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EDITORS' STATE OF PLAY

The 2022–2023 *Event Management* Journal State of Play Review

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This article provides the state of play of *Event Management* since the current editorial team took over in November 2021 until manuscripts accepted in September 2023. Our bibliometric analysis indicates 234 distinct authors from Africa, the Americas, Asia, Europe, the Middle East, and Oceania contributed to the journal. Together with the varied theories and perspectives used to ground the research, the international nature of our authors demonstrates the growth, maturity, and robustness of event studies published in *Event Management*. Though sport events dominated, festivals, conferences/private events, and mixed or industry-wide studies were also published. Five meta-themes emerged: the event industry, social impacts and sustainability, destination image, temporal and contextual factors, and performance. The focus on the human and social elements is striking and welcome in this post-pandemic era. Finally, we identify submission gaps, offer future research directions [e.g., artificial intelligence (AI)/technology and sustainability], and suggestions to strengthen the journal and field.

Key words: Review; Leximancer; Event management themes; Event research; Event methodology; Trend analysis

Introduction

Since taking over the editorship of *Event Management* (from volume 26 issue 8), the journal has grown substantially in terms of number of issues and articles published, indicative, perhaps, of the

development of event management as a field of study, internationally. As we approach the 2-year anniversary of the new editorial team, which has expanded to one editor-in-chief, four deputy editors, one social media editor, seven special advisors, 40 associate editors, 82 editorial advisory

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board members, and 17 Ph.D./early career researchers editorial board members, we thought this represented a timely opportunity to take stock of the state of play in *Event Management*, and to look forward to where we want the journal to go over the next few years. In seeking to conduct a robust review of the work published in *Event Management* over the last 2 years, we draw on the principles of the scoping review. As Tricco et al. (2018) noted, scoping reviews can:

examine the extent (that is, size), range (variety), and nature (characteristics) of the evidence on a topic or question; determine the value of undertaking a systematic review; summarize findings from a body of knowledge that is heterogeneous in methods or discipline; or identify gaps in the literature to aid the planning and commissioning of future research. (p. 467)

In our case, we sought to draw on scoping review principles and processes to understand what has been published or accepted for publication in *Event Management* since November 2021 and what the key trends/themes are in these articles. This allowed us to reflect on the state of play in *Event Management* and suggest potential future research directions, as well as how we can strengthen the journal and field moving forward.

To ensure a level of rigor, we followed the PRISMA-ScR protocol (Tricco et al., 2018) and the JBI Manual for Evidence Synthesis for scoping reviews (Peters et al., 2020). Given our particular focus, this scoping review presents the basic bibliometric data as well as the key themes found between volume 26 issue 8 to volume 28 issue 1, including the accepted/ahead of print articles (minus volume 27 issue 2, which the previous editorial team had overseen).¹ We used Excel to draw up the list of articles to consider, Endnote for citation information, VOSviewer version 1.6.19 for the bibliometric analyses, and Leximancer for the thematic analyses.

Bibliographic Information²

The editorial team has overseen 95 articles accepted and published in *Event Management* out of 275 submitted manuscripts. These 95 articles were penned by 261 authors in total or 234 distinct

authors, from 33 different countries (see Table 1). *Event Management* authors come predominantly from business schools (47%), followed by tourism and hospitality management departments (23%).³ However, we also have authors from human kinetics, kinesiology, and health sciences faculties, recreation, law, public affairs, professional studies/continuing education, philosophy, social sciences, and architecture. This demonstrates the *management* emphasis in events and supports the journal's continued efforts to be recognized in business school publication lists. But 2% of our authors were also consultants or independent researchers, highlighting *Event Management's* reach not only in academia but also in the field.

Table 1
List of Countries

Countries	Number
Australia	63
UK	46
US	40
Canada	18
China	16
Germany	11
New Zealand	6
Vietnam	5
Poland	4
Spain	4
Norway	4
Portugal	3
Iran	3
Greece	3
France	3
Northern Ireland	3
Austria	3
Ireland	3
Japan	3
Brazil	2
Croatia	2
Sweden	2
Oman	2
Indonesia	2
South Africa	2
Hong Kong	1
Scotland	1
Thailand	1
South Korea	1
Denmark	1
Finland	1
India	1
Russia	1
Total	261

Table 1 highlights geographic reach with author representation from the Americas (e.g., Brazil, Canada, US), Europe (e.g., France, Spain, Greece, Ireland, Poland, UK), the Middle East (e.g., Iran, Oman), Asia (e.g., China, Japan, India, Indonesia, South Korea, Vietnam), Oceania (Australia, New Zealand), and Africa (South Africa). As Table 1 shows, Australian researchers lead publication numbers in *Event Management*, followed by the UK, US, Canada, and China. These numbers demonstrate the journal's extensive international reach, albeit in largely anglophone countries, and constitute a baseline (given we do not have comparable data for previous years) for tracking growth going forward.

VOSviewer's coauthorship analyses, examining the relationships or social interactions between authors and their related impact on the development of the field (Donthu et al., 2021), demonstrated that few authors collaborated between sets of articles in *Event Management*. This is perhaps due to the scope and opportunities for publishing event management articles in other journals rather than evidence of a lack of collaboration per se as the coauthorship measure typically exemplifies. The data suggest that the editorial board, as well as the journal's senior leadership team, has, prior to and after taking over, played an important role in submitting their intellectual work to the journal. Although we are pleased to see both established (e.g., Koenigstorfer, Taks) and emerging (e.g., Bakhsh) scholars contributing to the field's development, which is crucial for the sustainability of the journal in the years to come, there is still an important need to encourage existing board members and the wider field to submit to the journal. To help achieve this, as a result of collective discussion at board meetings, the journal has taken some key steps to encourage new and existing authors to contribute in a variety of ways. Two of these are mentioned below:

1. Curated collections: approximately 50 authors have been commissioned to develop a curated collection on specific event topics to map the intellectual territory of the journal over the last 30 years, since the journal's launch in 1993.
2. Regionalizing the journal: approximately 25 scholars have been appointed to cover 11

regions around the world to encourage regional activity and submissions—from countries who submit less to the journal to emerging regions in the Middle East and Global South.

From a theoretical perspective, *Event Management* researchers use a variety of literatures and theories. For example, Abson et al. (2024) argued for the use of shared leadership as an effective model to understand leadership in events, while Son and Huang (2023) took an entrepreneurial process model approach to guide their study. In turn, Fiedler et al. (2023) developed a process model about organizational reputation management in festivals, while Qi and Ong (2023) proposed a conceptual model of stakeholders in the context of greening Chinese business events. Other theoretical approaches featured include resilience theory (Hemmonsby & Knott, 2023), regulation theory (Walsh et al., 2024), servicescape theory and internal service climate theory (Jung et al., 2023), uses and gratification theory (Lei et al., 2023), stakeholder and constructivist grounded theories (Qi & Ong, 2023), and Kolb's experiential learning theory (Rossetti, 2023). This range of theories used exemplifies the complex nature of event studies and the multiple perspectives needed to understand events' different aspects.

From a methodological perspective, published authors utilized a variety of designs. For qualitative research designs (34.7% of articles published), case studies dominated when a specific qualitative methodology was noted (e.g., Bodin & Taks, 2022; Fiedler et al., 2023; Koenigstorfer, Kilbinger, & McGillivray, 2023; Tkaczynski et al., 2022; Walsh et al., 2024). Quantitative survey research was used in 24.2% of studies (e.g., Hautbois et al., 2023; Jeon et al., 2023; Kennedy et al., 2024; Miller & Dixon, 2023) to address the research questions (cf. Figs. 1 and 2). Of the remaining methodologies, we found 10 studies using mixed methods (e.g., Dashper et al., 2024; Kwiatkowski et al., 2023; Ribeiro et al., 2023; Son et al., 2023), four systematic reviews (Bakhsh et al., 2023; Hemmonsby & Knott, 2023; Senevirathna et al., 2023; Tang et al., 2023), and a blend of other methodologies, such as autoethnography (Stevenson, 2023), a Delphi study (Lockstone-Binney et al., 2023), experimental designs (Godovykh et al., 2022; Park et al., 2022),

a scoping review (Koenigstorfer et al., 2023), and a bibliometric analysis (Ghaderi et al., 2023), demonstrating a broadening of methodological approaches and, therefore, a maturation of the field methodologically speaking. Most qualitative studies used interviews and documents as their data sources (69.7% and 39.4%, respectively), with thematic analyses dominating the analytical approach (48.5%) followed by content analysis (21.2%) and discursive/reflective approaches (15.2%); some researchers used novel data sources (e.g., audio-visual material and social media posts) and analyses (e.g., grounded theory and semiotics). Beyond descriptive statistics, published authors favored confirmatory factor analyses (CFA) and structural equation modeling (SEM)/partial least squares structural equation modeling (PLS-SEM), 44.8% and 34.5%, respectively, though a range of other analyses were conducted such as analyses of variance (ANOVAs; 13.8%), *t* tests (10.3%), correlations (10.3%), multiple regressions (6.9%), and cluster analyses (6.9%), demonstrating published authors applying advanced techniques to answer their research questions. We encourage *Event Management* authors to use novel methodologies and methods, where appropriate, and continue to use robust designs that will best answer their research questions.

Finally, an analysis of research contexts within the 95 articles (see Table 2) indicated that 42% of studies were on sport events, followed by industry-wide or mixed events (31%), festivals (17%), conference/academic/business/private events (9%), and social life cycle events (1%). The predominance of sport event research is perhaps a reflection of the burgeoning interest in studying sport mega-events internationally as they move around the world but also reflects the growing status of *Event*

Management in attracting sport scholars submitting their work to the journal.

Trend Analyses

In examining the topics studied within the 95 articles, it should not come as a surprise that the co-occurrence word analysis outcomes, which explores current or future relationships among topics through analyzing the written content in the articles (Donthu et al., 2021), mirrored occurrences in the real world, namely, the advent and impact of COVID-19.

As Figure 1's overlay visualization by year highlights, while the world was still grappling with the pandemic, researchers (e.g., Dickson & Darcy, 2022; Lachance et al., 2022) remained focused on aspects related to sport events (e.g., Olympic Games, legacy, motivations, attitudes). Over the course of the second year, researchers turned to the impact of COVID-19 on events, with accepted articles shifting to topics associated with the pandemic, such as resilience, crisis management, and austerity. The topic of attendee motivations also reemerged, especially in the case of festivals (as opposed to sport events) and particularly in relation to music festivals (e.g., Ali-Knight, 2023; Bossey, 2024; Couto, 2023; Jeon et al., 2023; Karadimitriou et al., 2023; Kwiatkowski et al., 2023; Lei et al., 2023).

Table 3 offers details of each co-occurrence word cluster found in Figure 1. What comes out of these clusters is a particular emphasis on event managers (their training, soft skills, resilience, creativity, etc.), and event spectators (their motivations, experiences, risk perceptions, etc.). For example, Yeardeley (2023) focused on the development of first-level event managers, while Stadler et al. (2022) examined a sustainable human resource management approach to help "reduce employee stress and to achieve longer-term well-being" (p. 1817). In turn, Alén-González et al. (2023) highlighted that "attending a music festival . . . begins with travel and involves the consumption of complementary activities, generating social and emotional impacts that satisfy recreational and cultural needs for an increasingly large segment of the population" (p. 380). As such, though an important shift occurred toward examining the impact of COVID-19 on events, we still see interest

Table 2
Contexts Examined in the 95 *Event Management*
Articles

	Frequency (%)
Sport events	40 (42%)
Festivals	16 (17%)
Conferences, business, academic or private events	9 (9%)
Social life cycle events	1 (1%)
Others, mixed events, or industry wide	29 (31%)

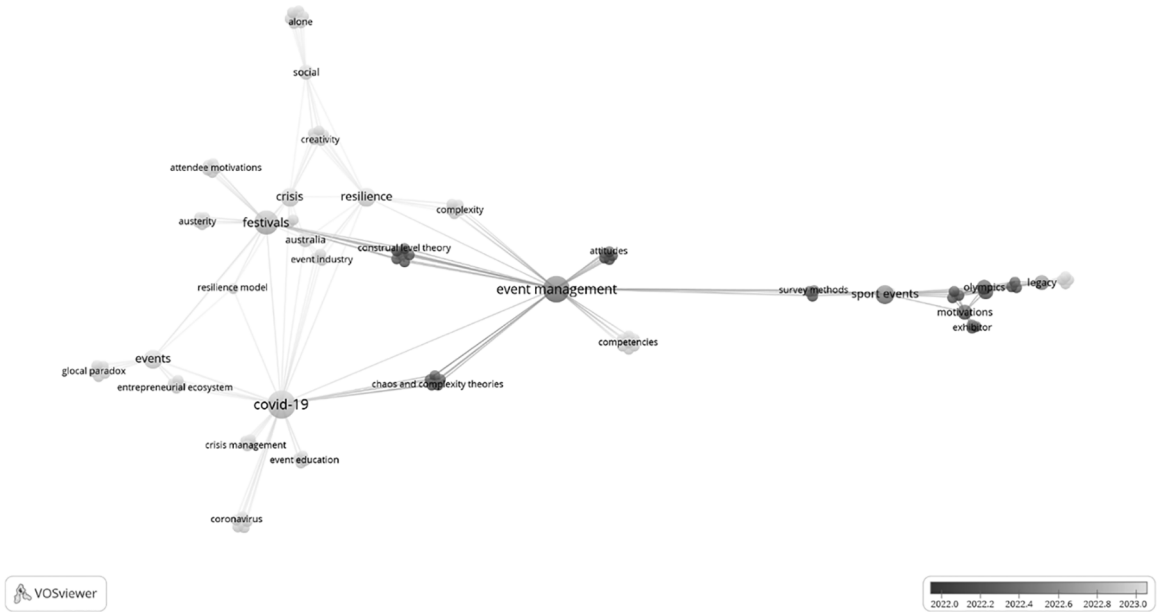


Figure 1. Overlay visualization by year of the co-occurrence of words analysis using VOSviewer bibliometric information for the 95 articles.

in attendee motivations and a focus on the people involved in the delivery of events.

Innovation and entrepreneurship emerged as an important topic, due primarily to the special issue

on event innovation and resilience edited by Eleni Michopoulou, Nikolaos Pappas and Iride Azara (volume 27 issue 4), which indicates a contemporary area of interest as a response to COVID-19,

Table 3
Details for Each Word Cluster Found in Figure 1

Cluster	Word Co-occurrence Details
Alone	Barriers, music events, immerse, freedom, escape, solo consumer
Creativity	Pragmatic hope, social hope, risk, cultural
Attendee motivations	Festival attendance, flow, festival motives, generation Z
Austerity	Public space, parks, funding, green space
Australia & event industry	Innovation, legitimacy, behavioral intention, recovery
Global paradox	Paradox, accommodating versus resolving paradox, global, formality versus informality
Entrepreneurial ecosystem	Entrepreneurship, social entrepreneurship, knowledge spillovers
Coronavirus	Event planning, golf, spectators, health belief model, risk perception
Crisis management	Sport event tourism, organizational resilience, responsiveness
Event education	Curriculum design, experiential learning theory, live events
Chaos and complexity theories	Hospitality, response strategies, crisis impacts, event and tourism
Construal level theory	Goal setting, waste management, message framing, self-efficacy, recycling
Complexity	Stakeholder theory, stakeholder management, project management, timeliness
Attitudes	Risk perceptions, virtual event, face-to-face event, visit intentions
Competencies	Training, development, event first-level managers, soft skills, managerial styles and philosophies, first-level management
Survey methods	Volunteer experience, quantitative research
Sport events	Social cognitive theory
Motivations, Olympics, & legacy	Impacts, legacies, volunteers, networking, conferences, exhibitor, Olympics, Paralympics, social capital, volunteer, motivation, legacy, public relations, impact, sports value, sport event

Note. Analysis conducted using VOSviewer.

but one that should hopefully persist so events can continue to innovate.

Next, we used Leximancer to conduct a thematic analysis (Braun & Clarke, 2021; Naraine & Parent, 2016) of the 95 articles' full texts (see Fig. 2). Reviewing the concept map presented, we further grouped the clusters into five meta-themes revealing what interested *Event Management* researchers over the last 2 years: the event industry (includes festivals), social impacts and sustainability (includes the host, people, volunteers, participants, public, information, value, and development), destination

image, temporal and contextual factors (includes COVID-19-related studies), and performance.

First, the **event industry theme** included a focus on sport and sport events, festivals, event tourism, management, business events, social media, and entrepreneurship (e.g., Dashper et al., 2024; Hemmonsbey & Knott, 2023; Qi & Ong, 2023). In addition, several studies focused on music festivals and spectators' experience at such events (e.g., Bossey, 2024; Lei et al., 2023; Marshall et al., 2023).

When examining the intersections between the event industry and social impacts and sustainability

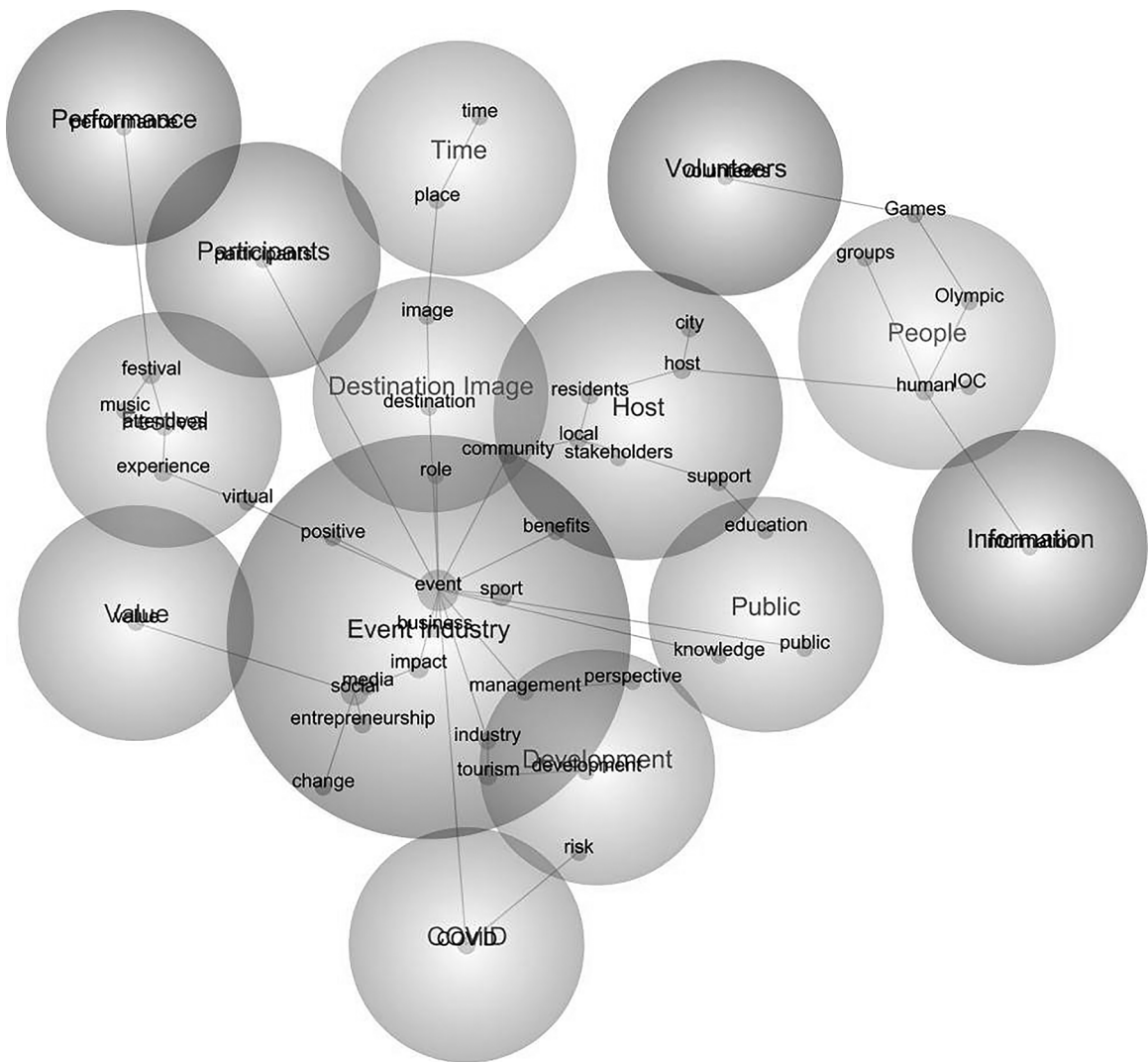


Figure 2. Thematic analysis of the 95 full texts using Leximancer.

themes, we find researchers were interested in the positive impacts of events on society, whether it be the value of sustainability and green business events (e.g., Qi & Ong, 2023) or how sport tourism benefits local communities (e.g., Yu et al., 2023). One area of interest was social media and its impact on various stakeholders or concerns, such as human rights, demonstrating the strong linkages between many themes. As Koenigstorfer, Kolbinger, and McGillivray (2023) hypothesized based on their findings:

athlete activism will produce favorable perceptions of societal change when social media users evaluate the particular form of activism positively (as seen in positive social media comments), but that it will produce unfavorable perceptions when users evaluate the form of activism negatively (as revealed by negative comments). (p. 909)

Given the COVID-19 context, however, authors also became interested in social innovation and entrepreneurship for positive change and added value to participants (e.g., spectators, the community). Boden and Shipway's (2024) research problem exemplified the current research interest: the article "addresses a key research problem for the sports events industry; how can organizers and senior management of international sports events better plan, prepare and prevent future crises and disasters" (p. 1056). Likewise, Le Grange and Maas's (2023) conceptual article proposes "to explore how events and social entrepreneurship activities translate into progressive social-economic development" (p. 1200), also addressing a social innovation issue. As such, *Event Management* authors continue to be interested in the impacts of sport events and festivals on the community.

What brings the event and social themes together—as well as the ensuing themes—are people. The **social impacts and sustainability theme** highlights the focus on the perspective, experience, and support of local residents (the general public, host community; e.g., Bodin & Taks, 2022; Perić & Vitezić, 2023; Yu et al., 2023), participants (e.g., Ali-Knight, 2023) and volunteers (e.g., Lachance et al., 2022). That this theme is distinct but one that is directly related to many other core themes, speaks to the emphasis placed on the community by *Event Management* researchers.

Within the social impacts and sustainability theme, human rights were a growing topic of interest in this sphere, due at least partly to the incidences around the 2022 World Cup in Qatar (e.g., Koenigstorfer, Kolbinger, & McGillivray, 2023; Koenigstorfer et al., 2023; Sönmez et al., 2023; Talbot, 2023; Tang et al., 2023), and this was recognized with a special issue by Duignan and Chalip (2023) dedicated to the nexus between events and human rights (Volume 27, Number 6). However, sustainability has emerged through the concepts of value and development, notably in relation to economic and sustainable development. For example, Ambrosini et al. (2023) investigated universities' social entrepreneurship using events to meet the United Nations' Sustainable Development Goals.

Though a long-standing topic of interest in event studies (e.g., Chalip et al., 2003; Funk et al., 2007), the **destination image theme** persists. However, such studies are not just about tourists' motives or spectator attendance, but also about the implications for event rightsholders. As Hautbois et al. (2023) highlighted in their study of the UEFA Euro 2016, sport events rightsholders should "pay attention to image factors [when] selecting the host territory because the latter can influence the perception of the event" (p. 91).

Given the point in time when the editorial team took over *Event Management*—right in the middle of COVID-19—it is unsurprising that time and COVID-19-related topics emerged, a meta-theme we termed **temporal and contextual factors theme**. To wit, *Event Management* accepted/published 11 articles directly dealing with the pandemic over the course of the 2 years, which represents 11.6% of total articles published (e.g., Ghaderi et al., 2022; Miller & Dixon, 2023; Ratten, 2023; Stevenson, 2023). In turn, temporal factors pertain to time as a potential factor or constraint in event managers' decision making (e.g., Chen et al., 2023), the extent to which event volunteers contribute their time to events based on their employment status (e.g., Dickson & Darcy, 2022), and the longer term impacts and legacies of events (e.g., Bodin & Taks, 2022; Dickson et al., 2022; Fleshman & Kaplanidou, 2023). Though these temporal elements might have been found pre-pandemic, the concept of *timeless events*, which are asynchronous events not held in real time, is discussed as

a byproduct of the pandemic by Getz (2023). Like Getz, we encourage event researchers to delve deeper into this new event form to understand how it impacts other areas of interest noted above (e.g., event management per se, the social and human aspects, and even destination image).

Finally, we have the **performance theme**. This theme has two perspectives. On one hand, we have performance taken as event team performance (e.g., Abson et al., 2024) and exhibitor performance (e.g., Jung et al., 2023) and, on the other hand, live performances during (music) festivals (e.g., Bossey, 2024; Lei et al., 2023). As such, we see a concept that is about output or outcomes of the producers (athletes, artists, organizers, etc.) and the event itself. This is a nuanced output to the social impacts and sustainability theme noted above, which focuses on the impacts of the producers and events on people. This highlights the multidimensional and complex concept that is “events” and supports why we see studies using various theoretical lens, methodologies, and methods.

As an inter- or multidisciplinary field of study, it is, therefore, to be expected that published articles have drawn on theoretical frames, models, and literature originating outside of the management field. Though journals like to draw boundaries around what research they want to publish, over the last 2 years *Event Management* has provided a home for a diverse range of theories, models, or literature that share the same context but approach it from very different ontological and epistemological positions. We think this is beneficial for a field of study that has been criticized in the past for being too focused on logistical and operational concerns rather than embracing critical approaches (see Rojek, 2013). There has clearly been a shift from a focus on the “management” of events to a broader embracing of “event studies” (Getz & Page, 2024). This has undoubtedly enriched the work published in the journal with authors drawing on, and contributing to, theoretical and conceptual areas from a range of disciplines.

Our review of the last 2 years of publications shows that this journal welcomes colleagues from a diverse range of disciplinary backgrounds and organizational affiliations, including from health, the social sciences, and arts and humanities. There also remains scope for conceptual articles to emerge

that propose novel, event-specific theories and models. Taking a step back, we have also noticed several submissions and publications generated from large research projects and the networks/connections they produce (e.g., EventRights). In turn, this has resulted in a few articles published in *Event Management* that extend the reach of the journal for readership and is turning the journal into a destination for high-quality submissions with authors of the likes of Bocarro, Koenigstorfer, Misener, Preuss, and Taks.

Research Gaps and Future Research Directions

In summary, though sport events continue to dominate the type of event studied in research published in *Event Management*, we see a range of other event types covered (e.g., festivals, conferences) as well as industry-wide studies that highlight the rich context that is events. The varied theories and perspectives used to ground the research, as well as the breadth of authors and countries represented, demonstrate the growth, maturity, and robustness of event studies published in *Event Management*. That *Event Management* reaches not only academia but also the field, thanks to authors from inside and outside universities, demonstrates the usefulness of the journal.

The focus on the human and social elements—as opposed to, for instance, a more economic perspective—is striking and welcome in this postpandemic era. It seems the pandemic heightened the importance of social interactions and the impact of events on their various stakeholders (athletes, spectators, managers, etc.). Although potential economic impacts (or lack thereof) and other more tangible aspects of events and their outcomes continue to make the headlines, such as Victoria and Alberta (Canada) pulling out of the 2026 Commonwealth Games due to financial concerns (Nair & Grohmann, 2023), the trend seen in *Event Management* makes us hopeful that the human side of events will continue to take prominence as their strongest quality. This trend also reflects a growing recognition that events are not, in and of themselves, able to deliver positive impacts to the people and places that host them. We know sport events can produce negative social impacts and contribute to the infringement of human rights. Festivals, in drawing audiences from

across the world, can contribute to environmental degradation and exploitation of valuable greenspace for commercial benefit. Policymakers and practitioners see events as a means of strengthening the places that host them, but it is critical that *Event Management* continues to provide an informed and practically useful space where taken-for-granted assumptions are challenged and better solutions to wicked problems are found and shared.

Of course, this is the first time we have conducted this state of play, so these findings constitute a benchmark and point of comparison for the future. Our analysis here only includes 95 articles over a 2-year period. We are interested to see how the field will evolve, and we are heartened to see more scholars viewing *Event Management* as their journal of choice for research into the social, economic, and cultural value of events of whatever genre.

Although our focus to date has been on what is published in *Event Management*, it is also important to identify what is currently missing and what future directions we may (want to) see over the next 5 years. In terms of gaps, our review found relatively few articles focusing on the climate crisis and the challenges all genres of events face when looking to reduce their carbon footprints. Six articles included mention of green issues, but few of these provided an analysis of the contribution festivals or events make to increasing carbon use, or mechanisms to mitigate these. Second, though a very recent article addressed the perceived invisibility of equality, diversity, and inclusion research in event management journals (Higgins-Desbiolles, 2024), in response to an initial piece on the topic by Calver et al. (2023), over the last 2 years only a handful of articles have directly addressed issues of gender, race and ethnicity, class, sexuality, disability or poverty as they pertain to events. Published work on human rights and (sport) events touches on some of these issues indirectly, but there is a gap in submissions to the journal that we would like to see addressed in the forthcoming years. We might usefully define this as a gap in the space of events and intersectionality. Finally, though there are published articles on event innovations, especially during the COVID-19 pandemic, not enough attention has been paid to the effects of emerging technologies like the metaverse and AI on the event sector.

Therefore, as food for thought, we offer the following future directions.

1. *Artificial intelligence (AI) and new technologies*: With the pandemic moving the world online, technological developments have skyrocketed. On November 30, 2022, ChatGPT (Chat Generative Pre-trained Transformer) from OpenAI came out, followed by a slew of other AI platforms. These various AI platforms are challenging how we work and interact with each other and the world. It is not a far stretch to think they will impact the events world. The question is: How? In a time when resources are stretched and fewer people are volunteering, can AI be a solution to increase capacity or will it be a problem by widening the gap between the haves and have nots (e.g., between the Global North and Global South)? There is also much scope to reconsider the concepts of “liveness” and “presentness” in relation to developing technologies within the event context.
2. *Sustainability in all its forms* (economic, environmental, and social): Only two articles over the last year explicitly focused on climate change, sustainability, and green events (Miller & Dixon, 2023; Qi & Ong, 2023). It may be that the pandemic jumped the proverbial research queue, but climate change continues to be a major issue for the world and events are part of this. With Formula 1 purporting to go net zero carbon by 2030 and the United Nation’s Sports for Climate Action initiative, there is a desire for events to be more environmentally sustainable. But this is just one part; what about economic sustainability (cf. the issue the Commonwealth Games currently have as noted above) and social sustainability? All three aspects of sustainability should be considered to improve events moving forward, with the potential to align these considerations to the United Nations Sustainable Development Goals.
3. *Honoring different cultural perspectives on events*: To have a truly international understanding of how events are conceived, designed, planned, delivered, and evaluated, the journal must encourage more scholars from diverse countries and cultures to submit to the journal. This is important as a significant number

of articles published in the journal are from a core set of authors and similar, mostly Western, contexts. Events, as a development tool, now play a central role in most economies and societies, and therefore we must bring more regional knowledge into the sphere of the journal and event studies more broadly.

4. *The darker side of events* has received little attention within the journal despite growing interest in the disbenefits or harm created by events and increased skepticism about the purported benefits. There has been some work on dark events in relation to death and commemoration (e.g., Kennell et al., 2018) but little on harmful events. This may require a broader definition of events and could, for example, encompass “war,” “riot,” “evacuation,” or “mass migration” as events. All have participants, spectacle (as extraordinary), and an audience (both live and via the media). The eventization of other aspects of society might also provide fruitful avenues of research. For example, televised or public court cases, and political meetings. Events as doers of harm also resonates with the discussion of sustainability above. It is perhaps timely to consider whether there is a growing need to “de-eventize” society and to research, in a less partisan way, the damage that many events cause.

Finally, as an editorial team we also want to indicate other developments we feel would be beneficial to strengthening *Event Management* as the journal of choice for the event field and beyond:

- Working with larger data sets/bigger research programs, allowing for a deeper understanding and longitudinal analysis of events, alongside cross-case and cross-country comparative analyses.
- More theoretically informed work and contributions that offer original theoretical propositions that can also influence other fields of study.
- More explicit identification of why events in and of themselves are a powerful platform and catalyst for change.
- Greater transdisciplinary work researching and writing with nonacademic partners from the public and private sectors. Engaging practitioners and policy makers from the start of a research project

and including them in the dissemination can only benefit the quality and impact of our work.

- More research from countries and scholars who have historically published less in the journal, so that we can increasingly showcase regional research and honor more diverse cultural perspectives on events.
- Continued advocacy by academics for *Event Management* as a field of study distinct from its close cousins tourism, leisure, and sport. Such advocacy should help press the case for the continued need for the dedicated, high-quality outlet for events research that is *Event Management*, particularly considering raising its profile regarding research assessment exercises and journal ranking lists.

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Notes

- ¹This constitutes our inclusion/exclusion criteria.
- ²Given we are restricting our analysis to our first 2 years as an editorial team in *Event Management*, the bibliometric analyses are consequently limited compared to traditional bibliometric analyses across multiple years and journals.
- ³We acknowledge that some business/management schools have tourism/hospitality subdepartments (as well as other disciplines like events); thus, we used the primary group, school, or faculty noted in the affiliation to simplify the analysis process.

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