

## **E-Promotion Systems and Their Impact on Enhancing the Market Position of Professional Sports Clubs – A Field Study of Selected Algerian Professional Football Clubs**

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### **Abstract:**

This study examines the impact of electronic promotion systems on enhancing the market position of Algerian professional football clubs as a key component of the electronic marketing mix. These systems play a crucial role in enabling sports club management to connect with the public through modern and diverse communication methods, utilizing an effective e-promotional mix with all its tools. The study population consists of selected Algerian professional football clubs. A descriptive-analytical approach was applied to a purposive sample of 20 officials from professional sports clubs. Data was collected through a questionnaire distributed to representatives from the marketing, human resources, and finance and accounting departments, as well as board members. The key findings reveal a statistically significant impact of e-promotion systems on the market position of Algerian professional football clubs, emphasizing their vital role in developing the sports economy.

**Keywords:** E-promotion systems, market position, professional sports clubs.

### **1- Introduction and Problem Statement:**

The modern world is experiencing a digital revolution driven by rapid advancements in information and communication technology, affecting all domains and sectors, including sports. This era has witnessed profound transformations in various aspects of human life. The rise of the internet and the widespread adoption of electronic networks across all fields have facilitated a shift from traditional business practices to digital methods, propelled by technological progress and an explosion of knowledge. As a key component of sports marketing, sports promotion is a crucial strategic and operational dimension for sports organizations. Research and experience have shown that promotional and communication strategies play a decisive role in an organization's success, growth, or failure. Effective promotion serves as the primary means of delivering information to sports consumers, increasing interest in sports products, and enhancing competitiveness. It is an essential tool for sports

organizations, regardless of their nature, enabling them to establish effective communication with the external environment and evaluate the efficiency of their promotional strategies. (C. Éric & D. Jason, 2013, p. 235)

With the advancement of modern communication tools in sports marketing and the evolving needs of professional football clubs, e-promotion has become a fundamental element of the e-marketing mix. It holds significant importance in enabling direct and continuous interaction between sports club management and the public through advanced communication techniques. E-promotion seeks to persuade and remind current and potential customers of the club's services while differentiating them from competitors through an effective e-promotional mix, including e-advertising and public relations. (Bouzaher, 2022)

The essence of the promotional process in virtual reality lies in attracting customers' attention through information and communication technology. This approach seeks to introduce the sports organization and its services, transforming visitors into customers of professional sports clubs. By providing abundant information and data, this process promotes customer satisfaction and contributes to the development of e-marketing for professional sports clubs. Therefore, there is a pressing need to adopt and implement these systems while leveraging key components of e-promotion, such as digital advertising and e-public relations, to foster clubs' market positions in the era of sports professionalism.

In the last decades of the twentieth century, sports activities of multiple kinds have gained considerable attention, evolving from leisure-time social phenomena into fundamental drivers of economic development. This transformation has been particularly apparent in football, which has witnessed diversification in specializations, involvement of various stakeholders, expansion of activities, increased audience engagement, media integration, and the circulation of substantial capital. Consequently, football is no longer merely a game, a form of entertainment, or a means of physical development. Instead, it has taken on an economic and commercial dimension, evolving into an industry based on specialized scientific principles and a source of profit, while also exerting significant social, cultural, and political influence. (Sonia Toumi, 2021, p. 566)

This shift has made e-marketing indispensable, aligning with the modernization of globally adopted technologies and the rapid advancement of their applications. Its necessity as a mode of business execution and a pillar of development is increasingly recognized. Given the competitive advantages facilitated by digital operations, neglecting them signals an inability to acquire essential tools and effectively navigate the challenges of the information age.

Based on this foundation, the current study aims to explore the contributions of e-promotion systems as a modern and important source for generating financial resources and enhancing the market position of Algerian professional sports clubs. This will be fulfilled by addressing the following problem statement:

**Problem Statement:**

Do e-promotion systems impact the enhancement of the market position of Algerian professional football clubs?

### **Study Sub-questions:**

- Does e-advertising and publicity influence the enhancement of the market position of Algerian professional football clubs?
- Do e-public relations impact the enhancement of the market position of Algerian professional football clubs?

### **Research Hypotheses:**

#### **General Hypothesis:**

E-promotion systems have a statistically significant positive impact on enhancing the market position of Algerian professional football clubs.

#### **Sub-Hypotheses:**

- E-advertising and publicity have a statistically significant positive impact on enhancing the market position of Algerian professional football clubs.
- E-public relations have a statistically significant positive impact on enhancing the market position of Algerian professional football clubs.

### **Study Objectives:**

- Highlighting the effectiveness of e-promotion systems and their role in supporting sports clubs and enhancing their market position.
- Assessing the extent to which sports clubs engage in electronic sports marketing.
- Raising awareness among sports officials about the significance of e-promotion in the modern era.
- Examining the current state of sports professionalism in Algeria and develop a future vision for professional sports clubs.

### **Definition of Key Research Terms:**

#### **Effectiveness:**

**Linguistic Definition:** A term describing anything that is active and has the capacity to influence.

#### **Terminological Definition:**

Mahoney and Steers define effectiveness as "high productivity, flexibility, and an organization's ability to adapt to its environment, as well as its capacity for stability and innovation". (Abu Qahaf, 2001, p. 222)

Others, including Katz and Kahn, define effectiveness as "maximizing the return on investment through all legitimate means, optimizing individual gains, and contributing to the overall efficiency of the organization. Effectiveness is also considered an indicator of an organization's ability to sustain itself and maintain control over its environment". (Abu Qahaf, 2001)

**Procedural Definition:**

Effectiveness is the result of the interaction between various components of an organization's overall performance, including its technical, managerial, and functional activities, as well as their interaction with the surrounding environment. It is also linked to the extent to which the organization fulfills its objectives. An organization that meets its goals within the designated timeframe and at minimal cost can be considered effective.

**Promotion Systems:**

**Terminological Definition:**

A set of tools and components utilized to promote electronic businesses through websites, search engines, directories, and email. These include e-advertising, publicity, marketing, online sales promotion, and e-public relations. (Fazar, 2014, p. 152)

**Procedural Definition:**

The use of internet networks, multiple communication channels, and multimedia to fulfill promotional objectives, along with the resulting interactions with current and potential customers via the internet.

**E-Promotion**

**Terminological Definition:**

According to Youssef Hajim Sultan Al-Taie and others, "It is a process of interactive communication between the customer and the seller through the internet, seeking to stimulate customers to engage with a specific organization based on the motivating factors it employs". (Al-Taie, Hajim, et al., 2009, p. 414)

**Procedural Definition:**

The use of all internet-based communication tools to engage with an organization's environment and foster relationships. It also refers to the promotional efforts undertaken by business organizations through electronic means to influence customer purchasing behavior via websites and online platforms.

**Market Positioning**

**Linguistic Definition:**

The term positioning originates from the French language and refers to a recess in a wall designed for placing a statue or symbol. It also conveys the idea of status or standing, where markets appear as small positions, just as large forests originate from small fertile seeds. (Keyan, 2009)

### **Terminological Definition:**

Market positioning refers to how potential buyers perceive or form an image of a product or service in relation to competitors. (Ronald, 2011)

It also involves identifying small, favorable positions within homogeneous market segments that have been overlooked by others. This strategy can be adopted by an organization at any time and on any scale for several strategic reasons.

### **Procedural Definition:**

A strategic option available to organizations in response to changing market demand conditions.

### **Sports Professionalism**

#### **Terminological Definition:**

Its purpose is to regulate organized sports events and competitions, employ and manage athletes for a salary, and oversee all commercial activities associated with this objective (Official Gazette of the People's Democratic Republic of Algeria: Law 10-04 of 27 Jumada II 1425, corresponding to August 14, 2004, concerning physical education and sports in Algeria, 2024).

#### **Procedural Definition:**

A profession practiced by an athlete in a specialized sports activity on a regular and continuous basis, seeking to generate financial income as a main source of livelihood. This involves full-time dedication and adherence to the contractual terms agreed upon for a specified period.

## **5- Literature Review**

### **First Study**

**Mohamed Ragab, Ahmed Jibril and Badr Ahmed (2020) conducted a study entitled "Promoting Sports Club Services Using E-Marketing in Some Arab Countries." This study was published in The Scientific Journal of Physical Education and Sports Sciences, Volume (03), Issue (90), at Helwan University, Faculty of Physical Education for Boys.**

### **Objective**

The study aimed to identify the concept of e-marketing and evaluate its applicability in promoting sports club services. It also explored the extent to which the e-marketing mix is utilized in sports club service promotion and examined the services offered by electronic marketing in sports clubs across Egypt, Saudi Arabia, and the UAE. Furthermore, it sought to provide recommendations for enhancing the efficiency of sports club service promotion through e-marketing. To fulfill these objectives, the researchers adopted a descriptive survey method. The study sample included sports club officials—such as board members, managers, supervisors, administrators, and coaches—as well as experts in sports marketing and digital content creation from Egypt, Saudi Arabia, and the UAE.

## **Results**

The findings revealed that sports club administrations still rely on traditional marketing methods. Moreover, there is a noticeable deficiency in the digital representation of sports products within Arab sports clubs. The study also demonstrated that Arab sports clubs do not fully consider the priorities and preferences of sports consumers when implementing e-marketing strategies for sports products. The study recommended that sports club administrations adopt a clear marketing strategy that prioritizes the electronic marketing mix. It also emphasized the significance of effectively using sports club websites to implement the components of the e-marketing framework, thereby enhancing the overall efficiency of sports marketing efforts.

## **Second Study**

**Dr. Heba Allah Tharwat and Ibrahim Al-Tantawi (2023) carried out a study entitled "The Impact of E-Promotion on Brand Personality: A Field Study on the Opinions of Mansoura University Students Utilizing Commercial Websites," published in Al-Nile Journal of Commercial, Legal Sciences, and Information Systems, Vol. (3), Issue (5).**

### **Objective:**

This study aimed to examine the impact of e-promotion on brand personality, focusing on Mansoura University students who use commercial websites. Data was collected through a questionnaire distributed to 100 students from the university. The study employed linear, multiple, and simple regression analysis to test the hypotheses using SPSS 21 software.

### **Results:**

The study demonstrated a significant positive effect of e-promotion on brand personality in commercial websites. Moreover, it identified a significant positive impact of e-advertising on brand personality within these websites. Furthermore, the results indicated a notable positive influence of e-public relations on brand personality in the studied commercial websites.

## **Third Study**

**Majid Mustafa Mansour (2011) conducted a study entitled "The Relationship Between E-Promotion and Market Share in Banks in Northern West Bank," published in Al-Azhar University Journal - Gaza, Humanities Series, Gaza, Palestine, Vol. (13), Issue (1).**

### **Objective:**

This study aimed to determine the relationship between e-promotion and market share, considering their correlation with factors such as gender, marital status, age, job position, bank type, and origin. A stratified random sample of 103 bank employees in Northern West Bank was surveyed.

### **Results:**

The study indicated a positive relationship between advertising, public relations, and sales promotion through e-promotion tools and market share. Furthermore, it identified differences in market share favoring individuals under 30 years old and variations in e-promotion and market share favoring Islamic banks and Palestinian-origin banks. The researcher recommended that banks collaborate with internet service providers or e-promotion companies to conduct online promotional campaigns aimed at increasing sales and expanding the customer base.

#### **Fourth Study:**

**Abi Said Al-Diwaji and Monther Khudr Yaqub (2021) conducted a study entitled "Sports E-Promotion and Its Role in Attracting Sports Audiences: An Exploratory Study on the Facebook Page of the Iraqi Al-Quwa Al-Jawiya Sports Club," published in Turkit Journal of Administrative and Economic Sciences, Vol. (17), Issue (53).**

#### **Objective:**

This study aimed to examine the relationship between sports e-promotion and audience attraction through a survey of 250 individuals representing the fan base of Al-Quwa Al-Jawiya Sports Club. To fulfill this goal, the researchers raised two main research questions:

Is there a significant correlation between sports e-promotion and audience attraction?

Does sports e-promotion have a significant impact on audience attraction?

A descriptive and analytical methodology was employed to present and discuss the research results. An electronic questionnaire was designed and distributed via the club's Facebook page to ensure accessibility for its audience. The research findings led to the rejection of the null hypotheses, which stated that there is no statistically significant correlation at the 0.05 level between the dimensions of sports e-promotion and audience attraction, as well as no significant impact of e-promotion on audience attraction.

#### **Results:**

The study indicated that e-promotion plays an active role in maintaining continuous engagement with sports audiences by showcasing the club's key sports activities. Numerous recommendations were provided, the most important of which highlighted the need for sports clubs to focus on e-promotion, especially by regularly updating their data and sports activities to enhance audience engagement.

#### **The Applied Aspect of the Study**

#### **Research Methodology:**

The selection of an appropriate research methodology depends mainly on the nature of the research problem and its hypotheses. In this study, the research problem necessitated using the descriptive-analytical approach, as it aligns with the nature of our research topic. This approach is the most suitable for answering the research questions associated with the study of professional sports clubs across the country.

Our research focuses on a significant area within electronic marketing, specifically e-promotion systems. The study aims to identify the relationship between the components of electronic promotion to clarify its positive or negative impact on market positioning.

In response to the nature of this study, we relied on a methodology that provides an accurate representation of interrelated relationships. It is also defined as an investigation into a particular phenomenon to diagnose and uncover its aspects, identify relationships among its components, and quantify them to collect, classify, and analyze data, followed by a precise and systematic practical study. (Bahouch, 1995, p. 129)

### **Study Population and Sample:**

The study population consists of 20 officials from professional football clubs, representing multiple administrative roles, including board members, finance and accounting department officers, marketing department officers, and human resources department officers. These officials are distributed among four professional sports clubs.

Due to the small size of the study population (20 officials from four professional sports clubs), we utilized purposive sampling. A questionnaire was distributed to all participants, and all completed questionnaires were retrieved and deemed valid for analysis.

### **Study Delimitations :**

- **Temporal Scope:** The study was conducted from November 5 to November 28, 2024.
- **Spatial Scope:** The study covered four professional sports clubs:
  - MC Alger (Mouloudia Club d'Alger)
  - USM Alger (Union Sportive Médina d'Alger)
  - JS Saoura (Jeunesse Sportive de la Saoura)
  - MC El Bayadh (Mouloudia Club d'El Bayadh)
- **Population Scope:** The study included officials from the Marketing Department, Finance and Accounting Department, Human Resources Department, and Board Members of professional sports clubs.

### **Study Tool:**

A questionnaire was used as the primary data collection tool, consisting of two Axis, each containing ten items. Respondents were given three response options: Strongly Agree, Agree, and Neutral.

**First Axis:** The impact of electronic advertising and promotion on the market positioning of Algerian professional football clubs (10 items).

**Second Axis:** The impact of electronic public relations on the market positioning of Algerian professional football clubs (10 items).

### **7- Psychometric Properties of the Tool :**

#### **Questionnaire Validity Calculation:**

Questionnaire validity refers to the extent to which the questionnaire accurately measures what it is intended to measure. (Nadir, 2018)

**Face Validity:** After designing the questionnaire, it was presented to seven experts in sports management and administration for evaluation. The experts unanimously agreed on its validity for this study, confirming that it effectively serves its intended purpose.

**Intrinsic Validity:** The intrinsic validity coefficient was derived from the reliability coefficient, which was 0.989, by calculating the square root of the reliability coefficient.



**Performance Reliability:** The reliability of the study tool ensures that responses remain consistent when applied to the same individuals at different times (Ziad Ben Abdullah, 2002, p. 68). Numerous statistical methods are employed to assess the reliability of a study tool.

**Cronbach's Alpha:** The reliability of the questionnaire was confirmed utilizing Cronbach's Alpha coefficient, which estimates the average correlation between questions and the overall questionnaire score. The following table presents the obtained results:

**Table (1): Cronbach's Alpha Coefficient**

Items N°	Cronbach's Alpha Coefficient
20	0.839

Table (1) demonstrates that the Cronbach's Alpha reliability coefficient reached 0.894, confirming that the questionnaire has a high level of reliability and is suitable for use with the final study sample.

#### **Study Variables:**

**Independent Variable:** E-Promotion Systems

**Dependent Variable:** Market Positioning

#### **Field Application Procedures of the Study Tool:**

After finalizing the study tool in its final form, we conducted an application phase by distributing a questionnaire to a sample of 20 officials. This was achieved after excluding the five members of the pilot sample, who had provided their feedback on the questionnaire. The data collection process took place from November 5 to November 28, 2024, and all questionnaires were successfully collected.

#### **Statistical Methods Used in the Study:**

Statistical methods are necessary for any researcher, regardless of the study type—whether social, economic, or sports-related—as they offer objective and accurate descriptions. A researcher cannot rely solely on observations; statistical analysis ensures the adoption of scientific approaches and the derivation of valid conclusions.

The purpose of statistical analysis is to obtain meaningful indicators that aid in interpretation, analysis, and hypothesis validation. Thus, the SPSS 26 software was utilized for data entry, statistical analysis, and hypothesis testing. The study used the following statistical methods:

- Cronbach's Alpha Coefficient to measure the reliability of the questionnaire elements.
- Frequencies and Percentages to describe the features of the sample and analyze their responses to the questionnaire items.
- Means to determine response trends, and Standard Deviations to measure the degree of dispersion in responses.
- Simple Linear Regression Model to test the impact of electronic promotion systems on the market positioning of professional sports clubs.

- Pearson Correlation Coefficient to examine the relationship between electronic promotion system indicators and the market positioning of professional sports clubs.

### 8- Presentation and Discussion of Results:

**First Axis:** E-advertising has a statistically significant positive impact on the market positioning of Algerian professional football clubs.

#### Discussion of the Results for the First Hypothesis Based on the Responses of the Study Sample:

Table (02) presents the statistical description and the correlation relationship between the variables of the first hypothesis.

Variable	Mean	Standard Deviation	Correlation Coefficient	Coefficient of Determination	Adjusted Coefficient of Determination	Significance Level (Sig)	Statistical Significance
Market Positioning of Professional Sports Clubs (Dependent)	147,7	9,57	0,872	0,760	0.754	0,000	Significant
Electronic Advertising and Publicity (Independent)	50,44	3,88					

From the table above, we notice that the correlation coefficient (R) between the independent variable (e-advertising and promotion) and the dependent variable (market positioning of professional sports clubs) is 0.872. The significance level (Sig) is 0.000, which is lower than the 0.05 significance threshold. This demonstrates a statistically significant relationship, confirming a positive and statistically significant correlation between electronic advertising and promotion and the market positioning of professional sports clubs.

Table (03) illustrates the simple linear regression model illustrating the effect of electronic advertising and promotion on the market positioning of Algerian professional football clubs

Variables	Regression Equation		T-Test		Statistical Decision
	Coefficients (A)	Standard Error	T-Value	Significance Level (Sig)	
Regression Constant $B_0$	39,129	9,337	4,191	0,000	Significant
Electronic Advertising and Publicity	2,153	0,185	11,664	0,000	Significant

**Explanatory Power of the Model:**

The explanatory power of the simple regression model is evaluated based on the adjusted coefficient of determination ( $R^2$ ), which is estimated at 0.754. This shows that e-advertising and promotion explain 75.4% of the impact of the independent variable (e-promotion systems) on the dependent variable (market positioning of professional sports clubs). These results confirm the validity of the selected variables in explaining the findings of the regression model.

The statistical significance of this model is supported by a p-value of 0.000, which is statistically significant and aligns with the study hypothesis.

**Conclusion:**

Based on the results above, we conclude that e-advertising and promotion have a significant and positive impact on enhancing the market positioning of professional sports clubs.

**Second Axis:** The effectiveness of e-public relations has a statistically significant positive impact on the market positioning of Algerian professional football clubs.

**Discussion of the Results for the Second Hypothesis Based on the Responses of the Study Sample:**

**Table (04) illustrates the statistical description and the correlation relationship between the variables of the second hypothesis.**

Variable	Mean	Standard Deviation	Correlation Coefficient	Coefficient of Determination	Adjusted Coefficient of Determination	Significance Level (Sig)	Statistical Significance
Market Positioning of Professional Sports Clubs (Dependent)	147.7	9.57	0.806	0.650	0.642	0,000	Significant
Electronic Advertising and Publicity (Independent)	49,33	3,76					

From the table above, we note that the correlation coefficient (R) between the independent variable (e-public relations) and the dependent variable (market positioning of professional sports clubs) is 0.806. The significance level (Sig) is 0.000, which is lower than the 0.05 significance threshold. This demonstrates a statistically significant relationship, confirming a positive and statistically significant correlation between electronic public relations and the market positioning of professional sports clubs.

**Deriving the regression equation for the impact of electronic public relations on the market positioning of Algerian professional football clubs.**

**Table (05) presents the linear regression model illustrating the effect of electronic public relations on the market positioning of professional sports clubs.**

Variables	Regression Equation		T-Test		Statistical Decision
	Coefficients (A)	Standard Error	T-Value	Significance Level (Sig)	
Regression Constant $B_0$	46,449	11,363	4,088	0,000	Significant
Electronic Advertising and Publicity	2,053	0,23	8,938	0,000	Significant

The explanatory power of the simple regression model is assessed based on the estimated adjusted coefficient of determination (0.642). This shows that public relations explain 64.2% of the impact of the independent variable (e-promotion systems) on the dependent variable (the market position of professional sports clubs). Moreover, the statistical significance of this model is supported by the estimated significance level of 0.000, which is statistically significant and aligns with the study hypothesis.

**Conclusion:**

From the above results, we conclude that e-public relations have a significant impact on enhancing the market positioning of professional sports clubs.

**9. Interpretation of Results**

**Analysis and Discussion of the First Hypothesis:**

"E-advertising and promotion have a statistically significant positive effect on the market positioning of professional football clubs."

The research results presented in the table demonstrate a statistically significant positive relationship between e-advertising and promotion and the market positioning of professional football clubs. The findings indicate that e-advertising and promotion explain 75.4% of the variance in the market positioning of professional football clubs, reflecting a high effect size. This highlights the significant role of e-advertising and promotion in sports e-marketing, serving as a key factor in selling sports-related products and services online. Club officials perceive electronic advertising and promotion as necessary for enhancing the club's visibility, building brand loyalty, and attracting new followers and customers.

According to Mohamed Ragab Ahmed Jibril and Badr Ahmed (2020), e-promotion plays a crucial role in maintaining communication with the sports audience by showcasing the club's main activities. Their study also underscored the importance of sports clubs adopting e-promotion strategies, especially by regularly updating their data and activities.

Moreover, e-sports advertising is recognized as a key element of e-promotion systems due to its significant impact on the financial growth of professional sports clubs. It fosters brand equity, expands market reach through social media, attracts investors, and strengthens a club's market position by penetrating both local and international markets.

Our results align with the study by Hamza Telhi and Mourad Miloud (2020), which confirmed that electronic advertisements via multimedia platforms support sports institutions and promote sports excellence. Their study emphasized the benefits of modern information and communication technologies in enhancing a sports consumption culture and boosting the sports economy in Algeria. They indicated this through the high engagement levels with sports advertisements, which showcase various sports events, activities, services, and sports-related products and equipment. Their study also highlighted that utilizing multimedia platforms in sports marketing contributes positively to the development of the Algerian sports system and the promotion of sports excellence.

Based on the above, there is a statistically significant effect between e-advertising and promotion and the market positioning of professional football clubs in Algeria. This confirms the validity of the proposed hypothesis.

### **Analysis and Discussion of the Second Hypothesis**

**"E-public relations have a statistically significant positive effect on the market positioning of professional football clubs."**

The research results presented in the table show a statistically significant positive relationship between electronic public relations and the market positioning of professional sports clubs. The findings demonstrate that e-public relations account for 64.2% of the variance in the market positioning of professional football clubs. This high percentage underscores the significant role that public relations play in enhancing a club's market presence through information and communication technology (ICT). Such strategies attract investors and sponsors to professional football clubs.

Public relations are a significant element of the e-promotional mix, focusing on long-term objectives rather than short-term goals, unlike other promotional elements. They seek to build strong relationships and establish a positive brand image for the sports club among its fans, stakeholders, and the external environment. Furthermore, e-tools add a new dimension to public relations, as the internet serves as an open platform for fostering relationships with sponsors and investors. This is fulfilled through several ICT-based promotional tools, such as the club's official website, email communication, and search engines. Together, these elements form what is known as e-public relations, providing comprehensive and abundant information about the club, including its strategies, achievements, and activities.

A key feature of e-public relations is their transformation from a limited, localized approach to a global outreach strategy. Sports clubs are now expanding their relationships beyond local stakeholders, reaching international audiences and fans across borders. This global connectivity, facilitated by electronic media, plays a crucial role in fostering a club's market positioning.

Our study aligns with the results of Dr. Hebatullah Tharwat and Ibrahim Al-Tantawi (2023), which confirmed the significant positive impact of e-public relations on brand identity in commercial websites.

Based on the aforementioned, there is a statistically significant effect between e-public relations and the market positioning of professional football clubs.

## 10- Conclusion:

Based on our field studies of several professional Algerian football clubs and the analysis of the findings obtained through a questionnaire distributed to department heads in their sports management teams, we assessed the validity of the research hypotheses. The results confirmed both hypotheses, thereby validating the study's general hypothesis.

Professional football clubs are increasingly prioritizing e-sports marketing, aligning with the evolution of market economies and modern sports institutions, driven by technological advancements and professional sports development. The integration of e-marketing tools within professional football clubs not only enhances their marketing capabilities but also contributes to the advancement of marketing information systems. This study sought to assess the effectiveness of electronic promotion systems in Algerian football clubs.

Our results demonstrate that e-promotion systems play a significant role in fostering the marketing environment of professional sports clubs. The rise of information and communication technology (ICT) enables sports organizations, regardless of size, to effectively promote themselves and their services. Digital marketing tools have eliminated barriers to promotional efforts, enabling clubs to engage broader audiences through official club websites, social media platforms, and email marketing campaigns. These tools enhance brand visibility, facilitate direct communication with fans and stakeholders, and create new opportunities for sponsorship and revenue generation. To maintain a competitive edge and increase revenue, clubs must foster ongoing digital engagement with fans and customers, who are essential to promotional success. Fulfilling customer satisfaction and emulating successful sports organizations' digital marketing strategies are key factors in sustaining and enhancing a club's market position.

## 11- Recommendations :

- Leveraging modern technological applications and integrate artificial intelligence into the administrative management of professional sports clubs.
- Upgrading the infrastructure of marketing information systems by implementing marketing intelligence tools in professional sports clubs.
- Integrating e-promotional strategies into the club's overall marketing mix, ensuring effective communication with the target audience and enhancing the promotion of its products and activities.

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