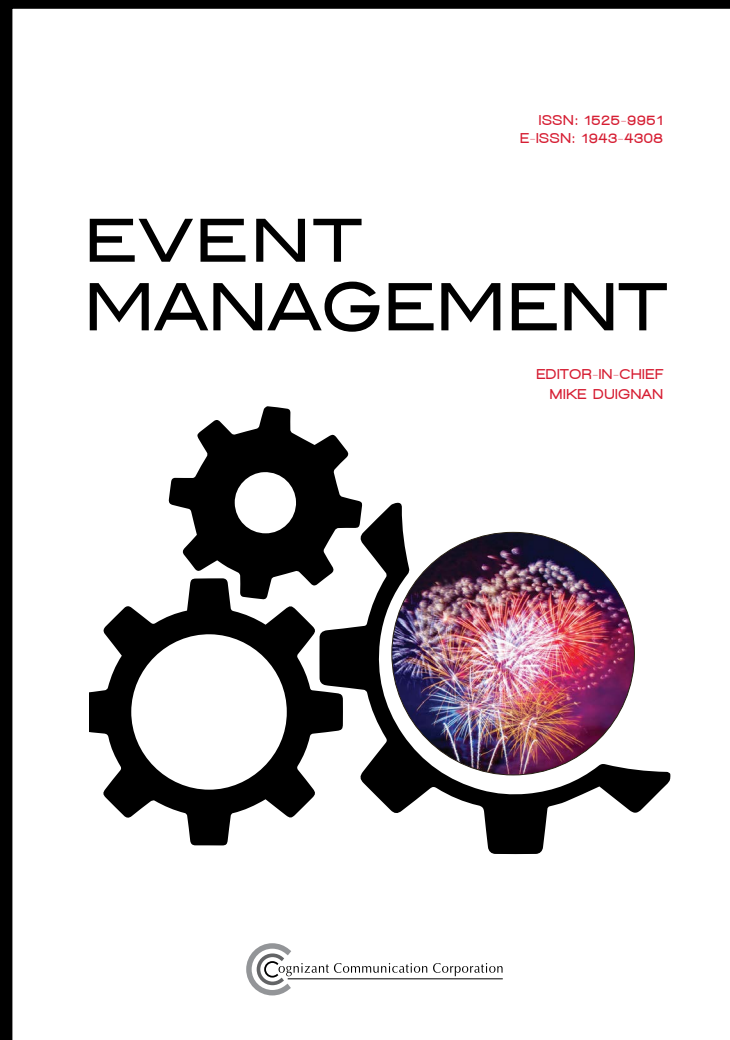


Special Issue

The Future of Mega Sport Events



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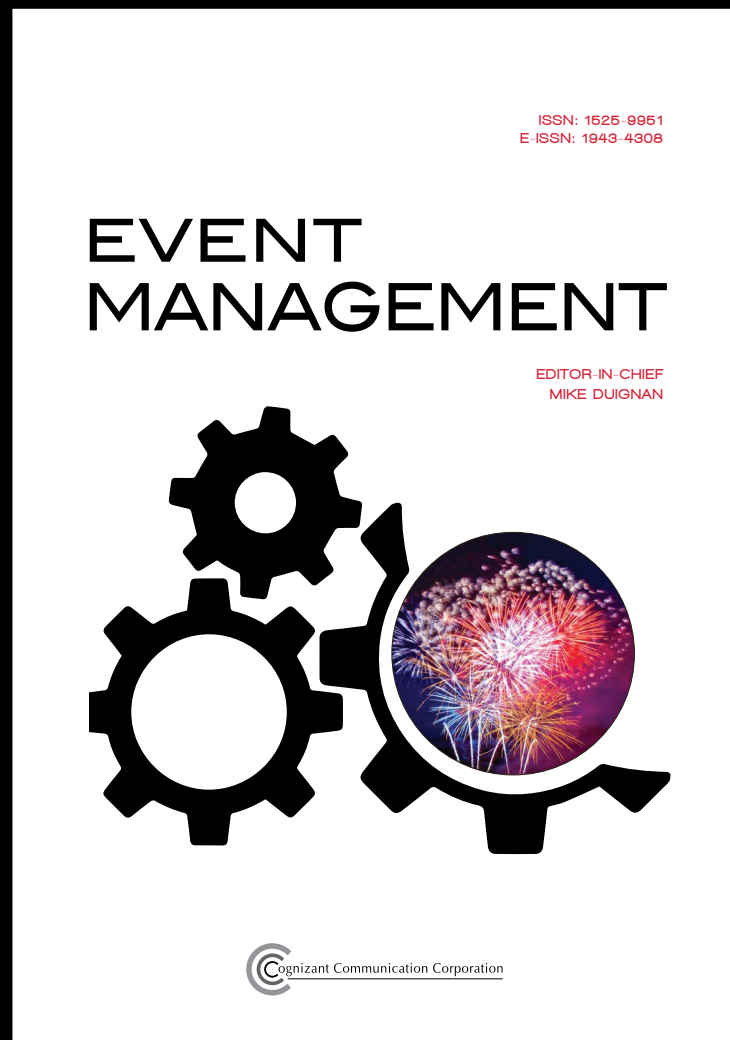
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This special issue focuses on “The Future of Mega Sport Events” – a topic that resonates with a wide range of work published in *Event Management* Journal over the past 30 years, which recognises that the economic and social model for how to rationalise, bid, plan, deliver and evaluation must continue to evolve if future mega events are to be relevant to achieve optimal outcomes and sustainable forms of development.

**ABSTRACT SUBMISSION DEADLINE:
16TH MAY 2025**

Overview



This Special Issue comes at a time when the question over whether mega events are “good for us” and are compatible with our global commitment to sustainable development, is being asked. This particularly resonates with International Olympic Committee’s Agenda 2020+5 and other similar economic and social policy priorities and pledges of mega event owners and local organising committees (such as the Olympic Games and Olympic Winter Games, FIFA Football World Cup, UEFA Euro, AFC Asia Cup, Asian Games and PanAm Games etc).

In particular, the IOC’s forward-looking agenda aims to address the multifaceted challenges and opportunities presented by megatrends that extend beyond mere sporting endeavours. The trends identified are: 1) the need for greater solidarity within and among societies; 2) the growth in digitalisation, while keeping in mind the need to expand digital capability to the currently digitally underserved; 3) the urgency of achieving sustainable development; 4) the growing demand for credibility, both of organisations and institutions; and 5) the need to build resilience in the face of the financial and economic consequences that result from the COVID-19 pandemic and which will influence priority-setting among governments and enterprises.

These aims are also valid for other mega-events and large-scale major events that can be considered as potential contributions. This special issue welcomes theoretical,

empirical, experimental, and case study research contributions, and should clearly address the theoretical and practical implications of the research in reference. Contributions are invited to explore key trends and their implications for mega events, including but not limited to:

Geopolitical Shifts: Mega events must navigate and reflect the evolving global dynamics, from the transition to a multipolar world to the redistribution of geopolitical power.

Digitalization and Technology: Delve into the impact of digitalization, big data, artificial intelligence, and technological advancements on the planning, execution, and experience of mega events.

Climate Change: Investigate the challenges posed by climate change to the sustainability of mega events, addressing both environmental concerns and their broader implications for population health.

Sustainability and Resilience: Examine the pursuit of sustainable development within the framework of mega events, focusing on initiatives to mitigate environmental impact and build resilience against external shocks such as the COVID-19 pandemic and the loss of autonomy.

Ethics and Integrity: Explore the ethical dimensions surrounding mega events, including issues of doping, match-fixing, and corruption, and examine strategies for upholding credibility and integrity in sport. Also, synthetic biology which refers to gene doping is of interest.



Overview

Review Process

Each paper submitted for publication consideration is subject to the standard review process designated by the *EventManagement* Journal. Based on the recommendations of the reviewers, the Editor-in-Chief along with the guest editors will decide whether particular submissions will be accepted, revised or rejected. Please note that the review process will start after the full paper submission deadline.

Submission Guidelines

Please submit the papers to the journal's online platform

<https://mc.manuscriptcentral.com/eventmanagement>

For full submission instructions, including formatting requirements, these are available here:

<https://cognizantcommunication.com/publication/event-management/#tab-id-3>

Abstract Submission Deadline - 16th May 2025

Please submit no more than 500 word abstracts for initial consideration and feedback to Prof Holger Preuss (preuss@uni-mainz.de) by 16th May 2025.

Full Paper Submission - 3rd October 2025

(but scholars are welcome to submit earlier and peer review will begin as soon as you submit, then when accepted, your paper will be available online and then collated as a Special Issue as noted below).

Full Issue Release - 22nd May 2026

(just before the start of the FIFA World Cup 2026)

Important Dates