

Welcome to the Journal of Contemporary Issues in Sport

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Why the Journal of Contemporary Issues in Sport

The *Journal of Contemporary Issues in Sport (JCIS)* is a bi-annual, peer-reviewed, scholarly journal dedicated to advancing knowledge and practice of sport management and related disciplines. The mission of the JCIS is to bridge the gap between academic research and practical application to create an accessible platform that can serve as a forum to share ideas, evidence, and practical strategies with the intention of addressing the complex challenges faced by the sport industry. As sport broadens into a global domain, the demand for rigorous scholarship that can connect various theories and practical applications has never been more crucial. Sport management is no longer limited to an aspect of team operations, sales, ticketing, events, or sponsorship; rather, it is a dynamic field that intersects culture, technology, society, economics, education, and governance. The sport industry, now a multi-billion-dollar global industry sector, increasingly requires data-driven insights, socially responsible engagements, and strategically creative solutions. JCIS provides a forum for both sport management scholars and industry practitioners to examine critical issues, inform dialogue on emerging challenges, and contribute to advancing meaningful solutions meant to generate critical impact within both academic and professional practices within sport and related industries.

Shifting Landscape in the Contemporary Sport Industry

The sport industry is facing never-before-faced challenges and opportunities that emphasize the vital need for rigorous research. Technological innovations, including but not limited to the utilization of artificial intelligence, data analytics, immersive fan engagement, wearable technologies, and interactive and personalized digital experiences (e.g., streaming), have been revolutionizing the landscape of decision-making processes among various stakeholders (e.g., athletes, teams, and organizations). At the same time, sport continues as a crucial social institution, influencing issues in inclusion, social capital, activism, and community development. The increasing emphasis on a culture of governance and ethics (e.g., name, image, and likeness) in intercollegiate sport, ensuring athlete welfare and mental well-being, or promoting transparency in international governing organizations, necessitates critical and practical scholarly examinations. Further, the globalization of sport has broadened the size of potential markets, demanding critical attention for event and facility management, sustainability, and sport tourism. To successfully adapt to these industry changes, demands rigorous analysis supported by empirical evidence that remains relevant to a wide range of internal and external stakeholders. JCIS hopes to curate an opportunity for these discussions, ensuring that research not only contributes to theoretical advancement in sport management and related disciplines but also provides practical implications in an ever-changing sport ecosystem.

A Multidimensional Forum on Scholarship to Facilitate Practical Advancement

JCIS invites a wide range of manuscripts on contemporary subjects across sport management and related fields. Areas of emphasis include, but are not limited to:

- Sport business and management, including marketing, sponsorship, branding, fan engagement, and revenue strategies.
- Social, psychological, and cultural foundations in sport.
- Governance, ethics, and legal issues in sport.
- Leadership, education, and coaching practices in sport.
- Communication and public relations in sport.
- Sport tourism and event management.
- Data analytics and technology adoption in sport.
- Global and comparative perspectives on sport ecosystems.

The JCIS embraces a wide range of methodological approaches, and it welcomes studies that employ quantitative, qualitative, mixed-method, case study, and interdisciplinary approaches. The JCIS encourages creative research capable of addressing multifaceted challenges in the sport and related industries.

Establishing Bridges Between Theory and Practice

One of the fundamental goals of JCIS is to provide the linkage between research in sport management and related disciplines and practical application. Disappointingly, academic findings often remain confined within the setting of scholarly circles, which often results in the lack of application of examined solutions within industry settings. JCIS aims to bridge the disparity by emphasizing practical implications, creative problem-solving, and reader-friendly deliveries of the manuscripts, so that the JCIS can become a valuable resource for scholars, students, and professionals. For authors, JCIS provides a platform to disseminate thorough and meaningful research in a clear and concise format to make the manuscripts more accessible and impactful. Meanwhile, the journal itself serves as a reliable reference point for all readers, providing rigorously tested and practical insights regarding current scholarship, industry-relevant trends, and innovative ideas for informing practice and evidence-based implications.

Looking Ahead

As sport continues to grow and evolve, JCIS is committed to advancing sport management knowledge reflecting the contemporary issues and trends in the sport and related industries. Through fostering discussions across various disciplines, facilitating collaboration between scholars and practitioners, and addressing current and timely challenges, JCIS aims to be a leading voice in sport management scholarship. We encourage scholars, educators, and practitioners to participate in our missions as authors, reviewers, and/or readers. We strongly believe that together we can positively impact both the scholarship and the professional practice in sport management and related disciplines.