

## عنوان مقاله:

Providing a Model for the Development of Strategic Entrepreneurship in Sports Organizations

## محل انتشار:

فصلنامه پژوهش در مدیریت و بازاریابی ورزشی، دوره 4، شماره 3 (سال: 1402)

تعداد صفحات اصل مقاله: 15

## نویسندگان:

Mahdi Talebpour - *Professor of Sports Management, Faculty of Sports Sciences, Ferdowsi University of Mashhad, Iran*

Mohammad Keshtidar - *Professor of Sports Management, Faculty of Sports Sciences, Ferdowsi University of Mashhad, Iran*

Mahnaz Golgoli - *PhD Candidate, Department of Sport Management, Ferdowsi University of Mashhad, Mashhad, Iran*

## خلاصه مقاله:

**Purpose:** The purpose of this research is to provide a strategic model of entrepreneurship in sports organizations. **Methods:** based on the type of method, it is interpretive and with an inductive approach. Data collection is based on the systematic approach of Strauss-Korben (۱۹۹۷) and fundamental data theory. Therefore, three stages of coding were used to analyze the qualitative data collected from the interviews. The statistical population is university professors in the field of sports sciences, employees of the general administration and sports and youth departments of Khorasan Razavi province, activists in the field of sports start-ups, and entrepreneurs in the field of sports. **Results:** The conceptual model extracted in this research describes the development of strategic entrepreneurship in sports organizations in the form of six dimensions of the paradigm model including causal conditions (systemic factors, strategic factors, institutional factors, entrepreneurial factors, and financial factors). main phenomenon (main causes); Strategy (education and research, development of communication and technology, political-legal actions and policy-making and incentives-incentives and actions); field conditions (teamwork, strategic branding, human resources); It shows the intervening conditions (restrictors: market barriers and needs assessment barriers. Facilitators: networking and opportunism) and consequences (economic consequences, social consequences, and sports and health consequences). **Conclusion:** The development of strategic entrepreneurship in sports organizations can be used as a .basic tool to increase competitiveness, develop an entrepreneurial culture, and attract financial and human resources

## کلمات کلیدی:

Entrepreneurship, Strategic, Strategic Entrepreneurship, Employment, Sport

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1732673>



