



University of Blida 02 - LOUNICI Ali  
 Faculty of Economic and Business  
 Management Sciences



Research Team about

***The impact of strategic planning in marketing activity on the overall performance of small and medium enterprises in Algeria***

(M08320140077)

Organized in collaboration with

**Faculty of Economic, Business and Management Sciences**

**The Scientific International Conference:**

***Marketing and sports investment :  
 Improving the performance of economic institutions and achieving the professionalism of sports clubs***

**During 29–30 October 2018**

**The Main Problem of the Conference:**

The keeping of fans, converting them to customers, and finding additional sources of income are the main bets of stakeholders whether they are athletes (Sport clubs, federations, or sport event's organizers) (*Stéphane Abecassis*, 2016) or non athletes (Economic organizations). So, these resources can be activated only by developing the sport marketing basis that would generate engines of growth for these categories.

The institutions have realized that sport has become a fertile market and a good source of money. The estimated statistics of generated income in the world sport market during (2015 – 2017) for sport clothes and sport equipments was 91 billion \$ in 2017, after it was 46.5 billion \$ in 2015.(www.statista.com)

The same reports indicated that the total amount of expenditure on sports care, for example as one of the mechanisms of marketing sports around the world was 62.7 billion \$ in 2017 after it was estimated 57.5 billion \$ in 2015. (www.statista.com)

Institutions have become reluctant to spend millions, even billions, in sporting events and invest in sports clubs that have become sports institutions to strengthen their competitiveness and increase their fame.

Through the global spectacle of sports and the values it carries, Rakuten, the Japanese giant in e-commerce, has entered into an agreement to be the official sponsor of Barcelona for 55 million € annually from July 2017 to June 2021, instead of the contract of Qatar Airways that was 33.5 million € (www.fcbarcelona.com) annually with a reward of 1.5 million € in the case of

winning the Liga and 5 million € in the case of winning the Champions league.

In addition, Beko has increased the value of its offer to Barcelona to 19 million € annually after the value was estimated 9 million € annually to print the its logo on the left sleeve of the shirt

These amounts are not the largest, the Chevrolet company are paying 67 million annually to Manchester united (Philippe Bertrand, 2017), In the same vein, according to recent reports by the Spanish press, the Real Madrid management wants to receive up to 50 million € yearly to renew the shirt sponsorship contract with Emirates. (Anthony Alyce, 2017)

The income of sports institutions according to all these weird numbers do not depend solely on sports care, but also on other mechanisms of sports marketing. For example, the tickets of Real Madrid have moved from 116.904 million € in 2008/2009 to 153.923 million € in 2015/2016, marketing of television broadcasting rights has moved from 144.45 million € in 2008/2009 to 167.577 million € in 2015/2016, and commercial incomes have moved from 100.061 million € in 2008/2009 to 212.590 million € in 2015/2016. (Anthony Alyce, 2017)

Despite all these incomes of Real Madrid, which amounted to 674.6 million € in 2016/2017, but the competition among it and the largest clubs is increasing especially if we know that the total income of the Manchester united reached to 676.3 million € in the 2016/201 to be in the first class while the third class is for Barcelona with 648.3 million €. (www.statista.com)

Sport can be considered as one of a few markets which still in good health and according to

professionalism, the sport goes beyond to its recreational status to an economic share. This is the basis of the professional approach, which draws its specifications from the principles of self-financing of sports institutions without relying on state aid. In contrast, we find that sports marketing in different ways are becoming more important for economic institutions, and this is in search of several gains at the level of marketing and non-marketing.

In Algeria, sports marketing have become a special profession for decision-makers in economic institutions. This is because of the size of investments made by institutions in sports, especially in the light of the professionalism advocated by sports bodies in the country. In addition to the awareness of these institutions that sport has become an important place in Algerian society and over time has become an effective means of communication to cover all segments of society.

So, this conference comes to show the importance of marketing and sports investment, in achieving the professionalism of sports clubs and improving the performance of economic institutions.

### Conference Objectives:

The conference aims to:

- Realize the theme of marketing and sports investment and its impact on the theoretical and intellectual level to establish frameworks able to detect this level of institutions planning.
- Identify the nature of the marketing and sports investment that represented by the marketing

message, environment, objectives, strategies, and marketing resources.

- Provide the scientific basis that relied by institutions in determining the impact of marketing and sports investment and organizational distinct.

### The Main Topics of the Conference

**The 1<sup>st</sup> topic:** determinants of the success of sports marketing and its impact on institutions

**The 2<sup>nd</sup> topic:** sports investment and professional system

**The 3<sup>rd</sup> topic:** Modern Sports Administration (Clubs, Associations...

**The 4<sup>th</sup> topic:** Sports care and marketing of television rights;

**The 5<sup>th</sup> topic:** Demonstration communication and the role of social networking sites in promoting the values of sponsoring institutions;

**The 6<sup>th</sup> topic:** Experiences of international institutions in the field of marketing and sports investment.

### Conference Committee:

Prof. Ramoul Khaled	Honorary president of the Conference
Prof. Drahamon Hilal	Conference Coordinator
Dr. Mohamed Nabil Bersali	General supervisor
Dr. Sid Ahmed Hadj Aissa	Conference Chairman
Dr. Chafik Djilali	Chairman of the Scientific Committee
Dr. Kamel Kouidri	Chairman of the Organizing Committee
Dr. Balboulah Imene	Conference Secretary

### Terms of Acceptance:

All submitted papers should fulfil the following conditions:

- The paper should conform to the requirements of scientific publishing that generally accepted in the scientific conferences.
- It should not have been published in a scientific journal or presented at another conference event.
- **The conference accepts the empirical studies only.**
- The paper size is (A4), font size is (14) with (Simplified Arabic) type for research in the Arabic language, and the line (12) type (Times New Roman) for research in both French and English and the distance between the lines is single space. With the left margin (3 cm) for each edges of the papers.
- It is recommended to follow the American Psychology Association citation (APA).
- The number of whole paper pages should not exceed 15 pages including the title page and the affiliations.
- All accepted research papers will be published in a special booklet with a work conference of an international deposit number (ISSN).
- The best papers will be published in one of the arabic Journals (for papers in arabic languages) and international journal (for papers in french and English languages).
- Conference bears the costs of accommodation and catering during the days of the conference for the participants, but one participant to bilateral interventions.

- Full papers with the axis intervention should be sent no later than 15 August 2018.
- The response to the research papers will be on 20 September 2018.

**Email of the Conference:**

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