Special Issue

Digital Transformation and Sustainability: Tips to Sport Industry from Research

Message from the Guest Editors

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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I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

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