Revealing Trends in Olympic Games Marketing: A Bibliometric Perspective

Sajjad Pashaie [1] [*], Hamed Golmohammadi [2]

1. Department of Sport Management, Faculty of Physical Education & Sport Sciences, University of Tabriz, Tabriz, Iran
2. Department of Physical Education and Sport, Institute of Health Science, Sivas Cumhuriyet University, Sivas, Türkiye
   Corresponding Author Email: sajjad.pashaie@yahoo.com

ABSTRACT

The intersection of marketing and the Olympic Games (OG) represents a critical area of research due to the Games' extensive global reach and commercial significance. This study conducts a bibliometric analysis using advanced techniques, including citation analysis, co-word analysis, and thematic mapping, to identify key trends, contributors, and influential research in Olympic marketing. Utilizing the Web of Science (WoS) database, 152 documents were initially identified, with a refined dataset of 66 relevant articles published from 2015 to 2024. The analysis reveals notable publication patterns, citation impact, and emerging research themes such as sponsorship strategies, ambush marketing, destination branding, social media influence, and athlete endorsements. Leading journals, including the International Journal of Sports Marketing & Sponsorship, and key scholars have significantly shaped the field. The findings highlight the evolving nature of Olympic marketing, emphasizing its role in brand perception and consumer engagement. This study provides valuable insights for academics, marketers, and policymakers, informing future Olympic marketing strategies and research directions.

How to Cite This Article:
Pashaie, S., & Golmohammadi, H. (2026). Revealing Trends in Olympic Games Marketing: A Bibliometric Perspective. Journal of Sport Marketing Studies, 6 (4): 48-65. 10.22034/sms.2025.143317.1484

1. Introduction

Bibliometric serves as a vital research tool for analyzing scientific outputs and literature within specific fields (Abdavi et al., 2024), making it particularly well-suited for the study of Olympic marketing. In light of the rapid expansion of information and scientific resources, bibliometric analysis has emerged as a crucial method for uncovering trends and patterns across various domains, including sports and sports marketing (Shekhar & Shah, 2023). By systematically analyzing publication patterns, citation networks, and keyword associations, this study provides a comprehensive overview of Olympic marketing scholarship, helping scholars and practitioners navigate the expanding body of literature.

Mega sporting events, particularly the Olympic Games (OG), exemplify significant organizational complexity and far-reaching impacts (Malfas et al., 2004). Recognized globally as one of the largest sporting events (Malfas et al., 2004; Müller et al., 2023), the Olympics transcend mere athletic competition, embodying profound cultural and social significance (MacAloon, 2023; Pop, 2013). With a diverse range of sponsors and an extensive audience, the OG provide a unique platform for examining sponsorship dynamics, as these large viewership numbers present substantial opportunities for sponsors to extract value (Rutter et al., 2020).

The marketing initiatives surrounding the Olympics have been pivotal in the evolution of the modern Olympic movement. These initiatives not only foster collaboration among stakeholders but also bolster the promotion and financial stability of the Games (Ferrand et al., 2012; Singh & Hu, 2008). Marketing, as a subject of interest among sports academics, is closely tied to revenue-generating activities, including ticket sales, merchandise, and television broadcasting (Manoli, 2018). Sports marketing encompasses the promotion of products and services through sporting events and athlete endorsements, aiming to enhance revenue through public engagement (Shank & Lyberger, 2014).

When COVID-19 spread worldwide in 2020, big events everywhere faced problems. Many international and local sports competitions, religious gatherings, and cultural festivals were canceled. This unusual situation especially affected sports. Major tournaments that normally attract millions of participants were postponed or completely canceled (Hoang et al., 2020). Among Olympic events, the 2020 Olympic Games, due to the postponement and the unique circumstances associated with the COVID-19 pandemic, provide a very interesting case study in the broader examination of Olympic events. The Tokyo 2020 Olympics faced many challenges due to the COVID-19 pandemic, which led to an unprecedented increase in the cost of the Games, which is now a record and with the emergence of the coronavirus, the Olympics were postponed for a year (Đukić & Kojić, 2023).

A crucial aspect of contemporary Olympic

marketing is the increasing significance of digital transformation and artificial intelligence (AI) in sports (Pashaie, Mohammadi, et al., 2024; Russo et al., 2022; Santomier, 2024). Social media platforms, AI-driven analytics, and digital engagement strategies have reshaped how brands interact with consumers during the Games (Mahmoud, 2024; Mohammadi et al., 2025). Digital marketing strategies, such as personalized content delivery, real-time audience analytics, and AI-driven sponsorship evaluations, are transforming brand engagement within the sports industry, particularly in the context of the OG (Celiker & Mehmet, 2024; Pashaie, Golmohammadi, et al., 2024). These advancements not only enhance consumer experiences but also provide sponsors with data-driven insights to optimize their marketing investments (Mohammadi et al., 2025; Phay, 2019).

Given their significant roles in the global economy and culture (Șteliac, 2017), both marketing and the OG warrant comprehensive examination (Tojari et al., 2012). The impact of these events extends beyond sports, influencing host countries' economies, brand marketing strategies, and even social policies (Davis, 2012; Khodadad Kashi & Karimnia, 2016; Pashaei et al., 2019; Singh & Hu, 2008). Although the potential for economic growth drives bids to host the Olympics, the resultant legacies are often complex and politically charged, making them difficult to quantify (Malfas et al., 2004). Research indicates that the economic benefits of hosting the Olympics are primarily short-term and contingent on factors like GDP and unemployment (Tien et al., 2011).

Brands and companies strive to harness the OG's prestige to effectively showcase their products and services, particularly in a landscape of heightened commercial competition (Davis, 2012). The excitement associated with the Olympics is a defining aspect of its brand personality, which sponsors generally embrace. However, sponsors often choose to maintain their distinct identities rather than fully aligning with the Olympic brand. This nuanced relationship is especially evident among long-term sponsors, who manage to incorporate the Olympic excitement into their branding strategies while preserving their uniqueness (Rutter et al., 2020). Bizen and Tsuji (2024) demonstrated that the perceived alignment between a sponsor and an athlete in the OG significantly influences employees' perceptions of sponsorship. Furthermore, the study indicates that athlete endorsements are particularly effective for internal marketing efforts, enhancing employee engagement and brand alignment during the OG. Overall, conducting a bibliometric analysis in this domain can unveil trends and patterns in marketing related to the OG, offering valuable insights for researchers and practitioners.

The aim of this study is to conduct a bibliometric analysis of marketing-related studies related to the OG to identify key topics, authors, and influential publications in this field. It also seeks to examine changes and developments over time, such as the shift in marketing focus across Olympic eras or the emergence of new strategies in response to social and cultural changes. Given the quadrennial nature of the Olympic Games, this study provides an opportunity to examine the evolution of marketing

strategies and their long-term implications for markets and brands. The research questions formulated in the field of Olympic marketing are as follows:

RQ1: What are the trends and patterns in Olympic marketing research??

RQ2: What are the key terms in global Olympic marketing research?

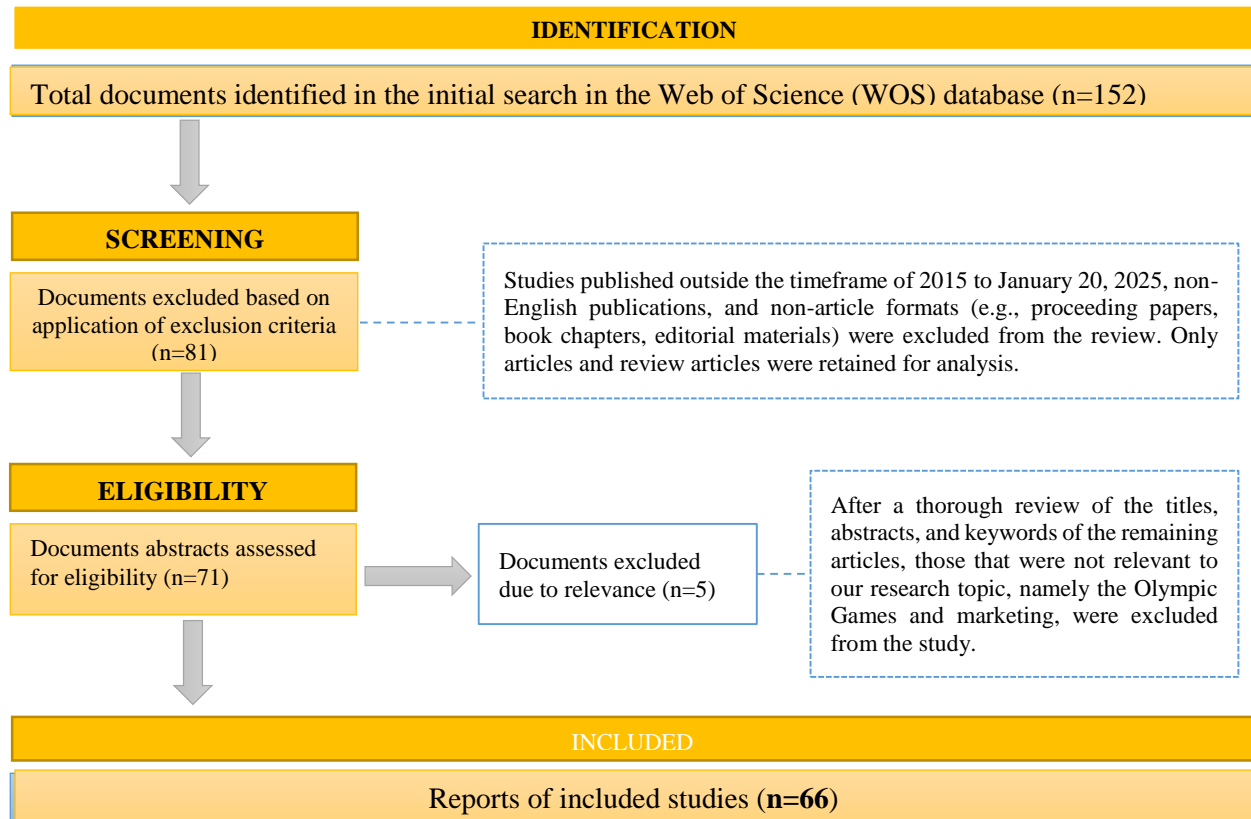RQ3: What are the research areas and future directions in Olympic marketing?

Ultimately, this study endeavors to conduct a thorough bibliometric analysis of marketing and the OG, revealing existing trends and patterns. By identifying strengths and weaknesses in marketing strategies associated with the Olympics, the research aims to offer recommendations for enhancing brand performance in these global events. The significance of this analysis lies in its potential to guide researchers, marketers, and decision-makers in crafting and executing more effective marketing strategies and organizing the OG based on the insights derived from this study.

2. Methodology

Bibliometric analysis is a robust method for examining large scientific datasets, revealing the evolution of a field and highlighting emerging trends (Donthu et al., 2021). Bibliometric analysis is a quantitative approach used to assess the volume and growth trends of publications in a specific emerging field (Guleria & Kaur, 2021). The study utilized Bibliometrix, an R package designed for bibliometric and co-citation analysis. The bibliometrix R package offers a collection of tools for conducting quantitative research in bibliometrics and scientometrics (Aria & Cuccurullo, 2017).

On January 20, 2025, a database search was conducted in the Web of Science (WoS) to identify articles related to the topic of Olympic Games and Marketing. The search was specifically focused on article titles, abstracts, and keywords, using the format TS=("Marketing" AND "Olympic Games").

The initial search yielded a total of 152 documents available for preliminary screening.

Since the aim of this study was to analyze original research articles and review papers, other types of publications (e.g., proceeding papers, book chapters, editorial material) were excluded. Additionally, only articles published from 2015 onward were considered for analysis. After applying these criteria, a total of 71 articles were downloaded from the WoS for detailed analysis. Following further review, six articles were identified as irrelevant to our study and were therefore excluded from the analysis. These articles did not align with the core focus of our research, as they were not directly related to the themes of marketing and the Olympic Games. Their exclusion ensures that the analysis remains accurate, targeted, and reflective of the intended scope of the study.

The remaining articles (66 articles) were indexed across four main WoS indices: Social Sciences Citation Index (SSCI), Emerging Sources Citation Index (ESCI), Science Citation Index Expanded (SCI-EXPANDED), and Arts & Humanities Citation Index (A&HCI). This systematic process ensured the inclusion of pertinent and high-quality literature, enabling a thorough bibliometric analysis. Figure 1 depicts the methodology and stages of this study.

IDENTIFICATION

Total documents identified in the initial search in the Web of Science (WOS) database (n=152)

SCREENING

Documents excluded based on application of exclusion criteria (n=81)

Studies published outside the timeframe of 2015 to January 20, 2025, non-English publications, and non-article formats (e.g., proceeding papers, book chapters, editorial materials) were excluded from the review. Only articles and review articles were retained for analysis.

ELIGIBILITY

Documents abstracts assessed for eligibility (n=71)

Documents excluded due to relevance (n=5)

After a thorough review of the titles, abstracts, and keywords of the remaining articles, those that were not relevant to our research topic, namely the Olympic Games and marketing, were excluded from the study.

INCLUDED

Reports of included studies (**n=66**)

Figure 1. Research methodology stages

The selection timeframe was based on the need to capture recent developments and emerging trends in Olympic marketing research. Over the past decade, the field has experienced significant transformations, particularly due to the rise of digital marketing, social media engagement, and AI-driven sponsorship strategies. By focusing on this period, we aim to provide an up-to-date and relevant analysis that reflects the most current research contributions and industry practices. This approach ensures that findings remain applicable to present and future Olympic marketing strategies.

Furthermore, since the Olympics happen every four years, this period covers three completed Games: Rio 2016, Tokyo 2020 (postponed to 2021 due to COVID-19), and Paris 2024 - letting us examine how each host adapted to different global challenges.

Studying these Olympic cycles provides valuable insights into evolving sponsorship dynamics,

marketing innovations, and the impact of global events on Olympic branding strategies.

3. Findings of the Research

3.1. Overview and Data Description

The provided bibliometric data indicates that the time frame for this analysis is from 2015 to 2024, covering 44 sources (including journals), and 66 documents. The annual growth rate of these documents is -6.03%, with an average document age of 6.02 years. However, this does not necessarily indicate waning research interest in Olympic marketing. Instead, it may suggest a consolidation of knowledge within the field, where foundational theories and established frameworks have reduced the need for frequent publications. Additionally, fluctuations in publication trends could be influenced by external factors such as shifting academic priorities, funding availability, and the impact of global events like the COVID-19 pandemic on research output. Each document, on average, has received 15.55 citations, and the total number of citations is 3,522. In terms of document content, 222 Plus (ID) keywords and 264 Author (DE) keywords have been identified. The total number of authors is 186, with 16 of them having single-authored papers. Author collaboration includes 16 single-author papers, an average of 2.94 authors per paper, and 34.85% international collaboration. In terms of document type, 64 orginal articles and 2 review articles have been presented.

Table 1. Main information about data

| Description	Results
Timespan	2015:2024
Sources (Journals)	44
Documents	66
Annual Growth Rate %	-6.03
Document Average Age	6.02
Average citations per doc	15.55
References	3522
Keywords Plus (ID)	222
Author's Keywords (DE)	264
Authors	186
Authors of single-authored docs	16
Single-authored docs	16
Co-Authors per Doc	2.94
International co-authorships %	34.85
article	64
review	2

3.2. Annual Scientific Production

Figure 2 shows annual scientific production from 2015 to 2024, showing fluctuations in the number of papers published each year. Starting from 7 papers in 2015, a noticeable increase was observed, reaching a peak of 10 papers in 2017. However, a sharp decline in the number of papers

published was observed in 2018, falling to a minimum of 4 papers. Another peak is observed in 2019 with 10 papers, but the following years show a downward trend with minor variations. Overall, the data shows inconsistent productivity trends over the years, with significant peaks and troughs. The observed upward and downward trends in scientific

production can be influenced by factors such as proximity to Olympic events, changes in research priorities, and global conditions such as the COVID-19 pandemic. These factors have increased or decreased the attention of researchers to the topic of Olympic marketing at different times.
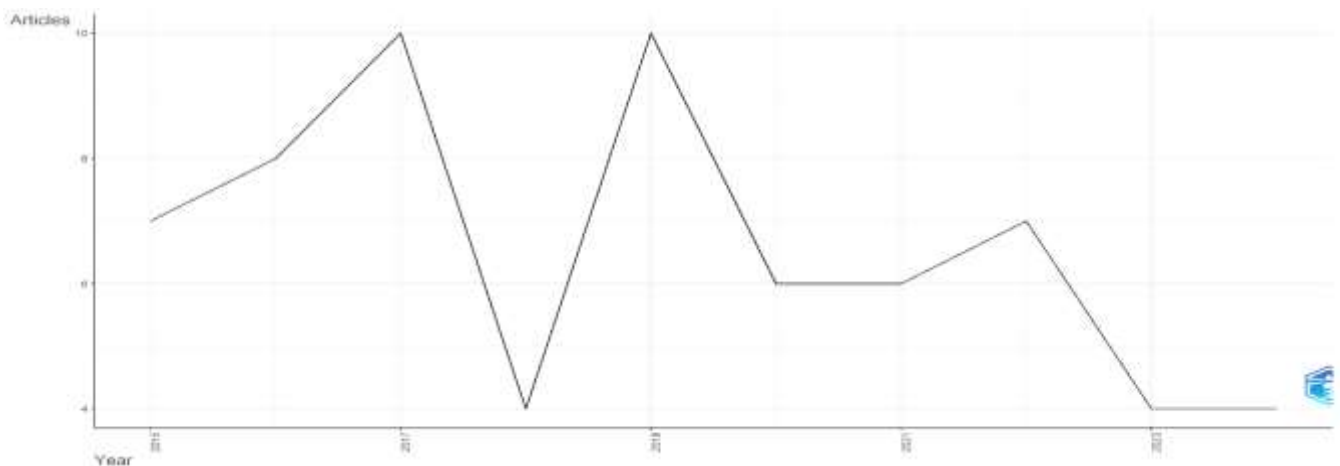
Figure 2. Annual Scientific Production

3.3. Leading Publications and Sources' Local Impact

The table 2, shows the top five selected journals with the highest number of published articles in our research topic. The International Journal of Sports Marketing & Sponsorship, with an h-index of 5 and a citation count of 67, has a higher impact than other journals. In contrast, the International Journal of Sport Communication with 3 articles, has an h-index of 2 and citations of 11, indicating its relative start in this field. Also, the International Journal of

the History of Sport, with an h-index of 2 and citations of 5, is less influential than other journals. The journals Marketing Intelligence & Planning and Sport Business and Management-an International Journal, with similar h-indexes (2) and citations (23 and 32), are in the next position. These differences indicate the different impact of these journals in their specialized fields.

Table 2. Most Relevant Sources

Source	h_index	g_index	m_index	TC	NP	PY_start
International Journal of Sports Marketing & Sponsorship	5	6	0.455	67	6	2015
International Journal of Sport Communication	2	3	0.4	11	3	2021
International Journal of the History of Sport	2	2	0.182	5	3	2015
Marketing Intelligence & Planning	2	3	0.182	23	3	2015
Sport Business and Management-an International Journal	2	3	0.182	32	3	2015

3.4. Most Relevant Authors and Authors' Local Impact

Based on the number of publications, authors with more than one article on our research topic

were selected. Detailed information about these authors is presented in the table 3. At the top of our

54

list is Jensen JA, with an h-index of 2, 102 citations, and two articles. Following this, the list includes Liu DF, Mataruna-Dos-Santos LJ, Milla AC, O'reilly N, Schnitzer M, Giraldi JDE, and Maheshwari V. Each of these authors has published two articles.

Table 3. Authors' Local Impact

Author	h_index	g_index	m_index	TC	NP	PY_start
JENSEN JA	2	2	0.2	102	2	2016
LIU DF	2	2	0.222	22	2	2017
MATARUNA-DOS-SANTOS LJ	2	2	0.286	5	2	2019
MILLA AC	2	2	0.286	5	2	2019
O'REILLY N	2	2	0.182	6	2	2015
SCHNITZER M	2	2	0.222	16	2	2017
GIRALDI JDE	1	2	0.143	13	2	2019
MAHESHWARI V	1	2	0.143	13	2	2019

3.5. Most Relevant Affiliations

According to our research, the top six institutions listed in Table 4 each published three articles related to our research topic. These institutions include Peking University, Shanghai University of Sport, University of Glasgow, University of Innsbruck, University of Queensland, and University System of Ohio, highlighting their significant contributions to the field.

Table 4. Most Relevant Affiliations

Affiliation	Articles
Peking University	3
Shanghai University of Sport	3
University of Glasgow	3
University of Innsbruck	3
University of Gueensland	3
University System of Ohio	3

3.6. Most Global Cited Documents

Table 5 presents the most frequently cited research papers relevant to our study, showcasing key contributions to the field. Notable entries include the highly cited paper by Fink (2015) in Sport management review, which leads with 213 total citations. The table provides a detailed view of these top papers, including total citations, annual citation rates, and normalized citation counts. For a comprehensive look at these influential articles and their impact, please refer to the table below.

Table 5. Top Globally Cited Research Papers: Detailed Citation Metrics

Paper	Journal	Total Citations	TC per Year	Normalized TC
Fink (2015)	Sport Management Review	213	19.36	5.63
Chalip et al. (2017)	International Journal of Sport Policy and Politics	104	11.56	4.02
Jensen and Cornwell (2017)	Journal of Sport Management	59	6.56	2.28
Jensen et al. (2016)	Business Horizons	43	4.30	2.57
Ireland et al. (2019)	Bulletin of the World Health Organization	41	5.86	2.43
Kassens-Noor (2016)	Urban Planning	36	3.60	2.15

Kennelly (2015)	Ethnography	35	3.18	0.92
García and Murillo (2020)	Sport, Business and Management: An International Journal	28	4.67	3.57
Hahm et al. (2019)	Journal of Destination Marketing & Management	27	3.86	1.60
Vierhaus (2019)	Tourism Economics	26	3.71	1.54

3.7. Most important keywords

A word cloud is a visual tool used to show important words or phrases from a text or a group of texts. In this tool, the size of each word depends on how often it appears in the text words that are used more frequently appear larger and more noticeable. Therefore, word clouds can be useful in both quantitative and qualitative analysis, helping researchers gain a better understanding of their study results (Golmohammadi et al., 2025). In the word cloud analysis of authors' keywords, figure 3 was created based on the 50 most frequent words.

Figure 3. Word Cloud of Author's Keywords

Additionally, according to the data in Table 6, the 10 most repeated words were: OG (13 times), Olympics (8 times), Ambush Marketing and Sports Marketing (5 times each), Destination Image, Mega-Events, and Sport Events (4 times each), and finally Destination Marketing, Social Media, and Sponsorship (3 times each). These keywords clearly highlight the key topics and trends in research within this field.

Table 6. The 10 most repeated words

| Terms	Frequency
Olympic games	13
Olympics	8
Ambush marketing	5
Sports marketing	5
Destination image	4
Mega-events	4
Sport events	4
Destination marketing	3
Social media	3
Sponsorship	3

3.8. Thematic Map

Figure 4 presents a thematic map constructed based on author keywords, organizing research themes into four distinct categories: motor themes, niche themes, emerging or declining themes, and

basic themes. This classification provides valuable insights into the evolution of Olympic marketing research by illustrating which areas are well-

established, gaining prominence, or experiencing a decline in scholarly attention.
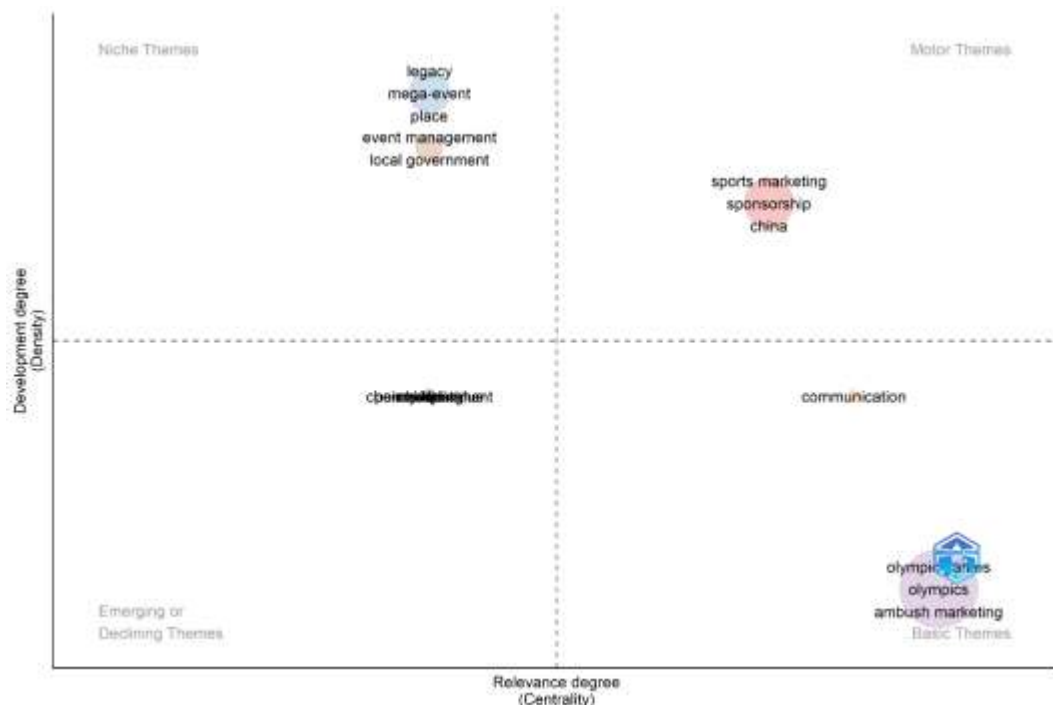
Figure 4. Thematic mapping analysis

Motor Themes: These clusters exhibit both high centrality and high density, indicating well-developed and influential topics within the field. Key themes such as "sports marketing", "sponsorship", and 'China' fall under this category, suggesting they have been consistently studied and play a crucial role in Olympic marketing research.

Niche Themes: These themes display high density but low centrality, meaning they are specialized topics with limited broader relevance. Examples include "legacy", "mega-event", "place", and "event management" and "local government". These topics indicate areas of focused academic interest but may not yet have significant interdisciplinary impact.

Emerging or Declining Themes: These themes have both low centrality and low density, implying

that they are either nascent areas of research or fields that have lost prominence. Topics appear in this quadrant, highlighting their potential as future research directions or waning interest due to shifts in academic focus.

Basic Themes: These themes demonstrate high centrality but low density, indicating fundamental topics that are well-integrated into the research field but not yet extensively developed. Examples such as "Olympic", "Olympic Games", and "ambush marketing" fall into this category, showing that while they are core components of Olympic marketing research, there remains room for further exploration.

The thematic map thus serves as a strategic tool for identifying research gaps, tracking scholarly developments, and predicting future directions in

Olympic marketing. It highlights areas where knowledge is well-established and others where further investigation is needed to enhance the understanding of marketing dynamics within the Olympic context.

4. Discussion and Conclusion

The findings of this bibliometric analysis underscore the dynamic evolution of marketing research related to the Olympic Games (OG).

What are the trends and patterns in Olympic marketing research?

Over the past decade, the field has experienced fluctuating scholarly output, reflecting shifts in research priorities, industry practices, and the broader socio-economic context. The observed decline in annual publication growth (-6.03%) suggests an increasing consolidation of knowledge rather than a decline in academic interest. While the decline in annual publication growth is noteworthy, the overall impact of Olympic marketing research remains significant, as evidenced by the steady citation rates and the continued relevance of key themes such as sponsorship strategies, digital engagement, and ambush marketing. Future research may focus on emerging areas such as AI-driven marketing in the sports industry (Jokela, 2024; Mohammadi et al., 2025; Pashaie, Golmohammadi, et al., 2024) and sustainability (Manoli et al., 2024), potentially influencing publication trends in upcoming years. These results align with previous bibliometric studies indicating that mature research fields often experience decreased publication growth as foundational theories and frameworks become well-established (Esmaeili Mahyari et al., 2022; Shilbury, 2011; Wang et al., 2023).

What are the key terms in global Olympic marketing research?

Our analysis revealed several dominant themes in OG marketing research. Sponsorship strategies, brand positioning, and athlete endorsements emerged as core areas of interest, with notable contributions from leading scholars such as (Jensen et al., 2016); Jensen and Cornwell (2017) and Chalip et al. (2017). These findings are consistent with previous literature emphasizing the Olympic Games' role as a premier platform for global brand exposure (Ferrand et al., 2012; Ratten, 2019; Rutter et al., 2020). The high citation count of articles focusing on sponsorship effectiveness Ratten (2019) underscores the growing importance of corporate partnerships in sustaining Olympic operations and maximizing brand engagement (Lockstone-Binney et al., 2018).

Additionally, the prominence of ambush marketing in the thematic analysis reflects ongoing concerns regarding brand protection and market exclusivity (Séguin & O'Reilly, 2008). Previous research has shown that unauthorized marketing activities can significantly impact official sponsors' perceived value, leading to legal and strategic countermeasures (Nakamura, 2018; Nufer, 2016; Sandberg & Bruin, 2020). The persistence of

ambush marketing in academic discourse highlights its continued relevance in Olympic marketing strategies.

What are the research areas and future directions?

The increasing reliance on digital platforms for fan engagement aligns with broader shifts in sports marketing (Golmohammadi et al., 2025), as seen in the rising use of influencer-driven campaigns and interactive media strategies (Abeza, 2023; Karimi et al., 2025; Pashaie, Golmohammadi, et al., 2024). This trend is particularly relevant given the rapid expansion of social media platforms, which have transformed audience interactions with brands and athletes (Naraine et al., 2022; Pashaie & Golmohammadi, 2024).

Another noteworthy finding is the growing emphasis on the internal impact of sponsorships, particularly regarding employee engagement and organizational identification (Bizen & Tsuji, 2024). This aligns with contemporary research highlighting the internal branding benefits of sports sponsorships, where alignment between corporate and sporting identities fosters stronger employee loyalty and motivation (Blumrodt et al., 2013; Kolyperas, 2012; Pashaie et al., 2022; Walters & Tacon, 2010).

Comparison with other mega-event marketing research

Comparing the Olympic marketing literature with other mega-events, such as the FIFA World Cup and Super Bowl, reveals similarities in sponsorship dynamics but notable differences in

audience engagement strategies. Unlike FIFA, which has faced extensive controversies over sponsorship transparency (Henderson, 2014), the International Olympic Committee (IOC) has maintained a more structured and exclusive sponsorship program through The Olympic Partner (TOP) initiative (Legg et al., 2015; Ojuawo & Šimkus, 2024). This program's long-term partnerships enable brands to cultivate deeper associations with the OG brand compared to more transactional FIFA sponsorships (Widdop et al., 2022).

Furthermore, research on the Super Bowl suggests that short-term, high-intensity advertising campaigns generate immediate consumer impact but lack the sustained brand equity benefits seen in OG sponsorships (Cornwell, 2020). This difference underscores the OG's unique value proposition: an enduring, global brand association supported by long-term storytelling and athlete endorsements (Müller et al., 2023).

4.1. Practical Implications

In response to the findings, the practical recommendations of this study have been revised and strengthened with an emphasis on the results of data analysis. Given the importance of topics such as sports marketing, sponsorship, and ambush marketing, which were identified as key and frequently used themes in this field, it is suggested that policymakers and activists in the field of sports and Olympic marketing focus more on these concepts. Also, given the prominent role of specialized journals in publishing relevant research,

the use of reliable scientific sources can help improve the quality and effectiveness of decision-making.

For marketing practitioners, the findings emphasize the need to integrate digital strategies into traditional sponsorship models. The increasing prominence of social media in OG marketing suggests that brands must adopt multi-platform strategies to maximize reach and engagement (Das et al., 2020; Kalou, 2025). Real-time digital engagement, influencer collaborations, and AI-driven analytics should be leveraged to enhance sponsorship effectiveness and audience connection.

Additionally, the persistent challenge of ambush marketing highlights the necessity for proactive legal and marketing countermeasures to protect brand investments. Brands should adopt comprehensive sponsorship activation plans that include exclusive digital content, interactive experiences, and strategic collaborations with athletes to reinforce sponsorship legitimacy and consumer association.

Another key recommendation for marketers is to harness internal branding benefits by strategically communicating sponsorship initiatives within their organizations. Employee engagement programs, branded experiences and internal campaigns that align with Olympic sponsorship themes can enhance workplace morale and strengthen corporate identity.

4.2. Limitations and Future Research

This study, by providing a comprehensive picture of the main trends and achievements in the field of Olympic Games-related marketing, can pave the way for future research in this area. However, the present study has some limitations. The analyses were conducted only on articles indexed in the Web of Science database, and only articles that mentioned marketing and the Olympic Games in their title, abstract, or keywords were reviewed. Also, only English-language sources were included in this study. For the development of future research, using data available in other scientific databases such as Scopus or Google Scholar, as well as utilizing theses, dissertations, and sources published in different languages, can help to better understand global patterns and cultural differences in this field. Such an approach can expand existing knowledge and improve planning and policymaking in the field of Olympic Games-related marketing.

Conclusions

This study provides a comprehensive bibliometric analysis of marketing research related to the Olympic Games, identifying dominant trends, influential scholars, and emerging research areas. By systematically examining the evolution of sponsorship strategies, digital marketing trends, and ambush marketing concerns, this study offers valuable insights into how Olympic marketing has developed over the past decade.

The findings of this study underscore the importance of continued research in Olympic marketing, particularly as the industry undergoes rapid technological and cultural shifts. The increasing influence of digital platforms, evolving consumer behaviors, and the global nature of the Games demand ongoing scholarly attention to refine

marketing strategies and ensure brand effectiveness. As Olympic marketing remains a dynamic and evolving field, future research should focus on the long-term impact of digital sponsorships, the ethical considerations of AI-driven campaigns, and the role of sustainability in brand positioning. Continued investigation into these areas will provide valuable insights for academics, marketers, and policymakers, ensuring that Olympic sponsorships and branding efforts remain relevant and effective in an ever-changing global market.

1. REFERENCES

Abdavi, F., Pashaie, S., & Aslanzadeh, P. (2024). Winter Sports Tourism: A Bibliometric Analysis of Published Works in Tourism-Based Journals (1967–2023). *Journal of New Studies in Sport Management*, *5*(4), 1318-1335. https://doi.org/10.22103/jnssm.2024.22324.1224

Abeza, G. (2023). Social media and sport studies (2014–2023): A critical review. *International Journal of Sport Communication*, *16*(3), 251-261. https://doi.org/10.1123/ijsc.2023-0182

Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, *11*(4), 959-975. https://doi.org/10.1016/j.joi.2017.08.007

Bizen, Y., & Tsuji, Y. (2024). The effect of athlete endorsement on employees' organizational identification: a case study utilizing an Olympic athlete. *International Journal of Sports Marketing and Sponsorship*, *25*(5), 1185-1202. https://doi.org/10.1108/IJSMS-03-2024-0070

Blumrodt, J., Desbordes, M., & Bodin, D. (2013). Professional football clubs and corporate social responsibility. *Sport, business and management: an international journal*, *3*(3), 205-225. https://doi.org/10.1108/SBM-04-2011-0050

Celiker, A., & Mehmet, G. (2024). Sports marketing and its importance: A literature review. *Acta Scientiae et Intellectus*, *10*(2), 53-63. https://doi.org/10.5281/zenodo.14556090

Chalip, L., Green, B. C., Taks, M., & Misener, L. (2017). Creating sport participation from sport events: Making it happen. *International journal of sport policy and politics*, *9*(2), 257-276. https://doi.org/10.1080/19406940.2016.1257496

Cornwell, T. B. (2020). *Sponsorship in marketing: Effective partnerships in sports, arts and events* (2nd ed.). Routledge. https://doi.org/10.4324/9780429325106

Das, A., Singh, A., Mishra, K., & Shenoy, M. (2020). Digital Sponsorship Activation in Sports: A Study Conducted during the COVID-19 Pandemic. *Glob. Sports Pol'y Rev.*, *1*, 18.

Davis, J. A. (2012). *The Olympic Games effect: How sports marketing builds strong brands*. John Wiley & Sons.

Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, *133*, 285-296. https://doi.org/10.1016/j.jbusres.2021.04.070

Đukić, A., & Kojić, V. (2023). The Influence of COVID-19 and the Olympic Games on the Market Business of Japan. *SPORT, MEDIA AND BUSINESS*, 9(1), 7-15.

Esmaeili Mahyari, M., Irani, H. R., & Normandipour, V. (2022). Bibliometric Analysis of The Global Trends on Sport Marketing Researches. *Sports Marketing Studies*, 3(1), 143-114. https://www.doi.org/10.34785/J021.2022.005

Ferrand, A., Chappelet, J.-L., & Séguin, B. (2012). *Olympic marketing*. Routledge. https://doi.org/10.4324/9780203132067

Fink, J. S. (2015). Female athletes, women's sport, and the sport media commercial complex: Have we really "come a long way, baby"? *Sport Management Review*, 18(3), 331-342. https://doi.org/10.1016/j.smr.2014.05.001

García, J., & Murillo, C. (2020). Sports video games participation: what can we learn for esports? *Sport, Business and Management: An International Journal*, 10(2), 169-185. https://doi.org/10.1108/SBM-01-2019-0006

Golmohammadi, H., Ghadami, S., Pashaie, S., & Zolfi, H. (2025). Identification and Analysis of Prominent Concepts in Digital Marketing and Sports. *Sports Marketing Studies*, 5(4). https://doi.org/ 10.22034/sms.2024.140983.1328

Guleria, D., & Kaur, G. (2021). Bibliometric analysis of ecopreneurship using VOSviewer and RStudio Bibliometrix, 1989–2019. *Library Hi Tech*, 39(4), 1001-1024. https://doi.org/10.1108/LHT-09-2020-0218

Hahm, J., Tasci, A. D. A., & Breiter Terry, D. (2019). The Olympic Games' impact on South Korea's image. *Journal of Destination Marketing & Management*, 14, 100373. https://doi.org/10.1016/j.jdmm.2019.100373

Henderson, J. C. (2014). Hosting the 2022 FIFA World Cup: opportunities and challenges for Qatar. *Journal of Sport & Tourism*, 19(3-4), 281-298. https://doi.org/10.1080/14775085.2015.1133316

Hoang, V. T., Al-Tawfiq, J. A., & Gautret, P. (2020). The Tokyo Olympic Games and the Risk of COVID-19. *Current Tropical Medicine Reports*, 7(4), 126-132. https://doi.org/10.1007/s40475-020-00217-y

Ireland, R., Bunn, C., Reith, G., Philpott, M., Capewell, S., Boyland, E., & Chambers, S. (2019). Commercial determinants of health: advertising of alcohol and unhealthy foods during sporting events. *Bull World Health Organ*, 97(4), 290-295. https://doi.org/10.2471/blt.18.220087

Jensen, J. A., Cobbs, J. B., & Turner, B. A. (2016). Evaluating sponsorship through the lens of the resource-based view: The potential for sustained competitive advantage. *Business Horizons*, 59(2), 163-173. https://doi.org/10.1016/j.bushor.2015.11.001

Jensen, J. A., & Cornwell, T. B. (2017). Why Do Marketing Relationships End? Findings From an Integrated Model of Sport Sponsorship Decision-Making. *Journal of Sport Management*, 31(4), 401-418. https://doi.org/10.1123/jsm.2016-0232

Jokela, S. (2024). Impact of artificial intelligence on business & management processes in the sports industry.

Kalou, A. (2025). *Optimisation of sponsorship programs through digital opportunities in sports leagues. Example of Euroleague* Vytautas Magnus University]. Lithuania.

Karimi, J., Pashaie, S., & Golmohammadi, H. (2025). Artificial Intelligence (AI) and the Future of Sports Marketing: Exploring New Challenges and Opportunities. *Journal of Advanced Sport Technology*, *Articles in Press*, -. https://doi.org/10.22098/jast.2025.15830.1374

Kassens-Noor, E. (2016). From ephemeral planning to permanent urbanism: An urban planning theory of mega-events. *Urban Planning*, 1(1), 41-54. https://doi.org/10.17645/up.v1i1.532

Kennelly, J. (2015). 'You're making our city look bad': Olympic security, neoliberal urbanization, and homeless youth. *Ethnography*, 16(1), 3-24. https://doi.org/10.1177/1466138113513526

Khodadad Kashi, F., & Karimnia, e. (2016). The Effect of Economic and Social Factors on the Success of Sport in the Olympic Games (2012-1996) [Applicable]. *Journal of Economic Modeling Research*, 7(25), 43-67. https://doi.org/10.18869/acadpub.jemr.7.25.43

Kolyperas, D. (2012). Corporate and social responsibility in professional football club organizations.

Legg, D., Fay, T., Wolff, E., & Hums, M. (2015). The international olympic committee–international paralympic committee relationship: Past, present, and future. *Journal of Sport and Social Issues*, *39*(5), 371-395. https://doi.org/10.1177/0193723514557822

Lockstone-Binney, L., Holmes, K., Smith, K. A., & Shipway, R. (2018). The role of corporates in creating sustainable Olympic legacies. *Journal of Sustainable Tourism*, *26*(11), 1827-1844. https://doi.org/10.1080/09669582.2018.1513007

MacAloon, J. J. (2023). Olympic Games and the theory of spectacle in modern societies. In *The Olympics* (pp. 80-107). Routledge.

Mahmoud, A. B. (2024). Digital Marketing Analytics in Sports. In *Sports Analytics: Data-Driven Sports and Decision Intelligence* (pp. 55-74). Springer. https://doi.org/10.1007/978-3-031-63573-1_4

Malfas, M., Theodoraki, E., & Houlihan, B. (2004). Impacts of the Olympic Games as mega-events. Proceedings of the Institution of Civil Engineers-Municipal Engineer,

Manoli, A. E. (2018). Sport marketing's past, present and future; an introduction to the special issue on contemporary issues in sports marketing. In (Vol. 26, pp. 1-5): Taylor & Francis.

Manoli, A. E., Lomax, C., O'Byrne, D., & Antonopoulos, G. A. (2024). Olympians' perspectives of environmental sustainability within the Olympic games. *Leisure Studies*, 1-12. https://doi.org/10.1080/02614367.2024.2314455

Mohammadi, S., Pashaie, S., Ghaffarisadr, S. I., & Rayner, M. (2025). Opportunities and Challenges of Leveraging Artificial Intelligence (AI) in Sport Marketing. *Advancing the Marketing Technology (MarTech) Revolution*, 233-272. https://doi.org/10.4018/979-8-3693-4361-6.ch009

Müller, M., Gogishvili, D., Wolfe, S. D., Gaffney, C., Hug, M., & Leick, A. (2023). Peak event: the rise, crisis and potential decline of the Olympic Games and the World Cup. *Tourism Management*, *95*, 104657. https://doi.org/10.1016/j.tourman.2022.104657

Nakamura, B. M. (2018). Is Olympic ambush marketing here to stay: examining the issues surrounding ambush marketing as they relate to Olympic sponsors, athletes, and other stakeholders. *Ariz. J. Int'l & Comp. L.*, *35*, 499.

Naraine, M. L., Bakhsh, J. T., & Wanless, L. (2022). The impact of sponsorship on social media engagement: A longitudinal examination of professional sport teams. *Sport Marketing Quarterly*, *31*(3), 239-252. https://doi.org/10.32731/smq.313.0922.06

Nufer, G. (2016). Ambush marketing in sports: an attack on sponsorship or innovative marketing? *Sport, Business and Management: An International Journal*, *6*(4), 476-495. https://doi.org/10.1108/SBM-05-2013-0008

Ojuawo, O., & Šimkus, A. (2024). Factors Influencing Sponsorship vs Partnership Agreements for the International Olympic Committee. *Management of Organizations: Systematic Research*, *91*(1), 73-88.

Pashaei, S., Akbari, K., Akbari, S., & Abdavi, F. (2019). Explaining the Effectiveness Model of Great Sports Conferences, the role of Mediation Social and Cultural Development on the Economic Development of the Host Society. *Journal of Economic & Developmental Sociology*, *8*(1), 53-77.

Pashaie, S., & Golmohammadi, H. (2024). Exploring the Influence of E-CRM on the innovation capabilities of sports venues: The moderating role of covid-19. *Sports Marketing Studies*, *4*(3), 108-128. https://doi.org/10.22034/sms.2024.139773.1253

Pashaie, S., Golmohammadi, H., & Zakhirani, E. (2024). Digital Transformation in Sports Marketing: The Impact of Artificial Intelligence on Personalization and Customer Engagement. *International Journal of Innovation in Management, Economics and*

Social Sciences, *4*(4), 42-58. https://doi.org/10.59615/ijimes.4.4.42

Pashaie, S., Mohammadi, S., & Golmohammadi, H. (2024). Unlocking athlete potential: The evolution of coaching strategies through artificial intelligence. *Proceedings of the Institution of Mechanical Engineers, Part P: Journal of Sports Engineering and Technology*, 17543371241300889. https://doi.org/10.1177/17543371241300889

Pashaie, S., Piątkowska, M., Hoseini, M. D., Dostimehr, A., & Jahanbakhsh, I. (2022). Sociological Analysis of Branding of Professional Football League Players. *Physical Culture and Sport. Studies and Research*, *96*(1), 1-11. https://doi.org/10.2478/pcssr-2022-0014

Phay, H. (2019). *Creative AI: a data-driven design approach for creative online ad optimisation using artificial intelligence and big data* Nanyang Technological University]. Singapore. https://hdl.handle.net/10356/143187

Pop, C. (2013). The Modern Olympic Games–A Globalised Cultural and Sporting Event. *Procedia - Social and Behavioral Sciences*, *92*, 728-734. https://doi.org/10.1016/j.sbspro.2013.08.746

Ratten, V. (2019). *Sport entrepreneurship and public policy*. Springer. https://doi.org/10.1007/978-3-030-29458-8

Russo, E., Figueira, A. R., Kogut, C. S., & MELLO, R. D. C. D. (2022). The Tokyo 2020 Olympic Games: impacts of COVID-19 and digital transformation. *Cadernos EBAPE. BR*, *20*(2), 318-332. https://doi.org/10.1590/1679-395120210150x

Rutter, R., Nadeau, J., Aagerup, U., & Lettice, F. (2020). The Olympic Games and associative sponsorship: Brand personality identity creation, communication and congruence. *Internet Research*, *30*(1), 85-107.

Sandberg, V., & Bruin, W. A. (2020). *Ambush Branding: A reconceptualization of Ambush Marketing from the* Lund University]. Sweden

Santomier, J. (2024). Digital Transformation: The Global Sport Industry.

https://doi.org/10.1016/B978-0-443-13701-3.00209-7

Séguin, B., & O'Reilly, N. J. (2008). The Olympic brand, ambush marketing and clutter. *International Journal of Sport Management and Marketing*, *4*(1), 62-84. https://doi.org/10.1504/IJSMM.2008.017659

Shank, M. D., & Lyberger, M. R. (2014). *Sports marketing: A strategic perspective*. Routledge.

Shekhar, S. K., & Shah, M. A. (2023). Sports Marketing and Conceptual Evolution: A Bibliometric Analysis. *Sage Open*, *13*(3), 21582440231192915. https://doi.org/10.1177/21582440231192915

Shilbury, D. (2011). A bibliometric analysis of four sport management journals. *Sport Management Review*, *14*(4), 434-452. https://doi.org/10.1016/j.smr.2010.11.005

Singh, N., & Hu, C. (2008). Understanding strategic alignment for destination marketing and the 2004 Athens Olympic Games: Implications from extracted tacit knowledge. *Tourism Management*, *29*(5), 929-939. https://doi.org/10.1016/j.tourman.2007.11.005

Șteliac, N. (2017). An economic approach to the olympic games: the olympic marketing revenues. *Ecoforum*, *6*(3), 0-0.

Tien, C., Lo, H.-C., & Lin, H.-W. (2011). The economic benefits of mega events: A myth or a reality? A longitudinal study on the Olympic Games. *Journal of Sport Management*, *25*(1), 11-23.

Tojari, F., Farhadfar, E., & Zareie, A. (2012). A Comparative Study On Sport Marketing In Winter & Summer Olympic Games (1996-2004). *Research in sport Management*, *1*(1), 17-36.

Vierhaus, C. (2019). The international tourism effect of hosting the Olympic Games and the FIFA World Cup. *Tourism Economics*, *25*(7), 1009-1028. https://doi.org/10.1177/1354816618814329

Walters, G., & Tacon, R. (2010). Corporate social responsibility in sport: Stakeholder management in the UK football industry. *Journal of Management & Organization*,

16(4), 566-586.
https://doi.org/10.5172/jmo.2010.16.4.566

Wang, Y., Liu, J., Wang, X., & Wang, L. (2023). Exploring the Landscape of Digital Health in Sport Science: A Bibliometric Analysis of Global Research Trends and Future Directions (2010-2023).

Widdop, P., Anagnostopoulos, C., & Parnell, D. (2022). *The Business of the FIFA World Cup*. Routledge, Taylor & Francis Group. https://doi.org/10.4324/9781003121794