

Editor-in-Chief Lecture ---

Many thanks to God that we could publish the 3rd issue with seven articles with his care. Now, we hope that by receiving an excellent grade from the Iranian Ministry of Science, we will be able to respond to the trust of sports management scientists to submit their manuscripts to SBJ.

From now on, we hope to go one step further by receiving the appropriate grade and valid scientific articles in journalism in updating the publication of articles and minimizing the time of judging and publishing the articles of our esteemed academic colleagues. We have the next step for more visibility and gaining international grades.

This success will not and will not be achieved except with the unwavering support of Alzahra University and the cooperation of all colleagues in conducting and submitting quality research results related to the SBJ specialty. We also invite experienced and young researchers to submit quality articles in the business journal in sports.

Please notice that the coverage of the journal is fundamentally sport, business, and management, with a broad range of related fields and topics falling under this area, including:

- Business, marketing, and entrepreneurship in sport
- Sports industry; sports tourism, leisure, and recreation
- Business and sponsorship in sports events and venues
- Traditional and new media in the sports business and IT in the sports business
- Economic relevant sporting business projects
- Business law and ethics in sports business
- Sports brands and customer behaviour and corporate social responsibility