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CONTEMPORARY CHALLENGES AND INTERDISCIPLINARY APPROACHES IN SPORT: A REVIEW OF THE SPORTICOPEDIA SMB 2024 PROCEEDINGS

Abstract: The proceedings of the Second International Conference "Sporticopedia – SMB 2024," held on November 8–9, 2024, in Belgrade, organized by the Faculty of Sport at the Union – Nikola Tesla University, represent a significant collection of scientific papers in the fields of physical education, media in sport, and sports management. The volume is edited by Prof. Dr. Dejan Dašić, the collection comprises 32 papers by national and international authors, divided into three key thematic sections. This paper provides an overview of thematic directions, methodological approaches, and the socio-research value contained in the publication.

Keywords: physical education, sports management, media and sport, interdisciplinarity, SMB 2024 conference

Introduction

In contemporary society, sport transcends the boundaries of competition and physical activity. It simultaneously serves as a means of education, a form of mass communication, and an important segment of the economy. As such, it demands a complex scientific approach that bridges theory and practice, quantitative and qualitative research, and both domestic and international insights. The proceedings *Sporticopedia SMB 2024* offer precisely such a platform, bringing together papers from authors across various countries and academic disciplines.

With a total of 32 papers (12 original scientific articles, 18 review papers, and 2 professional contributions), the proceedings reflect the growing interest of the academic and professional public in the interdisciplinary study of sport. The focus is on three core thematic frameworks: physical education as a foundation of education and health, the role of media in shaping sports narratives and markets, and the challenges of modern sports management in the era of digital transformation and globalization.

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Edited by Prof. Dr. Dejan Dašić, the volume assembles academic and professional contributions organized into three main thematic areas: physical education, media and sport, and sports management. This structure reflects not only the wide range of interests among participants but also an effort to consider sport as a system in which educational values, media representation, and managerial practices intersect. The contributions range from theoretical analyses and case studies to empirical research based on quantitative and qualitative methods, enhancing both methodological diversity and practical applicability of the results.

The section dedicated to physical education highlights the importance of early education in movement, health, and the formation of positive life habits. The papers demonstrate that modern challenges—such as hypokinesia, children's digital passivity, and insufficient student motivation—require innovative didactic approaches, including narrative learning, differentiated instruction, biomechanical assessments, and psychological support. Authors from various educational contexts emphasize the need for continuous professional development of physical education teachers and greater institutional support for physical education as an equal educational discipline.

In the second thematic area—media and sport—the role of communication technologies in transforming sports messages and experiences is particularly emphasized. The contributions cover a wide range of topics: from digital identities of sports clubs, strategic sports journalism, and the role of media in creating cultural-tourism narratives, to audience interaction with content on social media platforms.

It is shown that media are not mere transmitters of information, but actively shape the meaning of sports events, influence the popularity of athletes, the commercial value of sports entities, and create social values associated with sport. Digital convergence and the increasing impact of algorithmic recommendations on sports audiences open new questions for future research and require a more responsible approach to content creation and distribution.

The third section of the proceedings, dealing with sports management, comprises papers addressing the strategic, legal, and institutional dimensions of the sports system. Authors examine the use of mixed research methods in analyzing the sports market, showcase best practices in sports entrepreneurship, digital branding of athletes, fiscal regulation in professional sports, and educational models for sports managers.

Particularly valuable are the papers focused on the role of public policy and institutional mechanisms in supporting sport, showing how state structures can contribute to sports development through regulation, funding, and strategic planning. This section underscores the need for the professionalization of sports management, the integration of modern technologies, and the strengthening of competencies among all stakeholders in the sports sector.

The *Sporticopedia SMB 2024* proceedings offer a comprehensive scientific contribution to understanding the complexity of contemporary sport through the

lens of three core thematic areas—physical education, media and sport, and sports management. Its greatest value lies in the fact that it does not treat sport as an isolated phenomenon, but as a multi-layered social construct that requires multidisciplinary analysis and coordinated scientific dialogue.

Physical Education – A Foundation for Development and Education through Sport

Physical education represents a fundamental segment of the educational system, which, in addition to developing motor skills, contributes to the formation of healthy lifestyles, emotional stability, and social integration among young people. In modern society, which is increasingly confronted with sedentary lifestyles and digital isolation, the role of physical education becomes even more significant—not merely as a school subject, but as a tool for prevention, education, and personal development.

Through physical education, students acquire not only knowledge and skills related to sports and recreation, but also competencies in self-regulation, teamwork, and respect for rules. In this context, it is necessary to continuously innovate teaching methods, align them with contemporary pedagogical models, and respond to the needs of students of various ages and abilities. Special emphasis is placed on issues of inclusion, motivation, and the integration of modern technologies and measurement instruments into the teaching process (Stojmenović et al., 2023).

The chapter "Physical Education" in the *Sporticopedia SMB 2024* proceedings includes diverse research illuminating current trends in education through sport—from biomechanics and psychology to innovations in teaching methodology. These studies provide both practical and theoretical insights into how physical education can contribute to holistic personality development and the improvement of the educational system as a whole.

This section presents the broadest spectrum of research in the volume, ranging from the development of motor skills in children and youth to methodological innovations in physical education instruction. Nigel Green (2024), within the Erasmus+ project *Phyzed-Academy*, emphasizes the importance of introducing narrative and reflective approaches in the training of physical education teachers, enabling the formation of signature pedagogies. Zakharyeva, Konyaeva, and Abdrakhmanova (2024) analyze the coordination abilities of female athletes, while Toskić and Marković (2024) assess the applicability of isotonic dynamometry in children and adolescents. Delibašić and colleagues (2024) examine differences in speed and strength by age group, and Zubić and Milenković (2024) explore psychological differences between athletes and non-athletes. Parčina and her team (2024) highlight the role of parental communication and mediation in motivating children toward physical activity. A common direction among these works is evident—toward an empirical approach and better integration of physical education into the school system.

Media and Sport – Narratives, Technology, and Public Influence

Media and sport form a dynamic symbiotic relationship in contemporary society, where sport is no longer solely a competitive or recreational activity, but a global communication phenomenon. The way sport is presented, interpreted, and experienced largely depends on media narratives that shape audience perception, athlete identity, and the symbolic value of sporting events. In the era of digital transformation, traditional forms of sports reporting are increasingly giving way to new media, social networks, and interactive platforms that enable personalized and fragmented consumption of sports content (Vlajković, 2023; Mihić, 2024; Vlajković, 2023).

Technological advancement has not only changed the distribution of information but has also transformed the roles of actors within the sports ecosystem—from passive consumers, audiences are becoming active participants in the creation of meaning in sporting events. Moreover, the media play a key role in shaping athletes' public images, constructing national identity through sport, and promoting commercial and social values. The chapter “Media and Sport” within the *Sporticopedia SMB 2024* proceedings addresses these phenomena, offering insights into theoretical, methodological, and empirical approaches to analyzing the relationship between sport and contemporary media practices.

The second section of the volume focuses on the interaction between media and sport, particularly in the context of digitalization. Ćitić (2024) explores changes in the consumption of sports content in the era of nonlinear media models, while Selenić and Krstić (2024) use a case study of dark tourism to shed light on how sport is employed in narratives of cultural and historical value. Cvejić and colleagues (2024) examine the influence of media campaigns on the promotion of martial arts, and Dimovska and Jovanova-Simeva (2024) analyze the digital identity of football clubs from North Macedonia and Turkey. Durlević and his team (2024) highlight the strategic importance of media in building the brand of sports organizations. A particularly valuable contribution comes from Naboichenko and colleagues (2024), who chronologically examine the development of sports journalism in Yekaterinburg from 1886 to 2024. A common thread throughout these studies is the understanding of media as an active agent in the construction of sports meaning.

Sports Management – Strategies, Branding, and Institutional Framework

Sports management is a key component of the modern sports industry, with its functions far exceeding the traditional administration of sports organizations and clubs. In the context of digital transformation, globalization, and heightened market demands, managerial approaches in sport increasingly involve strategic planning, branding of athletes and institutions, and a deep understanding of the regulatory framework governing the sports system. Today, the role of a sports

manager includes not only organizing competitions and training processes but also resource management, stakeholder communication, sponsorship development, and managing the image and reputation of sports entities (Krsmanović Veličković, 2024; Zubić, 2024).

Within this context, it is important to analyze how managerial strategies are shaped and applied in modern sports structures, how sports and club brands are developed, and how the institutional framework supports or constrains these processes. The chapter dedicated to sports management in the *Sporticopedia SMB 2024* proceedings highlights these aspects through multidisciplinary and empirical studies that contribute to a deeper understanding of current challenges and practices in this field (Vuković et al., 2023; Vuković et al., 2024).

The third section of the volume addresses the economic, legal, and governance-related dimensions of sport. Dašić and Vuković (2024) advocate for the integration of qualitative and quantitative methods in analyzing the sports market (see also Dašić, 2023). Aslanov (2024) examines performance indicators in rugby, while Stanković and colleagues (2024) analyze the role of smart technologies in stadiums. Đoković and his team (2024) explore entrepreneurship in sport, and Ivančević and Stefanović (2024) compare educational systems in sports management between Serbia and China. Jeličić (2024) discusses the personal branding of athletes in the digital space, while Pušonja (2024) addresses the tax treatment of income generated by athletes. A special contribution is made by Boban Dašić (2024), who presents the role of the Ministry of Sport in shaping public policy, thus completing the institutional framework for sports management.

Conclusion

The *Sporticopedia SMB 2024* proceedings represent a significant scholarly and societal contribution to understanding contemporary sport. Through thematically structured and methodologically diverse papers, the publication highlights key challenges and trends in physical education, media representation in sport, and sports management. Its value lies in a multidisciplinary approach, international collaboration, and practical applicability. This volume serves as a valuable resource for further research, curriculum development, and strategic decision-making in the sports sector.

Based on a comprehensive analysis, it can be concluded that *Sporticopedia SMB 2024* is not merely a collection of individual scientific contributions, but a coherent document reflecting contemporary trends and challenges in sport. Its methodological diversity, international scope, and applicability of results make it a valuable asset to the academic community, policymakers, practitioners, and educational institutions. The contribution of this proceedings volume is not only theoretical—it holds the potential to influence educational policies, sports strategies, and the development of media literacy, thereby actively participating

in improving the quality of sports systems at both national and international levels.

Therefore, *Sporticopedia SMB 2024* should be considered a vital reference point for future researchers, educators, managers, and decision-makers seeking to understand and advance sport from educational, communicative, and managerial perspectives.

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SAVREMENI IZAZOVI I INTERDISCIPLINARNI PRISTUPI U SPORTU: PRIKAZ ZBORNIKA RADOVA SPORTICOPEDIA SMB 2024

Sažetak: Zbornik radova sa Druge međunarodne konferencije „Sporticopedia – SMB 2024“, održane 8–9. novembra 2024. godine u Beogradu, u organizaciji Fakulteta za sport Univerziteta „Union – Nikola Tesla“, predstavlja značajnu zbirku naučnih radova iz oblasti fizičkog vaspitanja, medija u sportu i sportskog menadžmenta. Izdanje, čiji je urednik prof. dr Dejan Dašić, sadrži ukupno 32 rada domaćih i stranih autora, podeljenih u tri ključne tematske celine. Ovaj rad pruža pregled tematskih pravaca, metodoloških pristupa i društveno-istraživačke vrednosti sadržanih u publikaciji.

Ključne reči: fizičko vaspitanje, sportski menadžment, mediji i sport, interdisciplinarnost, konferencija SMB 2024.