

The Available Resources and Capabilities Are a Means of Attracting Sports Investment in the Diwaniyah Club

Ahmed adnan khafeef al ogaili¹

University of Al-Qadisiyah / Collage of Engineering,
Iraq.

ahmed.khfeef@qu.edu.iq

mokhalad dheyaa abdulrasool²

University of AL-Qadisiyah /College of Education/
Iraq.

mokhalad.daveaa@qu.edu.iq

Wahhab abdul razzaq abbas³

University of AL-Qadisiyah /College of Computer
Science and Information Technology/ /Iraq.

wahhab.abbas@qu.edu.iq

¹ Corresponding author: University of Al-Qadisiyah / Collage of Engineering, Iraq.

ahmed.khfeef@qu.edu.iq

Abstract

The purpose of the study: is preparing a questionnaire form for available resources and capabilities as a means of attracting sports investment in the Diwaniyah club. Identify the importance of the expressions prepared in the questionnaire form for the available resources and capabilities as a means of attracting sports investment in the Diwaniyah Club. To achieve the objectives of the research, the researcher used the descriptive method in the survey method, and the research sample was selected using the comprehensive enumeration method by (160) individuals, who were distributed by (8) members of the board of directors, (20) of the club's employees (5) founding members, (121) individuals. Members of the assisting body, businessmen (6) individuals, and then the researcher used the questionnaire form as a basic tool for collecting data, and among the most important findings of the researcher is that the availability of financial capabilities to finance the infrastructure as well as advertising, all of this works to attract investors.

Keywords

Resources, capabilities and sports investment.

To cite this article: khafeef al ogaili, A.; abdulrasool, M, D, and abbas, W, A. (2021) The Available Resources and Capabilities Are a Means of Attracting Sports Investment in the Diwaniyah Club. *Review of International Geographical Education (RIGEO)*, 11(4), 13271338-. doi: 10.33403/rigeo. 8006846

Submitted: 16-03-2021 • **Revised:** 15-04-2021 • **Accepted:** 16-05-2021

Introduction

Investment is one of the most important trends now because of its importance in advancing economic development and raising the standard of living by creating new job opportunities, which leads to a reduction in unemployment rates and an increase in job opportunities and opportunities. Therefore, the government in its entirety seeks to encourage investment and attract internal and external capital to invest in Iraq and to develop methods to help promote investment in various fields. And that sport is one of the most important areas interacting with society and influencing the successive changes that it passes through, as the sports sector represented by civil, governmental, qualitative and private sports bodies are nothing but community systems that affect and are affected by society and the accompanying local and global changes.¹

The sports industry is a profitable industry and a source of income in many countries of the world, and the American Economic Analytics Office indicates that the annual income of the sports sector compared to other sectors amounted to 212.5 billion US dollars, i.e. Weakness of the auto sector and greater than the cinema and production sector.² So investing in sports is no longer an economic phenomenon only but is a great strategic option within economic and financial options that can manage the sports system in a way that achieves the required goals.²

This is what made those responsible for sports call for investment to preserve the status of the sport, and thus it began to attract sponsors and investors, especially in the last two decades.³

And that sport has become a commercial process in many countries of the world, as it has contributed to the growth of the economy of these countries and countries are struggling to win the organization of international sporting events, so sports investment is considered one of the most important investments currently available, as the practice of a sporting activity is of economic importance for the individual and the state.⁴

And that the investment of sports clubs for all their various facilities is the best solution to the economic problem that the clubs suffer from by achieving the highest possible return from investing all their available resources to achieve and satisfy the needs of their members.⁵ Also the different methods must be available to motivate and encourage investors in the fields of physical education through developing a strategy to encourage sports investment in sports institutions.⁶

Within the limits of the researcher's knowledge by reviewing the findings of previous Arab and foreign studies whose results in the necessity of making an investment guide for all areas of investment in the sports field in the region, which resulted in its findings include developing a proposed mechanism to activate sports investment in sports facilities, whose results revealed that government funding is an insufficient source.⁷

In light of what the researcher has done of reviewing previous studies and the findings of the personal interview, the researcher resorted to conducting this study to develop a proposed plan according to the resources and capabilities available to attract businessmen to invest in the Diwaniyah club as one of the solutions to achieve the highest financial return to raise the sporting level of the players and teams, including Reflected on the economic level, as it is one of the major popular sports clubs in Iraq.⁸

Research problem

Moving from hobby to professionalism in the game of football in our clubs' needs departments that can provide all the available resources and capabilities, and this can only be through attracting investments for the clubs to sustain work and fulfil all the requirements to raise the level of the game.

The problem can also be summarized by answering the following questions:

1. What is the role of available resources and capabilities in attracting sports investment for the Diwaniyah club?
2. What are the most important expressions of the available resources and capabilities in attracting sports investment for the Diwaniyah club?

Research objectives

1. Preparing a questionnaire form for available resources and capabilities as a means of attracting sports investment in the Diwaniyah club.
2. Identify the importance of the phrases prepared in the questionnaire form for the available resources and capabilities as a means of attracting sports investment in the Diwaniyah Club.

Research fields

- The human field: members of the board of directors, club workers, founding members, members of the public authority and businessmen
- Spatial field: the whereabouts of the sample members
- Duration: 1/9 2020 AD until 22/3 2021 AD.

Research Methodology

The researcher used the descriptive method in the survey method for its suitability and the nature of the problem presented.

Community and sample research

The research sample was selected using the comprehensive inventory method by (160) individuals, who were distributed among (8) members of the board of directors (20) of the club's employees (5) founding members, (121) members of the supporting body, businessmen (6) individuals. Several (30) individuals were selected for the questionnaire's technicians at a rate of (18.75) represented by members of the research community and from outside the basic sample.⁹ Thus, the number of individuals of the basic research sample became 130 individuals with a ratio of (81.25). This is shown in Table (1) for the description of a community and a sample search.¹⁰

Table 1.

Shows the description of the research population and sample

Research community members	research community	Pilot sample		The basic sample	
		ع	%	ع	%
Members of the Board of Directors	8	2	25%	6	75%
Club employees	20	3	15%	17	85%
Founding members	5	1	20%	4	80%
Members of the General Assembly	121	23	19%	98	81%
businessmen	6	1	16.67%	5	83.34%
Total	160	30	18.75	130	81.25

Main search procedures

Steps to build the questionnaire form

To achieve the first objective of the research, which is preparing a questionnaire form for the available resources and capabilities as a means of attracting investors to the Diwanayah Club, the researcher followed the following steps:¹¹ The purpose of building the questionnaire: The purpose of the current research is to prepare a questionnaire for the available resources and capabilities as a means of attracting investors in the Diwanayah Club to address many of the obstacles that accompany the clubs from the lack of infrastructure, financial and human resources.¹²

Determining the fields of the questionnaire form: To determine the fields of the questionnaire within the concept of available resources and capabilities, the researcher reviewed a set of previous studies and research and many sources in management sciences, organization, psychological and educational sciences, testing and measurement, where the researcher was able to obtain three stages, namely (human resources, financial resources, information resources) Domains for the questionnaire form.

Prepare paragraphs for the fields of the questionnaire: To develop the initial formula for the paragraphs of the Balanced Scorecard areas, the researcher relied on the relevant resources in addition to the relevant measures and an open questionnaire was created where the researcher was able to collect several paragraphs to become (50) paragraphs distributed on the three areas of the axes of the questionnaire of available resources and capabilities, as shown in Table (2).

Table 2.

Show the percentage and number of paragraphs show the areas of the Balanced Scorecard according to their relative importance

S	Fields	Percentage	Number of paragraphs
1	Human Resources	40%	20
2	finance resource	10%	5
3	Informational resources	50%	25

The validity of the paragraphs in the fields of the questionnaire form

This procedure requires obtaining the consensus of a group of experts and specialists on the validity of the paragraphs of the questionnaire, so the researcher prepared a questionnaire form and defined the paragraphs of each area related to the resources and capabilities available by using a questionnaire form and giving a definition for each of these three areas that make up the scale, as the form included (50) Paragraph.¹³ As it was presented to a group of experts and specialists in educational and psychological sciences, management science, organization, testing and measurement, and after I retrieved the questionnaire forms related to the subject of the research from the experts, we collected and unpacked the data, where the (Chi-square) test was used to identify the valid paragraphs of others, and the results showed its validity to all represent the species to which it belongs.¹⁴

Keys to correct the paragraphs in the fields of the questionnaire

The step of calculating the score obtained by the individual on the scale is one of the important steps and the score depends on the method of constructing the paragraphs and the number of answer alternatives, and after the approval of the experts on the alternatives for the answer formulated according to the Likert model and with a triple gradient:¹⁵ (agree, to some extent, disagree) The alternatives for the answer are given according to the positive direction and the degrees (3, 2, 1) respectively, and vice versa, the answer alternatives are according to the negative trend.¹⁶

Exploratory application of the questionnaire form

The researcher conducted an exploratory experiment on a sample consisting of (30) individuals that were conducted on 9/26/2020, representing the research community from outside the research sample, the aim of which was:¹⁷

1. Identify the clarity of the Balanced Scorecard paragraphs and instructions
2. Know the time required to answer (response time, average response time).
3. Identify the obstacles that may face the researcher in the final application.
4. Identify the effectiveness of alternatives to answer.

The main application of the questionnaire form

After the questionnaire form, with its instructions and paragraphs, was ready for implementation, the researcher, together with the assistant work team, distributed the questionnaire to the research sample of (130) individuals and their percentage was (81.25%) from the research community.¹⁸ For the period from 1/10/2020 until 11/15/2020 AD.

Scientific indications for the questionnaire form:

Validate the form

The more the questionnaire carries more than one indicator of validity, the more confidence it has

in measuring what it is intended to measure. And he extracted several indications of honesty according to what the building of the balanced scorecard requires, namely: ¹⁹ Validate the content: Accordingly, the researcher intended to achieve this type of honesty by presenting the paragraphs of the questionnaire fields to a group of experts and specialists. Validity of construction: The validity of the construction is considered one of the most types of validity representing the concept of truthfulness, which is sometimes called the sincerity of the concept, or the validity of the hypothetical formation.²⁰

Distinguishing Ability: The function of differential ability is the ability to differentiate or distinguish between individuals who obtain high scores and individuals who obtain low scores in the implementation of some measure or questionnaire form for our study itself after ranking the scores, and then taking 27% for the two groups, upper and lower, and the number of each of them is equal (35) (Individually), then the T-Test is applied to two independent samples to identify the statistical significance of the difference between the averages of the upper and lower groups of the card's paragraphs Balanced performance and considered as an indicator of the validity of the paragraph by comparing it with the tabular value of (2.02) at the degree of freedom (68) and the level Significance (0.05), and it became clear through the results of the analysis that all the scale paragraphs are distinct.

The method of internal consistency: The researcher calculated the coefficient of discrimination through the correlation between the degree of each field and the total degree of the questionnaire through calculating the Pearson correlation coefficient on the research sample (130) individuals. To find out the statistical significance, it was compared with the value of the tabular correlation coefficient (0.27) at the degree of freedom (278) and the level of significance (0.05). All the values of the list items were a significant function.

Table 3.

Show the correlation coefficient between the degree of each axis and the total score of the questionnaire

Questionnaire axes	Correlation coefficient value
Human Resources	0.663**
Financial resources	0.538**
Information resources	0.753**

* Significance at 0.05 level ** statistically significant at 0.01

It is clear from Table (3) that all the calculated correlation coefficients ranged between (0.538-0.753), which is greater than the tabular values of R at the level of (0.05). That is, all the axes of the questionnaire are closely related to the questionnaire, which indicates the validity of the questionnaire.

Stability of the questionnaire form

The reliability must be at a high degree of accuracy and perfection in building the scale, and to extract the stability the researcher relied on the following methods:¹¹

1. Half-segmentation method: In this method, the researcher relied on the main experiment questionnaires of the research sample, whose number is (130). Where the paragraphs of the Balanced Scorecard areas (human resources, financial resources, information resources) were divided into two halves, the first half included the odd-numbered paragraphs, while the second half included the even-numbered paragraphs. After that, the Pearson correlation coefficient was extracted for the total scores of the two halves of the test, and it ranged between (0.892 - 0.946), but these values represent the coefficients of half of the test for the fields. Questionnaire. Therefore, these coefficients must be corrected by using the Spearman-Brown equation to correct the reliability coefficient to obtain the stability of the test as a whole. After the correction, the stability coefficient ranged between (0.831 - 0.907), and Table (4) shows that.

Table 4.

Shows the test half-segment stability coefficients with the correction factor

S	Axes Balanced Scorecard	Stability before correction	Stability after correction
1	Human Resources	0.753	0.859
2	Financial resources	0.712	0.831
3	Information resources	0.831	0.907

2. The Alpha Cronbach equation: The researcher used the (Alpha Cronbach) equation to calculate the test reliability on the answers of the research sample of (130) individuals. The values of the stability coefficients were limited between (0.821 - 0.916) for the Balanced Scorecard axes.

Table (5) of the frequency, percentage and statistical significance of the terms of the fourth axis (resources and capabilities to implement the plan - human resources) shows that there are significant differences between the responses and these values for the Chi-square significant square at the level of 0.05, and with an approval percentage that ranged between (90.77% to 99.23%) and in the order of phrases as shown in the table. The previous results agree with the results of Walid Ahmed Sami's study (2000) on the necessity of a special department for marketing and investing in sports recreational activities. The results of the Khaled Talaat Al-Sayed (2005) study also revealed that sports clubs suffer from the lack of specialized and professional management of the financing, marketing and investment skills in the sports field. The results of Tuana Muhammad Ali's study (20014) also resulted in the necessity of having an investment department within sports clubs.²¹

The researcher considers the importance of the availability of a specialized department in investment and marketing through a department responsible for the marketing and investment process in the club by improving the communication process and transferring information to investors and convincing them to invest in the club because of their scientific ability that qualifies them for that. Everybody benefits. Ali Muhammad Al-Numan (2012) points out that the provision of capabilities and their proper use is an inevitable and indispensable matter in addition that it is one of the factors affecting investment in the field of physical education, as all kinds of potentials affect the success of its activities and the achievement of its goals. In this regard, investors to invest is to increase the incentives granted to them, such as tax and customs exemptions, freedom to transfer profits and the principal of the investor's capital without restrictions. The results are consistent with the findings of Yahya Badr Faleh's study (2009) that the state encourages businessmen and investors to invest in sports clubs through some customs exemptions.²²

The researchers believe that state officials must take into account this type of investment to achieve its greater goal by providing all means of encouragement and motivation, including tax exemptions and intellectual property protection, and that the presence of what preserves the investor's right and guarantees the success of his project is one of the attractive factors in investing in clubs Sports. These results are in agreement with the findings of the study of Jeoung Har Lee (2000) and Wldimir Andreoff (2002) on the importance of marketing methods such as (advertisements, TV ads) as the head of money. The results of this study also agree with the findings of the study of Nigel Pope (2005). The use of the Internet is considered a means of marketing sport. Capital strategy. The media has an influential and effective role in attracting investors to invest in sports clubs by seeing what is new about investment in the club, as well as the various sports in the club, which helps to raise the level of sports and increase the material income of the club.²³

The researchers consider the importance of the availability of financial capabilities that support the investment process in the club, as no institution or sports establishment can achieve its goals or continue except through the provision of financial resources that represent the main factor in its existence and continuity in line with the nature, needs and objectives of the institution, this is in addition to the availability The financial capabilities of financing the infrastructure, as well as advertising, all of this works to attract investors.²⁴

Results and Discussions

Table 5.
Show the importance of the paragraphs in the questionnaire form for the available resources and capabilities

S	Phrase content	Agree		To some extent		Disagree		Chi-square	Mean	Agree%	Arrangement
		R.	%	R	%	R.	%				
*	A. Human Resources :										
64	Providing a specialized department for investment and sports marketing in the club represented in:										
1/64	Responsible management for marketing and investment.	128.00	0.98	2.00	0.02	0.00	0.00	122.123*	2.98	99.23%	1
2/64	Legally responsible.	127.00	0.98	3.00	0.02	0.00	0.00	118.277*	2.98	98.85%	2
3/64	Financial Officer.	126.00	0.97	4.00	0.03	0.00	0.00	114.492*	2.97	98.46%	3
4/64	Publicity and advertising official.	125.00	0.96	5.00	0.04	0.00	0.00	110.769*	2.96	98.08%	4
5/64	Communications and public relations officer.	124.00	0.95	6.00	0.05	0.00	0.00	107.108*	2.95	97.69%	5
6/64	Systems and Information Officer.	114.00	0.88	16.00	0.12	0.00	0.00	73.877*	2.88	93.85%	16
65	Providing a sufficient number of specialized technical personnel to manage and invest in the club's facilities.	124.00	0.95	6.00	0.05	0.00	0.00	107.108*	2.95	97.69%	6
66	That there be a sufficient number of workers in the club, such as:										
1/66	Sports Activity Supervisors.	114.00	0.88	16.00	0.12	0.00	0.00	73.877*	2.88	93.85%	17
2/66	Players.		0.92	11.00	0.08	0.00	0.00	89.723*	2.92	95.77%	10
3/66	Coaches with international experience and local coaches in various sporting activities.	122.00	0.94	8.00	0.06	0.00	0.00	99.969*	2.94	96.92%	9

4/66	Administrators in various sporting activities.	117.00	0.90	13.00	0.10	0.00	0.00	83.200*	2.90	95.00%	15
5/66	Specialists in sports activities to serve club members.	114.00	0.88	16.00	0.12	0.00	0.00	73.877*	2.88	93.85%	18
6/66	Physiotherapists.	119.00	0.92	11.00	0.08	0.00	0.00	110.769*	2.92	95.77%	11
7/66	Administrative staff.	119.00	0.92	11.00	0.08	0.00	0.00	89.723*	2.92	95.77%	12
8/66	Information network and Internet engineers.	123.00	0.95	7.00	0.05	0.00	0.00	103.508*	2.95	97.31%	7
9/66	Officials to maintain stadiums, gyms and swimming pools.	123.00	0.95	7.00	0.05	0.00	0.00	103.508*	2.95	97.31%	8
67	Conducting training courses regularly to refine coaches for the club's sporting activities.	106.00	0.82	24.00	0.18	0.00	0.00	103.508*	2.82	90.77%	19
68	Selecting coaches for sporting activities in the club according to the										
1/68	Obtaining advanced training courses.	119.00	0.92	11.00	0.08	0.00	0.00	89.723*	2.92	95.77%	13
2/68	Pass a specified level of scientific studies.	106.00	0.82	24.00	0.18	0.00	0.00	51.723*	2.82	90.77%	20
3/68	Years of experience with a major achievement.	119.00	0.92	11.00	0.08	0.00	0.00	89.723*	2.92	95.77%	14
	B. finance resource :										
69	Provide a budget to achieve and implement the plan represented by:										
1/69	Employees' salaries.	108.00	0.83	22.00	0.17	0.00	0.00	*103.508	2.83	91.54%	5
2/69	Rewards for employees	121.00	0.93	9.00	0.07	0.00	0.00	*96.492	2.93	96.54%	3
3/69	Maintenance of installations.	126.00	0.97	4.00	0.03	0.00	0.00	*96.492	2.97	98.46%	1
4/69	publicity and announcement.	124.00	0.95	6.00	0.05	0.00	0.00	*107.108	2.95	97.69%	2

5/69	Solve emergency problems.	114.00	0.88	16.00	0.12	0.00	0.00	*118.277	2.88	93.85%	4
	C. Informational resources:										
70	Providing an adequate database for all the material and human										
1/70	Computer lab equipped with modern computers.	123.00	0.95	7.00	0.05	0.00	0.00	*103.508	2.95	97.31%	10
2/70	Opportunities and areas of investment in the club.	126.00	0.97	4.00	0.03	0.00	0.00	*114.492	2.97	98.46%	4
3/70	Facilities that can be provided to investors.	125.00	0.97	4.00	0.03	0.00	0.00	*113.496	2.97	98.45%	7
4/70	The markets benefiting from investor products.	126.00	0.97	4.00	0.03	0.00	0.00	114.492*	2.97	98.46%	5
5/70	Conducting sound feasibility studies to take advantage of them when setting up investment projects.	128.00	0.98	2.00	0.02	0.00	0.00	122.123*	2.98	99.23%	1
6/70	Names of businessmen.	125.00	0.96	5.00	0.04	0.00	0.00	110.769*	2.96	98.08%	8
7/70	The names of the companies and their geographical location.	120.00	0.92	10.00	0.08	0.00	0.00	*118.277	2.92	96.15%	15
71	Providing an electronic database (the Internet) represented in:										
1/71	Internet for internal communication.	119.00	0.92	11.00	0.08	0.00	0.00	*110.769	2.92	95.77%	17
2/71	Internet for external communication.	111.00	0.85	19.00	0.15	0.00	0.00	*110.769	2.85	92.69%	23
3/71	Global Internet networks for international communication.	119.00	0.92	11.00	0.08	0.00	0.00	89.723*	2.92	95.77%	18
72	Activating the electronic messaging system between the club and other clubs (electronic clubs)	120.00	0.92	10.00	0.08	0.00	0.00	*122.123	2.92	96.15%	14

73	Developing and improving internet services in dealings between the club and the concerned authorities.	115.00	0.88	15.00	0.12	0.00	0.00	*126.031	2.88	94.23%	20
74	Activating the role of electronic systems in the club.	124.00	0.95	6.00	0.05	0.00	0.00	107.108*	2.95	97.69%	9
75	Providing training programs for club employees on the use of modern technology.	126.00	0.97	4.00	0.03	0.00	0.00	114.492*	2.97	98.46%	6
76	A club website specializing in:										
1/76	Introduce the services provided by the club.	127.00	0.98	3.00	0.02	0.00	0.00	118.277*	2.98	98.85%	3
2/76	Communicating with beneficiaries and expressing their opinions.	109.00	0.84	21.00	0.16	0.00	0.00	*103.508	2.84	91.92%	24
3/76	Organizing the dates for practising activities at the club's sports facility.	103.00	0.79	27.00	0.21	0.00	0.00	*86.431	2.79	89.62%	25
4/76	Advertising and promotion of the club's activities and services.	128.00	0.98	2.00	0.02	0.00	0.00	*122.123	2.98	99.23%	2
5/76	Communication with businessmen and investors.	112.00	0.86	18.00	0.14	0.00	0.00	*122.123	2.86	93.08%	22
77	Providing internal media to market and invest in the services and activities of the sports club, such as:										
1/77	Electronic sports magazines.	119.00	0.92	11.00	0.08	0.00	0.00	122.123*	2.92	95.77%	19
2/77	Paper sports magazines.	123.00	0.95	7.00	0.05	0.00	0.00	*103.508	2.95	97.31%	11
3/77	Daily sports newsletters.	121.00	0.93	9.00	0.07	0.00	0.00	*96.492	2.93	96.54%	13
4/77	Large display screens in various aspects of the club.	122.00	0.94	8.00	0.06	0.00	0.00	*118.277	2.94	96.92%	12

5/77	Indicative plates.	120.00	0.92	10.00	0.08	0.00	0.00	93.077*	2.92	96.15%	16
78	Providing an information system for all the information and decisions issued by the club's board of directors for easy access when needed	113.00	0.87	17.00	0.13	0.00	0.00	114.492*	2.87	93.46%	21

Conclusions

1. The questionnaire form increases awareness of individuals and departments by providing the available resources and capabilities to attract investors.
2. The availability of financial capabilities to finance the infrastructure, as well as advertising, all of this works to attract investors.
3. Providing human resources of workers and experts is an important factor in encouraging investment in the club.
4. Technological and informational development is an important factor in marketing players and clubs attracting investments.

Recommendations

1. The necessity of adopting the current questionnaire form as a basis for encouraging investment in the club.
2. Adopting what was mentioned in the paragraphs of the questionnaire as a basis for work for club administrations to improve the investment process in the Diwaniyah club.

References

- Manzenreiter, W., 2008. Sports, body control and national discipline in pre-war and wartime Japan. *Leidschrift: Brood en spelen. Sport als kracht in de samenleving*, 23(December), pp.63-83.
- Hood, R., 2021. Book review: Lenhard, J. and Samanani, F. 2020: *Home: Ethnographic Encounters*. *Encounters: Experiences and Anthropological Knowledge Series*.
- Hassoun, D. and Karim, H., 2020. The role of human resources in the success of sports investment in the Maysan Directorate of Youth and Sports. *European Journal of Molecular & Clinical Medicine*, 7(9), pp.814-826.
- Abdullah, A.T. and Mal-Allah, Y., 2011. Nutrition information sources of female athletes at a girls' sports club in Kuwait: An exploratory study of sources, usefulness, accessibility, and obstacles. *The International Information & Library Review*, 43(1), pp.43-52.
- Hassan, A., 2006. *Investment and Marketing in Physical Education and Sports*. Dar Al-Wafaa Printing and Publishing, Alexandria, Egypt.
- Chandler, T., Vamplew, W. and Cronin, M., 2007. *Sport and physical education: The key concepts*. Routledge.
- Horine, L. and Stotlar, D., 2013. *Administration of physical education and sport programs*. Waveland Press.
- Henry, C.M. and Springborg, R., 2010. *Globalization and the Politics of Development in the Middle East (Vol. 1)*. Cambridge University Press.
- Hall, C.M., 2006. Urban entrepreneurship, corporate interests and sports mega-events: the thin policies of competitiveness within the hard outcomes of neoliberalism. *The sociological review*, 54(2_suppl), pp.59-70.
- Ferrand, A. and McCarthy, S., 2008. *Marketing the sports organisation: Building networks and relationships*. Routledge.
- Pillay, U., 2004. Towards alternative conceptions of local economic reform in the developing world: the case of South Africa. *South African geographical journal*, 86(1), pp.39-43.
- Hawari, S., 1996. *Financial management-decision-making approach*. Cairo: Ain Shams Library, 166..
- Mansouri, H., Boroujerdi, S.S., Polonsky, M., Husin, M.M. and Seydi, M., 2021. Investigating the mediating role of market orientation between internal marketing and the development of entrepreneurial orientation within private sports clubs. *New England Journal of Entrepreneurship*.
- Singer, H.W., 1978. *Strategy of International Development: Essays in the Economics of Backwardness*. Springer.
- Karwowski, W. ed., 2006. *International Encyclopedia of Ergonomics and Human Factors*, -3 Volume Set. Crc Press.
- Fullerton, S. and Merz, G.R., 2008. The four domains of sports marketing: A conceptual framework. *Sport marketing quarterly*, 17(2).
- Messenger, J.C., Lee, S. and McCann, D., 2007. *Working time around the world: Trends in working hours, laws, and policies in a global comparative perspective*. Routledge.
- Hutt, M.D. and Speh, T.W., 2021. *Business marketing management: B2B*. South-Western, Cengage Learning.
- Zitzewitz, E., 2006. Nationalism in winter sports judging and its lessons for organizational decision making. *Journal of Economics & Management Strategy*, 15(1), pp.67-99..
- Costa, G., Glinia, E., Goudas, M. and Antoniou, P., 2004. Recreational services in resort hotels: Customer satisfaction aspects. *Journal of Sport & Tourism*, 9(2), pp.117-126.
- Askarifar, K., Motaffef, Z. and Aazaami, S., 2018. An investment development framework in Iran's seashores using TOPSIS and best-worst multi-criteria decision making methods. *Decision Science Letters*, 7(1), pp.55-64.
- Bromber, K. and Krawietz, B., 2013. The United Arab Emirates, Qatar, and Bahrain as a modern sport hub. In *Sport Across Asia* (pp. 203-226). Routledge.
- Shank, M.D. and Lyberger, M.R., 2014. *Sports marketing: A strategic perspective*. Routledge.
- Andreff, W., 2009. Public and private sport financing in Europe: the impact of financial crisis. *Romania*, 1(4.5), pp.36-7.