

Reviewed by

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"Management, Technology and Sport"
Proceedings of the International Conference 2.2.2023,
published by Masaryk University Press in Brno in 2023, ISBN 978-80-280-0331-9

The Masaryk University Publishing House in Brno has published in English the proceedings of the 2nd International Conference "Management, Technology and Sport" in 2023, which regularly focuses on systemic aspects of development in economics, management, technological development and innovation.

The conference was dedicated to the 50th anniversary of the publication of the famous book "Limits to Growth", published by the Club of Rome in 1972.

The conference itself included a total of 14 system-oriented contributions, ranging from e-sports (Matej Kostrec, Police Academy Bratislava), the use of artificial intelligence in arbitration disputes (Jiří Navrátil), new trends in the cryptocurrency segment (Jakub Štědroň, Faculty of Physical Education and Sport, Charles University), a forecast of trends until 2030 (Michal Pavljuk, Bratislava) or even a systemic view of the whole issue by Jiří F. Potužník

(Communication, Technology and Management Models Relations).

A more detailed analysis of the contributions shows that the prognostic-political aspect was strongly manifested in the contributions. The paper "New Technological Trend: Turbulent Cryptocurrencies and Sport" (J. Štědroň) shows that the cryptocurrency segment is not fully integrated into the political and legislative systems of many countries; this fact is demonstrated by the recent fine of USD 4 billion by US regulators to the largest cryptocurrency exchange Binance as well as the criminal prosecution of Samuel Bankman-Fried, speculator, investor, founder and former CEO of the cryptocurrency exchange FTX and Alameda

Research, through which he secretly traded FTX client money into cryptocurrencies, cryptocurrency projects and startups. The FTX exchange collapsed in November 2022. Also very interesting is the new lawsuit against Cristiano Ronaldo for \$1 billion related to his involvement in the Binance exchange.

At the conference "Management, Technology and Sport", the segment of artificial intelligence applications, which is regularly dealt with by legislative bodies in both the EU and the USA, was strongly represented.

Thus, at the beginning of the 21st century, the original laboratory use of artificial intelligence has increasingly begun to be adapted to everyday human life. At the same time, there has also been an increase in the popularity of and investment in AI in the sector of smaller and medium-sized organisations, including the sports segment, and in start-ups. Today, AI has become an integral part of all innovation, economics and management.

It appears that the AI segment will play a key role in the further development of civilisation and will require a number of new legislative rules. These facts give artificial intelligence the competence to be used in these segments:

- optimization of training methods in teaching
- predicting the development of the economy,
- text-to-speech,
- character recognition,
- targeted marketing and management,

- forecasting and setting appropriate prices,
- predicting the failure of machines and complex systems,
- digitisation of company documents,
- creating electronic textbooks.

A significant contribution in this context is the study by Jiří Navrátil and Denisa Zimov "Possibilities and Difficulties of Using Artificial Intelligence in Sports Arbitration Disputes" The paper itself consists of 9 parts including the conclusion and contains a number of creative new approaches and perspectives (Even artificial intelligence can be dangerously wrong, The risk of digital terror, Fighting "engines" and human surveillance etc.). A number of other authors have focused on the applications of artificial intelligence and include Ladislav Šulc (The Use of Elements of Artificial Intelligence in Contemporary Military Unmanned Aviation) and Michal Pavljuk (Forecast of Development Trends in Sport - Year 2030), who discusses future technological trends in the context of globalization. The forecast-oriented contributions also include Jiří Mihola (Prognostic Consideration) and Matej Kostrec (E-sports in the Academic Environment).

Very interesting are the contributions that can be partly characterized as "microsegments, macrosegments and development trends". These contributions include Martin Vyroubal's contribution: "The Economic Concept of Willingness to Pay in a Sport Environment", Jakub Kadlec's "Aspects of Creating Sports Team Budgets in Times of Crisis, Lukáš Kozáček's "The Organization of a Volleyball Major Sporting Event and the Impact of COVID-19 on Spectator Attendance"

Ilna Pavlova: "New trends: A Systems Analysis of the Volunteer as a Component of Future Sport Event Implementation" These papers deal with the financing of organizations, crisis management, the impact of OECD and the COVIT pandemic, a number of examples on crisis strategies and new trends including the application of new technologies.

Overall, the international conference, regularly organized by the Faculty of Sports Studies of Masaryk University in Brno, is a creative contribution to the analysis of new trends not only in the education and training segment, but also in economics and innovation.

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