of the field. Specific examples and case studies could enhance the discussion on entrepreneurship, digital technology's impact, and corporate social responsibility.

Ensure the manuscript reflects a diversity of perspectives, including those from different geographical regions and sports disciplines. This would enhance the global relevance and inclusiveness of the review.

Improve the overall clarity and coherence of the manuscript by ensuring a logical flow between sections and a clear connection between the literature review and the conclusions drawn.

Address any formatting and citation style inconsistencies to adhere to the journal's guidelines. This includes the accurate and consistent use of references throughout the manuscript.

Authors revised the manuscript and uploaded the updated document.

1.2 Reviewer 2

Date: 14 July 2023

Reviewer:

Enhance the precision of key arguments by providing specific examples or case studies to illustrate points, particularly regarding digital technology's impact and corporate social responsibility initiatives.

Update and expand the references section to include the latest studies, ensuring the review captures the most current trends and insights in sports management and marketing.

Clarify complex concepts and industry jargon for accessibility to a broader audience, including non-specialists. This could involve a glossary or brief explanations within the text.

Ensure consistency in formatting and citation style throughout the manuscript. This includes checking for uniform font use, heading styles, and reference list formatting.

Further elaborate on the multidisciplinary approach to sports management, specifying which disciplines can contribute and how this collaboration can be fostered.

Briefly include a section on recent challenges and opportunities faced by the sports industry, such as the COVID-19 pandemic's impact and the rise of e-sports, to provide context for the importance of effective management and marketing strategies.

Authors revised the manuscript and uploaded the updated document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.