

Editor-in-Chief Lecture

Before and at the beginning of the Iranian Football Premier League in the 1980s, sports managers and presenters used marketing techniques in practice. However, the study and research in business in sports has officially started in sports sciences since 2005. Professors and sports management students have welcomed did their thesis and dissertations on various topics of sports business. Specialist professors and colleagues in the sports business have also compiled and translated valuable scientific books on it. During the last 15 years, this field's quantitative and qualitative growth has progressed so that today, most universities in the country in sports marketing management have established MSc and Ph.D. courses.

After the quantitative growth, the importance of qualitative development in a managerial, research, and executive field is the provision of specialized scientific, research, and executive infrastructure. There are administrative and infrastructural deficiencies in sport. Consequently, semi-professional and professional sports have not met the growth opportunities. The marketing specialists are stuck in a vicious cycle due to the Iranian sports market's lack of growth and development. In other words, with insufficient growth of infrastructure, it is not possible to grow the market and professional sports. Therefore, the lack of market development and professional sports makes it impossible to develop infrastructure and increase specialists' skills, experience, and human resources.

Meanwhile, specialists in universities and research institutes are engaged in their educational and research work, and managers and experts in the field of executives in sports are managing the Iranian sports market in their way. However, both groups agree that the capacity of the Iranian sports market in an 80 million people society is more than this. So far, the possibility of optimal growth of employment potentials, income generation, and socio-cultural potential has not been provided.

One of the missing links in this vicious cycle is the scientific journals of sports marketing. Although they have sincerely published the scientific articles of the researchers in marketing during these 15 years, they sometimes eliminated the valuable and high-level articles in this field. Because the lack of editors' professionals of the mentioned publications stopped the processing list, and their files have been closed. However, some were eventually published, and some have never had the opportunity to be published. Perhaps for some reason, we could understand the editors' decisions. Because sometimes, the placement of marketing studies and research in the scope of current publications was less understandable, and it was necessary to do as soon as possible to publish specialized journals in this field.

By changing the regulations of scientific journals, it became possible to obtain a license and provide facilities for publishing the *Sports Business Journal*. Its publication would not have been possible without the professional, infrastructural, technical, and financial support of Alzahra University and its esteemed editorial board members. Therefore, while thanking all those involved and colleagues and respected authors for submitting their valuable articles, it is hoped that colleagues in submitting their manuscripts and esteemed judges in guiding the dear writers and researchers as much as possible, the journal in the way that is helpful. May it be a valuable asset in the growth of the sports business in Iran and precious heritage for the future.