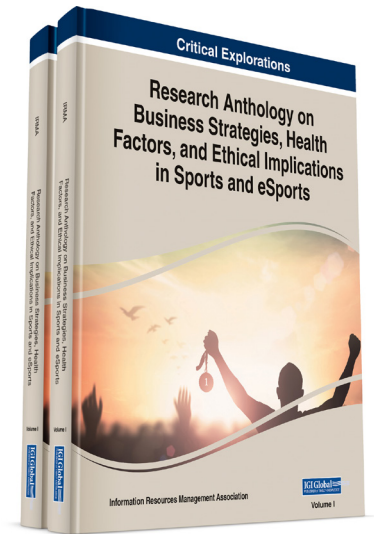


Research Anthology on Business Strategies, Health Factors, and Ethical Implications in Sports and eSports

IRMA (Information Resources Management Association, USA)

Description:

From issues of racism to the severity of concussions to celebrity endorsements, the sports industry continues to significantly impact society. With the rise of eSports and its projection as the next billion dollar industry, it is vital that a multifaceted approach to sports research be undertaken. On one side, businesses are continually offering new methods for marketing and branding and finding the best ways to enhance consumer engagement and the consumer experience. On the other side, there has been progress and new findings in the physical fitness and training of the athletes themselves along with discussions on their psychology and wellbeing. This two-tiered approach to analyzing sports and eSports from a practical business perspective, along with a lens placed on the athletes themselves, provides a comprehensive view of the current advancements, technologies, and strategies within various aspects of the sports and esports industry.



Research Anthology on Business Strategies, Health Factors, and Ethical Implications in Sports and eSports covers the latest findings on all factors of sports: the branding and marketing of sports and esports, studies on athletes and consumers, a dive into the ethics of sports, and the introduction of eSports to the industry. This wide coverage of all fields of research recently conducted leads this book to be a well-rounded view of how sports are functioning in modern times. Highlighted topics include branding tactics, consumer engagement, eSports history and technologies, ethics and law, and psychological studies of athlete wellness. This book is ideal for sports managers, athletes, trainers, marketers, brand managers, advertisers, practitioners, stakeholders, researchers, academicians, and students interested working in the fields of sports medicine, law, physical education, assistive technologies, marketing, consumer behavior, and psychology.

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Branding
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Doping
eSports

Ethics
Fandom
Gender Equity
Marketing
Physical Education
Physical Fitness

Psychology
Racism
Social Media
Sports Education

Subject: Business and Management

Classification: Critical Exploration

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(Research Recommended)

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