



Tech-Driven Sustainability: Resource Optimization and Financial Viability in Delhi-NCR Events

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Abstract— This study examines the role of innovative technologies in optimizing resource utilization and enhancing financial viability in sustainable event management practices. The area of the study is Delhi-NCR region, a major hub for events and exhibitions in India. A quantitative and empirical approach was adopted, with primary data collected from 402 event professionals using a structured questionnaire based on a five-point Likert scale. Data were gathered between January and March 2026 using purposive and convenience sampling. The first objective of the study is achieved with the utilization of exploratory factor analysis. It has been revealed that there are four factors indicators of use of innovative technologies in sustainable event management and these four factors are Smart Digital & Automation Technologies, Data-Driven Resource Optimization, Sustainability & ROI Technologies and Financial & Market Acceptance. The second objective of the study is achieved with the use of multiple linear regression analysis and it has been found that the extracted four dimensions have a significant and positive influence on overall financial viability and resource optimization, indicating that the adoption of advanced technologies enhances operational efficiency, reduces resource wastage, and improves financial outcomes. Among the identified dimensions, financial and market-oriented technological acceptance emerges as a particularly influential factor, highlighting the importance of stakeholder confidence and market readiness in technology adoption.



Keywords— Innovative Technologies, Resource Utilization, Financial Viability, Sustainable Event Management, Delhi-NCR

I. INTRODUCTION

Sustainable event management is the process of the event planning, implantation and evaluate in the way that reduce negative environment effect, promotes social inclusivity, and ensure economic viability (Tinakhat&Viriyanchaikul, 2023).it extend above conventional event management practices by integrating sustainable practice into all aspects of event organization, from venue and supplier selection to waste disposal, energy consumption, transportation, and community participation (Nawarathna&Arachchi, 2021).It is fundamentally grounded in broader framework of sustainable development as described by the Brundtland commission in 1987, which focused on fulfilling the needs of the current generations to fulfill their own needs (Hajian&kashani, 2021). Applying the philosophy to event

management necessitates the creation of stakeholders while preserving natural resources, promote culture sensitivity, and providing benefits to society in long run (Dolasinski et al.,2025).Historically event planning was more focused on logistics, imagination, and guest happiness, often neglecting the ecological impact or societal consequences of event (Chirieleison et al., 2020). However, of environmental issues like climate change, depletion of resources, and garbage generation, coupled with heightened for corporate social responsibility, the call for sustainable events has grown stronger (Sheehy &Farnet, 2021).

In recent years, the swift progression of technology has profoundly changed the method of planning, organizing, and carrying out events, especially against the backdrop of

sustainability. Event management, previously based on labor-intensive paper work, extensive traveling, and logistical resource-driven activities, has, over time, slowly transformed into more sustainable and socially conscious methods with the help of technological applications (Celuch, 2025). These technologies are not only minimizing the environmental impact of events but also promoting inclusivity, efficiency, and economic sustainability, which aligns with the fundamental values of sustainability. One of the greatest impacts of technology on sustainable event management is the minimization of paper waste (Bose, 2025). Event organizers have used printed invitations, schedules, brochures, and feedback forms in the past. In today's world, digital platforms like event apps, online registration systems, and QR code check-ins have done away with paper virtually.

This study focuses on examining the growing importance of innovative technologies in shaping sustainable event management practices. This research is particularly focusing on event management companies of Delhi-NCR. This region has seen massive expansion in event industry. With continuous pressure of environmental sustainability, event planners are continuously focusing on new technological trends. In this research, a structured empirical approach is adopted to explore how these technological interventions are being implemented within sustainable event practices. The study systematically identifies key technological variables, investigates their underlying dimensions using exploratory factor analysis, and further assesses their influence on overall resource efficiency and financial performance through statistical modeling.

II. REVIEW OF LITERATURE

2.1 Concept of Sustainable Event Management

The idea of sustainable event management has surfaced as an essential model across the global event industry. In the growing consciousness regarding environmental, social, and economic responsibility inherent in organize and executing event of different magnitude. Sustainable event management is the process of the event planning, implantation and evaluate in the way that reduce negative environment effect, promotes social inclusivity, and ensure economic viability (Tinakhath&Viriyanchaikul, 2023). It extend above conventional event management practices by integrating sustainable practice into all aspects of event organization, from venue and supplier selection to waste disposal, energy consumption, transportation, and community participation (Nawarathna&Arachchi, 2021). From the environmental perspective, sustainable event management focuses on reducing the environmental

impact of events by ensuring resource use efficiency, waste reduction, and carbon management (Nwabuwe&Odirin, 2024). This mediates the adoption of practices such as selecting eco-certified venues, employing renewable energy, ensuring sustainable transport means, minimizing single –use plastics, and adhering responsible procurement. Sustainable event management signifies a fundamental transition from short-term benefits to enduring legacies such that events leave lasting positive social impacts, foster economic resilience and safeguard the natural environment (Toyirova et al., 2025).

2.2 Technological Innovations and Digital Tools for Sustainable Event Management

Event management, previously based on labor-intensive paper work, extensive traveling, and logistical resource-driven activities, has, over time, slowly transformed into more sustainable and socially conscious methods with the help of technological applications (Celuch, 2025). These technologies are not only minimizing the environmental impact of events but also promoting inclusivity, efficiency, and economic sustainability, which aligns with the fundamental values of sustainability. One of the greatest impacts of technology on sustainable event management is the minimization of paper waste (Bose, 2025). Event organizers have used printed invitations, schedules, brochures, and feedback forms in the past. In today's world, digital platforms like event apps, online registration systems, and QR code check-ins have done away with paper virtually. Participants use mobile applications to view event schedules, maps, speaker profiles, and updates in real-time, reducing by far the amount of printed materials involved. Not only does this save natural resources, but it also increases convenience for attendees, who have all the information at their fingertips (Inupakutika, 2021). In addition, electronic ticketing and e-badges further simplify the process and generate less physical waste, leading to more environmentally friendly events. Energy usage is another vital aspect where technological advancements are spearheading sustainability.

Virtual and hybrid event platforms have significantly reduced the necessity for mass travel, accommodation, and physical infrastructural development (Abdallah, 2024). By facilitating attendees' participation in events online, tools like Zoom, Microsoft Teams, and specialized virtual event software minimize the carbon emissions related to air travel and long-distance commutes (Moss et al., 2024). Moreover, the development of energy-efficient lighting, sound, and stage technologies, including LED systems and smart power management, also plays a part in decreasing physical venues' energy wastage (Mohammadi

et al., 2025). Waste management at events has also been transformed by technology. Intelligence waste monitoring systems and sensor-enabled bins assist in tracking and managing waste generation in real-time, and segregation and recycling are ensured (Vishnu et al., 2022). Technology also facilitates greater inclusivity and accessibility, which are core components of sustainable events. Digital technology makes possible real-time translation, closed captioning, and sign-language interpretation to make events accessible to a multiplicity of audiences, including those with disabilities (Uzzo&Madonia, 2024). Web-based platforms open up participation by transcending geographic, cost, and physical barriers and making it possible for individuals from various backgrounds and communities to participate meaningfully. From a financial point of view, technology breakthroughs dramatically enhance cost-effectiveness. Digital platforms minimize costs of renting a venue, traveling, staying, and logistics on a massive scale. They also create new avenues for income generation through virtual sponsorship, digital advertisements, and monetization of data.

III. RESEARCH OBJECTIVES

- To identify and analyze the underlying dimensions of innovative technologies used in sustainable event management.
- To examine the impact of identified dimensions of innovative technologies on financial viability and resource utilization in sustainable events.

IV. RESEARCH HYPOTHESES

- Null Hypothesis (H01): Innovative technology variables do not form significant underlying dimensions in sustainable event management.
- Alternative Hypothesis (H18): Innovative technology variables form significant underlying dimensions in sustainable event management.
- Null Hypothesis (H02): The dimensions of innovative technologies do not significantly influence financial viability and resource utilization in sustainable events.
- Alternative Hypothesis (H12): The dimensions of innovative technologies significantly influence

financial viability and resource utilization in sustainable events.

V. RESEARCH METHODOLOGY

The present research adopts a quantitative, descriptive and empirical research design to examine the objectives of the study. The area of the study covers the region of Delhi-NCR and specifically includes metropolitan cities like Delhi, Gurugram, Ghaziabad, Noida and Faridabad. These cities are recognized as major hub for events and exhibitions in India. The target population of the present research includes professionals and stakeholders of event management industry of Delhi-NCR and includes various demographic profiles. A non-probability sampling technique is used and specifically purposive and convenience sampling technique is used for the data collection. The primary source of data collection is structured questionnaire which is distributed through online and offline modes. Questionnaire is distributed to almost 710 respondents and out of which 410 had filled the form and after screening, 402 responses were found valid and complete. Data is collected between January and March 2026. The questionnaire included two sections. The first section of the questionnaire included questions on demographic profile of respondents and second section of the questionnaire included 15 questions on use of innovative technologies for optimization resource utilization and financial viability of sustainable event management on a five point-likert scale of strongly disagree to strongly agree. Reliability analysis using Cronbach's Alpha indicated high internal consistency ($\alpha = 0.973$ overall; $\alpha = 0.922$ for selected items). Normality analysis indicated that data is non-normally distributed. Therefore, non-parametric tests have been used. To achieve the first objective, exploratory factor analysis has been used and to achieve the second objective, multiple linear regression have been used. The collected data were coded, screened, and analyzed using appropriate statistical tools to ensure validity and reliability of the findings.

VI. DATA ANALYSIS AND INTERPRETATION

6.1 Demographic Profile of Respondents

Table 1: Demographic profile of respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	241	60.0
	Female	161	40.0
Age	Below 25 years	72	17.9
	26-35 years	148	36.8

	36-45 years	92	22.9
	46-55 years	59	14.7
	Above 55 years	31	7.7
Marital Status	Single	211	52.5
	Married	183	45.5
	Prefer not to say	8	2.0
Educational Qualification	Diploma	56	13.9
	Graduate	146	36.3
	Postgraduate	119	29.6
	Doctorate	9	2.2
	Professional certification	56	13.9
	Other	16	4.0
Occupation	Event Organizer	42	10.4
	Event Manager/Coordinator	59	14.7
	Operations & Logistics Staff	104	25.9
	Marketing & Client Servicing Staff	54	13.4
	Technical / Production Staff	83	20.6
	Vendor/Supplier	36	9.0
	Finance / Budget & Procurement Manager	16	4.0
	Other	8	2.0
Annual Income	Below Rs. 3 Lakhs	60	14.9
	Rs. 3-6 Lakhs	104	25.9
	Rs. 6-10 Lakhs	122	30.3
	Rs. 10-15 Lakhs	68	16.9
	Above Rs. 15 Lakhs	48	11.9
Event Type Frequently Associated with	Corporate Events	104	25.9
	Weddings	79	19.7
	Exhibitions/Trade Fairs	59	14.7
	Cultural Festivals	46	11.4
	Conferences/MICE	59	14.7
	Government Events	32	8.0
	Sports Events	23	5.7

6.2 Underlying Dimensions of Innovative Technologies Used in Sustainable Event Management

The first objective of the study is to identify and analyze the underlying dimensions of innovative technologies used in sustainable event management. To achieve this objective, following hypothesis have been formulated:

- Null Hypothesis (H_{01}): Innovative technology variables do not form significant underlying dimensions in sustainable event management.
- Alternative Hypothesis (H_{18}): Innovative technology variables form significant underlying dimensions in sustainable event management.

To achieve this hypothesis, questions to respondents were asked on 14 indicators of use of innovative technologies in

sustainable event management on a five-point Likert scale of event management. Exploratory factor analysis is performed strongly disagree to strongly agree. Exploratory factor analysis as there are 14 indicators of use of innovative technologies in Analysis (EFA) have been performed using Principal Component Analysis (PCA) to identify and analyze the factors reduction by grouping correlated items into fewer underlying of indicators of use of innovative technologies in sustainable dimensions or factors.

Table 2: KMO and Bartlett's test for indicators of use of innovative technologies in sustainable event management

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.939
Bartlett's Test of Sphericity	Approx. Chi-Square	4529.782
	df	91
	Sig.	.000

Table 2 is showing the findings of KMO and Bartlett's test for indicators of use of innovative technologies in sustainable event management. The value of KMO measure of sampling adequacy is 0.939 and this value suggests that data is highly adequate and suitable to

perform factor analysis. The significance value of Bartlett test of Sphericity is 0.000 which is less than threshold significance level of 0.05 and this confirms that there is sufficient correlation among all the 14 variables and factor analysis can be appropriately applied.

Table 3: Total variance explained for indicators of use of innovative technologies in sustainable event management

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.687	62.048	62.048	8.687	62.048	62.048	3.843	27.448	27.448
2	1.008	7.203	69.252	1.008	7.203	69.252	3.323	23.738	51.186
3	.652	4.658	73.909	.652	4.658	73.909	1.923	13.735	64.922
4	.627	4.476	78.385	.627	4.476	78.385	1.885	13.464	78.385
5	.519	3.704	82.089						
6	.460	3.284	85.373						
7	.420	3.001	88.374						
8	.317	2.264	90.638						
9	.291	2.080	92.718						
10	.254	1.815	94.533						
11	.228	1.626	96.159						
12	.204	1.455	97.615						
13	.193	1.378	98.992						
14	.141	1.008	100.000						
Extraction Method: Principal Component Analysis.									

Table 3 is showing the findings of total variance explained for indicators of use of innovative technologies in sustainable event management. This table has shown that only two components have eigenvalue greater than 1.

Despite only two components meeting the eigenvalue criterion, a fixed factor approach is adopted to extract four factors based on theoretical considerations, conceptual relevance of the variables. and meaningful grouping of

variables. Table 4.42 shows that extracted four factors together account for 78.385% which is considered very high. After rotation, the first factor has shown a variance of 27.448, second factor has shown 23.738, third factor has shown 13.735 and fourth factor has shown a variance of

13.464. This distribution of variance across four factors has shown that the four factors explains a substantial portion of the indicators of use of innovative technologies in sustainable event management.

Table 4: Rotated component matrix for indicators of use of innovative technologies in sustainable event management

Rotated Component Matrix ^a				
	Component			
	1	2	3	4
AI-based demand forecasting is implemented	.741			
Virtual platforms reduce physical resource usage	.735			
Mobile apps enhance communication efficiency	.727			
RFID-based attendance tracking reduces waste	.723			
Real-time waste monitoring is practiced	.668			
Data analytics improve resource allocation		.729		
IoT devices monitor energy usage		.704		
Cloud systems optimize Vendor coordination		.704		
Digital ticketing reduces paper consumption		.631		
Technology reduces operational costs		.587		
Smart energy management systems are used			.787	
ROI improves due to sustainability initiatives			.668	
Technology improves budget control				.833
Sponsors prefer tech-enabled sustainable events				.776
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 12 iterations.				

Table 4 is representing rotated component matrix indicating factor loadings of variables. This matrix helps in grouping of variables under each factor. The variables under each factor are presented in descending order based on their

factor loadings, with higher loading values indicating a stronger association of the variable with the respective factor.”

Table 5: Factors names of indicators of use of innovative technologies in sustainable event management and their underlying variables

Factor 1: Smart Digital & Automation Technologies	Factor 2: Data-Driven Resource Optimization
- AI-based demand forecasting is implemented - Virtual platforms reduce physical resource usage - Mobile apps enhance communication efficiency - RFID-based attendance tracking reduces waste - Real-time waste monitoring is practiced	- Data analytics improve resource allocation - IoT devices monitor energy usage - Cloud systems optimize Vendor coordination - Digital ticketing reduces paper consumption - Technology reduces operational costs
Factor 3: Sustainability & ROI Technologies	Factor 4: Financial & Market Acceptance
- Smart energy management systems are used - Technology reduces operational costs	- Technology improves budget control - Sponsors prefer tech-enabled sustainable events

The exploratory factor analysis concludes that there are four factors indicators of use of innovative technologies in sustainable event management and these four factors are Smart Digital & Automation Technologies, Data-Driven Resource Optimization, Sustainability & ROI Technologies and Financial & Market Acceptance. Out of these four factors, factor 1 and 2 plays dominant role in effective resource utilization and factor 3 & 4 also plays significant role in financial viability of sustainable event management. Therefore, null hypothesis H_{01} is rejected and alternative hypothesis H_{11} i.e. innovative technology variables form significant underlying dimensions in sustainable event management is accepted. Hence first objective is achieved.

6.3 Impact of Identified Dimensions of Innovative Technologies on Financial Viability and Resource Utilization

The second objective of the study is to examine the impact of identified dimensions of innovative technologies on financial viability and resource utilization in sustainable events. To achieve this objective, following hypothesis have been formulated:

- Null Hypothesis (H_{02}): The dimensions of innovative technologies do not significantly influence financial viability and resource utilization in sustainable events.
- Alternative Hypothesis (H_{12}): The dimensions of innovative technologies significantly influence financial viability and resource utilization in sustainable events.

To achieve this hypothesis, multiple regression analysis is performed between 4 extracted dimensions of innovative technologies and overall financial viability and resource utilization in sustainable events which is the 15th variable in the questionnaire.

Table 6: Model summary for impact of dimensions of innovative technologies on financial viability and resource utilization in sustainable events.

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.791 ^a	.626	.622	.828	.626	166.206	4	397	.000
a. Predictors: (Constant), Factor 1: Smart Digital & Automation Technologies, factor 2: Data-Driven Resource Optimization, Factor 3: Sustainability & ROI Technologies, Factor 4: Financial & Market Acceptance ,									
b. Dependent Variable: Overall, Use of innovative technologies enhances both financial viability and resource optimization in sustainable event management									

The model summary table 6 indicates R value of 0.791 which means that all the four factors (independent variables) have strong relationship with the dependent variable overall financial viability and resource utilization in sustainable events. Further, R square value of 0.626

indicates that independent variables explains 62.6% of the variation in the dependent variable. The adjusted R square value of 0.622 confirms that the model has good explanatory power with minimum errors.

Table 7: ANOVA analysis for impact of dimensions of innovative technologies on financial viability and resource utilization in sustainable events

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	456.312	4	114.078	166.206	.000 ^b
	Residual	272.487	397	.686		
	Total	728.799	401			
a. Dependent Variable: Overall, Use of innovative technologies enhances both financial viability and resource optimization in sustainable event management						
b. Predictors: (Constant), Factor 1: Smart Digital & Automation Technologies, factor 2: Data-Driven Resource Optimization, Factor 3: Sustainability & ROI Technologies, Factor 4: Financial & Market Acceptance ,						

The findings of ANOVA table 7 shows p value of 0.000 which is less than standard significance value of 0.05.

Therefore, model is statistically significant. These

findings confirm that regression model is reliable for predicting the dependent variable.

Table 8: Regression coefficient analysis for impact of dimensions of innovative technologies on financial viability and resource utilization in sustainable events

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.978	.041		72.062	.000
	Factor 1: Smart Digital & Automation Technologies	.284	.041	.210	6.853	.000
	Factor 2: Data-Driven Resource Optimization	.333	.041	.247	8.054	.000
	Factor 3: Sustainability & ROI Technologies	.365	.041	.271	8.819	.000
	Factor 4: Financial & Market Acceptance	.902	.041	.669	21.799	.000
a. Dependent Variable: Overall, Use of innovative technologies enhances both financial viability and resource optimization in sustainable event management						

The findings of regression coefficient table 8 shows that p value of all the four factors is 0.000 which is less than standard significance value of 0.05 which means that all the four factors of use of innovative technologies contributes towards overall financial viability and resource utilization of sustainable events. The standardized and unstandardized coefficient for all the four factors are positive in direction, therefore both the factors positively impact dependent variable i.e. overall financial viability and resource utilization of sustainable events. The Unstandardized Coefficient (B) value of factor 1 is 0.284 which means that if Smart Digital & Automation Technologies (factor 1) increases by one unit, overall impact on financial viability and resource utilization of sustainable events by 0.284 units. The Unstandardized Coefficient (B) value of factor 2 is 0.333 which means that if Data-Driven Resource Optimization (factor 2) increases by one unit, overall impact on financial viability and resource utilization of sustainable events by 0.333 units. The Unstandardized Coefficient (B) value of factor 3 is 0.365 which means that if Sustainability & ROI Technologies (factor 3) increases by one unit, overall impact on financial viability and resource utilization of sustainable events by 0.365 units. The Unstandardized Coefficient (B) value of factor 4 is 0.902 which means that if Financial & Market Acceptance (factor 4) increases by one unit, overall impact on financial viability and resource utilization of sustainable events by 0.902 units.

Out of the four extracted factors of use of innovative technologies in sustainable event management, factor 4 i.e.

Financial & Market Acceptance has the highest standardized coefficient (Beta, β) value of 0.669 which means that factor 4 has highest impact on overall impact on financial viability and resource utilization of sustainable events. The second highest Standardized Coefficient (Beta, β) value is of factor 3 and the value is 0.271 which means that this factor 3 is second most influential factor for overall impact on financial viability and resource utilization of sustainable events. Factor 2 is third most influential factor and factor 1 is last most influential factor creating overall impact on financial viability and resource utilization of sustainable events with their respective standardized coefficient (Beta, β) value of 0.247 and 0.210. Overall all the extracted four factors significantly and positively impact overall dependent variable, therefore null hypothesis (H_{02}) is rejected and Alternative Hypothesis (H_{12}) i.e. the dimensions of innovative technologies significantly influence financial viability and resource utilization in sustainable events is accepted. Hence second objective is thoroughly achieved.

VII. CONCLUSIONS

The present research concludes that innovative technologies plays a significant role in sustainable event management and contributes to both resource utilization and financial viability. The first objective of the study is to identify and analyze the underlying dimensions of innovative technologies used in sustainable event management. With the utilization of exploratory factor analysis, it has been revealed that there are four factors

indicators of use of innovative technologies in sustainable event management and these four factors are Smart Digital & Automation Technologies, Data-Driven Resource Optimization, Sustainability & ROI Technologies and Financial & Market Acceptance. These four dimensions collectively provide a comprehensive framework for understanding technological integration in event management. The second objective of the study is to examine the impact of identified dimensions of innovative technologies on financial viability and resource utilization in sustainable events. With the use of multiple linear regression analysis, it has been found that the extracted four dimensions have a significant and positive influence on overall financial viability and resource optimization, indicating that the adoption of advanced technologies enhances operational efficiency, reduces resource wastage, and improves financial outcomes. Among the identified dimensions, financial and market-oriented technological acceptance emerges as a particularly influential factor, highlighting the importance of stakeholder confidence and market readiness in technology adoption.

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