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**An investigation of the indices effective on the development of sport entrepreneurship in  
Hamadan province**

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## Abstract

The purpose of the present study was to investigate the indices effective on the development of sport entrepreneurship in the province of Hamadan. This study is a descriptive-survey study and its population is comprised of sports managers and entrepreneurs in addition to the tourism scholars of the province of Hamadan. Through the application of the cluster sampling method, 120 individuals from the entire mentioned fields were selected as the study of the sample. Additionally, methods such as document mining, meta-analysis, exploration and future studying in addition to a researcher-made questionnaire were used for the purpose of data collection. In order to describe the data descriptive statistics were made use of while for the purpose of prioritization of the barriers and contexts of development, the exploratory factor analysis test was prescribed. Nonetheless, the parametric test of independent “t” and the nonparametric test of Mann-Whitney were respectively used to test the normally, and abnormally distributed hypotheses. Nevertheless, the sufficiency of sample size was investigated through the KMO test. The results of the Freedman test revealed that there exists a statistically significant difference between average scores of the indices effective on the development of entrepreneurship and employment. According to the prioritization of factors, the lowest average scores were respectively associated with the behavioral (2.73) and the environmental (2.95) indices. Therefore it is concluded that the corresponding managers can initiate joint programs with banks in order to provide the entrepreneur athletes with financial support and an improved state of social security among the owners of sports-related businesses (insurance, bankruptcy and, unemployment). Nevertheless, by the participation of creative sportsmen in the private sector through the social security organization, the mentioned province can be provided with a beneficial support.

**Keywords:** Entrepreneurship; Index; Sport; Hamadan Province

## **Uma investigação dos índices eficazes no desenvolvimento do empreendedorismo esportivo na província de Hamadan**

### **Resumo**

O objetivo do presente estudo foi investigar os índices efetivos no desenvolvimento do empreendedorismo esportivo na província de Hamadan. Este estudo é descritivo-survey e sua população é composta por gestores esportivos e empresários, além dos estudiosos do turismo da província de Hamadan. Através da aplicação do método de amostragem por conglomerados, 120 indivíduos de todos os campos mencionados foram selecionados como o estudo da amostra. Além disso, métodos como mineração de documentos, meta-análise, exploração e futuros estudos, além de um questionário feito por pesquisadores, foram utilizados para fins de coleta de dados. Para descrever os dados, utilizou-se a estatística descritiva enquanto para fins de priorização das barreiras e contextos de desenvolvimento, foi prescrito o teste de análise fatorial exploratória. No entanto, o teste paramétrico de “t” independente e o teste não paramétrico de Mann-Whitney foram utilizados, respectivamente, para testar as hipóteses normalmente distribuídas de forma anormal. No entanto, a suficiência do tamanho da amostra foi investigada através do teste KMO. Os resultados do teste de Freedman revelaram que existe uma diferença estatisticamente significativa entre os escores médios dos índices efetivos no desenvolvimento do empreendedorismo e do emprego. De acordo com a priorização dos fatores, os menores escores médios foram associados, respectivamente, aos índices comportamental (2,73) e ambiental (2,95). Portanto, conclui-se que os gerentes correspondentes podem iniciar programas conjuntos com os bancos, a fim de proporcionar aos atletas empreendedores apoio financeiro e um melhor estado de seguridade social entre os proprietários de negócios relacionados a esportes (seguro, falência e desemprego). No entanto, pela participação de desportistas criativos no sector privado através da organização de segurança social, a província mencionada pode ser fornecida com um apoio benéfico.

**Palavras-chave:** Empreendedorismo, índice, esporte, província de Hamadan

## **Una investigación de los índices efectivos sobre el desarrollo del espíritu empresarial deportivo en la provincia de Hamadan.**

### **Resumen**

El propósito del presente estudio fue investigar los índices efectivos en el desarrollo del emprendimiento deportivo en la provincia de Hamadan. Este estudio es una encuesta descriptiva y su población está compuesta por gerentes y empresarios deportivos, además de los especialistas en turismo de la provincia de Hamadán. Mediante la aplicación del método de muestreo por conglomerados, se seleccionaron 120 individuos de todos los campos mencionados como el estudio de la muestra. Además, se utilizaron métodos como la extracción de documentos, el metanálisis, la exploración y el estudio futuro, además de un cuestionario elaborado por un investigador con el fin de recopilar datos. Con el fin de describir los datos, se utilizaron las estadísticas descriptivas, mientras que, con el objetivo de priorizar las barreras y los contextos de desarrollo, se prescribió la prueba de análisis factorial exploratorio. No obstante, la prueba paramétrica de “t” independiente y la prueba no paramétrica de Mann-Whitney se usaron respectivamente para evaluar las hipótesis normalmente distribuidas de forma anómala. Sin embargo, la suficiencia del tamaño de la muestra se investigó a través de la prueba KMO. Los resultados de la prueba de Freedman revelaron que existe una diferencia estadísticamente significativa entre los puntajes promedio de los índices efectivos en el desarrollo del emprendimiento y el empleo. De acuerdo con la priorización de los factores, los puntajes promedio más bajos se asociaron respectivamente con los índices de comportamiento (2.73) y ambiental (2.95). Por lo tanto, se concluye que los gerentes correspondientes pueden iniciar programas conjuntos con los bancos con el fin de proporcionar a los deportistas atletas apoyo financiero y un mejor estado de la seguridad social entre los propietarios de negocios relacionados con el deporte (seguros, quiebras y desempleo). Sin embargo, con la participación de deportistas creativos en el sector privado a través de la organización de seguridad social, la provincia mencionada puede recibir un apoyo beneficioso.

**Palabras clave:** Emprendimiento; Índice; Deporte; Provincia de Hamadán

## Introduction

Not unlike other concepts in the context of humanities, the concept of entrepreneurship can be analyzed and determined only when one can define it clearly. Cook believes that the word entrepreneur includes the concept of success. More importantly, by entrepreneur it is referred to willful people whose will; creativity and unavoidable success will turn them into the heroes of the day (Gholamian, 2009). Entrepreneurship is a process that leads to satisfaction and new demands; it can also be considered as the process of wealth creation (Chen et al., 2005). On the other hand, considering the extensive aspects of sport sciences, they can be considered as the fastest growing areas that are related to global economic, societal and, political areas. A large portion of sport events are enriched with occupational achievements and opportunities. In other words, enhancement of entrepreneurship processes in sports and sporting events is leading to a variety of new occupational opportunities (James Cook University of Australia, 2009). Through increasing the demands for sports services and products and, through adding to the attractiveness of gatherings, sport provides the necessary contexts for the development of entrepreneurship. Nevertheless, entrepreneurship itself helps with the development of sport through the establishment of sports-related businesses. Hereby, in order to be able to further develop the entrepreneurship in the field of sports, one must be able to identify the contextual and structural factors effective on the development of sport and should according to the objectives that exist in various aspects of entrepreneurship, make the necessary plans for the establishment of the structures and contexts that are effective on sport entrepreneurship (Yadolahi, 2008). Results of previously conducted studies in this context have been somewhat helpful with the identification of opportunities for development and advancement of entrepreneurship. Rezaei (2012) conducted a study and tried to investigate the structural barriers to the development of entrepreneurship in the sport from the views of sport managers and entrepreneurs of the province of Mazandaran. It was pointed out that the rapid evolutions of science and technology around the globe in addition to the view that considers sport as a profession on the one hand, and the transformation of sport into an industry, on the other hand, have faced sports associates with new challenges that require implementing creative approaches and methods. This study has also mentioned that factors including the entry of non-sport and unskilled people to the domain of sport, shortage of professional entrepreneurs in the province and lack of sufficient sport infrastructures are the structural barriers to the development of sport entrepreneurship in the province of Mazandaran (Rezaei, 2012). Mohammad Kazemi, Ghasemi & Rostam-Baksh (2012) made an effort to identify and analyze

the behavioral barriers towards entrepreneurship in the department of sports and youths and stated that organizational entrepreneurship has a significant share in the prosperity of every organization. Organizational entrepreneurship is defined as the development of competencies and opportunities within an organization through combining the new resources and it can improve growth and innovation in a traditional organization. Nowadays, many large organizations make use of entrepreneurship as a method of achievement of long-term competitive advantage. According to the results, the investigated barriers in the former department did reduce innovation. The results of this study states that managers' personality traits; employees' personality traits; organizational culture; organizational conflicts; and leadership style are respectively the most important identified barriers.

In a study towards the new entrepreneurship and sport management theories, with the objective of further development and extension of the concept of entrepreneurship theory in sport management, Rotten et al., (2014) made an effort to investigate the association between entrepreneurship and sport. They have inferred that there is a need for further integration of the former and latter fields with the traditional entrepreneurship theory. Finally, sport entrepreneurship has been counted as an instrument for further growth and advancement of sport organizations and it has been concluded that various types of entrepreneurship including social and international entrepreneurs are also effective on sports. In another study, Rotten et al., (2013) investigated the role of inevitable entrepreneurship in economic development and concluded that developing countries need to amplify the conditions such as rules and regulations, flexibility of labor-market, infrastructures, efficiency of financial markets and, managerial skills for development of the quality of entrepreneurship for the main established companies. Majority of these conditions are necessary for the attraction of foreign investments that are followed by employment, transfer of technology, exports and tax-related incomes. In addition, developing countries must be centered on the strengthening and sustaining of the entrepreneurship which requires the mitigation of the responsibility of monitoring in addition to a robust education guarantee in both the school and university levels. Nevertheless, entrepreneurial economies need to further amplify the transfer of technology, dedicate a preliminary fund, support entrepreneurial activities within the government and, establish common legal and educational levels especially in universities (Lucas & Clean, 2008).

With respect to the above-mentioned descriptions, sport entrepreneurship can be defined as the process of exploitation of the existing opportunities in sports; opportunities that may

appear as threats or shortages. Therefore, creating new jobs, innovation in sports services and products and, transformation of shortages into opportunities for employment and or establishment of new labor-markets are some of the issues that could be pointed to in the context of sport entrepreneurship. Nevertheless, sport is a known phenomenon and in case of identification of the related barriers, they can be used as solutions for improvement of sport entrepreneurship (Ferooghi Pour, 2007).

Considering the former content, identification of the contexts of entrepreneurship in sports of Iran can introduce new opportunities to entrepreneurs which they can exploit and improve the socio-economic progress of the community. In other words, sport entrepreneurship plays a significant role in the development of the business and further develops employment, welfare and, both mental and physical health; therefore it can have a greatly significant role in the overall nation-wide development of every country, including Iran. Considering the importance of the subject matter, it seems necessary to identify the both negatively and positively effective factors on entrepreneurship in the interdisciplinary domain at hand (Oscar Lavage et al, 2007). The reality in Iran is that since sport is a state affair, Iranian sport has continuously lacked sufficient economic involvements and investors have not shown much interest in investing in this domain. Even if there are a few serious moves in this context, they are mostly the results of pressures applied from international federations forcing Iran's sport federations to accept the changes as a prerequisite for survival. On this basis, the present study makes an effort to identify the related barriers and contexts in the province of Hamadan, which in spite of its great potential in sports has not yet been able to achieve a suitable position in this regard. In addition, since the views of sport managers and entrepreneurs are highly significant in terms of determination of the barriers to sport entrepreneurship, it has been tried to scrutinize the former views as well. Sport has been an inseparable part of the lives of people of the province of Hamadan for a long time (Olympiad Journal). The province of Hamadan has a suitable climate including various mountainous, sylvan, plain and coastal areas in addition to several tourist attractions as well as the capability of attraction of both domestic and foreign investments in both economic and infrastructural sectors. Therefore, this province has a high potential for the development of sports. Fortunately during the past few years, Hamadan Province has been experiencing an increasing trend of growth in all sport fields.

In this regard, the entry of sport into the field of entrepreneurship and employment requires a comprehensive, strategic and codified system in governance. Based on such a comprehensive and strategic program, the sports of the Hamadan province would be able to

sustain its successful movement irrespective of environmental conditions. On this basis, the author of the present study has adopted a comprehensive approach based on scientific methodologies and has made an effort to investigate the indices effective on the development of sport entrepreneurship in the province of Hamadan along with other existing opportunities.

## Methods

The present study is an applied study and in terms of data collection method, it is considered as a descriptive-survey study. In this study, the entire social and organizational concepts, events and phenomena including entrepreneurship will be scrutinized in the three-dimensional theoretical form of structure, behavior and environment. The three dimensional model is a systematic model that determines the entire factors effective on the formation of a phenomenon. In addition, this comprehensive model has been selected as the conceptual model of the present study.

For the purpose of identification of the indices of the development of entrepreneurship, the author has sought a comprehensive model which helps with the full investigation of the subject at hand. On this basis and according to the comprehensive entrepreneurship model (Mirzai Ahranjani, 1997), the entire social and organizational concepts, events and phenomena including entrepreneurship can be scrutinized within the framework of the three-dimensional theoretical model of structure, behavior and context. The three dimensional model is a systematic model that determines the entire factors effective on the formation of a phenomenon. In addition, this comprehensive model has been selected as the conceptual model of the present study.

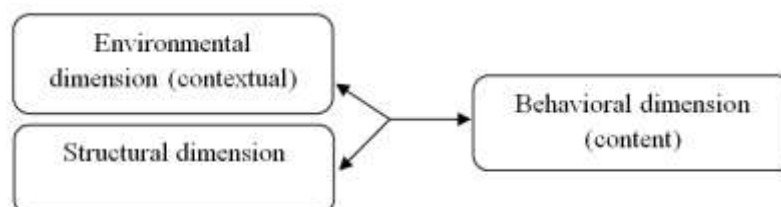


Figure 1, the three-dimensional model

The population of the present study is consisted of the entire sport managers and entrepreneurs and, athletes as well as the entire tourism experts and scholars of the province of



Hamadan. Based on face-to-face contacts, (there were 400 people who were directly in association with either of the fields of tourism and sport businesses and academics) and through the application of the cluster random sampling method, samples were taken from the population according to the determined sample size. Overall, 120 available samples were taken from the entire fields. For the purpose of data collection, methods including investigation of documents, meta-analysis (analysis of previous studies), data production (exploration) and, description of suitable conditions (future studying) were used. In this regard, a researcher made questionnaire developed with regard to the goals of the present study and the literature of the subject matter in addition to foreign standardized questionnaires. Since the subject of the present study is a roughly new subject and there were not many referable previously conducted studies in this regard, a researcher made questionnaire has been used for the purpose of comparison of the views of sport managers and entrepreneurs regarding the barriers and contexts of sport entrepreneurship. This questionnaire is based on the three-dimensional model introduced by Mirzai and Ahranjani and it is the core data collection instrument of the present study. In addition to investigation of the validity and reliability of the former questionnaire, its few issues were also flattened. In a preliminary study on 30 samples, the Cronbach's alpha coefficient method was used for investigation of the reliability of the questionnaire, and the result was equal to 0.91. Overall, the following methods have been used for the purpose of data collection: 1- investigation of the documents related to the literature and previous activities, higher level rules and approvals and other required information; 2- investigation of studies and codified programs of sport organizations that have disclosed their codified programs partially or totally; 3- drawing conclusions upon the findings extracted from the content of the programs and documents of countries listed in elites council and core groups; 4- surveying the sample of study regarding provincial sports using questionnaires and forms that are used for the identification and determination of listed issues. Finally, for the purpose of description of the collected data, descriptive statistics were used while the exploratory factor analysis test was prescribed for prioritization of the barriers and contexts of development. In addition the parametric test of independent-t and the non-parametric test of Mann-Whitney were respectively used for the testing of normally and abnormally distributed hypotheses. Nonetheless, the sufficiency of the sample size was also approved through the KMO test.

## Findings

Investigation of the demographic features of the subjects revealed that 75 percent of the individuals who were selected as the sample of the present study were aged between 31 to 50 years. Most of the subjects (70%) were males and almost only a third of them were females (30%). Among the 120 subjects, 53 individuals had a B.A and 475 were educated above B.A. nonetheless, 62 of them had an executive sports-related experience of above 12 years. In the following, we will be focused on the views of subjects about the contexts and barriers to sport entrepreneurship with regard to three core indexes of development of entrepreneurship in sport, behavior and structure.

Considering the findings of the present study, the Freedman test was used for the purpose of prioritization of the entire indices of entrepreneurship and the results have shown that there exists a significant difference between the average scores of the factors of role of sport in the development of entrepreneurship and employment.

**Table 1**

Results of the Freedman test

Row	factors	Average score	Number	Chi-Do	F.D	Sig.
1	Structural	3.35	120	7.215	2.0	0.001
2	Environmental	2.95				
3	behavioral	2.73				

Significant at  $P < 0.05$

According to the prioritization of factors, the lowest average scores are respectively associated with the behavioral (2.73) and the environmental (2.95) indices while the highest average score is associated with the structural (3.35) index. The following presents the prioritization of indices of evaluation of the factors of development of entrepreneurship from the views of the subjects of study.

**Table 2**

Prioritization of factors of contexts of development of entrepreneurship

Factor under investigation	#	Item	Average and S.D
Advertisement domain	1	Advertising through media	15. 0± 71.3
	2	Using the names and descriptions of famous athletes for advertises	15. 2± 24.3
	3	Advertising using billboards in sport spaces and stadiums	20.2± 52.3
Production of sport equipment	4	Building children's pool with dedicated sand-playing platforms	45.2± 17.3
	5	Establishment of small playgrounds in neighborhoods	45.2± 22.3
	6	Establishment of different sport clubs	12. 0± 25.4
	7	Installation of new floor coverings in gyms as well as new artificial grass covers in football and running fields	42. 0± 85.3
	8	Development of special equipment for sports such as skateboarding, riding and mountain climbing	25.1± 22.3
	9	Installation of goals and provision of balls and nets	15. 2± 15.3
	10	Provision of weights, halters, leather belts and other bodybuilding equipment in addition to stationary bicycles	52. 1± 28.3
	11	Establishment of occupational therapy gyms, clinics for reformatory movements and bases for assessment of people's sport talents	25.1± 41.3
	12	Construction of sporting saloons	1. 1± 88.3
The domain of management of sport spaces and sport planning	13	Management of sport spaces and equipment	25. 0± 12.4
	14	Making plans for development of sport activities of dormitories	12.1± 25.3
	15	Consulting regarding establishment of sport spaces and facilities	12.1± 23.2
	16	Management of gyms	27.0± 24.3
	17	Management of sport camps	4.0± 25.3
	18	Side economic activities around the spaces	25.0± 49.3
Education and research	19	Training various sports	12.2 0± 98.4

	20	Publication of books and articles related to sport	25.0± 78.3
	21	Execution of sport research programs	12.2± 25.3
	22	Establishment of the field of sport spaces engineering	27.1± 12.3
	23	Holding sport related seminars	32.0± 89.3
	24	Supplication and sales of CDs and DVDs and films related to various sport fields	25.1± 12.3
	25	Establishment of private scientific centers for preparation of volunteers of M.A and Ph. D. courses	15.1± 24.3
	26	Education of refereeing	23. 1± 56.3
	27	Preparation of sports nutrition programs and sales of foods and legal supplements	25. 2± 85.3
The domain of sport-cultural affairs	28	Holding cultural and sport meetings as well as publication of sport-cultural bulletins	24.1± 8.3
	29	Introducing the pioneers and ringmasters along with their biographies. Introduction of national heroes in booklets	32.1± 22.3
	30	Printing sport posters	44.0± 59.3
	31	Giving loans to youths who have entrepreneurial and sport programs	76. 0± 12.4
	32	Especial training of exceptional individuals (people with disabilities)	12.0± 22.3
	33	Sport photography and journalism	56.0± 32.3
The domain of public, professional and athletic sports	34	Receiving feedbacks from people regarding sports and sport products	25.1± 05.3
	35	Establishment of various stations of public sports in addition to well-being roads	13. 1± 56.3
	36	Holding sport tournaments	98.0± 25.4
	37	Education of sport coaches for professional and athletic sports	59.0± 98.4
	38	Education of sport coaches for public sports	27. 1± 56.3
	39	Education of coaches of bodybuilding, trainers and team psychologists	98. 1± 45.3
	40	Supplication of sportswear for various sport fields	12. 1± 65.3
The domain of sports services in IT sector	41	Provision of services through sports physiology labs and sports biomechanics labs	56.0± 85.3

	42	Establishment of sport insurances	25.2± 23.3
	43	Establishment of service providing centers and scientific-servicing societies	12.0± 23.3
	44	Entry of the private sector into sports	65. 0± 98.3
	45	Sport tourism and establishment of sport-tourism places	41.1± 21.3
	46	Establishment of agencies for sales of equipment and development of distribution networks for sport products	98.0± 23.3
	47	Participation in Microsoft Office courses; participation in classes held for introduction of video editing and photo album editing using software such as MMB, premier, U lead and etc.	15. 0± 71.3
	48	Leraning the basics to work with computers	15. 2± 24.3
	49	Learning to work with applications such as SPSS or Photoshop that is used for visual works related to films and photographs	20.2± 52.3
	50	Participation in web searching workshops and familiarization with credible sports websites	45.2± 17.3
	51	Establishment of sports websites	45.2± 22.3
	52	Establishment of comprehensive sports information center in the province	12. 0± 25.4

Table 2 shows the most important items in each of the contexts of development of entrepreneurship. The most important ones include: advertising through media in the domain of advertisements; establishment of various gyms in the domain of construction of sport spaces and equipment; the item of management of sport equipment and spaces in the domain of management of spaces and sport programs; the item of training of various sporting fields in the domain of educational and research affairs; the item of giving loans to youths with entrepreneurial plans in the domain of cultural affairs of sports; the item of training of sport coaches for professional and athletic sports in the domain of public, professional and athletic sports; the item of sport tourism and establishment of sport tourism spaces in the domain of sports services and; establishment of sport websites in the domain of information technology. Nevertheless, the following investigates the condition of the concept of barriers to the development of sport entrepreneurship in addition to prioritizing factors in terms of importance.

**Table 3**

The status of the concept of environmental index of entrepreneurship

Row	Concept	Assumed average	Observed average and S.D	T statistic	F.D	Sig.
1	Environmental factor	3	4.56+-0.24	20.75	98	0.05
2	Structural factor	3	4.19+-0.32	21.15	98	0.05
3	Behavioral factor	3	4.12+-1.12	17.24	98	0.05

Significant at  $P < 0.05$

### Discussion and conclusions

The results of the present study have revealed that introduction of the context of management of sport spaces and plans are of a great deal of importance as the primary priority from the views of the sporting associates of the province of Hamadan. The physical education departments of Iran have been operated by non-expert and non-professional individuals for a long time. However, during the past few years, the entry of some related experts and professionals to this area has created certain hopes. According to the results of the present study, this domain is capable of becoming very high-held in terms of the overall development of the province of Hamadan with the ability of playing an important role in entrepreneurship and employment. The results of the present study are consistent with the results obtained by Rotten et al., (2013); Forooghi Pour (2006); Mohamadi and Imami (2016) and the following study. Bailey (2005) conducted a study and investigated the entrepreneurship in large sporting events and concluded that sport is inherently entrepreneur. Sport and sport organizations have an increasing need for the promotion of management levels as well as execution of managerial programs and plans. This priority for sport entrepreneurs shows that implementation of management schemes is effective in terms of improvement of the management quality of organizations and other sport institutes nation-wide. In addition, it simultaneously results in higher levels of entrepreneurship and employment in this context.

In addition, the results of the present study have shown that managers and entrepreneurs tend to state that currently the province of Hamadan lacks any advertisement related infrastructures for the development of sport entrepreneurship. Nowadays, the best of the

available solutions in terms of advertisement may be advertised installed around the sport spaces and ads printed on the athletes' shirts. This issue has been approved by Burgh & Chang (2008); Bailey (2005); Forooghi Pour (2005); Mohamadi & Imami (2016) and; Rotten et al., (2014). However, the results in terms of priorities of advertising contexts are not consistent. This lack of consistency may be because of lack of powerful sponsors in the field of sports of Hamadan province. In addition, during our interviews with certain sport entrepreneurs of the province, it was turned out that there are several barriers to sport advertising in addition to several bureaucratic formalities that have resulted in the relinquishment of the interested parties.

Results of the present study have shown that there are contexts for the development of entrepreneurship in the domain of sports. This result is in consistence with the results obtained by Rotten et al., (2013); Mohamadi & Imami (2016) and; Kurd Naeij & Zaali (2010) who believe that IT networks are suitable sources for entrepreneurship. Mand Alizadeh & Honari (2011) suggested the provision of facilities for benefaction of entrepreneurs from internet based services and e-commerce. According to the results of the present study stating that there are entrepreneurship contexts in the sector of education and research, the results of the present study are consistent with the results obtained by Rotten et al., (2014); Tejari & Khoda Yari (2006); Sadeghi et al., (2014) and; Rotten (2014). In the context of building and constructing sport equipment, results of the study highlight the importance of providing the necessary contexts for production of sport equipment during the recent years. Increased prices of bodybuilding equipment and foreign made sporting goods and sportswear, have turned into motivations for domestic producers. In fact the current status is a suitable condition for entrepreneurship in this field.

According to the results of the present study, there are contexts for the development of sport entrepreneurship of the province of Hamadan in the sector of cultural affairs of sport. This result is consistent with the results of the studies of Rotten et al., (2013); Forooghi Poor (2007) and; Rezaii (2012) and etc. Aldridge and Mc. Way (2005) made an effort to investigate the existing contexts in the domain of cultural affairs of sport and scrutinized the satellite coverage of sport events. They stated that this results in transfer of a large amount of money and provides several entrepreneurship opportunities as well. Bailey (2005) investigated the publications of scientific, news and sports related journals and stated that this is a priority for entrepreneurship.

Nevertheless, according to the results of the present study, there are entrepreneurship contexts in the sector of affairs related to public, professional and athletic

sports. This result is also consistent with the results obtained by Rotten et al., (2013) and, Forooghi Poor (2007). Considering the importance of this issue it can be stated that the number of people who choose to participate in public sports with the aim of maintaining their health and well-being as well as relieving from their daily stresses is increasing on a daily basis. This trend is not only observable in Iran, but it can also be observed in the whole world and in fact, it is also beginning to find its place in the province of Hamadan too. Ultimately, the results of the present study have revealed that there are sport entrepreneurship contexts in the domain of sport services. This result is consistent with the results obtained by Rotten et al., (2014); Forooghi Poor (2007); Rezaii (2011); Hadavi et al., (2015); Lucas & Clean (2008) and; Zare (2006). Some of the subsets of this domain include provision of services through sport labs, codification of nutritional programs and etc. in this regard, it should also be mentioned that recently, youngsters have become more interested in sport activities including physical preparedness and body-building. The present study shows that codification of sport nutrition programs and sales of legal supplements by the certified associates not only improves employment, but also satisfies the demands in a proper way. Sport labs can provide a variety of services including sport tests, determination of fitness of ratio between height and weight, determination of heart performance rate and the level of individuals' physical preparedness. All these services can help improving entrepreneurship in this context. The following can be pointed out among the factors effective on the development of sport entrepreneurship in the province of Hamadan:

1. Banks should provide programs that support entrepreneur athletes
2. Group media should support entrepreneur athletes and persuade them towards sport participation
3. Persuasion of financial supporters towards investment in sports of the province of Hamadan through both governmental and private ways
4. Improvement of social security among the owners of sport businesses (insurance coverage, bankruptcy and unemployment) while taking into account the financial advantages and the tax sustainability that would help with the participation of creative and innovative sport figures in the private sector and through the Social Security Organization
5. Creation of a syndicate of entrepreneur athletes towards supporting their businesses and establishment of a connection between them and other legal entities under the light of



the support from both governmental and private organizations of the province of Hamadan.

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