

The Study of the Factors Affecting Entrepreneurship in Sport

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Abstract : The purpose of this study is an investigation of the factors affecting entrepreneurship in sport from the point of view of experts in this field. This study is a descriptive analytic one and was conducted as a survey and statistical sample consisted of 64 subjects including top managers and sport management professors at physical education organization. Data is collected by research designed questionnaire. Its reliability ($\alpha=.95$) is obtained after its validity confirmation (by professors). In this article the most important factors affecting sport entrepreneurship, both as an interdisciplinary field in the world, are studied. Initially, infrastructures are identified for entrepreneurial opportunities in sports and related problems become known so that identifying factors for social, cultural, and economical development to entrepreneurs will be a smooth path, because sport entrepreneurship, given its effective roles in business development, welfare, health development, and participation in various aspects of society, can also play a crucial role in the development of the country. Finally, some solutions for developing entrepreneurial sport are introduced.

Keywords : sport entrepreneurship, entrepreneurial opportunities, entrepreneurial barriers, interdisciplinary

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