

Vanessa Ratten *Editor*

Entrepreneurship Business Debates

Multidimensional Perspectives across
Geo-political Frontiers

 Springer

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La Trobe University

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Chapter 1

A Perspective on Emerging Strategies and Practices in Sport Entrepreneurship in Southern Europe



Raffaele Cecere  and Paolo Bernardi 

1.1 Introduction

The sport industry, due to its characteristics, is one of the most globalized (Ratten, 2012) and diversified industries at the same time, generating an economic value of about \$500 billion, with a growth prospect set to reach \$700 billion by 2026 (Statista, 2022). Sport Entrepreneurship is an emerging research stream (Escamilla-Fajardo et al., 2020; Ratten & Tajeddini, 2019) that focuses on identifying and exploiting new entrepreneurial opportunities and value creation in the sport context, emphasizing the role of innovation in sport in enabling economic growth (Núñez-Pomar et al., 2016), promoting inclusion (Lyras & Peachey, 2011), social change (Cardella et al., 2021; Peterson & Schenker, 2017), and more generally the well-being of the society. Although sport entrepreneurship is traditionally linked with the literature on entrepreneurship and innovation (Hammerschmidt et al., 2021), at the same time it is also rooted in social and cultural innovations. Indeed, the sport entrepreneur is engaged in the public sector, nonprofit organizations, and business organizations. In this way, reducing his action to the sole pursuit of business purposes could be reductive, considering that this is extremely dependent on the context in which he works (Hammerschmidt et al., 2022). In this vein, the heterogeneity with which these phenomena are presented makes it difficult to theoretically define entrepreneurship sports in order to distinguish it from the general topic of entrepreneurship. In fact, sport entrepreneurship is influenced by economic, cultural, and political factors, as well as being shaped by multiple legislative interventions and public–private governance structures that are very heterogeneous with each other both within each country

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