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AN INTEGRATIVE MODEL OF SPORT RELATIONSHIP MARKETING: TRANSFORMING INSIGHTS INTO ACTION

ABSTRACT

Adopting an integrative literature review approach, this study synthesized sport relationship marketing (SRM) articles to gain insight into how relationship marketing in sport-related studies is presently understood, interpreted, and utilized. Informed by two decades of SRM literature, we synthesized our findings into a conceptual model that presents the systematic dimensions of SRM. This model transforms the theoretical contributions of the field's scholars into actionable insights for both scholars and practitioners' use. The work concludes by identifying specific future research to test and refine the proposed SRM model.

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