

Subject: Call for Abstracts – 2027 GSBA Conference | February 18–21, 2027

Dear Colleagues,

We are pleased to announce that abstract submissions are now open for the **2026 Global Sport Business Association (GSBA) Annual Conference**, scheduled for February 18–21, 2027. This year's conference offers a unique opportunity to engage with fellow scholars and educators while sailing aboard the *MSC Seashore* cruise ship, departing from Port Canaveral (Orlando), FL.

The 2027 theme, **Charting What's Next**, brings together scholars, educators, and industry voices to examine the forces redefining the global sport landscape. From media transformation and changing fan expectations to new investment models, the rise of women's sports, and data-driven decision making, the conference explores how research and practice can help navigate the next era of sport business.

The GSBA Conference provides a platform for interdisciplinary exploration of sport business, entrepreneurship, innovation, and pedagogical approaches. We welcome research from all fields that is theoretical, empirical, or applied in nature, as well as innovative teaching cases and classroom practices.

Abstract Submission Deadline: August 1, 2026

Submission Portal: <https://scholarworks.sfasu.edu/gsbaconf/>

Tracks for Submission:

- Sport Business (e.g., marketing, management, finance, economics, policy)
- Entrepreneurship and Innovation (e.g., NIL, sport-tech, funding models, digital transformation)
- Pedagogy (e.g., teaching cases, instructional innovations, experiential learning, curriculum design)

Conference Features:

- Research Grants
- Doctoral/Student and Early Career Consortium
- Networking Opportunities
- Student Case Competition – New this Year!

Submissions may be for oral presentations or poster sessions. We encourage contributions from scholars across disciplines who are engaged in advancing research, practice, and education in sport-related fields.

For additional information about the conference, registration, or our associated journal *GSBJ*, please visit www.gsba.us.

If you or your organization is interested in supporting this year's GSBA Conference through sponsorship, please contact us at gsbacontact@gmail.com.

We look forward to your participation in what promises to be a dynamic and impactful conference.

Sincerely,

Raymond Jones and the GSBA Team

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www.gsba.us