

Future Horizons of Digital Transformation in Sports: A Narrative Review

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ABSTRACT

Sports digital transformation has evolved through artificial intelligence, wearable technology, virtual reality, and big data analysis. These technologies enhance the performance of athletes as well as the fans, governance, and sustainability. Future perspectives indicate the intersection of innovation with sustainability, inclusion, and economic development, suggesting that digital transformation is an area worth further investigation.

A narrative review was conducted, synthesising literature related to sports innovation, sustainability frameworks, governance models, and policy formulation. International case studies, systematic reviews, and insights from major publications like Global Perspectives of Sustainability in Sports Organisations were utilised. A comparative analysis was employed to examine current innovations and developing strategies.

Wearable tech, AI analytics, and immersive platforms became the focus of training and performance enhancement. Digital transformation also supports sustainability through lowered resource consumption, inclusive remote engagement, and new economic prospects. Data privacy and fair access concerns persist, while more organisations anchor digital strategies in the UN Sustainable Development Goals.

Sports ecosystems in the future will be joined by smart infrastructure, blockchain transparency, and AI-driven decision-making. In addition to performance, digital transformation will promote sustainability, governance, and social development. Strong policies and equitable access will be essential to unlocking its full world potential.

Keywords: Artificial Intelligence, Policy and governance models, Sustainability in sports, Wearable technology

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