



Sport Economics and Financial Management

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Abstract

The primary aim of this study is to examine the economic dimensions of the sports industry and the financial management of sports organizations, explaining key concepts in these areas and highlighting their importance. This study covers the basic principles of sports economics and the role of financial management in sports organizations. Topics such as the economic impact of the sports industry, television rights, sponsorship revenues, and ticket sales will be discussed. Additionally, the strategic role of financial management in sports organizations, budgeting processes, and revenue-expense management will be explored. This study is based on a literature review and the evaluation of expert opinions on the topic. Information obtained from existing academic sources is used to support the basic principles of sports economics and financial management. The findings of the study show that the economic impacts of sports economics in the sports industry are significant and increasingly important. Furthermore, it is emphasized that financial management plays a strategic role for sports organizations, and effective financial management is critical for the sustainability of organizations. Sports economics and financial management are crucial disciplines for the successful operation of sports organizations. Correct strategies in these areas can enhance the financial success of organizations and ensure their long-term sustainability. Therefore, it is of great importance for professionals in the sports industry and relevant stakeholders to improve their knowledge and skills in these fields.

Keywords: Sports economics, Financial management, Sports organizations, Economic impact, Revenue-expense management, Sustainability

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