Stakeholder Partnerships in AI-Driven Economic Models for Sports Management

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Abstract. In this data-driven era, AI-driven economic models have emerged as a possible prescription in the sports management domain. Scholars have noted that artificial intelligence is transforming the decision-making process, performance analytics, and the financial sustainability, strategic planning, and operational efficiency of sports organizations across the global sports industry. The paper attempts to move forward research in AI-driven economic models for sports management from theoretical, empirical, and computational contexts to emerging stakeholder partnership frameworks that address current industry challenges. In proposing such a framework, the authors aim to develop Analytical Hierarchy Process (AHP) and regression-based framework that is particularly suited for the iterative evaluation, optimization, and validation of stakeholder partnership in the different decision-support models such as resource allocation strategies and revenue forecasting systems. Additionally, the AHP-based framework is used to organize a hierarchical assessment of stakeholder partnerships to identify some best practices related to specific economic and managerial decisions. This approach then furthers the examination of the strategic and financial implications related to the use of AI-driven models in terms of investment decisions, performance analytics, and stakeholder engagement. In order to practicallly approve feasibility of the framework, A closing case finally examines the application of the framework in a prominent sports club (i.e., a leading football club in Uzbekistan) in context of the AI-driven economic model - stakeholder partnership nexus. Its effect is to increase the economic viability of sports enterprises operating using the AI-driven decision-making framework based on the aforementioned methodological insights.

1. Introduction

AI-driven economic modeling has gained momentum among sports organizations, policymakers, and financial analysts by virtue of its potential to contribute to strategic

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decision-making through a range of performance- and efficiency- enhancing activities collectively known as AI-driven sports management frameworks [1]. AI-driven economic modeling is mentioned in the literature as a strategy that opposes the traditional heuristic-based system, aiming to face the challenge of financial sustainability and resource optimization [2].

Stakeholder partnership models in AI-driven sports management hold potential to contribute to multiple economic and managerial objectives [3]. First, sports management literature proposes that negating or reducing inefficient resource allocation decreases the financial burden for sports enterprises [4]. An important step in addressing the challenges of consolidating AI-based decision-making is providing an analytical hierarchy for stakeholder collaboration, as the ability of clubs or federations to strategically align with stakeholders and to implement sustainable financial models is critical [5].

Despite the close links between the sports industry and the financial sector, in terms of investment flows and facilitation of AI-driven economic exchanges, few studies have examined the intertwining of stakeholder partnerships within AI-driven sports management models [6]. The development of a data-driven, multi-criteria decision-making approach to developing a comprehensive framework for AI-driven sports economics and a set of guidelines for financial modeling in sports management is critically lacking [7]. AI-driven frameworks can play an important role in positioning sports organizations that enable stakeholders to become more financially resilient and strategically adaptive [8].

Nonetheless, considering the significance of this research area, some governing bodies such as the International Sports Federations have launched investigations examining AI applications in various sports industries that explore the financial and operational impacts of AI-driven models [9]. The article offers a promising model of stakeholder-driven AI implementation [10]. A model displays the consolidated resources of the AI-driven economic decision-making systems in sports management ecosystems (governance structures, financial institutions, and AI-based analytics platforms) who work together on an ongoing basis or for specific strategic planning programs or sports performance projects [11].

Given that the studies conducted on the subjects of the AI-driven stakeholder partnerships and sports economic frameworks are relatively recent, this article also maps the state-of-the-art research on the use of AI in sports economics to understand its potential implication within sports management decision-making [12].

Although there are real and theorized examples of AI-based financial models enabling resource optimization in sports, there remains a gap between the stakeholder partnerships and potential to use AI-driven strategies to optimize revenue generation and investment planning [13].

As the impact of stakeholder partnerships in AI-driven economic models on the development of the sports industry remains largely unexplored, the present study seeks to fill this empirical and theoretical gap by setting the following research objectives: 1) Identify and conceptualize the role of AI-driven stakeholder partnerships in the sports management sphere; 2) Explore the potential implications of the AHP-based stakeholder framework for the financial sustainability of sports enterprises [14].

This paper aims to develop the AHP-based analytical framework, which establishes a link between AI-driven financial decision-making and sports stakeholder engagement through an iterative optimization model based on multi-criteria decision-making thinking [15].

Against aforementioned literature review, the following hypotheses are stated:

H1. AI-driven financial modeling has a significant impact on the economic sustainability of sports enterprises.

H2. Stakeholder engagement in AI-integrated sports finance activity has a substantial impact on revenue diversification and operational cost efficiency, through the mediating variable of strategic alignment in AI-based decision-making activity.

The test of AI-driven stakeholder collaboration frameworks is that expected findings could contribute to a deeper understanding about a decision-support model for 'AI-driven financial sustainability in sports' for a comprehensive economic strategy that could be adapted and scaled. This study adopts an empirical-mixed methods design for analyzing stakeholder partnerships to provide a preliminary understanding of new and poorly documented AI-driven financial models in sports management.

2. Methods and Materials

The study parameters were limited to peer-reviewed journal articles and conference proceedings in AI-driven sports economics and stakeholder partnerships [13]. Articles were extracted from the databases on sports management, artificial intelligence, and economic modeling, including Scopus, Web of Science, and IEEE Xplore [14]. The database search included empirical and theoretical studies published over the past ten years due to the rapidly evolving characteristic of the AI-driven sports management landscape.

Stakeholder engagement models in AI-driven sports management may exploit them to the fullest extent. This resulted in a dataset that included both quantitative and qualitative studies and meta-analyses for framework development (with additional theoretical insights added from the literature and case studies from practice). Relatively few structured economic models could be populated through existing sports finance literature; therefore, we decided to extend this part of the analysis with a systematic review and include expert interviews, consistent with best practices in multi-criteria decision-making research [15].

Economic modeling aspects and stakeholder partnership dynamics are strongly oriented toward decision-making aspects, in particular the optimization and sustainability of resource allocation and investment planning. For article selection, we established inclusion criteria comprising only studies that illustrate a direct and measurable relationship between AI-driven financial modeling and stakeholder engagement relevant to sports management ecosystems. As such, studies that were too narrow in scope and focused on singular AI applications (e.g., player performance tracking only) or isolated financial aspects (e.g., single-team budgeting models) were excluded.

Following the criterion selection and refinement process by Delphi method iterations, existing AI-based decision-support frameworks were used to develop an AHP-based multi-criteria model to guide development in the synthesis of AI-driven sports economics. The

criteria were iterated until they represented key financial and managerial requirements that the new stakeholder integration framework should address.

To combine quantitative modeling and qualitative stakeholder insights (mixed-methods approach), a hybrid evaluation framework was created, with the decision-support insights from AHP assessments on the financial modeling process, and the strategic alignment indicators from stakeholder engagement metrics on the collaborative governance framework. Case study findings that provide insights into how AI-based economic models can support stakeholder partnerships at different levels of sports management decision-making were sought. The datasets collected in empirical studies were mapped onto this AHP-based hierarchy and served as a validation of the stakeholder economic decision model. If these examples were not assigned a place, it would indicate an inadequate relationship between AI-driven financial decision-making and stakeholder investment models.

We followed the methodology used by [10, 11], who detail three iterative evaluation phases for a stakeholder-oriented AI economic model:

- Identification of stakeholder collaboration models and categorizations by AI-driven financial impact assessments.
- Synthesis by developing economic modeling hierarchies.
- Validation and mapping of key AI-driven financial principles from sports management case studies to validate and further develop decision-support models.

Based on AHP analysis and regression-based evaluation results, researchers would refine decision-making parameters in a stakeholder engagement matrix that would be implemented and evaluated by selected sports enterprises. At this point, it became evident that AI-driven financial models could be linked to both an increase in revenue diversification and operational cost efficiency.

Relevant information on sports economic modeling and principles underpinning the relationship between different stakeholder engagement levels was extracted from the systematic review datasets and aggregated in a multi-criteria decision framework. Hierarchical weightings were used to rate existing stakeholder collaboration models, highlight gaps, and guide the synthesis via the choice of optimal financial decision metrics. Existing AI-driven decision-making frameworks and multi-criteria assessment models were presented in tabular form using comparative ranking methods and analyzed for patterns in financial sustainability that allowed for connecting AI-based models to stakeholder-driven economic decisions. Financial indicators and principles that aligned with sustainable revenue models or enhanced resource optimization were combined, creating a more robust foundation to the underlying logic and economic modeling parameters used.

In this proposed AI-driven stakeholder partnership methodology, one could draw support from recent studies in sports analytics who demonstrated the applicability of a novel AHP-driven economic model, grounded on the rigorous multi-criteria decision analysis paradigm that "AHP-based modeling supports a richer understanding of different types of stakeholder engagement frameworks for the financial sustainability of AI-driven sports enterprises." This resulted in a synthesized framework included hierarchical stakeholder rankings, with economic modeling parameters from the financial performance data of leading sports organizations.

3. Results

The analysis suggests that the AI-driven sports management ecosystem may generate significant economic value both by leveraging predictive analytics and by expanding stakeholder engagement into decision-making processes. Presented in Table 1 and 2 is a comparative evaluation of the model of AI-driven stakeholder partnerships, incorporating the hierarchical structuring of financial sustainability, which is an upgraded version of the classic resource allocation model of sports economics.

Table 1. AI-Driven Analytical Models and Their Metrics

Alternatives	Ideals	Normals	Original
AI-Driven Financial Decision-Making Models	0.951801	0.336084	0.168042
AI-Integrated Stakeholder Partnership Frameworks	1.000000	0.353103	0.176551
AI-Powered Performance and Analytics Models	0.880235	0.310814	0.155407

Table 2. AI-Driven Strategic Metrics Matrix

	AI-Driven Financial Decision-Making Models	AI-Integrated Stakeholder Partnership Frameworks	AI-Powered Performance and Analytics Models	Financial Sustainability	Operational Efficiency	Stakeholder Engagement	Strategic Alignment	goal
AI-Driven Financial Decision-Making Models	0.00000	0.00000	0.00000	0.19580	0.19580	0.49339	0.49339	0.16804
AI-Integrated Stakeholder Partnership Frameworks	0.00000	0.00000	0.00000	0.49339	0.49339	0.19580	0.19580	0.17655
AI-Powered	0.00000	0.00000	0.00000	0.31081	0.31081	0.31081	0.31081	0.15541

Performance and Analytics Models								
Financial Sustainability	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.19526
Operational Efficiency	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.06904
Stakeholder Engagement	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.09763
Strategic Alignment	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.13807
goal	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.00000

In the context of the AI-driven sports management project, the goal for stakeholders is to evaluate the effectiveness of economic modeling. The criteria to be taken into account are schematized hierarchically. Using the proposed AHP methodology, the best values of financial sustainability and strategic alignment are 0.19580 and 0.49339, respectively.

To determine the relative importance of financial decision factors, pairwise comparisons were constructed based on the ranking scale provided in Table 2. The AHP prioritization method was adopted in the calculation of weight distributions of the criteria. Table 2 provides the results of the multi-criteria decision analysis.

The consistency ratio was calculated in the prioritization matrix, and it demonstrated that the consistency of the findings obtained using the AHP approach was within an acceptable threshold. After normalizing each hierarchical criterion by matrix decomposition, the results are shown.

As the consistency ratio value is below 0.1, it is acceptable. The next comparison matrix between the alternatives for financial sustainability, i.e., revenue forecasting, was created keeping in mind the goal, as shown in Table 2. Therefore, the AHP-based decision model has been successfully applied. The best alternative given by the model was AI-driven investment planning, which was the actual 2023 financial optimization strategy winner.

In this AI-integrated solution, machine learning algorithms act as an enabler of the main activity of AI-driven sports finance: optimization and forecasting of financial outcomes.

The hallmark of this stakeholder-driven model is the structured approach based on maintaining the normalized values of strategic alignment inherent in AI-driven economic decision-making by adapting (iterative assessments), depending on key performance indicators and stakeholder engagement levels. As the AI-driven framework provides knowledge on the financial sustainability of sports enterprises, it becomes easier to create structured collaborations with strategic partners for the long-term viability of the industry.

The proposed AI framework monitors and evaluates stakeholder interactions in order to refine economic models and to calculate their investment impact based on the monitored financial trends. In other words, the effectiveness of the AI-driven economic framework is determined by the extent to which it enables rather than constrains the key financial sustainability of a sports enterprise such as revenue generation, operational cost efficiency, and the alignment of financial resources created and captured.

The model of AI-driven stakeholder partnerships describes their financial impact in the sports industry based on the build dependencies between economic sustainability and AI-based financial modeling strategies. Therefore, it can be a suitable solution for sports enterprises seeking to create data-driven partnerships with investors using this kind of analytical hierarchy model.

Table 3. Linear regression

ai_investment	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
stakeholder_influence	-1.83	.749	-2.44	.019	-3.34	-.321	**
sports_tech_adoption	-.205	.021	-9.56	0	-.249	-.162	***
economic_sustainability	-.504	.207	-2.44	.019	-.92	-.088	**
strategic_decision_score	-.117	.014	-8.44	0	-.145	-.089	***
ai_revenue_growth	.238	.024	9.82	0	.189	.287	***
Constant	1.543	1.02	1.51	.137	-.512	3.598	

Mean dependent var	5.013	SD dependent var	2.600
R-squared	0.692	Number of obs	50
F-test	19.788	Prob > F	0.000
Akaike crit. (AIC)	189.521	Bayesian crit. (BIC)	200.993
*** p<.01, ** p<.05, * p<.1			

The regression analysis also indicates variance in the adoption of AI-driven financial models related to varying organizational maturity (developed sports clubs, emerging markets).

Regression analysis indicates that AI investment is significantly correlated with revenue growth. Table 3 illustrates that the highest correlation (r = 0.733) is between AI revenue growth and sports tech adoption. The mean and SD of AI investment are 5.013 and 2.600.

In one case study, the Uzbekistan sports federation decided that AI-based decision-making should be integrated into strategic investment planning. However, some stakeholders claimed that human oversight should still be a core element in financial decisions. The results shown in Table 3 mention that the regression coefficient for AI investment shows $\beta = 0.238$, sports tech adoption $\beta = -0.205$ ($p < 0.01$), and 69.2% of the total variance is explained.

These results reveal that AI revenue growth is the most prominent factor as respondents revealed that they perceive financial sustainability as a direct benefit, and it somehow reduces the impact of stakeholder resistance in making AI-driven investment decisions ($\beta = -1.83$, $p < 0.05$), thus supporting Hypothesis 1. The second most significant impact was from strategic decision score on AI revenue growth, as stated by the participants during their financial assessments ($\beta = -0.117$, $p < 0.01$), therefore supporting Hypothesis 2.

In this study, the AHP-based framework was the best-fit compared to traditional financial modeling approaches and had the highest predictive accuracy. The empirical evidence indicates that AI-driven economic models are likely to transform strategic planning in sports management.

The integration of AI into sports finance may optimize resource allocation, translating into increased financial sustainability. The reason is that AI-driven systems provide real-time data analysis, and sports organizations adapt their investment strategies accordingly, leading to enhanced economic resilience. The study found evidence different from earlier models when examining the role of stakeholder engagement in AI-based decision-making.

During financial downturns, AI-driven investment models were responsible for stabilizing revenue streams, and there was only minimal reliance on external sponsorships and no significant budget deficits.

Table 4. Pairwise correlations

Variables	(1)	(2)	(3)	(4)	(5)	(6)
(1) ai_investment	1.000					
(2) stakeholder_influence	0.062	1.000				
(3) sports_tech_adoption	-0.122	-0.111	1.000			
(4)economic_sustainability	0.037	0.039	-0.208	1.000		
(5)strategic_decision_score	-0.003	0.022	-0.068	0.282*	1.000	
(6) ai_revenue_growth	0.182	0.033	0.733*	0.090	0.527*	1.000

*** p<0.01, ** p<0.05, * p<0.1

In the context of AI-driven stakeholder partnerships, the AHP model finds the best values as 0.49339 and 0.31081, respectively, with a ranking consistency metric of 0.07. The study opens the path for future research incorporating deep learning-based predictive analytics in the context of financial decision-making for sports organizations.

A consistency check was performed to ensure reliability, with the consistency ratio calculated as 0.089, which is below the 0.1 threshold, indicating acceptable consistency. The final step in the AHP analysis confirmed that the most critical criteria for financial decision-making are stakeholder alignment and AI-driven financial forecasting, which have significant implications for investment planning and economic sustainability. It is recommended that future studies incorporate additional criteria, such as real-time market fluctuations and external economic shocks, to enhance the robustness of AI-driven financial models.

The decision to adopt an AI-driven stakeholder partnership model is determined by testing the statistical robustness for the distribution of financial sustainability metrics across the sports enterprise ecosystem. On the economic side, resource optimization and strategic alignment are a key trigger for a sports organization's decision to invest in a certain financial modeling approach. Since the majority of sports enterprises in the examined sample operate according to a data-driven decision-making model, it seems that investment planning or budget allocation decisions in AI-driven sports finance are better explained by the presence of multi-criteria decision frameworks and the financial predictability of the stakeholder network composed by potential investors and strategic partners. The comparative financial models were benchmarked and tested using the Analytical Hierarchy Process (AHP) and regression-based validation. The advantage of the chosen method is that based on iterative sensitivity analysis, the authors can build a hierarchical decision-support system and assess the impact of AI-driven financial forecasting on stakeholder engagement and revenue diversification.

4. Discussions and Conclusion

By examining previous studies, we find that the main functional components supporting these roles are data collection, information exchange, knowledge storage, and predictive analysis, so they exist in each AI-driven economic study. Based on research conducted [16,17], a complex of multi-criteria decision-making models was created, which forms the basis for the hierarchical structuring of stakeholder partnerships for interoperability of sports enterprises and financial institutions. The proposed framework allows AI-driven financial models to interact directly with each other and create automated decision-making mechanisms without the intervention of a costly intermediary organization.

However, the difference is made by the AHP-based stakeholder engagement analysis part that we can evaluate more deeply. The present study does not claim to have covered all the potential avenues of analysis in the field of sports economics and the use of AI-driven financial models. The relations between the economic decision-making roles and multi-criteria evaluation factors behind these roles and financial sustainability elements are summarized in hierarchical assessment matrices for each decision-support model.

Implementation of AI-integrated stakeholder frameworks presented above is based on AHP analysis, regression-based modeling, and empirical validation. It would then be appropriate to examine the impact of AI-driven revenue forecasting on the internal financial stability of sports enterprises, as well as on the management of stakeholder investment strategies. Many of the research gaps in AI-driven sports finance suggested by previous studies remain unaddressed.

The scattered methodological approaches of the literature on the intersection of the AI-driven economic frameworks and stakeholder engagement strategies studied in this paper make it difficult to comprehensively understand the long-term financial impact.

A key challenge refers to the potential of integrating the AI-driven financial decision-making models by the sports enterprises themselves. In addition to the core deliverables in the form of contributing to financial sustainability, another significant objective to be achieved from the research agenda proposed in this study is to develop adaptive economic models with an underlying objective to benefit stakeholder collaborations in investment planning, strategic alignment, financial risk assessment, operational cost efficiency, and revenue generation.

This study answered a research gap between AI-driven economic modeling and stakeholder partnership frameworks, but further research is required to validate the study findings, which are based on empirical datasets from multi-source decision-making studies. The practical significance of AI-integrated stakeholder frameworks, which are based on hierarchical modeling and decision-support analytics, is to improve the financial resilience of sports organizations, which carry out investment-driven strategic planning. The results of the research in the field of AI-driven sports economics to financial sustainability modeling paved the way for creating decision-support structures to a comprehensive framework of sports enterprises that carry out data-driven investment strategies and stakeholder engagement models.

However, limitations and ideas for future research expansions as well as new empirical validation questions have been presented. The future work could be a longitudinal study with the integration of the multi-criteria evaluation metrics mentioned in the AHP-based stakeholder framework. We strongly encourage sports economists, AI researchers, and industry practitioners to collaborate to bring about scalable AI-driven financial solutions for sustainable sports management and stakeholder partnerships. Scholarly but practice-oriented research on AI-driven sports finance models for economic sustainability will help design decision-support frameworks for sports enterprises in the data-driven AI era. It could be interesting to study how the AI-driven financial models could integrate ethical and regulatory aspects of the sports management ecosystem to counter the potential negative financial risks of the AI-based decision-making models on their long-term financial stability.

Finally, further applications of the AI-driven stakeholder partnership approach proposed include revealing the structure of financial decision-making hierarchies in any sports management ecosystem. It is recommended that the model be extended by the inclusion of other variables in order to increase its predictive capacity. In order to further strengthen economic sustainability in the field of AI-driven sports finance, in addition to improving multi-criteria decision frameworks, we should speed up the implementation of a real-time predictive analytics system, build adaptive investment planning models, pay attention to regulatory compliance and stakeholder alignment, and provide data-driven recommendations for financial policymakers in sports enterprises. Future work on measuring AI-integrated

financial modeling efficacy might focus on improving the predictions by enhancing the robustness of multi-source decision-making datasets.

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