

研究業績 英文表記

和文	
表題	アダプテッド・スポーツとスポーツビジネス
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英文	
Title	Adapted Sport and the Business of Sport.
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Abstract	<p>Part III, Chapter 11 'Adapted Sport and the Sport Business' (pp. 109-118.) was written independently.</p> <p>The content of 'Introduction to Sport Business 3' was rewritten following the validation and evaluation of The Second Sport Basic Plan. After indicating the transition of marketing itself in society to a new phase (from 3.0 to 4.0) and the future development potential and expected role of adapted sports due to the hosting of the Tokyo 2020 Paralympic Games, the impact on the sports business world was mentioned.</p> <p>Edited by Jiro Kuroda, Daisuke Ishizuka and Goichi Hagiwara. Author(s): Daisuke Akiyama, Rikiya Yamada and 22 others</p>
keyword	adaptive sports, the Second Sport Basic Plan, the Tokyo 2020 Paralympic Games, marketing 4.0

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