

CALL FOR PAPERS

Special Issue – Society and Economy

Business and Social Innovations in International Sports

The business environment of global sports is constantly changing, which is a challenge for the Central and Eastern European region as well. Recently the pandemic has disrupted the basic structures and processes of sports accelerating previous trends in sports economy. Global sports business responds to the challenge with a great deal of innovations. Changing practices will allow for better performance not only during an epidemic but also in the long run. New skills, networks, fundraising opportunities, communication channels are unfolding. Efforts to ensure sustainability in sports have gained unprecedented importance. Digitization and sports have become inseparable. The aim of this special issue is to create a diverse selection of articles on the topic of Business and Social Innovations in International Sports embracing the diverse innovative research fields in the field of sports business.

Society and Economy is the double-blind peer-reviewed journal. The journal publishes original research articles and book reviews in the fields of economics, social sciences, and business studies, which address social and economic issues in Central and Eastern Europe or have relevance for social and economic development in this region. All papers will be published in open access format, there are no fees for the authors.

Keywords: International Sport, International Sport Events, Sport business, Business and Social Innovation, Sport Analytics, Business Models, Sport and Media, Sport and Pandemic

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