Emerging Trends and Innovation in Sports Marketing and Management in Asia

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Description:
Once only associated with North America and Europe, formal athletic events are now becoming more prevalent in Asia as well. With the expansion of this industry, there is a need for efficient and strategic advertising to promote competitions, events, and teams.

Emerging Trends and Innovation in Sports Marketing and Management in Asia brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry.

Readers:
This publication is an essential reference source for academicians, researchers, industry practitioners, and upper-level students interested in the theories and practices of sports marketing and management with a special focus on Asia.


Topics Covered:
- Brand Management
- Coach Education
- Foreign Sports Talent
- Sport Spectatorship
- Sports Fan Ethnocentrism
- Sports Sponsorship
- Volunteer Management
- Youth Olympic Games

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Ho Keat Leng holds a Bachelor’s Degree in Business Administration from the National University of Singapore, a Master’s Degree in Business Administration from the University of Leicester, and a Doctor of Philosophy in Business and Management from the University of South Australia. He is also an accredited Teacher in Higher Education with the Staff and Educational Development Association, United Kingdom. Ho Keat currently serves as an Assistant Professor at the National Institute of Education, Nanyang Technological University. He is also the Academic Advisor to Aston Group Hong Kong. Prior to his academic career, he worked for several years in the retail and distributive industry. His primary research interests are retail management, sports marketing, and education.

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