

A BIBLIOMETRIC ANALYSIS OF SPORTS MARKETING RESEARCH IN COMMUNICATION

DOI: 10.17261/Pressacademia.2023.1784

PAP- V.17-2023(39)-p.200-201

Fatih Celik¹, Blend Ibrahim²

¹Trabzon University, Department of Marketing and Advertising, Trabzon, Turkiye.

fatihcelik2842@gmail.com, ORCID: 0000-0002-3765-5284

²Istanbul Ticaret University, Department of Business Administration, Faculty of Business, Istanbul, Name of Country, Turkiye.

bibrahim@ticaret.edu.tr, ORCID: 0000-0002-2410-765X

To cite this document

Celik, F., Ibrahim, B., (2023). A bibliometric analysis of sports marketing research in communication. PressAcademia Procedia (PAP), 17, 200-201.

Permanent link to this document: <http://doi.org/10.17261/Pressacademia.2023.1784>

Copyright: Published by PressAcademia and limited licensed re-use rights only.

ABSTRACT

Purpose- Sports marketing is defined as "the activities of industrial marketers of goods and services who use sport as a promotional tool" (Argan & Katirci, 2002, p. 23). Sports marketing plays a vital role in communication by utilizing the influence of sports to connect with global audiences (Ayhan et al., 2017; Fetchko et al., 2013). It enables brands to effectively engage fans, convey messages, and establish strong emotional bonds through the universal language of sports (Baena, 2018; Hunt et al., 1999). Over the past two decades, sports marketing has garnered significant attention from both communication researchers and practitioners (Filo et al., 2015), warranting a comprehensive review that explores the evolution and current state of sports marketing research in the communication discipline. This study aims to provide an up-to-date overview of the development and structure of sports marketing research in the communication.

Methodology- In this research, we conducted a systematic literature review to achieve the study aim. We also used for a domain-focused hybrid review, focusing on a field-discipline (sport marketing field & communication discipline) hybrid approach (Kraus et al., 2022), and employed bibliometric analysis as an analysis technique (Donthu et al., 2021). The dataset for this study consisted of 528 articles obtained from the Scopus database, encompassing journals within the communication field.

Findings- The findings revealed that sports marketing research was published across 150 distinct communication journals from 1979 to 2023. Notably, *Communication and Sport* emerged as the most prolific journal, with 83 papers, and the USA stood as the leading country in terms of authorship, with 428 authors. Moreover, words such as "social media", "journalism", "content analysis", and "olympic games" are frequently used in the research

Conclusion- This study is anticipated to contribute to a comprehensive understanding of the subject matter by examining the scholarly progression of sports marketing research in the field of communication.

Keywords: Sports research, sports marketing, sports communications, bibliometric review

JEL Codes: M31, M30, M10

REFERENCES

Ayhan, B., Aktaş, H., and Çelik, F. (2017). Usage motivations of licensed fan products: A research on university students. Gumushane University E-Journal of Faculty of Communication, 5(2), 548–573. <https://doi.org/10.19145/e-gifder.307310>

Argan, M. and Katirci, H. (2002). Sport marketing, Ankara: Nobel Publications.

Baena, V. (2018). The importance of CSR practices carried out by sport teams and its influence on brand love: the Real Madrid Foundation, Social Responsibility Journal, 14(1), 61-79. <https://doi.org/10.1108/SRJ-11-2016-0205>

Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., and Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. Journal of Business Research, 133, 285–296. <https://doi.org/10.1016/j.jbusres.2021.04.070>

Fetchko, M. J., Roy, D. P., and Clow, K. E. (2013). Sports marketing. Boston: Pearson.

Filo, K., Lock, D., and Karg, A. (2015). Sport and social media research: A review. Sport Management Review, 18(2), 166–181. <https://doi.org/10.1016/j.smr.2014.11.001>

Hunt, K.A., Bristol, T. and Bashaw, R.E. (1999). A conceptual approach to classifying sports fans, *Journal of Services Marketing*, 13(6), 439-452. <https://doi.org/10.1108/08876049910298720>

Kraus, S., Breier, M., Lim, W. M., Dabić, M., Kumar, S., Kanbach, D., Mukherjee, D., Corvello, V., Piñeiro-Chousa, J., Liguori, E., Marqués, D. P., Schiavone, F., Ferraris, A., Fernandes, C., & Ferreira, J. J. (2022). Literature reviews as independent studies: Guidelines for academic practice. *Review of Managerial Science*, 16, 2577–2595. <https://doi.org/10.1007/s11846-022-00588-8>