

Review of: "Uncelebrated Sports Officials in the Middle East & Africa"

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Potential competing interests: No potential competing interests to declare.

In summary, the paper covers a topic which has not been largely researched and shows a trend from shifting sports from west to Middle East. Therefore the topic is very interesting and brings a lot of potential for practical wisdom.

It could be improved by providing a more rigorous methodological justification, a comprehensive literature review, clear ethical considerations, well-supported practical implications, and suggestions for future research.

Introduction and Objective Articulation:

The introduction of the research paper discusses the shift in sports investment towards the Middle East, highlighting significant activities such as team purchases, stadium naming rights, sponsorships, and the hosting of the 2022 FIFA World Cup in Qatar. It points out a gap in the impact of the Middle East in accredited sports officialdom. The objective is to explore trends, attitudes, behaviors, and the changing configuration of sports investments in the Middle East, focusing on participation, management/marketing, and policy implications.

The paper clearly articulates its purpose and objectives, aiming to rearticulate trends in sports investments and their implications for Sports Management and Business & Management in the Middle East. It provides an effective background on the topic by discussing the current state of sports investments in the region and the underrepresentation in sports officialdom.

Although the hypothesis is not explicitly stated, it is inferred that the study hypothesizes a research area in the limited impact of the Middle East in sports officialdom despite significant sports investments. This hypothesis is related to the research objectives as it seeks to understand and address the gap in sports officialdom in the context of the Middle East's sports investment activities.

Methodology Evaluation:

The methodology of the study appears to be qualitative, employing storytelling and narrative analysis, which are appropriate for exploratory studies in under-researched contexts such as sports management in the Middle East. The use of observational research protocols, ethnography, and non-participant observation based on media clips is a valid approach to highlight evidence of the region's developments in sports. However, potential biases could arise from the subjective nature of storytelling and narrative analysis. The reliability and validity of the findings would be strengthened by a more detailed explanation of how the data was analyzed and how the researchers accounted for their own biases. To

improve the academic level, the paper could benefit from a more rigorous explanation of the methodological choices and a discussion on how potential biases were mitigated. For instance, the paper could include quotes like "Using a qualitative methodological approach—a mixture of observational research protocol (including personal and participant observations), ethnography, and non-participant observation based on key readings of media clips on sports in the Middle East" to illustrate the methodology used

Literature Review Assessment:

While the review identifies a gap in the literature regarding sports officials in the Middle East, it is not clear whether the review is comprehensive across the broader field of sports management. To enhance the paper, the authors should ensure that the literature review systematically covers the key studies in the field and clearly demonstrates how their study builds upon or diverges from previous work. The authors could, for example, expand on the statement "From a search of the literature on sports officials, only two studies were found to have specifically focused on trends in the Middle East context" to show the depth of their literature search

Results Interpretation:

The interpretation of results appears to be based on the qualitative evidence provided. However, alternative interpretations or explanations are not clearly discussed in the paper, which could be a point for further elaboration.

Ethical Considerations:

There is no explicit mention of informed consent or ethical considerations in the paper. It is crucial for the paper to address ethical concerns, such as informed consent and confidentiality, especially when dealing with human subjects. The paper should explicitly state that all participants were informed about the purpose of the study and provided their consent.

Practical Implications:

The study concludes with implications for the development, management, and celebration of sports officials in the MENA region. However, the justification for these implications based on the study's findings is not fully detailed in the research paper. The author should clearly articulate how the findings of the study can be applied within the field of sports management, particularly in the context of the MENA region. To improve, the author could discuss the implications for policy, practice, and future investments in sports within the region.

Future Research Recommendations:

The paper suggests areas for future research, including the further development of sports officials, better communication, and translation of initiatives into tangible research outputs. The upcoming FIFA World Cup in Qatar is highlighted as a significant event for future research.

Overall Quality and Contribution to the Field:

The paper contributes to an underexplored area of sports management, particularly in the context of the Middle East. The quality of writing, logical structure, and presence of spelling/grammatical errors cannot be assessed without a full review of the document.



Regarding the accuracy and consistency of citations throughout the paper.