The service-dominant logic and its explanatory potential in sport management: An overview of current research

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The service-dominant logic, and especially its inherent perspective of value co-creation, is based on the primary assumption that value is not created in isolation by a single actor. In sports, it's commonplace for diverse actors to collaborate within networks. Sport events are a good example for this. They are always created through the contributions and collaboration of a multitude of actors, such as event organizers, athletes or teams, game officials, sponsors, media, and, not least, the audience.

Especially, the role of the demand side, whether as spectators of or active participants in sports, is often inadequately captured in traditional models. Demand-side actors significantly shape the value and experiences of other actors and are therefore not merely passive.

Applying the perspective of value co-creation is therefore both natural and essential to understand the true nature of the issues observed in sports and to provide practical implications for sport management.