

# The Importance of Sports Entrepreneurship by Providing Appropriate Strategy Based on Views of Sport Managers

Ensiyeh Aminian, Hossein Nikkar, and Saeid Sadeghi

**Abstract**— Entrepreneurship is one of important factors of our world, which leads to social and economical development. Entrepreneurship provides new opportunities for employment and its features are innovation, creativity in production and services. Physical education as wide area can provide sufficient employees. In this research, we investigate and identify field of entrepreneurship in exercise and physical education in Khorasan Razavi Province. We used a questionnaire and reliability and validity were tested by Alpha Cronbach and we used Kolmogorov-Smirnov test in order to test analyzes of the research. The most important of findings of this research is eight areas in field of exercise entrepreneurship as following: Sport facilities and planning, department of public sports, professional and championship, Sports Service, field of sports equipment, Field of education and research, cultural affairs, IT department and advertisement respectively.

**Keywords**— Managers of Physical Education, The importance of entrepreneurship, Sports Entrepreneurship.

## I. INTRODUCTION

ENTREPRENEURSHIP is an activity, which needs discovering, evaluating and using opportunities in order to provide services and new tools and organizing efforts, which have not been already (Shane, 2003). Therefore, pioneer societies have sufficient education system and students that collect production resources by creativity and mobility and they have creative efforts and in new competitive eras.

Entrepreneurship has attracted much attention in cross the globe during the last three decades. It has become 'flavour of the month' both in practice and in the development of policy in political, industrial, educational and other settings. It is now widely recognized that the promotion of entrepreneurship is not only necessary for a healthy economy but also critical for sustaining prosperity and creating new jobs. Initiatives related to entrepreneurship in these various settings abound. The heightened interest in entrepreneurship has been because of a diverse range of contributory factors including the belief that it can act as a recipe for economic prosperity and that it can reduce unemployment.

Ensiyeh Aminian is with Young Researchers and Elite Club, Mashhad Branch, Islamic Azad University, Mashhad, Iran (corresponding author's phone:09151360738 ; e-mail: e.aminian77@yahoo.com).

Hossein Nikkar is with Department of Physical Education, Mashhad Branch, Islamic Azad University, Mashhad, Iran.

Saeid Sadeghi is with Department of Physical Education, Mashhad Branch, Islamic Azad University, Mashhad, Iran.

Many others believe entrepreneurship is beneficial and necessary for economic prosperity. The Government in the UK has also recognized the importance of entrepreneurship and has made the encouragement of entrepreneurial activity an important aspect of its policy.

Karlis (2006) investigated opportunities and restrictions of exercise and leisure in Canada. He believed that the most important opportunities were development of technology, development of small exercise organizations and decrease of enterprise in exercise, whereas, increase of Canadian students in higher education, tends to public sports and gain new experience and leisure.

## II. IMPORTANCE AND NECESSITY OF ENTREPRENEURSHIP IN SPORT

Rapid development of technology like Internet and digital TV means exercise marketing should change advertisement throughout media Sweeney (2007). Moreover, exercise marketers should reinvest on their advertising and strategies in economic crisis Futterman (2008).

Entrepreneurial approach in sport can provide important mechanisms for the economic crisis Peredo and Chrisman (2006). Entrepreneurship also is very important in economic crisis (Harper (1991). Economic crisis provides necessary organization for entrepreneurship. Economic benefits of entrepreneurship include using new forces, development, and progress of productivity and increase amount of regional growth Van Praag and Versloot (2007).

Hardy (1996) believed, entrepreneurs provide a basis for creative activities in field of exercise. We can provide a basis for entrepreneurship throughout new idea of exercise. Exercise entrepreneurship is dynamic and effective on number of management trends like business strategies, management crisis, and performance management, innovation in products, promotions, and technological progress.

## III. THE SCOPE OF ENTREPRENEURSHIP

Some have argued that entrepreneurship focuses on newness and novelty in the form of new products, new processes, and new markets as the drivers of wealth creation (Daily, McDougall, Covin and Dalton, 2002; Lumpkin and Dess, 1996; Smith and Di Gregorio, 2002). Somewhat differently, Shane and Venkataraman (2000) suggested that discovering and exploiting profitable opportunities is the foundation for wealth creation through entrepreneurship. Both of these

viewpoints agree that opportunity recognition is at the heart of entrepreneurship (Brown & Eisenhardt, 2000; McCline, Bhat & Baj, 2000). Indeed, the ability to create additional wealth accrues to firms and individuals with superior skills in sensing and seizing entrepreneurial opportunities (Teece, 1998).

Entrepreneurship scholars seek answers to questions such as, “(1) why, when, and how opportunities for the creation of goods and services come into existence; (2) why, when, and how some people and not others discover and exploit these opportunities; and (3) why, when, and how different modes of action are used to exploit entrepreneurial opportunities” (Shane & Venkataraman, 2000). Reflecting the importance of these questions, entrepreneurship has been defined as the identification and exploitation of previously unexploited opportunities (Hitt, Ireland, Camp, et al., 2001). Thus, as a context-dependent social process (Ireland et al., 2001), entrepreneurship involves bundling resources and deploying them to create new organizational and industry configurations (Schoonhoven & Romanelli, 2001).

#### IV. ENTREPRENEURSHIP AS A BEHAVIORAL PHENOMENON

It does not seem useful to delimit the entrepreneur by defining those economic functions that are “entrepreneurial” and those that are not. Nor does it appear particularly helpful to describe the traits that seem to engender entrepreneurship in certain individuals. From our perspective, entrepreneurship is an approach to management that we define as follows: the pursuit of opportunity without regard to resources currently controlled.

This summary description of entrepreneurial behavior can be further refined by examining six critical dimensions of business practice. These six dimensions are the following: strategic orientation, the commitment to opportunity, the resource commitment process, the concept of control over resources, the concept of management, and compensation policy.

We shall define these dimensions by examining a range of behavior between two extremes. At one extreme is the “promoter” who feels confident of his or her ability to seize opportunity regardless of the resources under current control. At the opposite extreme is the “trustee” who emphasizes the efficient utilization of existing resources. While the promoter and trustee define the ends of this spectrum, there is a spectrum of managerial behavior that lies between these end-points, and we define (overlapping) portions of this spectrum as entrepreneurial and administrative behavior. Thus, entrepreneurial management is not an extreme example, but rather a range of behavior that consistently falls at the end of the spectrum. The remainder of this chapter defines these key business dimensions in more detail, discusses how entrepreneurial differs from administrative behavior, and describes the factors that pull individuals and firms towards particular types of behavior (Howard Stevenson, 2006).

#### V. METHODS OF ENTREPRENEURSHIP IN SPORT

Exercise entrepreneurship should understand available opportunities in field of exercise and using these opportunities for creating emerging entrepreneurial activities in production and services fields. One of fields can earn money throughout sport is advertising. These days advertising affairs have various fields in exercise areas. Radio, TV, Media, billboards, stadiums and advertising on shirts are various exercise advertising.

The final area of final field of exercise is IT. These days, this part has been developed recently and related technologies are growing rapidly and various dimensions of creating Internet site and sport and comprehensive base of information on sport.

Hardy (1996), after studying propose entrepreneurship is specific way and provides a unique for sport. Spiling (1996), investigate entrepreneurship in field of sport and he found out exercise is a natural entrepreneur. Sitch (1999) investigated on transfers of professional athletes between clubs and he found out that entrepreneurship is not transaction of course need to experts and use from these specializations.

#### VI. METHODOLOGY

In this research, we investigate and identify field of entrepreneurship in exercise and physical education in KhorasanRazavi Province. We used a questionnaire and reliability and validity were tested by Alpha Cronbach and we used Kolmogorov-Smirnov test in order to test analyzes of the research. Using descriptive statistics for each demographic question and then based on statistical tests T test, Friedman and ANOVA by using SPSS software all data were analyzed.

##### A. Reliability and validity:

The word validity is primarily a measurement term, having to do with the relevance of a measuring instrument for a particular purpose. In other word validity indicates the degree to which an instrument measures what it is supposed to measure. For assessing validity, the questionnaire is vetted by experienced researchers and stated that our measuring instrument is valid and will result in correct measurement.

TABLE I  
ALPHA CRONBACHTEST

Variable	Alpha Coefficient
Entrepreneurial background in sports	0.965

TABLE 2  
BINOMINAL TEST

Variable	Index	Groups	Numbers	Frequency ratio	Sig
Exercise entrepreneurship	Advertising	Important	57	0.586	0.50
		Non-Important	118.64		
	Sport facilities management and planning	Important	3	0.000	0.50
		Non-Important	103		
	Academic Affairs and Research	Important	18	0.000	0.50
		Non-Important	98		
	Cultural Affairs	Important	23	0.000	0.50
		Non-Important	115		
	Matters of sport, athletic and professional	Important	6	0.000	0.50
		Non-Important	105		
	Building fitness equipment	Important	16	0.000	0.50
		Non-Important	114		
	Sports Services	Important	7	0.000	0.50
		Non-Important	89		

Prioritize and identify areas of entrepreneurship in Sports: We used Freidman test in order to prioritize areas of entrepreneurship in sports. In according to the table Sport facilities management and planning (M=72.5) has the highest rank and advertising has the least (M=17.2) for developing.

## VII. DISCUSSION AND CONCLUSION

Sport is a profession and it creates job. If previously sport was leisure, however, Today is the sport even battle between nations. Entire nations of the world pay attention to this subject and it requires research. One of requirement is entrepreneurship. Data analysis and findings related to the development of entrepreneurship in the context of sports:

- 1) IT: Result of this research shows that there is infrastructure for IT in sport.
- 2) Entrepreneurship in education and research: Education and research in field of sport is not considered widely in our country. Public attitudes toward physical education and sports were more practical approach and there has not been sufficient attention to scientific position of sport.
- 3) Entrepreneurships in making sport equipment: Sports equipment manufacturing has been boom in recent years.
- 4) Cultural affairs: According to results of this research in cultural affairs in sport shows that there is sufficient infrastructure for cultural affairs.
- 5) Entrepreneurship in public sport: The number of people who meet daily to maintain health and vitality, physical, mental, physical activity elect exercise is increasing every day.

## VIII. CONCLUSION

Investigate effective factors on entrepreneurship in sport can provide strategies for developing entrepreneurship. Aim of this research was investigating positive and negative factors on development of entrepreneurship in sport as Interdisciplinary field with consideration of economic, political, and social dimensions. Thus, in according to entrepreneurship in sport and create employment in this field need research and scientific and applied studies. Consequently, in according to entrepreneurship in sport needs attention of exercise managers to create opportunities in order to decrease negative factors and strengthen positive effect on entrepreneurship.

Priorities are as follow:

1. Sport facilities management and planning
2. Matters of sport, athletic and professional
3. Sports Services
4. Building fitness equipment
5. Academic Affairs and Research
6. Cultural Affairs
7. IT
8. Advertising

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