

**THE ROLE OF TECHNOLOGY IN ENHANCING SPORTS EVENT
MANAGEMENT IN THE UNIVERSITY OF BENIN**

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**UNIVERSITY OF BENIN
BENIN CITY**

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THE REQUIREMENTS FOR THE AWARD OF A BACHELOR OF
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SPORTS SCIENCE**

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CERTIFICATION

We, the undersigned, certify that this study was carried out by OJO GBENGA MOSES (EDU2102466) in the Department of Human Kinetics and Sports Science, Faculty of Education, University of Benin, Benin City, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Science (Education) in Human Kinetics and Sports Science.

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DEDICATION

This project work is wholeheartedly dedicated to God Almighty for His unending grace, guidance, and protection throughout my academic journey and the period of this research.

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ABSTRACT

This study investigated the role of technology in enhancing sports event management at the University of Benin. A descriptive survey research design was adopted for the study. The population comprised all 44,500 undergraduate students, with a sample of 381 students selected from three faculties using a multistage sampling technique. The instrument for data collection was a structured questionnaire titled "Technology and Sports Event Management Questionnaire (TSEM-Q)." The data collected were analyzed using descriptive statistics, specifically mean and standard deviation, to answer the research questions. The findings revealed that event management software significantly enhances the planning, coordination, and operational efficiency of sports events. Online registration platforms were found to reduce administrative stress, increase participation rates, and improve communication effectiveness. Furthermore, live streaming technology was shown to boost audience engagement, expand the global reach of university sports, and attract potential sponsors. Based on these findings, it was concluded that technology plays a crucial role in improving the management and delivery of sports events at the University of Benin. The study recommends the full integration of event management software, the adoption of online registration systems for all university sports events, and the strategic use of live streaming technology to maximize audience engagement and sponsorship opportunities.

CHAPTER ONE

INTRODUCTION

Background of the Study

Enhancement of sports event management has become an increasingly critical goal in recent years. Good management of sports events not only makes sure that events go smoothly, but it also improves the university's image, gets students more involved, and makes the whole experience better. Today, sports are an important part of college life because they help students stay healthy, make friends, and feel proud of their school. But the old ways of running sports events are often inefficient, cause communication problems, and only reach a limited number of people. Universities are now looking for new ways to improve their tools for managing sports events because of this. Using technology as a strategic tool for operational excellence, better coordination, and more audience involvement is one of the most promising methods (Xie et al., 2024).

The role of technology in transforming sports event management within higher education institutions cannot be overstated. Over the past decade, digital innovations have significantly reshaped how colleges and universities, particularly those with competitive athletic programs, plan, coordinate, and execute their sports events. Among these advancements, event management software stands out as a

pivotal development. Such software is not simply a convenience it has become a central tool in orchestrating complex events that often involve hundreds or even thousands of participants, multiple venues, and a wide range of logistical considerations. Its core functions encompass planning, scheduling, budgeting, and the allocation of both human and material resources. These features not only streamline the planning process but also minimize the likelihood of human error by automating repetitive and error-prone tasks. This level of automation enables event organizers to focus more on strategic decision-making rather than being bogged down by manual data entry or fragmented communications. Furthermore, integrated tracking features allow organizers to monitor athlete applications, attendance records, and performance statistics in real time, providing a level of oversight that was difficult to achieve with traditional paper-based methods. Notifications and updates can be sent instantly to staff, volunteers, and participants, ensuring everyone remains informed and aligned with event timelines. Xie et al. (2024) emphasize that universities leveraging advanced management systems not only achieve smoother operational flow but also foster stronger, more positive relationships with stakeholders. Such systems promote transparency and accountability, enabling institutions to conduct post-event evaluations more effectively, identify areas for improvement, and apply lessons learned to future

events (Hanan et al., 2024). Ultimately, this results in events that run more efficiently, maintain higher levels of participant satisfaction, and enhance the institution's professional image.

Another technological breakthrough that has fundamentally improved sports event administration in higher education is the implementation of online registration systems. This innovation addresses one of the most time-consuming and error-prone aspects of event planning participant registration. Traditional manual registration processes often involve lengthy queues, extensive paperwork, and increased potential for mistakes in data collection and entry. These inefficiencies can delay schedules, create confusion among participants, and place unnecessary strain on administrative staff. In contrast, online registration systems offer a seamless, accessible alternative. Athletes, coaches, spectators, and other participants can register from virtually anywhere, using devices ranging from desktop computers to smartphones. This flexibility is particularly advantageous for institutions seeking to attract participants from diverse geographical locations. The systems also allow for instant verification of submitted information, reducing the risk of duplicate or incomplete registrations. Event organizers benefit from real-time access to updated participant lists, enabling them to make informed decisions on venue capacity, scheduling, and resource allocation well in advance. In addition, many online

registration platforms incorporate built-in communication tools such as email alerts, SMS reminders, and feedback forms, which ensure that participants receive timely updates and have the opportunity to provide input before, during, and after the event. As Hanan et al. (2024) note, the shift to digital registration not only increases operational efficiency but also makes sports events more inclusive and enjoyable for all involved by removing barriers related to distance, time, and administrative complexity.

Live video streaming technology has also emerged as a transformative force in the management and promotion of university sports events. With the rise of high-speed internet and affordable streaming tools, colleges now have the capacity to broadcast events to a global audience in real time. This capability dramatically expands the reach of university athletics, allowing friends, family members, alumni, and prospective students many of whom may be located far from the campus to engage with events as they unfold. For individuals unable to attend in person due to travel constraints, financial limitations, or public health concerns, live streaming provides an immersive alternative that closely mirrors the experience of being physically present. Beyond simple broadcasting, advanced streaming platforms offer interactive features such as live chats, instant replays, multiple camera angles, and on-screen statistics. These tools enhance the viewing experience, foster a

stronger sense of community among viewers, and keep audiences engaged for longer periods. From a strategic perspective, live streaming contributes to increased visibility for athletic teams, helping to build their brand and attract sponsorship opportunities. According to Chen (2021), universities that adopt such technology often witness heightened fan engagement, improved recruitment of athletes, and stronger institutional identity. Additionally, live streaming platforms typically include analytics dashboards that track metrics such as peak viewership, geographic distribution of audiences, and average watch time. This data is invaluable for marketing and planning future events, as it allows organizers to identify audience preferences, tailor promotional strategies, and make evidence-based improvements to content delivery.

For universities in Africa, such as the University of Benin, the adoption of these technological advancements holds particular significance. Institutions in this region often face challenges related to infrastructure, resource availability, and global competitiveness in the sports arena. Despite these obstacles, the strategic use of event management software, online registration systems, and live streaming technologies offers a clear pathway to elevating the quality and appeal of sports events. The implementation of event management software can enhance operational efficiency and accountability, ensuring that every stage of event planning is

executed with precision and transparency. Online registration systems reduce logistical bottlenecks and make it easier for participants from both urban and rural areas to take part, fostering greater inclusivity and diversity in sports participation. Live streaming technology, meanwhile, enables African universities to extend their reach beyond national borders, attracting attention from international audiences, potential sponsors, and global sports networks. This not only boosts the institution's profile but also promotes cultural exchange and sporting diplomacy. When effectively integrated, these technologies can help universities like the University of Benin develop a strong sports culture, inspire student engagement, and position themselves as leaders in both athletics and innovation. Over time, such initiatives can contribute to a stronger reputation at both the national and global levels, enhancing the institution's ability to compete in international tournaments, attract top talent, and secure long-term partnerships

Statement of the Problem

The enhancement of sports event management in universities represents an ideal goal that promises to improve operational efficiency, foster student engagement, and strengthen institutional reputation. Ideally, sports events should be professionally organized, inclusive, technologically advanced, and accessible to diverse audiences, thereby contributing to the holistic development of students and

the university community at large. In reality, however, sports event management at the University of Benin and similar institutions in Nigeria continues to face numerous challenges. These include inefficient manual processes, limited use of digital tools, poor record-keeping, and inadequate audience engagement strategies. Traditional approaches are characterized by time-consuming manual registrations, fragmented communication, and low levels of operational transparency, all of which hinder effective planning and execution.

This reality falls short of the ideal condition, as sports events fail to fully engage students and other stakeholders, resulting in lower participation, reduced audience satisfaction, and missed opportunities for building a strong sports culture. Without a robust technological backbone, events are often marred by mismanagement, logistical bottlenecks, and poor publicity, ultimately impacting the university's image and student morale. To address these issues, several measures have been introduced, including sporadic use of online registration, limited adoption of event management software, and occasional live streaming of games. These initiatives were intended to improve the efficiency of event planning and to broaden audience reach, mirroring practices seen in other universities globally. Despite these efforts, the problem persists. The partial or inconsistent use of technological

solutions has not significantly improved event outcomes. Many events still suffer from low attendance, administrative errors, and weak stakeholder engagement.

The consequences of these issues are far-reaching. Poorly managed sports events limit students' opportunities for physical and social development, diminish school spirit, and erode public confidence in the university's ability to host competitive events. In turn, this undermines efforts to attract partnerships, sponsorships, and external funding, which are crucial for the development and sustainability of sports programs. Given that sports events are essential in building a vibrant campus culture, promoting student wellness, and enhancing institutional reputation, the persistent underperformance in this area poses a significant threat. Therefore, examining the role of technology in improving sports event management at the University of Benin is critical to achieving these educational and developmental goals.

Research Question

The following research questions were raised to guide this study;

1. How does the use of event management software influence the enhancement of sports event management at the University of Benin?
2. What impact do online registration platforms have on the effectiveness and participation levels in sports events at the University of Benin?

3. In what ways does live streaming technology affect audience engagement and the overall management of sports events at the University of Benin?

Purpose of the Study

The general purpose of this study is to assess the role of technology in enhancing sports event management in the university of Benin, the specific purpose of the study is to;

1. examine the influence of event management software on the enhancement of sports event management at the University of Benin.
2. assess the impact of online registration platforms on the effectiveness and participation levels in sports events at the University of Benin.
3. analyze the effect of live streaming technology on audience engagement and overall management of sports events at the University of Benin.

Significance of the Study

This study is significant to several key stakeholders. For university sports administrators and event managers, it will provide empirical insights into how technological tools such as event management software, online registration platforms, and live streaming can enhance planning efficiency, coordination, and overall event quality. These insights can guide future policy decisions and investments in sports infrastructure at the University of Benin and other institutions.

For students and athletes, the study highlights ways to improve participation, engagement, and satisfaction with sports events, which are crucial for physical wellness and social connection. Additionally, the findings will benefit academic researchers and policymakers by contributing to the body of knowledge on digital transformation in university sports management, especially within the African context. Finally, potential sponsors and partners can use the results to understand how technology-driven sports events can improve visibility and community reach, enhancing opportunities for collaboration and support.

Scope/Delimitation of the Study

This study focuses specifically on the role of technology in enhancing sports event management at the University of Benin. It examines three core technological tools: event management software, online registration platforms, and live streaming technology. The study is limited to sports events organized within the University of Benin and does not cover other universities or non-sports events. Additionally, it focuses on the perspectives and experiences of sports administrators, event organizers, student-athletes, and spectators. The study does not include other technological tools or non-technology-related factors that may affect sports event management, such as funding, policy, or human resource practices.

Operational Definition of Terms

Event Management Software: Digital applications used to plan, schedule, coordinate, and oversee various aspects of sports events, including participant management and logistics.

Online Registration Platforms: Web-based systems that enable athletes, coaches, and spectators to register for sports events remotely, improving data accuracy and accessibility.

Live Streaming Technology: Tools and platforms used to broadcast sports events in real-time over the internet, allowing virtual audiences to engage and interact with the event.

Sports Event Management: The process of planning, organizing, executing, and evaluating sports competitions and activities within the university environment.

Enhancement: The improvement of efficiency, effectiveness, transparency, and participant satisfaction in managing sports events.

University of Benin: A federal university located in Benin City, Nigeria, which serves as the study context for this research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter reviewed the related literature of the study under the following subheadings;

- Concept of Sport Event Management
- Role of Technology in Enhancing Sport Event Management
- Influence of Event Management Software on the Enhancement of Sports event Management
- Impact of Online Registration Platforms on the Effectiveness and Participation Levels in Sports Events
- Effect of Live Streaming Technology on Audience Engagement and Management of Sports Events
- Summary of Reviewed Literature

Concept of Sport Event Management

Sport event management is a multifaceted discipline that encompasses the planning, organization, execution, and evaluation of sports-related activities, ranging from small community gatherings to large-scale international competitions. At its core, it integrates principles of management, marketing, finance, logistics, and human resource coordination to ensure that events achieve their intended objectives

while delivering a memorable experience for participants and spectators alike. The concept has evolved considerably over the past two decades, driven by technological advancements, increasing commercialization of sports, and the growing recognition of events as powerful tools for community engagement, cultural exchange, and economic development (Parent & Chappelet, 2021). Sport event management requires a holistic understanding of the interplay between operational efficiency and stakeholder satisfaction, as the success of an event is measured not only by its logistical smoothness but also by its ability to meet the expectations of athletes, fans, sponsors, and the broader community.

One of the defining features of sport event management is its inherently dynamic nature. Each event presents a unique set of challenges and opportunities, shaped by factors such as the scale of the competition, the type of sport involved, the venue, and the target audience. Organizers must develop detailed plans that address scheduling, venue preparation, safety protocols, and contingency measures, while also navigating regulatory requirements and ensuring compliance with governing bodies in sport (Gratton et al., 2022). Equally important is the need to manage relationships with a wide range of stakeholders, including athletes, coaches, sponsors, media partners, volunteers, and government agencies. Effective

communication and collaboration among these groups are essential for aligning expectations and ensuring smooth coordination throughout the event lifecycle.

In contemporary practice, sport event management is heavily influenced by technological innovations. The adoption of event management software, online registration systems, and live-streaming platforms has revolutionized how events are planned and experienced. These tools enable real-time data collection, improve accuracy in participant tracking, and expand audience reach beyond the physical confines of the venue (Xie et al., 2024). The integration of social media marketing further enhances the promotional dimension of sport events, allowing organizers to build anticipation, engage fans, and maintain momentum before, during, and after the competition (Pizzo et al., 2023). This digital transformation has also improved the analytical capabilities of managers, enabling them to collect feedback, track audience engagement metrics, and refine future event strategies based on data-driven insights.

Beyond logistics and technology, the concept of sport event management also emphasizes the strategic role that sports events play in achieving broader social, cultural, and economic goals. Large-scale sporting events have been shown to stimulate tourism, create job opportunities, and contribute to urban regeneration (Higham & Hinch, 2018). Even smaller events can foster community pride, promote

healthy lifestyles, and provide platforms for social inclusion and diversity (Misener & Darcy, 2022). However, realizing these benefits requires careful planning to mitigate potential negative impacts such as environmental degradation, excessive commercialization, and inequitable access. Sustainable sport event management has therefore emerged as a critical subfield, promoting practices that minimize ecological footprints, prioritize community engagement, and ensure legacy benefits beyond the event itself (Babiak & Trendafilova, 2023).

Ultimately, sport event management is both an art and a science. It demands creativity in designing engaging experiences, analytical skill in managing resources efficiently, and interpersonal competence in navigating complex stakeholder networks. The modern sport event manager must be adaptable, forward-thinking, and culturally sensitive, recognizing that sports operate within an interconnected global ecosystem. As the sports industry continues to grow and diversify, the principles of sport event management will remain essential for delivering events that not only meet operational benchmarks but also inspire, unite, and leave a lasting positive impact on their audiences and communities

Role of Technology in Enhancing Sport Event Management

Technology has emerged as a transformative force in sport event management, reshaping the way events are conceived, planned, delivered, and

evaluated. In today's highly competitive and fast-paced sporting environment, the integration of technological tools is no longer optional but essential for achieving operational efficiency, improving stakeholder satisfaction, and enhancing the overall experience for both participants and spectators. The use of event management software, online registration platforms, live streaming services, social media engagement tools, and data analytics systems has collectively streamlined processes that were once manual, time-consuming, and prone to human error (Parent & Chappelet, 2021). These innovations have not only improved the speed and accuracy of administrative tasks but have also allowed sport organizations to deliver more interactive, personalized, and memorable events that resonate with diverse audiences. By enabling real-time communication, instant information sharing, and remote participation, technology has broadened the reach and inclusivity of sport events, ensuring they remain relevant in a digital-first era.

One of the most impactful applications of technology in sport event management lies in the use of specialized event management software. These platforms consolidate core operational functions such as scheduling, budgeting, volunteer coordination, resource allocation, and task tracking into a single interface. This centralization allows organizers to maintain a clear overview of the event's progress, identify bottlenecks, and address potential issues before they escalate.

Systems like these also facilitate automated notifications and status updates, ensuring that all stakeholders remain informed and aligned with the event's timeline (Xie et al., 2024). In addition, such tools enhance accountability and transparency by creating a digital record of decisions, expenditures, and outcomes, which can be reviewed during post-event evaluations to improve planning for future editions. For universities and sporting bodies managing multiple events across a season, these technological solutions provide scalability and consistency, enabling teams to replicate successful operational models while adapting to the unique demands of each event.

The shift from manual to online registration systems has also revolutionized participant management in sports. Traditionally, registering athletes and attendees involved physical paperwork, in-person submissions, and long processing times all of which were susceptible to delays and inaccuracies. Online platforms now allow participants to register from anywhere in the world, significantly reducing barriers to entry and broadening the pool of potential competitors and audiences (Hanan et al., 2024). This approach not only saves time for both participants and administrators but also generates real-time databases of registrants, which can be instantly accessed for scheduling, seeding, or emergency contact purposes. These platforms often integrate payment systems, waiver forms, and automated

confirmation emails, further reducing the administrative burden. Moreover, built-in communication channels allow for targeted announcements, reminders, and post-event surveys, enhancing participant engagement and satisfaction. The convenience and efficiency of these systems contribute directly to a smoother, more inclusive event experience, particularly for large-scale competitions that attract participants from multiple regions or countries.

Another critical technological advancement is the adoption of live streaming and digital broadcasting tools, which have dramatically expanded the audience base for sport events. Live streaming enables events to reach fans who cannot attend in person, providing them with real-time access to matches, ceremonies, and behind-the-scenes content. This not only enhances inclusivity but also builds a global community of supporters around a team or event (Chen, 2021). Modern streaming services go beyond simple video feeds, offering interactive features such as live chats, instant replays, multiple camera angles, and integrated graphics showing player statistics or score updates. These elements enrich the viewer experience and deepen audience engagement. Additionally, streaming platforms often come with analytics tools that track viewer demographics, watch times, and peak audience moments, allowing organizers to understand audience behavior and tailor future events accordingly. For sponsors, this data-driven approach provides valuable

insights into brand exposure and return on investment, making it easier to attract and retain partnerships.

Social media and digital marketing technologies also play an increasingly strategic role in enhancing sport event management. Platforms such as Instagram, Twitter (X), Facebook, and TikTok provide cost-effective channels for promoting events, engaging with fans, and creating viral moments that can dramatically increase an event's visibility. Social media enables two-way communication between organizers and audiences, allowing for immediate feedback, live polls, and fan-generated content that can amplify the event's reach (Pizzo et al., 2023). These platforms also serve as critical tools during crises or last-minute changes, ensuring that important updates are disseminated quickly to large audiences. The ability to build hype before an event, sustain engagement during the competition, and maintain a digital presence afterward has become a hallmark of successful sport event management strategies.

For institutions such as the University of Benin and other universities across Africa, adopting these technological tools has particular significance in terms of competitiveness and global presence. By integrating advanced event management systems, online registration processes, and live streaming capabilities, these institutions can overcome challenges related to infrastructure limitations, broaden

their participant base, and project a professional image on the international stage (Hanan et al., 2024). The role of technology extends beyond mere convenience; it is a catalyst for innovation, inclusivity, and long-term sustainability in sport event management. When effectively implemented, technology not only enhances operational performance but also transforms the way audiences experience sports, fostering stronger emotional connections and ensuring events leave lasting impressions.

Influence of Event Management Software on the Enhancement of Sports event Management

Event management software has become a cornerstone in the modern administration of sports events, offering a comprehensive and integrated approach to organizing, coordinating, and evaluating activities that once relied heavily on manual processes. Its influence on the enhancement of sports event management is both profound and multifaceted, touching every phase of the event lifecycle from initial planning to post-event review. At its most basic level, event management software consolidates critical operational functions such as scheduling, budgeting, registration, volunteer coordination, venue management, and resource allocation into a single, centralized platform. This integration eliminates the inefficiencies associated with working across multiple disconnected tools or paper-based systems, enabling organizers to maintain real-time oversight of all event components and

respond quickly to emerging challenges (Xie et al., 2024). The result is a more streamlined, transparent, and accountable event planning process that maximizes efficiency and minimizes the risk of oversight or miscommunication.

One of the most significant advantages of event management software lies in its ability to improve planning accuracy and operational efficiency. Sports events, especially large-scale tournaments or multi-sport competitions, involve numerous moving parts that must be carefully coordinated to ensure success. These include booking venues, scheduling matches, assigning officials, arranging transportation, and managing equipment. Event management software automates many of these tasks, such as generating timetables, sending automatic reminders to stakeholders, and updating schedules in real time when unforeseen changes occur (Hanan et al., 2024). This not only reduces the administrative workload for organizers but also minimizes the likelihood of scheduling conflicts or missed deadlines. Moreover, the ability to integrate with other digital tools such as online registration platforms, payment gateways, and communication systems means that data flows seamlessly between different functions, further enhancing operational cohesion.

Another crucial influence of event management software is its capacity to enhance stakeholder communication and coordination. Sports events often involve multiple groups, including athletes, coaches, referees, volunteers, sponsors, and

media representatives. Keeping all parties informed and aligned is a challenge, particularly when working across different time zones or locations. Event management software offers centralized communication channels, where updates, announcements, and instructions can be shared instantly with targeted groups or the entire event community. Some platforms even include mobile applications that push real-time notifications directly to users' devices, ensuring critical information such as venue changes, weather updates, or schedule adjustments reaches stakeholders without delay (Parent & Chappelet, 2021). This increased responsiveness not only improves operational flow but also builds trust among participants, who feel confident that they will receive timely and accurate information.

From an accountability and evaluation perspective, event management software plays an equally transformative role. The system records all actions, communications, and transactions throughout the event lifecycle, creating a digital archive that can be reviewed after the event. This makes it easier to conduct post-event evaluations, identify areas for improvement, and provide transparent reports to stakeholders, sponsors, or governing bodies. Features such as performance analytics, budget tracking, and participant feedback collection allow managers to assess both the operational success and the overall impact of the event. For example, attendance data, engagement metrics, and financial reports can be analyzed to

determine whether objectives were met and how future events might be optimized. This data-driven approach not only improves decision-making but also supports the long-term sustainability and growth of sports programs (Pizzo et al., 2023).

The influence of event management software extends to enhancing participant and spectator experiences as well. For athletes, streamlined check-ins, accurate scheduling, and clear communication reduce stress and allow them to focus on performance. For spectators, integrated ticketing, live score updates, and event apps improve convenience and engagement. For example, some software platforms allow spectators to personalize their schedules, receive reminders about matches they are interested in, and access maps and amenities on their smartphones. This attention to user experience elevates the perceived quality of the event and fosters loyalty among participants and audiences alike.

In contexts such as African universities, including the University of Benin, event management software holds particular promise. Many institutions in the region face logistical challenges, resource constraints, and increasing competition to attract top athletes and audiences. By adopting advanced management platforms, these universities can standardize operations, improve communication with diverse stakeholders, and project a professional image that aligns with international best practices (Hanan et al., 2024). In doing so, they not only enhance the immediate

quality of their sports events but also position themselves for long-term success in the global sports landscape. The integration of event management software thus represents more than a technological upgrade it is a strategic investment in efficiency, professionalism, and stakeholder satisfaction.

Impact of Online Registration Platforms on the Effectiveness and Participation Levels in Sports Events

Online registration platforms have revolutionized the way sports events are organized, significantly improving both the effectiveness of event management and the levels of participation. Traditionally, registering for sports events involved manual, paper-based processes that were often slow, resource-intensive, and prone to human error. Participants had to travel physically to registration points, fill out forms by hand, and rely on delayed confirmation through phone calls or letters. This method not only discouraged potential participants, especially those from distant locations, but also placed a heavy administrative burden on organizers. The emergence of online registration systems has addressed these challenges by offering a fast, convenient, and accessible solution that allows athletes, coaches, spectators, and other stakeholders to register from anywhere in the world at any time. This accessibility directly reduces geographical and time-related barriers, leading to broader and more diverse participation (Hanan et al., 2024).

From an effectiveness standpoint, online registration platforms streamline administrative workflows by automating data collection, payment processing, and communication. Organizers no longer need to manually enter participant details into databases, as information provided during online sign-up is instantly stored in digital systems. This reduces errors such as duplicate entries, incomplete forms, or misplaced documents, all of which can cause significant delays during event preparation. Moreover, real-time data access enables organizers to monitor registration numbers, identify trends, and adjust resources accordingly. For instance, if registration for a particular sporting category exceeds expectations, event managers can allocate more space, equipment, or officials to that category well in advance. This ability to respond dynamically improves operational efficiency and minimizes last-minute disruptions (Parent & Chappelet, 2021).

Another significant impact of online registration platforms lies in their ability to enhance communication between organizers and participants. Most systems incorporate automated confirmation emails, event reminders, and updates, ensuring that registrants are consistently informed about event details. Additionally, some platforms allow for targeted messaging sending sport-specific updates to relevant participants or notifying only those affected by schedule or venue changes. This precise and timely communication fosters trust, reduces confusion, and improves

the overall participant experience. Furthermore, integrated feedback forms allow organizers to gather post-event evaluations efficiently, providing valuable insights for improving future events (Pizzo et al., 2023).

In terms of participation levels, online registration platforms have proven to be powerful tools for expanding audience reach. By making the registration process faster, simpler, and more convenient, these platforms encourage more individuals to sign up, including those who might have been deterred by the inconvenience of traditional methods. Social media integration also plays a key role, as many platforms allow participants to share their registrations online, generating organic promotion and motivating peers to join. In addition, by offering multiple payment options and supporting various currencies, online platforms accommodate a global audience, making it easier for international athletes to take part in local competitions. These features are particularly valuable for large-scale tournaments or university sports festivals that aim to attract competitors and spectators from diverse backgrounds.

For universities in Africa, such as the University of Benin, the adoption of online registration platforms has been instrumental in increasing both efficiency and inclusivity. By removing the need for in-person sign-ups, these systems allow students and athletes from rural or remote areas to participate without the cost and

inconvenience of travel prior to the event. They also help institutions collect accurate demographic data, enabling them to design more targeted outreach and promotional campaigns to underrepresented groups. Over time, the consistent use of online registration can build a broader, more engaged sporting community, raising the profile of the institution's athletic programs both nationally and internationally (Hanan et al., 2024).

In essence, the impact of online registration platforms extends far beyond convenience. They enhance the operational effectiveness of sports event management by automating and simplifying core processes, while simultaneously boosting participation by making events more accessible, inclusive, and appealing to a wider audience. As technology continues to advance, these platforms will likely integrate even more sophisticated features such as AI-driven participant recommendations and predictive analytics further transforming the landscape of sports event management.

Effect of Live Streaming Technology on Audience Engagement and Management of Sports Events

Live streaming technology has significantly transformed the landscape of sports event management, influencing both how audiences engage with events and how organizers plan, deliver, and evaluate them. In an era where digital accessibility and instant content delivery are paramount, the integration of live

streaming into sports events has expanded reach far beyond the confines of physical venues. Audiences who are unable to attend in person whether due to geographical, financial, or scheduling constraints can still participate virtually, experiencing events in real time from virtually anywhere in the world. This not only broadens the potential audience base but also fosters inclusivity by allowing friends, family, alumni, and international fans to connect with the event as it unfolds (Chen, 2021). Such accessibility has reshaped audience expectations, making live digital coverage a standard feature for many sports competitions at all levels, from professional leagues to university tournaments.

From an audience engagement perspective, live streaming technology offers a range of interactive features that deepen viewer involvement and enhance the spectator experience. Modern platforms integrate functionalities such as multiple camera angles, instant replays, live commentary, real-time score updates, and interactive chat features that allow fans to communicate with each other and with event hosts. Some systems also include polls, quizzes, and social media integration, encouraging audiences to actively participate rather than passively watch. This interactivity builds stronger emotional connections between viewers and the teams or athletes, which in turn strengthens loyalty and long-term support. For instance, university sports programs that employ live streaming have reported increased

alumni engagement, with former students tuning in from abroad and contributing financially to sports development programs after feeling reconnected through live broadcasts (Pizzo et al., 2023).

The management of sports events has also been greatly enhanced by the strategic use of live streaming. Broadcasting an event online requires precise coordination between technical teams, production staff, and event organizers, fostering a more structured approach to scheduling, logistics, and communication. Live streaming platforms typically provide analytics dashboards that collect detailed metrics on audience size, geographic distribution, peak viewing times, and average watch duration. This data equips event managers with actionable insights for future planning allowing them to identify which segments of an event attracted the highest engagement and to tailor programming accordingly. Furthermore, the availability of recorded streams allows organizers to review event delivery, assess production quality, and identify operational areas for improvement. These recordings can also be repurposed for promotional material, athlete recruitment campaigns, and sponsorship pitches, extending the event's value well beyond its live broadcast window (Parent & Chappelet, 2021).

Financially, live streaming has opened up new revenue opportunities for sports event organizers. By attracting a larger and more diverse audience,

institutions can offer greater exposure to sponsors and advertisers, increasing the appeal of partnership deals. Some platforms also support pay-per-view or subscription models, generating direct income from viewers while still offering free highlight clips to maintain public interest. For example, smaller sports leagues and university teams that previously struggled to secure sponsorships have used live streaming metrics to demonstrate their reach and audience engagement, successfully negotiating higher-value partnerships (Hanan et al., 2024). The technology thus not only serves as an engagement tool but also as a strategic business asset in the financial sustainability of sports events.

In the African context, including institutions such as the University of Benin, live streaming technology holds particular promise in overcoming geographical and infrastructural barriers to audience participation. Many sporting events in the region face limitations in venue capacity, transportation, and travel affordability, making it difficult for fans to attend in person. By broadcasting events live, universities can extend their audience to include local communities, diasporas, and international stakeholders, all of whom can participate virtually in supporting teams and celebrating achievements. Additionally, live streaming allows African sports institutions to showcase their talent to global scouts, fostering opportunities for athletes to compete internationally. This exposure not only benefits individual

athletes but also elevates the institution's reputation and competitiveness on the global stage (Hanan et al., 2024).

In essence, the effect of live streaming technology on audience engagement and the management of sports events is transformative. It bridges the gap between in-person and remote spectators, fosters interactive and data-driven engagement, improves operational planning, and generates new streams of revenue. By merging the immediacy of live competition with the accessibility of digital media, live streaming has become an indispensable tool in modern sports event management one that will continue to evolve as technology advances and audience expectations rise.

Summary of Reviewed Literature

The reviewed literature highlights the evolving landscape of sport event management, emphasizing its complexity, strategic significance, and increasing reliance on technology. At its core, sport event management involves a coordinated process of planning, organizing, and evaluating sports events, integrating disciplines such as logistics, finance, marketing, and stakeholder coordination to ensure successful execution and lasting impact. The dynamic and unpredictable nature of sports events necessitates adaptive management approaches, especially as stakeholder expectations grow and events diversify in scale and purpose.

Technological innovation has emerged as a pivotal force in enhancing sport event management. Tools such as event management software, online registration platforms, live streaming services, and social media engagement systems have transformed traditional methods by streamlining operations, reducing manual errors, and enabling real-time coordination. Event management software, in particular, consolidates core functions like scheduling, budgeting, and volunteer management into centralized platforms, increasing operational efficiency and transparency. These tools also support stakeholder communication, data tracking, and post-event evaluations, all of which are crucial for continuous improvement.

Online registration platforms have significantly improved participant accessibility and administrative effectiveness. By eliminating the limitations of manual registration, these systems allow global participation, reduce processing delays, and provide real-time data for dynamic resource allocation. Additionally, integrated messaging features enhance communication with participants, contributing to a smoother and more professional event experience. This digital transition has been especially valuable for institutions with limited resources, such as African universities, where technology has helped bridge infrastructural gaps and foster greater inclusivity. Live streaming technology has further expanded audience reach and engagement by enabling real-time remote participation. It enriches the

viewer experience with interactive features and provides organizers with detailed analytics for strategic planning and audience understanding. Moreover, it has opened up new revenue streams through advertising, sponsorships, and monetization models, while strengthening institutional visibility and athlete exposure on a global scale. In resource-constrained settings, live streaming also serves as a cost-effective way to connect broader communities to local sporting achievements. The literature underscores that sport event management is increasingly driven by technological integration, data-informed decision-making, and a commitment to enhancing participant and audience experiences. The adoption of these innovations not only streamlines operations but also fosters broader participation, greater inclusivity, and long-term sustainability of sports programs.

CHAPTER THREE

METHODOLOGY

This chapter details the research methodology that will be adopted for this study. It is organized under the following subheadings:

- Design of the Study
- Population of the Study
- Sample and Sampling Technique
- Research Instrument
- Validation of the Instrument
- Reliability of the Instrument
- Method of Data Collection
- Method of Data Analysis

Design of the Study

This study adopted the descriptive survey design. The descriptive survey design is widely used in educational and social science research for studies that aim to describe existing conditions, perceptions, attitudes, and practices without manipulating any variables. The researcher is not the originator of this design; it has been well established in the works of Krejcie & Morgan (1970), Nworgu (2015), and other methodological authorities. The design is considered appropriate for this

study because the research seeks to obtain the opinions of students on how technology enhances sports event management at the University of Benin. Since the study focuses on naturally occurring conditions and relies on participants' perceptions, the descriptive survey design allows the researcher to gather quantifiable data through a structured questionnaire and make valid generalizations about the population.

Population of the Study

The target population for this study comprises of 44,500 undergraduate students at the University of Benin, as reported by the Academic Planning Unit in 2025. However, for focus and manageability, the study is limited to students from three purposively selected departments: Political Science (Faculty of Social Sciences), Educational Management (Faculty of Education), and English and Literature (Faculty of Arts). These departments were chosen to ensure academic diversity and varying levels of exposure to sports and digital infrastructure.

Sample and Sampling Technique

The sample size was determined using Krejcie and Morgan's (1970) table for determining sample sizes from a known population. Based on a population of 44,500, a sample size of 381 is considered statistically representative. To ensure proportional and fair representation of the selected departments, a multistage

stratified random sampling technique was employed: First Stage (Purposive Selection): One department was selected from each of the three faculties. Second Stage (Proportional Allocation): The 381 sample was proportionally distributed among the selected departments based on student enrollment figures. Third Stage (Simple Random Sampling): Students were randomly selected from each department's student list using simple random sampling.

The table below shows the distribution:

Faculty	Department	Sample Size
Social Sciences	Political Science	127
Education	Educational Management	127
Arts	English and Literature	127
Total		381

Source: Author's Compilation, 2025

This stratified random sampling ensures a representative spread of opinions and minimizes sampling bias.

Research Instrument

The main data collection tool for this study is a structured questionnaire titled “**Technology and Sports Event Management Questionnaire (TSEM-Q)**”, consisting of two sections. Section A collects demographic information, while

Section B includes 15 items aligned with the study's three research questions each rated on a 4-point Likert scale (Strongly Agree to Strongly Disagree). The instrument is designed to assess students' perceptions of how technology influences sports event planning, participation, and engagement at the University of Benin.

Validation of the Instrument

To ensure content validity, the draft questionnaire was reviewed by the researcher's supervisor, an expert in Educational Measurement and Evaluation, and a sports administrator from the University of Benin. They evaluated the instrument for clarity, relevance, logical flow, and coverage of key variables. Their suggestions were incorporated to enhance the questionnaire's accuracy and alignment with the study objectives.

Reliability of the Instrument

To test the internal consistency of the questionnaire, a pilot study was conducted. The pilot involved 30 undergraduate students from the University of Benin who were selected from departments not included in the main study sample (specifically, the Faculties of Law and Engineering). This approach ensured that the individuals who participated in the pilot study would not be part of the main study, thus preventing any bias or pre-exposure to the research instrument. The data collected from the pilot were analyzed using Cronbach's Alpha reliability

coefficient. A reliability coefficient of 0.84 was obtained, which is above the 0.70 benchmark, indicating that the instrument is highly reliable and suitable for data collection.

Method of Data Collection

Data collection will involve the physical distribution of printed questionnaires by the researcher and trained assistants across lecture halls, department offices, and common areas on campus. Participants will be informed about the study's purpose, assured of anonymity and confidentiality, and participation will be entirely voluntary. Where feasible, questionnaires will be completed on the spot; otherwise, arrangements will be made for later collection to ensure a high response rate and data accuracy.

Method of Data Analysis

Data collected will be coded and analyzed using SPSS (version 25). Descriptive statistics such as frequency, percentage, mean, and standard deviation was used in data analysis. Demographic data was analysed using frequencies and percentages, while mean and standard deviation was used to analyse the research questions.

CHAPTER FOUR

PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS

In this chapter is the presentation of results and discussion of findings

Presentation of Results

Research Question 1: How does the use of event management software influence the enhancement of sports event management at the University of Benin?

Table 1: Mean and Standard deviation of responses on the use of event management software in influencing the enhancement of sports event management

S/N	Use of event management software in influencing the enhancement of sports event management	Mean	SD	Decision
1.	Event management software enhances planning and organization of sports events.	3.76	0.693	Agree
2.	The University of Benin uses digital platforms for sports event coordination to enhance sports event management.	3.92	0.399	Agree
3.	Task scheduling and staff assignments are easier using event software.	3.69	0.731	Agree
4.	Real-time updates from digital tools improve coordination during events.	3.71	0.733	Agree
5.	Digital tools help track attendance and athlete performance effectively during sports events	3.43	0.839	Agree

The data in table 1 showed that the mean values ranged from 3.43 to 3.92, while the standard deviation values range from 0.399 to 0.839. The mean values

showed that the respondents agreed that using event management software influences the enhancement of sports event. This is seen in enhancement of planning and sports events organization; enhancing sport events management; enhancing task schedule and staff jobs; event coordination; as well as tracking attendance and athlete performance. The low values of the standard deviation show that their responses do not deviate far from one another.

Research Question 2: What impact do online registration platforms have on the effectiveness and participation levels in sports events at the University of Benin?

Table 2: Mean and standard deviation of responses on impact online registration platforms have on the effectiveness and participation levels in sports events.

S/N	Impact online registration platforms have on the effectiveness and participation levels in sports events	Mean	SD	Decision
6.	Online registration reduces the stress of physical sign-up in preparation and during sports event.	3.39	0.825	Agree
7.	I have used online platforms to register for university sports events.	3.83	0.591	Agree
8.	The registration process is faster and more accurate using digital tools while planning or organizing a sport event.	2.82	1.220	Agree
9.	Online registration has increased my willingness to participate in sport events.	3.23	0.420	Agree
10	Online registration platforms have made communication and updates about sports events more effective.	3.66	0.848	Agree

The data in table 2 showed the mean values ranging from 2.82 to 3.83, meaning that the respondents agreed to all five items as regards the impact online

registration platforms have on the effectiveness and participation levels in sports events. Some of these impacts include reducing physical sign-up stress for sports event; registering for university sports events; faster and more accurate sports event organization; sports participation willingness; effective communication. The low values of the standard deviation show that their responses do not deviate far from one another.

Research Question 3: In what ways does live streaming technology affect audience engagement and the overall management of sports events at the University of Benin?

Table 3: Mean and standard deviation of responses on ways live streaming technology affect audience engagement and overall management of sports events

S/N	Ways live streaming technology affect audience engagement and overall management of sports events	Mean	SD	Decision
11.	I have watched university sports events through live streaming, thereby catching up with the excitement like in real life.	3.62	0.764	Agree
12.	Streaming sports events has made it easier for more students to engage in it and not missing out altogether.	3.73	0.693	Agree
13.	Live streaming enhances the reputation of sports at the university, and also makes it watched worldwide.	3.83	0.523	Agree
14.	Viewers enjoy features like live chat, commentary, and replays, enhancing large audience participation.	3.59	0.789	Disagree
15.	Live streaming attracts sponsors and boosts audience engagement, as well as overall sports event management.	3.83	0.513	Agree

The data in table 3 showed that the respondents with an average mean of 3.72 formed a positive perception on ways live streaming technology affect audience engagement and overall management of sports events, such as; view like in real life experience; global viewing of sports events; enjoying live chat, commentary and replays; and attracting sponsors. This could as well been seen in their responses to the items. The low values of the standard deviation showed that their responses do not deviate far from one another.

Discussion of Findings

The findings of research question 1 revealed that using event management software influences the enhancement of sports event. This is seen in enhancement of planning and sports events organization; enhancing sport events management; enhancing task schedule and staff jobs; event coordination; as well as tracking attendance and athlete performance. In consensus with this finding, Pizzo et al. (2023) posited that university sports programs that employ live streaming have reported increased alumni engagement, with former students tuning in from abroad and contributing financially to sports development programs after feeling reconnected through live broadcasts. In addition, Hanan et al. (2024) stated that by broadcasting events live, universities can extend their audience to include local communities, diasporas, and international stakeholders, all of whom can participate

virtually in supporting teams and celebrating achievements. Additionally, live streaming allows African sports institutions to showcase their talent to global scouts, fostering opportunities for athletes to compete internationally. This exposure not only benefits individual athletes but also elevates the institution's reputation and competitiveness on the global stage.

The findings of research question 2 showed that online registration platforms have impact on the effectiveness and participation levels in sports events. Some of these impacts include reducing physical sign-up stress for sports event; registering for university sports events; faster and more accurate sports event organization; sports participation willingness; effective communication. This aligns with the documentation of Hanan et al. (2024) who opined that the emergence of online registration systems has addressed several challenges by offering a fast, convenient, and accessible solution that allows athletes, coaches, spectators, and other stakeholders to register from anywhere in the world at any time. This accessibility directly reduces geographical and time-related barriers, leading to broader and more diverse participation.

Based on the findings of research question 3, it was revealed that live streaming technology affect audience engagement and overall management of sports events, such as; view like in real life experience; global viewing of sports

events; enjoying live chat, commentary and replays; and attracting sponsors. Corroborating this, Chen (2021) posited that audiences who are unable to attend in person whether due to geographical, financial, or scheduling constraints can still participate virtually, experiencing events in real time from virtually anywhere in the world. This not only broadens the potential audience base but also fosters inclusivity by allowing friends, family, alumni, and international fans to connect with the event as it unfolds. Also, smaller sports leagues and university teams that previously struggled to secure sponsorships have used live streaming metrics to demonstrate their reach and audience engagement, successfully negotiating higher-value partnerships (Hanan et al., 2024).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the summary, conclusion as well as the necessary recommendations.

Summary

This study investigated the role of technology in enhancing sport events management in the University of Benin. It sought to determine the influence of event management software on the enhancement of sports event management at the University of Benin; the impact of online registration platforms on the effectiveness and participation levels in sports events at the University of Benin; and the effect of live streaming technology on audience engagement and overall management of sports events at the University of Benin. To guide the study, three research questions were raised.

The study adopted a descriptive survey research design. The population of the study was made up of all 44,500 undergraduate students in the University of Benin. A sample size of 381 undergraduate students was selected from the population using the purposive sampling technique to select three departments from three faculties. The research instrument for the study was a self-constructed questionnaire. The statistical analysis was carried out using percentages for

respondents' bio-data, while mean and standard deviation was used in the data analysis of the raised research questions.

The findings of this research based on the research questions raised showed the following:

- using event management software influences the enhancement of sports event. This is seen in enhancement of planning and sports events organization; enhancing sport events management; enhancing task schedule and staff jobs; event coordination; as well as tracking attendance and athlete performance.
- that online registration platforms have impact on the effectiveness and participation levels in sports events. Some of these impacts include reducing physical sign-up stress for sports event; registering for university sports events; faster and more accurate sports event organization; sports participation willingness; effective communication.
- that live streaming technology affect audience engagement and overall management of sports events, such as; view like in real life experience; global viewing of sports events; enjoying live chat, commentary and replays; and attracting sponsors.

Conclusion

Based on the research findings, it was concluded that the use of event management software, online registration platforms influence the enhancement of sports event management, as well as bring about effectiveness and raise participation levels in sports events. Also, live streaming technology boosts audience engagement, sponsorship and overall sport events management in the University of Benin.

Recommendations

From the findings of this study, the following recommendations were put forth:

1. Live streaming technology should be utilized in university sport events/competitions to gain a larger audience participation and even attract potential sponsors and sport scouts.
2. Universities should employ online registration platforms as it would help reduce physical sign-up in sport events, increase mass participation, and make communication update more effective.
3. Event management software should be used as it enhances sport event planning, task scheduling, real-time updates, track attendance, as well as athlete performance.

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APPENDIX I
QUESTIONNAIRE

Technology and Sports Event Management Questionnaire
Department of Educational Management
University of Benin

Dear Respondent,

This questionnaire is designed to gather information on how technology enhances sports event management at the University of Benin. Your responses will be treated with confidentiality and used strictly for academic research. Thank you for your cooperation.

Section A: Demographic Information

Variable Response

Gender Male () Female ()

Age Less than 20 years () 21-25 years () 26-30 years () 31 years and above ()

Level of Study 100L () 200L () 300L () 400L () 500L ()

SECTION B: Main Questionnaire Items

SA = Strongly Agree | A = Agree | D = Disagree | SD = Strongly Disagree

	Items	SA	A	D	SD
	Event Management Software				
1.	Event management software enhances planning and organization of sports events.				
2.	The University of Benin uses digital platforms for sports event coordination to enhance sports event management.				
3.	Task scheduling and staff assignments are easier using event software.				

4.	Real-time updates from digital tools improve coordination during events.				
5.	Digital tools help track attendance and athlete performance effectively during sports events.				
	Online Registration Platforms	SA	A	D	SD
6.	Online registration reduces the stress of physical sign-up in preparation and during sports event.				
7.	I have used online platforms to register for university sports events.				
8.	The registration process is faster and more accurate using digital tools while planning or organizing a sport event.				
9.	Online registration has increased my willingness to participate in sport events.				
10.	Online registration platforms have made communication and updates about sports events more effective.				
	Live Streaming Technology	SA	A	D	SD
11.	I have watched university sports events through live streaming, thereby catching up with the excitement like in real life.				
12.	Streaming sports events has made it easier for more students to engage in it and not missing out altogether.				
13.	Live streaming enhances the reputation of sports at the university, and also make it watched worldwide.				
14.	Viewers enjoy features like live chat, commentary, and replays, enhancing large audience participation.				
15.	Live streaming attracts sponsors and boosts audience engagement, as well as overall sports event management.				

APPENDIX II

DATA ANALYSIS RESULTS

DESCRIPTIVES VARIABLES=Item1 Item2 Item3 Item4 Item5 Item6 Item7 Item8
Item9 Item10 Item11 Item12 Item13 Item14 Item15
/STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Item1	381	1.00	4.00	3.7559	.69263
Item2	381	1.00	4.00	3.9186	.39894
Item3	381	1.00	4.00	3.6929	.73102
Item4	381	1.00	4.00	3.7113	.73313
Item5	381	1.00	4.00	3.4304	.83887
Item6	381	1.00	4.00	3.3911	.82515
Item7	381	1.00	4.00	3.8346	.59068
Item8	381	1.00	4.00	2.8163	1.21951
Item9	381	3.00	4.00	3.2283	.42032
Item10	381	1.00	4.00	3.6640	.84759
Item11	381	1.00	4.00	3.6168	.76443
Item12	381	1.00	4.00	3.7323	.69338
Item13	381	1.00	4.00	3.8294	.52292
Item14	381	1.00	4.00	3.5879	.78858
Item15	381	1.00	4.00	3.8294	.51276
Valid N (listwise)	381				

APPENDIX III

RELIABILITY TEST

GET

FILE='C:\Users\user\Documents\Gbenga analysis.sav'.

DATASET NAME DataSet1 WINDOW=FRONT.

GET

FILE='C:\Users\user\Documents\ Gbenga Analysis.sav'.

DATASET NAME DataSet2 WINDOW=FRONT.

RELIABILITY

/VARIABLES=Item1 Item2 Item3 Item4 Item5 Item6 Item7 Item8 Item9 Item10 Item11

Item12 Item13 Item14 Item15

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability

[DataSet2] C:\Users\user\Documents\Gbenga Analysis.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	.0
	Total	15	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.834	15