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## Modeling to Identify Factors Affecting the Development of Sports Entrepreneurial Opportunities in the Field of Sports Education and Research

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### Research Paper

### Abstract

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**Purpose:** Today, the discussion about development of entrepreneurial opportunities is emphasized in all fields, including sports. Therefore, the purpose of this study was modeling to identifying factors affecting the development of sports entrepreneurial opportunities in the field of sports education and research.

**Methodology:** The research method was exploratory-sequential concerning strategy and applied-developmental in terms of purpose. Using purposeful sampling, semi-structured interviews was used to reach theoretical saturation and consensus in the qualitative section with 40 academic experts, sports entrepreneurs and sport manager. Then, 164 people were selected from these people, using the random sampling method in the quantitative part. The instruments included semi-structured interviews and a researcher-made questionnaire based on a 5-point Likert scale to determine these categories and model fit. Data analysis was performed using the partial least squares method using variance-based statistical software Smart PLS 3.

**Findings:** The findings of the exploratory factor analysis showed that factors affecting the development of the sports entrepreneurial opportunities in the field of sports education and research had 52 items in 8 factors of entrepreneurial business environment, entrepreneurial awareness, entrepreneurial education, entrepreneurial research, entrepreneurial marketing, entrepreneurial educational and research infrastructure, individual factors and social networks, which factor loading, convergent validity by average variance extracted method and reliability for all of them was calculated above 0.70. Also, the model of identifying the factors affecting the development of sports entrepreneurial opportunities in the field of sports education and research had a good fit and the mentioned model had a positive and significant effect on each of the eight mentioned factors ( $P < 0.001$ ).

**Conclusion:** The results indicated eight important and effective factors for developing sports entrepreneurial opportunities in the field of sports education and research. Therefore, to improve sports entrepreneurial opportunities in the field of sports education and research, can be provided conditions to improve and promote the entrepreneurial business environment, entrepreneurial awareness, entrepreneurial education, entrepreneurial research, entrepreneurial marketing, entrepreneurial educational and research infrastructure, individual factors and social networks.



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## Detailed abstract

**Purpose:** Today's environment of organizations is a complex and unpredictable environment, and organizations are constantly facing challenges related to change and transformation due to the growth and evolution of technology, globalization and increasing global competition. Opportunity refers to the conditions and situations that lead to progress and development through the possibility of introducing a product, service, process, way of organizing things and creating a new market for them, and entrepreneurship means identifying opportunities that are a fundamental and inevitable role in entrepreneurial activities. Entrepreneurship means the process of creating value by forming a unique set of resources in order to take advantage of opportunities, which in it the entrepreneur introduces new ideas and identifies new opportunities to introduce a new product or service and improve the production structure. Entrepreneurial opportunities are a set of ideas, beliefs and activities that make possible the creation of future goods and services for which there is no market now, which means identifying entrepreneurial opportunities largely depends on information. One of the fields in which entrepreneurial opportunities are discussed is the discussion of sports, which is one of the favorable fields for achieving favorable and stable economic, cultural, political and social changes and developments, and although it is rooted in the game, but always as an industry. Entrepreneurship is an integral part of every industry and profession, and entrepreneurs should enter the field of sports in an innovative way. In fact, entrepreneurship and sports are closely and directly related; they promote each other and cause each other to develop. The sports entrepreneurship by playing an effective role in business development, employment, well-being and mental and physical health, can play a very important and outstanding role in the development of the country and be a tool for individual growth and solving social issues and problems. The sports entrepreneurship can provide the fields of economic prosperity, change in lifestyle and create job opportunities based on expansion for all groups of society through the discovery and expansion of opportunities related to sports. Very little research has been done about identifying sports entrepreneurial opportunities and no research in this field was found in the field of sports education and research. Therefore, one of the existing gaps is the lack of research on the identifying and developing of sports entrepreneurial opportunities in the field of sports education and research, which research in this field can play an effective role in understanding the current status and designing and implementing programs in the field of sports entrepreneurship. As a result, Today, the discussion of developing entrepreneurial opportunities is emphasized in all fields, including sports. Therefore, the purpose of this study was modeling to Identify factors affecting the development of sports entrepreneurial opportunities in the field of sports education and research.

The research method was exploratory-sequential concerning strategy and applied-developmental in terms of purpose. Using purposeful sampling, semi-structured interviews was used to reach theoretical saturation and consensus in the qualitative section with 40 academic experts, sports entrepreneurs and sport manager. Then, 164 people from sports entrepreneurs and sport manager and sport academic researcher were selected, using the random sampling method in the quantitative part. The instruments included semi-structured interviews and a researcher-made questionnaire based on a 5-point Likert scale to determine these categories and model fit. Data analysis was performed using the partial least squares method using variance-based statistical software Smart PLS 3.

**Methodology:** The current research in terms of purpose was applied-developmental and in terms of implementation method was exploratory-quantitative. Using purposeful sampling, semi-structured interviews was used to reach theoretical saturation and consensus in the qualitative section with 40 people who were among (Statistical Society was) academic experts, sports entrepreneurs and manager. Then number of 164 people were selected as a sample based on Cochran's formula and with random sampling method. The instruments included semi-structured interviews and a researcher-made questionnaire based on a 5-point Likert scale to determine these categories and model fit. The tools of the current research were included a demographic information including gender and age and a researcher-made questionnaire to identify factors affecting the development of sports entrepreneurial opportunities in the field of sports education and research. The mentioned questionnaire has 57 items and eight categories of entrepreneurial business environment (8 items), entrepreneurial awareness (7 items),

entrepreneurial education (11 items), entrepreneurial research (8 items), entrepreneurial marketing (7 items), entrepreneurial educational and research infrastructures (6 items), individual factors (6 items) and social networks (4 items). The face validity of the researcher-made questionnaire to identifying sports entrepreneurial opportunities in the field of sports education and research was confirmed by the opinion of experts and its reliability was calculated using Cronbach's alpha method of 0.86. Data were analyzed with methods of exploratory factor analysis and structural equation modeling in SmartPLS-3 software.

**Findings:** The samples of the current research were 164 sports entrepreneurs, academic researchers and managers, which most of them were male (57.93%) and aged 31-40 years (37.19%). The findings of the exploratory factor analysis showed that the sports entrepreneurial opportunities in the field of sports education and research had 52 items in 8 factors of entrepreneurial business environment, entrepreneurial awareness, entrepreneurial education, entrepreneurial research, entrepreneurial marketing, entrepreneurial educational and research infrastructure, individual factors and social networks, which factor loading, convergent validity by average variance extracted method and reliability for all of them was calculated above 0.70. Also, the model of identifying factors affecting the development of the sports entrepreneurial opportunities in the field of sports education and research had a good fit and the mentioned model had a positive and significant effect on each of the eight mentioned factors ( $P < 0.001$ ).

**Conclusion:** The results indicated eight important and effective factors for developing sports entrepreneurial opportunities in the field of sports education and research. Therefore, to improve and develop sports entrepreneurial opportunities in the field of sports education and research, can be provided conditions to improve and promote the entrepreneurial business environment, entrepreneurial awareness, entrepreneurial education, entrepreneurial research, entrepreneurial marketing, entrepreneurial educational and research infrastructure, individual factors and social networks. Research is faced with limitations, and the limitations of this study include the limitation of the research community of postgraduate students, professors, entrepreneurs and sports managers, the use of self-reporting tools and the lack of finding a tool for this purpose, and the attempt to create a researcher-made questionnaire to identify factors affecting the development of entrepreneurial opportunities. Sports in the field of sports education and research. Therefore, it is suggested to carry out more research on the identification of factors affecting the development of sports entrepreneurial opportunities in the field of sports education and research on other fields such as sports tourism, etc.