



Digital Transformation and Sustainability: Tips to Sport Industry from Research

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Message from the Guest Editors

Dear Colleagues,

The digitization process in society is being unstoppable and this has repercussions in more sustainable societies. The role of digital transformation in the sport sector is also evident. Digital media are favoring that sport facilities are becoming virtual sports stadiums or virtual sports spaces (Greenberg, 2018). This new sport ecosystem needs sport consumers and its importance is such that it is they determine the success of the offer of the virtual sports market and subsequently the acceptance or rejection of this new reality.

The special issue has three objectives. The first is to know the research potential related to digital transformation in the sport sector. Secondly, it is aimed to promote and advance new lines of research and systematic inquiries into digital transformation and sustainability in sports. Thirdly, it is intended to serve as a new initiative and motivation for researchers to generate applicable knowledge for digital management of sport program, events, products, and services.

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Message from the Editor-in-Chief

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