

عنوان مقاله:

Identifying and Prioritizing Factors Affecting the Economic Development of Women's Professional Sports

محل انتشار:

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خلاصه مقاله:

The current research was carried out with the aim of identifying and prioritizing factors affecting the development of women's professional sports income generation. The research method in the present study is considered to be one of the types of field research in terms of applied purpose, in terms of descriptive survey type and in terms of data collection. The statistical population of the research included the members of the board of directors, marketing and public relations experts of large industries active in the field of sports financial support in Isfahan province, and faculty members of sports management. The statistical sample was selected by simple random method. The measuring instrument was a questionnaire made by the researcher, whose validity was measured with the Delphi technique based on the opinion of the professors. Cronbach's alpha coefficient was used to check the reliability of the questionnaire, and the results indicated the internal consistency of the questionnaire. In order to analyze the data, confirmatory factor analysis and hierarchical analysis process were used. The results showed that advertising media factors are considered to be the most important factors affecting the development of women's professional sports income generation, followed by managerial factors, executive factors, legal factors, and finally cultural factors. Therefore, strategic and comprehensive planning in the direction of the mediatization of women's professional sports through traditional and modern media and advertising methods in the honor of Iranian sportswomen is considered .essential in order to achieve the goals of income generation in women's professional sports

کلمات کلیدی:

Income generation, Sports industry, Women' s sports, Professional sports

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