عنوان مقاله:

Sport marketing management using Hungarian algorithm in graph theory

محل انتشار:

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خلاصه مقاله:

Sports marketing management is one of the favorite subject because Sport has become a global growth industry, where the performance of the business behind the scenes is just as important as the performance on the pitch, court or course. On the other hand, graph theory is a branch of mathematics that has many applications in all sciences [۲]. In this paper we will show how to manage the sports business with the approach of graph theory [۹],[۱۰]. At the first, we will design a model based on graph theory using the information collected from the top global companies (۱۰ company) producing sports products. Then, based on the strategies used by these companies, we will get results that show how one strategy can be use each of the ten companies so that the costs are minimum. The results have been obtain using the Hungarian algorithm [۴] in graph theory implemented by C++ language [۱۱].

کلمات کلیدی:

Sport marketing management, Mathematical modeling, Graph theory, Hungarian algorithm

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