

Editor-in-Chief Lecture ---

We have many thanks to the merciful God for the spiritual, material, and continuous support of *Alzahra University*, as well as the scientific support of our colleagues in sports management for their referees and publishing specialized articles in business in sports. We are happy to have presented a relatively successful track record to the audience and sympathizers of the field.

In this Issue (Vol. 2, Issue. 2), the focus of researchers in submitting articles is on topics such as sports tourism, service quality, the role of elite sports in the development of business in sports, brand equity, and football academies and their role in developing women's sports. So, it includes a significant variety.

We hope that while maintaining the growing trust of sport management scientists, we can have more submitted papers on sports economics, sports sponsorship, sports rights, media, and social networks. We try to present high-quality articles for publication to the audience; also, we would like to thank the officials of the *Business Management Association of Iran* for cooperating in concluding the memorandum of collaboration.

We hope they continue their partnership more in participating in the editorial board, refereeing, and submitting their valuable articles. Here we promise that if the articles in our list of authors use reputable foreign authors they comply with the scope and other standards of the publication, their writing will be put in the fast-judging queue at the first opportunity. We also hope to use foreign authors' participation in the submitted papers in the next step to gain more visibility and obtain International Indexes. Also, we request that authors be more active in Google Scholar, ResearchGate, Publons, Academia, and more academic pages to reach more visibility.