

The Impact of Market Position on Sports Marketing: A Field Study - Some Private Economic Institutions in Laghouat province

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Received: 30/12 /2023 Accepted: 05/05 /2024 Published: 15/12 /2024

Abstract:

This study aims to identify "the impact of market position on sports marketing in economic institutions: a field study of private economic institutions in Laghouat province," considering them among the most significant investors and financiers in the sports sector. They are also considered key supporters in the development of sports marketing and in increasing the market share of sports clubs to attract investment through updating the concept of sports marketing for both the economic and sports sectors, blending their reciprocal relationship in economic development. The results indicated that market share has a crucial impact on sports marketing in economic institutions, making it one of the most important pillars for developing the sports sector.

KEYWORDS: Market Position, Sports Marketing, Economic Institutions

المخلص:

تهدف هذه الدراسة إلى معرفة "تأثير المكانة السوقية على التسويق الرياضي في المؤسسات الاقتصادية دراسة ميدانية للمؤسسات الاقتصادية الخاصة لولاية الاغواط" باعتبارها من أهم المستثمرين و الممولين للقطاع الرياضي كما تعتبر احد أهم الداعمين في تطوير التسويق الرياضي و رفع الحصة السوقية للأندية الرياضية لجذب الاستثمار فيها عن طريق تحديث مفهوم التسويق الرياضي بالنسبة لكلا القطاعين الاقتصادي و الرياضي و مزج العلاقة التبادلية بينهما في تطوير التنمية الاقتصادية ، وقد أشارت النتائج المتوصل إليها أن للحصة السوقية تأثير على التسويق الرياضي في المؤسسات الاقتصادية اعتبارها احد أهم ركائز تطوير القطاع الرياضي

الكلمات المفتاحية: المكانة السوقية ، التسويق الرياضي ، المؤسسات الاقتصادية.

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1-Introduction

The 21st century has witnessed a remarkable development in the realm of globalization, necessitating new strategic orientations in all aspects of life for those who seek to seize opportunities in the era of globalization on the one hand and to avoid the numerous risks that will confront those who hesitate to prepare for the transition to this era with careful steps (**Mohammed Ben Abderrahmane, 2002, p.25**).

At the global level, the sports industry has experienced a qualitative leap in terms of media coverage and the substantial financial returns generated from international sporting events. This development has been accompanied by an evolution in the concept of sports marketing. Furthermore, the sports sector is also considered one of the feeding and driving sectors for many economic fields, especially those directly related to sports activity.

Change and development have become defining characteristics in the practices of institutions, to the extent that their management constantly engages in research and contemplation about the mechanisms and strategies that assist them in facing the increasing competition in their markets. Consequently, these companies engage in environmental intelligence activities and employ available information, enhancing their ability to create greater market value.

Additionally, they have begun using sports marketing as a tool to achieve investment and sustain competitiveness, ensuring their continued presence in the market while reinforcing their market position.

Market positions the process of carving out a specific design in a small part of the market that has not yet fulfilled specific needs. This definition involves the concept of an interdependent entity occupied and held by a company. Market position, therefore, must have sufficient size and purchasing power to be profitable. The significance of sports marketing lies in acquiring marketing information about all the changes and developments occurring within it. The aim is to analyze these changes in a manner that enables sports clubs to confront and monitor the alterations happening in their working environment. The subsequent goal is to make sound strategic

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decisions that drive them towards good investment and development, aiding them in accomplishing their market missions. Hence, predicting and estimating market changes and developments are among the primary objectives of sports marketing. Companies and sports clubs can face any change that might occur in their working environment through this practice. Additionally, they become capable of operating within an environment alongside competing clubs, following rules and foundations that they either establish or define themselves. This makes them the creators of their future rather than mere respondents to events or changes beyond their control.

Problem statement

Most markets are dominated by a competitive environment that necessitates constant engagement and interaction with the surrounding external environment. This perpetual competitiveness often compels entities to continuously anticipate or forecast market changes to achieve survival, growth, and profitability goals.

Regardless of their forms and sizes, business institutions share a continuous need to provide distinguished products capable of attracting customers, positioning themselves close to competitors in the market, and enhancing their competitive ability to maximize their market share in light of marketing objectives. Therefore, the necessity and urgent need for continuous monitoring and surveillance of market changes and developments arise, whether in terms of customer trends or competitors. The goal is to obtain continuous information that benefits the marketing decision-maker to provide innovative new products that meet the constantly growing market needs and expectations, enhancing the market position of these companies or sports clubs **(Al-Nasoor, 2017)**.

Examining the marketing policy adopted by Algeria in promoting its various sports activities makes it evident that there is no specific mechanism for marketing. Instead, the process is carried out based on the personal initiatives of those entrusted with this profession, without relying on the foundations and scientific standards that should be followed. Consequently, the desired goals still need to be achieved, especially amidst the recent economic downturn. Success in achieving sports marketing objectives requires clear orientations toward sports

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marketing and establishing dedicated marketing departments within each sports entity responsible for planning marketing strategies based on scientific facts and market needs. (Kawthar Al-Said Al-Mouji, 2007, p.67)Hence, **we raise the following question:**

General Question:

Does market position have an impact on sports marketing in private economic institutions?

Study Questions:

- Do private economic institutions show interest in sports marketing?
- Does the expression and shaping of expectations have an impact on sports marketing?

Study Hypotheses:

General Hypothesis:

Market position has an impact on sports marketing in private economic institutions.

Sub - Hypotheses:

- Sports marketing receives attention from private economic institutions.
- The expression and shaping of expectations have an impact on sports marketing.

Previous studies:

1. First Study:

- A study by Mohammed Al-Amine (2022) entitled "**The Role of Sports Marketing by Private Economic Institutions in Enhancing the Performance of Sports Clubs.**" This study aimed to identify the role of sports marketing by economic

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institutions in improving the performance of sports clubs. To achieve this, the researcher adopted a descriptive approach, using surveys as a data collection tool. The research sample consisted of 12 individuals, including presidents, vice presidents, and administrators from Al Etihad, Hamraa Annaba, and the director of SAFA OPTIC institution. The study results revealed that sports marketing has a positive effectiveness that benefits the sports club and the economic institution.

- Second Study:

- A study by Nasri Abdel Kader (2022) entitled "**Sports Marketing Strategy for Investment in Sports Institutions: A Field Study in Sports Institutions.**" This study aimed to develop a sports marketing strategy and investment in sports institutions in light of contemporary global economic transformations. It focused on marketing goals, strategic plans, and suitable strategic alternatives for economic investment projects in sports institutions. It aimed to open avenues for investment and privatization in the sports sector. The sample included all Algerian sports federations, some members of the Algerian Olympic Committee, and some officials from the Ministry of Youth and Sports, comprising 100 individuals from the statistical community. The study addressed statistical research hypotheses about the importance of marketing plans in modern strategic management and the hypothesis based on marketing strategy to attract private investors or the public sector.

2- General objective of the study:

Study Objectives:

- Highlighting the relationship between market share and modern sports marketing.
- Determining the extent and importance of shaping expectation in developing market position through various modern technologies.

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3- Procedural definition of the concepts mentioned in the research:

3.1 Market Position:

Linguistic definition: The concept of market share includes "share" and "market.". Therefore, it is necessary to clarify them to help them understand the market share concept. Share refers to the portion or portion of the market, while market refers to the overall market. Thus, market share is the collective portion or share that represents the proportion in the market.

Terminological definition: It refers to "the group of current and potential buyers who have unsatisfied needs and desires, and have the ability to make purchases, which institutions must satisfy these needs and desires" (Talaat Asaad Abdelhamid, 2002, p. 93). It is also defined as "the size of the institution's activity in the industry it operates in, compared to other competitors" (Tamer Al-Bakri, 2006, p. 130). It is often defined by actual sales shares, whether in quantity or business figures, for a specific period and in a specific geographical area rather than the total number of buyers of the product.

Shaping Expectations:

Expectations significantly shape the status because they determine the direction of creative development and influence design choices in attracting stakeholders (Vanheule, 2012). In the early stages of a status, stakeholders (participants) contribute by investing effort, money, and time because they expect future success. At that moment, stakeholders held broad and unclear expectations about technology and different future visions. Over time, expectations change due to external factors such as the system and the mental image, as well as internal reasons and circumstances like the outcomes of experiments. Expectations stand out as being at the partial level for status, the overall level for external conditions, and at an intermediate level for the technological and social system.

3.4. Sports Marketing:

Sports marketing is "an intertwined process aimed at planning, pricing, promoting, and distributing products, in addition to services or sporting activities that satisfy the needs and desires of current and

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potential beneficiaries or consumers" (Herbadji Abdel Ghani, 2017, p. 04).

3.5. Economic Institutions:

These are economic units where human and material resources are assembled for economic production. They are independent economic institutions within a specific legal and social framework aimed at integrating production factors for producing or exchanging goods and services with other economic agents to achieve a suitable outcome. This occurs within economic conditions that vary depending on the spatial context and according to the size and type of activity (Nasser Dadi Adwan, 1998, p. 54).

Theoretical Aspect:

The Concept of Market Position:

The term 'position' can be traced back to French, referring to a pause in a wall or something related to implementing a statue, symbol, or position. In this context, all markets appear as small positions, similar to how vast forests start from tiny, fertile seeds (Keyan, 2009).

Market refers to how potential buyers perceive or envision a product, service, or overall concept in relation to competitors. Market position involves identifying small and profitable positions within homogeneous market sectors that have been overlooked by others. This strategy can be adopted by institutions of any size or at any time for several reasons. It aims to place the product in a manner desired by customers for its presentation (Cuthbert. 2011).

Market position is a feasible and open strategic choice for institutions, especially those with limited resources. Notably, most small markets can benefit from the same primary material but in different forms and for different purposes (Dalgic. 2006).

Market position helps institutions respond to changing demand conditions and may keep primary markets as such for extended periods based on market stability.

As inferred from the previous presentation, appropriate market position can be chosen after the organization identifies the target market. It is essential to determine the position the institution desires

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its products or services in customers' minds within that market. Moreover, this mental image is linked to the relative importance of the product or service features compared to competitors. Due to the immense amount of information in the market environment, customers cannot accurately evaluate those products and services because they categorize organizations and their products or services, assigning them a specific position in their minds.

The dimensions of market position are represented in the following model:



Source: Prepared by the researcher

Sports Marketing Concept:

Sports marketing is considered a branch of marketing with its field of application and characteristics. It is "the process of designing and implementing activities related to the production, pricing, promotion, and distribution of sports products or services to satisfy consumers or participants to achieve an entity's or establishment's goals" (Al-Saadi 2006, p. 163).

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It is also defined as "an interrelated process aimed at planning, pricing, promoting, and distributing a product in addition to sports activities that meet the needs and desires of current and potential beneficiaries or consumers" (Sayyar, 2009, p. 163).

Based on the aforementioned, sports marketing is "a set of interrelated activities seeking to flow sports goods and services from the producer to the consumer or beneficiary to satisfy their needs and achieve the institution's goals."

Sports Marketing Importance:

- ✓ Enhancing the level of sports activities and physical education fields.
- ✓ Developing marketing information systems within sports institutions.
- ✓ Encouraging sports investment for the development of sports facilities through modern communication channels (such as electronic marketing).
- ✓ Increasing state resources through taxes and optimizing government support.

Stages of the Marketing Concept Evolution:

Marketing has become a pivotal role for businesses, considered among the fundamental and essential activities for marketing their products and services. This trend led institutions, associations, and commercial entities to provide financial and moral support for promotion and advertising, where sports figures have taken the forefront in commercial advertisements, giving rise to what is known as sports sponsorship and financing (Ben Kannab Al-Hadj and Ibrahim Ali Saleh Ghorab, June 2018).

The concepts are diversified and varied, as the marketing concept has many definitions. Among the stages it went through, we mention:

Production Concept:

It refers to increasing production to meet as much demand as possible. This stage was characterized by a surge in demand compared to

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supply, where everything produced was sold, posing no problem for the producing institution. This is affirmed by the saying, "Supply creates its demand."

Sales Concept:

As a result of technological advancements, equilibrium was achieved between supply and demand, resulting from the institution's interest. Hence, institutions were compelled to focus on incentive techniques to market their products and services. This stage was marked by a focus on production, its sales strategies, intensification of the struggle in sales promotion, commercial packaging, brand creation, etc. (Jerome. A. B. Louppe. 1980).

Marketing Concept:

This stage was distinguished by an oversupply compared to demand, leading to consumer product scarcity. This scarcity arose due to technology control and excessive production, creating a challenge in product marketing. Consequently, consumers became the focus, with institutions serving their needs. This embodied **Adam Smith's** notion in "**The Wealth of Nations**" that the primary goal of production is consumption. Therefore, it was imperative for the producer to consider consumer desires and needs.

Social Concept:

The primary goal of any economic institution is to achieve the highest possible profit. This is through producing and marketing products without considering the damages inflicted on the environment and society that contradict economic and social constraints. Theoretically, we express social marketing through marketing ethics that integrate social and environmental components to integrate social and environmental interests by linking traditional marketing components (Anne Lise Becouse., 2008).

Electronic Marketing:

Electronic marketing uses the internet, communication, and relevant information technologies to achieve marketing goals. It is also defined

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as leveraging marketing expertise to develop new and immediate successful strategies to attain current objectives and goals more rapidly than traditional marketing. Additionally, it involves substantial expansion and growth of businesses in a shorter time and with less investment (Farid Al-Sahn, Electronic Marketing, 2007).

Therefore, digital marketing represents the use of information technology and various communication networks to achieve marketing goals, resulting in new advantages and reaching new customers from different parts of the world which were not previously available.

Marketing Policies (Marketing Mix):

Product: Defined as a good or service, its purpose is to satisfy consumer needs.

Price: It is the value the consumer pays to obtain the product and make a purchasing decision, exchanging money in return.

Promotion: It is a methodology followed to inform consumers about the existence of a product or service. In other words, it is a communication process undertaken by companies or institutions to interact with consumers, provide them with information and unique advantages of a specific product, generate their interest, and convince them to purchase it. Furthermore, it involves attracting more customers to the product both presently and in the future.

Place: It refers to the channels through which products are distributed and delivered to consumers. The product moves from the place of production to various outlets and locations, allowing consumers to access it.

Marketing Mix Elements :

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Prepared by the researcher through previous studies

4- The methodological procedures used in the study:

5. Study Methodology:

5.1. Method and Tools:

An analytical method, which is a type of descriptive research methodology, was used in this study.

Study Population and Sample: Our research population consists of managers and employees of Mobilis and Djazzy companies in Laghouat province, with a total of 15 participants.

5.2. Study Delimitations:

Spatial Scope: Mobilis and Djazzy companies in Laghouat province.

Temporal Scope: The study was conducted from October 2023 to November 2023.

Human Scope: The study was implemented on the employees of Mobilis and Djazzy companies in Laghouat province.

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5.3. Study Tool: We used a questionnaire consisting of twenty-one (21) statements distributed across two axes:

First axis: The interest of private economic institutions in sports marketing, with statements numbered from 01 to 11, based on the first sub-hypothesis.

Second axis: Is Expressing and shaping expectations' impact on sports marketing, with statements numbered 12 to 21 related to the second sub-hypothesis.

5.4. Tool Psychometric Properties:

- Calculation of Questionnaire Validity:

Table (01): Illustrates the self-validity coefficient of the questionnaire on the impact of market positioning on sports marketing.

Dimension	Self-validity	Significance level
Sports marketing	$\sqrt{0.80}$	0.05
Expressing and forming expectations	$\sqrt{0.85}$	0.05
Total score	$\sqrt{0.82}$	0.05

According to Table (02), it is evident that the questionnaire exhibits a high level of validity, with a total value of 0.82, which is close to the value of 1. This can be inferred from the results of the test-retest validity. Additionally, the self-validity coefficients were significant at a significance level (0.01).

Calculation of Questionnaire Reliability:

The internal consistency reliability was assessed using Cronbach's alpha coefficient, and a retest was conducted after a two-week interval. The following table illustrates the results of the reliability coefficient.

Table (02) Represents the reliability coefficient of the questionnaire on the impact of market position on sports marketing.

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Dimension	Cronbach's alpha	Significance level
Sports marketing	0,80	0.05

Expressing and forming expectations	0.85	0.05
Total score	0.82	0.05

According to Table (02), it is evident that the questionnaire exhibits a high level of reliability, with a total value of 0.82, which is close to the value of 1. This can be inferred from the results of the test-retest reliability. The Cronbach's alpha coefficients were also significant at a significance level (0.01).

5.5. Study Variables:

Independent variable: Market positioning

Dependent variable: Sports marketing

Mediating variable: Managers and employees of Mobilis and Djezzy companies in Laghouat province.

5.6. Statistical Methods Used in the Study:

- Chi-square coefficient (χ^2)
- T-test

6. Results and Discussion:

6.1. Presentation, analysis, and discussion of the results for the first hypothesis:

Table (03) illustrates the value of χ^2 to determine whether sports marketing is of interest to private economic institutions.

Axis N ^o	Sample	calculated χ^2	Tabulated χ^2	Probability value	df	Significance level
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01	15	4.28	3.84	0.000	2	0.05
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Based on the results obtained in Table (03), it is observed that the calculated χ^2 value is 4.28 with 2 degrees of freedom, which is greater than the tabulated χ^2 value of 3.84. Additionally, the p-value is 0.000, less than the significance level (0.05). These findings indicate that the items in the first axis have been validated, and therefore, the first sub-hypothesis is confirmed.

Conclusion: Based on the above, sports marketing is of interest to private economic institutions.

6.2. Presentation, analysis, and discussion of the results for the second sub-hypothesis:

Table (03) illustrates the value of χ^2 to determine whether expressing and shaping expectations impact sports marketing.

Axis N°	Sample	calculated χ^2	Tabulated χ^2	Probability value	df	Significance level
02	15	6.57	3.84	0.000	2	0.05

Based on the results obtained in Table (03), it is observed that the calculated χ^2 value is 6.57 with 2 degrees of freedom, which is greater than the tabulated χ^2 value of 3.84. Additionally, the p-value is 0.000, less than the significance level (0.05). These findings indicate that the items in the first axis have been validated, and therefore, the first sub-hypothesis is confirmed.

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Conclusion: Based on the above, we can conclude that expressing and shaping expectations impact sports marketing in private economic institutions.

6.3. Presentation, analysis, and discussion of the results for the general hypothesis:

**Table (03) illustrates the value of χ^2 to determine the impact of
market positioning on sports marketing.**

Axis N°	Sample	calculated χ^2	Tabulated χ^2	Probability value	df	Significance level
General	15	4.14	3.84	0.000	2	0.05

Based on the results obtained in Table (03), it is observed that the calculated χ^2 value is 4.14 with 2 degrees of freedom, which is greater than the tabulated χ^2 value of 3.84. Additionally, the p-value is 0.000, less than the significance level (0.05). These findings indicate that the items in the first axis have been validated, and therefore, the first sub-hypothesis is confirmed.

Conclusion: Based on the above, market position impacts sports marketing in private economic institutions.

7. Results Interpretation:

7.1. Analysis and discussion of the first hypothesis:

Which states that sports marketing is of interest to private economic institutions.

Through the questions in the first axis, which include the statement that **sports marketing is of interest to private economic**

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institutions, the results indicate that sports marketing holds effective importance in promoting their products through sports interactions with a high market positioning. This benefits them with profitable returns from the sports sector. Economic institutions also play an active role in increasing market positioning share of the sports sector, opening the door for investment in sports marketing, which adds quality to sports clubs and the sports sector. It also changes the idea of limiting private economic institutions to advertising only and takes it to economic and sports dimensions that contribute to economic development, especially.

Based on the above, the study's second objective, which states that sports marketing is of interest to private economic institutions, is true. Therefore, our first hypothesis is validated.

7.2. Analysis and Discussion of Second Hypothesis:

The hypothesis states that **altering and shaping expectations impact sports marketing in private economic institutions**. Based on the questions encompassed in the second axis regarding altering and shaping expectations and their influence on sports marketing in private economic institutions, it is apparent that these institutions rely on market study and predictive analysis in the sports sector. This approach helps in devising future plans for investing in the sports sector, enhancing their share in sports marketing, and boosting sales through technological advancements in the sports domain.

Moreover, it caters to the needs of individuals and communities affected by sports through various platforms, stations, networks, and their influence on sports, using social media as a significant concern for most social groups. Additionally, it adapts the form and role of electronic advertising to serve the marketing concept of the economic institution, aiming to invest in and develop sports marketing, thereby elevating its market position in economic development.

Consequently, the study's second objective, which focuses on the impact of **altering and shaping expectations on sports marketing in private economic institutions** is true. Hence, our second hypothesis is validated.

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Conclusion:

The conclusions indicate that private economic institutions have a national motive and a continuous readiness to support the sports sector without considering minimal financial returns. They strive to uplift it through actualizing sports marketing, even if their understanding of sports marketing concepts might be unclear, as they acknowledged their need to strengthen and sponsor sports despite the lack of significant investment in the sports sector. However, sports marketing played a fundamental role as one of the major means and pillars to raise the market share of economic institutions and the sports sector through developing sports and the national economy because of the important reciprocal relationship between them, and opening the door for investment in both sectors to develop modern sports marketing.

Key Findings:

- Sports marketing plays an effective role in promoting the goods and products of economic institutions.
- Economic institutions significantly impact increasing the market share of the sports sector.
- The relationship between economic institutions and the sports sector is reciprocal rather than complementary in benefit.
- Economic institutions offer investment opportunities in the sports sector whenever the market share value is high.

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