



Exploring Entrepreneurial and Innovative Sports Opportunities During and After the Corona Crisis

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ABSTRACT

Purpose: Coronavirus has affected all sectors of the global economy, but particularly the sports industry, given its social nature, is affected by the Covid Crisis. Therefore, the research aims to analyze the entrepreneurial and innovative sports opportunities in the corona and post-corona crises.

Methodology: Research is applied based on its purpose. The method of this research was qualitative and based on the grounded theory. Data were collected using semi-structured interviews with 14 research experts. The research samples were selected using the snowball method. Then, the results of the interviews were analyzed using Max QDA software and based on the coding method with a structuralism approach. The review and monitoring were performed periodically to ensure the accuracy of the extracted codes.

Findings: The research categories were divided into four main groups: 1- Supply and demand conditions, 2- Production factors, 3- Competitive context and strategy of the firm, and 4- Related and supporting industries.

Originality: Findings show that sports innovation and opportunities in the corona are affected by four factors. So, the analysis of the sports entrepreneurial and innovative opportunities in a threat called the corona crisis is a step to provide entrepreneurship in sports to continue the positive effects in the post-Corona era.

Keywords

Business
Corona Crisis
Entrepreneurship
Innovation Opportunity
Sports Industry

Article type

Original article

Received: 2022/04/29

Accepted: 2022/06/17

How to cite this article:

Khoshbakht Ahmadi, E., Aghaei Shahri, M. S., & Azimzade, S. M. (2022). Exploring Entrepreneurial and Innovative Sports Opportunities During and After the Corona Crisis. *Sports Business Journal*, 2(1), 41-56. <https://doi.org/10.22051/sbj.2022.40239.1030>



1. Introduction

In the present age and over time, conditions arise for countries from which it will not be easy to escape. One of the conditions that have affected all countries in the health sector is the Covid-19 pandemic. It has led to the decline of many businesses. If Covid-19 crisis continues, many businesses will be damaged and lost (Zarghami, 2021). This epidemic has posed severe challenges in various regions around the world. Exercise is one of the social phenomena that has been strongly affected by this virus. As one of the influential institutions affected by the outbreak of Covid-19, Sport must fulfill its mission well in the face of existing challenges and future problems. The Covid-19 crisis is still growing, and there is currently no clear vision for its end, so sports organizations must develop new approaches to competing in the new environment (Jaberi & Mazloomi Soveini, 2021). The current outbreak has had far-reaching economic consequences around the world. No country seems to be unaffected. Not only has implications for the economy, but it has affected all aspects of society and has led to dramatic changes in the way businesses operate and consumer behavior (Donthu & Gustafsson, 2020).

Although Corona disease has affected all sectors of the global economy, some have been most affected. The sports sector has been particularly affected by the Corona pandemic as never seen before. This means most sports companies urgently need new business models to adapt to change (Ratten, 2020). In this regard, (Heydari & Asadollahi, 2021) in their research to evaluate the effects of coronavirus in sports on the role of the virus in the production and distribution, private and public sectors, education and research in sports, trade, events, and competitions, Technology, service and economic sectors of the sports industry point out. Based on the results of the analysis of the findings of (Heydari et al., 2021) concerning the identification of the effects of coronavirus in the sports industry, the final two dimensions of the impact of the virus outbreak were identified in the sports industry, which included direct and indirect effects. Corona in the sports industry can help adapt the activities of this industry to the current situation. (Brakhas et al., 2021) Also, the management of sports businesses in times of crisis and recession requires using change and innovation strategies and technology-based environmental networking. (Ahmadi et al., 2021) have also studied the effects of the outbreak of the Covid-19 virus on the sports industry. Their conclusion states that economic and sports factors are among the negative consequences of the epidemic of Covid-19 on the sports industry.

Therefore, Covid-19 has a significant impact on the sports industry. For example, the prevalence of Covid-19 has dramatically reduced participation in sports activities (Mann et al., 2020). Also, according to Tasnim news agency 2020, the effects of this epidemic include the suspension of the Olympic Games and the UEFA Cup from 2020 to 2021. It was estimated that the postponement of the Olympic Games alone was a figure of nearly \$ 3 billion in additional costs to the organizing committee. In addition to the \$ 12.6 billion it has a fee; the games have not been ineffective in the Iranian economy. Tomans has been estimated for Iranian sports. Faced with the challenges, addressing and exploiting the potential opportunities posed by the coronavirus outbreak

can be a crucial strategy for the sports sector. Furthermore, despite all the problems caused by corona in different societies, many fields have tried to adapt to new conditions and, in many cases, have been attempting to use new conditions as a unique opportunity to create and act further.

It is clear that the Covid epidemic is not just a health emergency but an economic downturn that has created an unstable, complex, and ambiguous environment for organizations (Biron et al., 2021). Under such circumstances, the sports industry is one of the most entrepreneurial sectors of the global economy, particularly affecting competitiveness (Parnell et al., 2022).

Entrepreneurship has always been an essential Strength for the competitiveness of the sports industry and socioeconomic position in society (Jones et al., 2017). The sports industry was also forced to innovate rapidly in the Covid-19 crisis. Focusing on opportunities to create shared value in these critical situations by creating entrepreneurial opportunities has become necessary (Ratten et al., 2021).

Innovation is a strategic response to crises such as the Covid pandemic (Wenzel et al., 2020). When this pandemic has disrupted global economic and industrial activity and shaped an uncertain future, a tool such as innovation can be helpful, so many companies and businesses are required to innovate to survive. Innovation is vital for the organization's survival and improvement and for maintaining competitiveness in the face of threats and challenges during and after the pandemic (Chesbrough, 2020; Lee & Trimi, 2021; Wang et al., 2020).

Recognizing the opportunities and problems of entrepreneurship in sports is essential. Identifying opportunities is one of the ways of entrepreneurship in sports, and more people are encouraged to start a business and create employment. And entrepreneurship, in a broader sense, means innovation and spirit. Dynamics and value creation occur in society (Mandalizadeh & Honari, 2011). Sports Entrepreneurship Must Identify Opportunities and Use Them to Create Entrepreneurial Activities (Kermally, 1986). For many researchers, including Dellabarca (Dellabarca, 2002; Venkataraman, 2002), seizing opportunities is the primary definition of entrepreneurship. Opportunity is an essential step in the entrepreneurial process, and in the context of sports-based businesses, identifying plays a decisive role

Although it appeared initially, the Corona crisis is a Serious threat to most businesses. A deeper look provides new opportunities for businesses (Vazifedoust et al., 2020). The coronavirus outbreak has caused Serious injury to operations and business supply chains. On the other hand, the development and expansion of Entrepreneurship development are one of the necessities of developing countries, which leads to the use of opportunities and resources. Therefore, the entrepreneurial opportunities issue is a concept that differentiates entrepreneurship from other areas. In the Covid crisis, it is seriously to pay attention to opportunities, creativity, and innovation that lead to the growth of businesses (Vazifedoust et al., 2020).

On the other hand, the unemployment crisis has challenged many graduates of the higher education system. As is evident from the unemployment statistics, and according to the Statistics Center of Iran in 2021, the unemployment rate of young people aged 18-35 shows that 15.6% Of the active population 18-35 years have been unemployed.

Also, in the spring, 2021 percent of the unemployed graduated from higher education out of the total unemployed was 40.3 percent, which was higher among women than men in urban areas than rural areas. Therefore, the issue of unemployment is critical and is one of the main problems facing students and university graduates.

Given student unemployment in all societies and finding a way to solve this problem, entrepreneurship can be included in higher education programs. Many young people are in universities and various fields of study, including physical education and science. They are studying sports and hope to be able to enter the labor market after graduation. Given the current situation, the entrepreneurial perspective can significantly reduce these people's problems (Zabihi et al., 2019).

The effects of the coronavirus outbreak on sports businesses, including unemployment, poverty, low productivity, and downsizing in governmental and non-governmental organizations, continue. In addition to negative economic consequences, these effects can lead to significant social problems, increased crime and violence, and so on.

In this situation, we can take a step toward reducing these effects by analyzing the current situation and supporting jobs. Therefore, entrepreneurship and innovation opportunities are the issues we address in this study. The field of sports has many opportunities in the heart of crises. We hope innovation will improve the situation of entrepreneurial and innovative sports businesses in the context of the Corona crisis. And in post-corona, we will see the continuation of the process of improving jobs, entrepreneurship, and innovation in this field.

Therefore, in the present study, we seek to answer the question: what entrepreneurial and innovative sports opportunities exist in the corona and post-corona crises?

2. Theoretical background

Before the outbreak of the Covid-19, Researchers such as Ratan & Ferreira (2017) argued that sport and entrepreneurship have similar characteristics because of the need for innovation to bring about change. This position makes sport a catalyst for entrepreneurship. It requires new thinking to increase performance Sport-based entrepreneurship has created a distinct form of entrepreneurship because it provides a way to view sports activities from a creative and futuristic perspective (Ratten & Ferreira, 2017).

In the wake of the Corona crisis, (Escamilla-Fajardo et al., 2020) concluded that significantly risk-taking and innovation increased after the Covid-19 outbreak (Salimi Zaviyeh, 2020) points out in a study about the strategic response to the Corona crisis states that four types of strategies are essential that innovation is one of them.

(Ratten et al., 2021) also emphasizes after the Covid-19 outbreak, to adopt better policies to combat the Covid pandemic, we need an innovative and forward-thinking method. And relying on sports entrepreneurship And the theory of service-dominated logic, Communication between networks, Creating shared value, And examines crises in the expression of sports entrepreneurship ecosystems, and shows that in times of crisis, The sports industry can use its unique entrepreneurial ecosystem to encourage active collaboration that leads to the creation of shared value (Ratten et al., 2021).

Ratten (2021) also argues that public policy has been integral to the response mechanisms used to manage the Covid-19 crisis. As a result, more attention is being paid to policymakers regarding how to implement entrepreneurial ideas that help reduce the turmoil surrounding Covid-19.

Fallah et al. (2017) research results show that not all job opportunities have been used yet. And public and private sector officials can use sports science and entrepreneurship graduates in the sports sector by planning and paying attention to employment. (Jaberi & Mazloomi Soveini, 2021) Also, considering the challenges Covid-19 has created in sports, it is possible to use opportunities to strengthen and develop parts of sports and face some of the threats and challenges Corona poses.

Some research in the entrepreneurship field has examined the entrepreneurial behavior and mentality in the Corona era. For example, the modulatory effects of psychological distress related to Covid-19 on the cognitive process, entrepreneurial intent, and entrepreneurial behavior were investigated among higher education students in Vietnam. The results showed that perceived behavioral control and entrepreneurial intention effectively encouraged entrepreneurial behavior.

The entrepreneurial attitude and intention link is modulated negatively by the psychological distress related to Covid-19. Also, psychological distress related to Covid-19 can reduce the connection between students' intentions and entrepreneurial behavior in higher education institutions. Therefore, society will need educational policies in the entrepreneurship field.

Although the current situation seems to be somewhat under control, researchers believe that Covid-19 remains the biggest challenge for sports contemporary society in the world. Adherence to social distancing policies, strict return-to-play protocols, and Covid-19 specific training may have forever changed the way children and young people participate in sports. In this context, we are responsible for understanding how the Corona pandemic affects youth sports and its short-term and long-term consequences. We also explore what opportunities can be used to help improve participation and preserve the future.

His findings provide valuable insights into the youth sports environment as a global pandemic result and suggest that families, sports clubs, and sports organizations need more resources and tools to assist in recovery efforts and ensure the survival and prosperity of youth sports in the future.

Staley et al. (2021) examined the challenges facing sports customers in the post-Corona era and believe that managers should consider the challenges of sports audiences. In his study, (Lete-Lasa et al., 2020) also identify potential opportunities for Covid-19 transmission in sports and physical education before, during, and after training and competition. Paying attention to and managing these challenges will be decisive for sports businesses after their audiences return to sports.

Finally, the results of Corona's research, as in the past, emphasize the continuation of entrepreneurship and innovation with more power. The only way to save the sports industry from the damage done during the Corona era is to develop entrepreneurship and innovation in sports organizations and businesses. The emergence of new ways of participating in sports will probably change the human lifestyle forever. In the meantime,

recognizing opportunities, extracting opportunities from threats, and making the best use of them in a competitive situation will be able to shape a bright future.

3. Methodology

The present study used data-based theory (data-based theory / basic theory). In general, the primary purpose of this type of theorizing is to explain a phenomenon by identifying the key elements (concepts, categories, and propositions) of that phenomenon and then classifying the relationships of these elements within the context and process. Theorizing is done in three main steps: open coding, systematic axial coding, and selective coding. In addition, the coding steps were performed using Max QDA software. The research community is sports entrepreneurs in the context of the Covid-19 crisis who have launched entrepreneurship in the sports field and have been active for at least one year. Due to the uncertainty and lack of sufficient knowledge about the research community, the snowball method was used to select the research sample. The sampling continued until the theoretical saturation. It should be noted that before the interview, interview instructions were sent to the interviewees. Finally, 14 semi-structured interviews were conducted. Then the results of the interviews were analyzed using MaxQda software. This analysis was performed in three steps as follows and based on the research method:

3.1. Step one: Open coding

First, the contents of all the interviews were typed then the open coding was done. Sixty-one available codes were obtained from the 14 interviews analyzed in the first stage.

3.2. Step two: Axial coding

The purpose is to establish a proper relationship between the classes obtained from the open coding step. Axial coding creates groups and categories; At this stage, all similar codes are placed in their group. To ensure classification accuracy, these codes were reviewed again by the research sample. Fourteen categories were obtained in this process.

3.3. Step three: Theorizing step (selective coding)

The purpose of fundamental theorizing is not merely to describe a phenomenon but to produce a theory. In this regard, to turn analysis into ideas, classes must be related to each other in an orderly and coordinated manner. In the code grouping, the core codes extracted from the interviews were grouped then the groups were compared to each other to identify and obtain the main groups and dimensions. In this section, four selective codes were obtained from the classification. There are different definitions of quality data in terms of validity and reliability. (Skinner et al., 2020) believe that based on the other goals and characteristics of qualitative studies, it is more appropriate to use the concept of credibility instead of validity. This condition should be achieved through long-term participation, sustainable observation, participant review, and triangulation.

Glaser also states that triangulation is one of the tools that can judge the power and credibility of the research. In the present study, for this purpose, long-term participation and communication with the interviewees were performed to evaluate the researcher's inference. The path of data extraction and codes was re-inspected periodically to prevent bias and ensure their validity. The data obtained were also reviewed by the research group help and a survey of interviewees about the results.

4. Results

The demographic information of the research sample is present in [Table 1](#).

Table 1. Demographic information.

Age	50 years and older	2
	40-50 years	2
	30-40 years	4
	30 years and younger	5
Education	Ph.D. and higher	3
	Masters	3
	Bachelor	4
	Associate Degree	2
	Diploma and lower	2
Work experience	More than 15 years	2
	10-15 years	3
	5-10 years	5
	Less than five years	4

Most research samples have more than ten years of work experience and higher education than a bachelor's degree. After step-by-step coding, 61 initial concepts were obtained, and images were classified into fourteen categories. Finally, the research categories were divided into four main groups; The coding results of the interviews are presented in the table below.

Table 2. Codes and abstract concepts.

Row	Open codes	Axial codes	Selective codes
1	Reduce sales of sports products	Exchange flows	Supply and demand conditions
2	Reducing the production of sports services		
3	Reducing the flow of liquidity in the sports industry (reducing the flow of exchanges in the sports industry)		
4	Promote the trade of sports products and services electronically	Electronic commerce	
5	Development of online sports training		
6	Development of the use of new technologies based on digital, IoT, or artificial intelligence in sports and health		
7	Changing the type of demand for consumers of sports products	Demand	
8	Change in prioritizing consumer demand for sports products		
9	Reduce the use of sports products due to quarantine practices		
10	Creating opportunities to provide sports services in a different way	Business models	
11	Intensify and accelerate innovations in sport		
12	Opportunities for change in business and entrepreneurship		

Row	Open codes	Axial codes	Selective codes
13	Higher flexibility of smaller sports businesses in changing the business model		
14	Significant changes in customer relations		
15	The prosperity of online businesses and the development of service application development		
16	Increase the provision of remote services		
17	Adjustment of human resources in some sports businesses		
18	Telecommuting human resources in some sports businesses		
19	Temporary absence and disruption of the presence of the human resources in some sports businesses	Human resources	Production factors
20	Changes in the way we work and the need to design different policies regarding the recruitment of labor		
21	Numerous requirements for labor training		
22	High rental costs, salaries, and reduced liquidity		
23	The income is Decreasing for small and start-up businesses and sports entrepreneurs	Cost and revenue balance	
24	Vulnerability of small sports businesses to environmental pressures		
25	Transforming Teleworking into a cultural approach in the future		
26	Reduce costs by increasing Teleworking	Teleworking	
27	Avoid wasting time by Teleworking		
28	Strengthen work potential by Teleworking		
29	Increasing the use of sports television channels		
30	Increase the use of sports news applications		
31	Development and increase of use of social sports networks	Media	
32	Development and increase in using sports news and organizational sites		
33	Government assistance to affected businesses		
34	Decreasing the country's competitiveness rank in sports businesses		
35	Business Ease Index downgrades, how difficult it has been to start a sports business since the beginning of the Covid Pandemic 19		
36	Improving the global innovation index in the country		
37	The economic structure and governance of the country and the weakness of the regulatory system, business environment, and financing		
38	Existence of parallel institutions policymakers of sports innovation		
39	Industrial development is affected by sanctions pressures and so on		
40	The impact of Covid-19 on the economies of the world		
41	Problems with repaying loans		
42	Closure of schools and universities		
43	Cancellation of Sports events and competitions		
44	Closure of social sports recreation	Social change	Competitive platform and enterprise strategy
45	Decreased presence in scientific and cultural societies in sports		
46	The disappearance of some traditional businesses in the sports field		
47	Changing the many business's strategies to survive		
48	Creating investment urgencies in specific areas such as medicine and reducing investment in other industries, including sports	Strategic market changes	
49	Improve financial performance and develop online gaming services		
50	The tendency towards online versus offline sports shopping behaviors		
51	Creating digital lifestyle conditions for every person at every level	Lifestyle	

Row	Open codes	Axial codes	Selective codes
52	Would rather stay home and feel safe		
53	Marketing through social media		
54	Maintaining brand communication with the customer through social media networks		
55	Price changes due to changes in raw materials and equipment prices	Price crises	Related and supporting industries
56	Countries' relationships affect on the raw materials price for the production and sports services provision		
57	Do not supply sports products or raw materials with profit motives	Goods production and the provision of the Barriers	
58	Decreased exports of sports products due to shortages of raw materials		
59	Decreased competitiveness in parts of the sports industry whose support industries are under threat		
60	Supply of raw materials and equipment for goods Production and services provision		
61	Restrictions on the transportation sector affect the raw materials and equipment supply		

Table 2 shows the factors and variables affecting entrepreneurial and innovative opportunities in the sports industry. Although these factors have created critical conditions, such crises will provide entrepreneurial and innovation opportunities in sports.

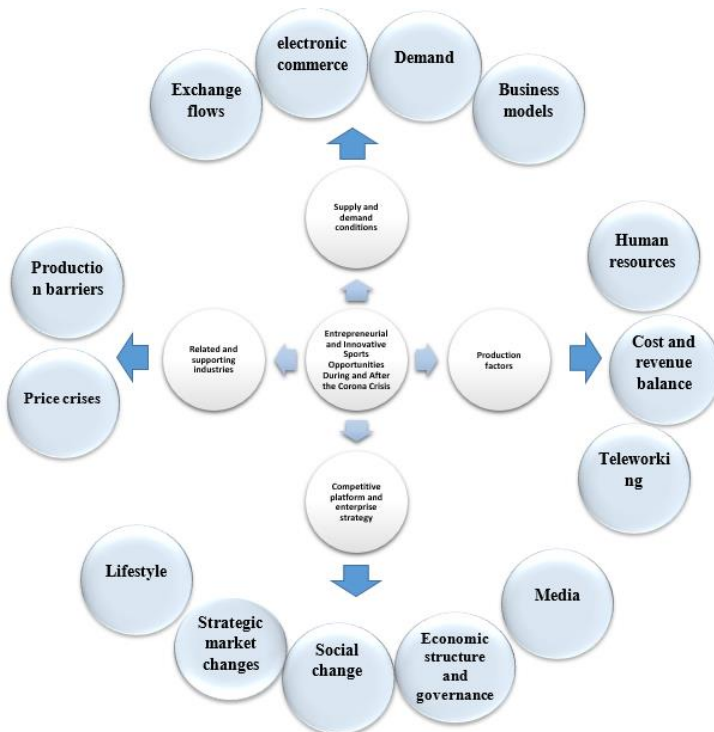


Figure 1. Entrepreneurship model and sports innovations in the Covid-19 crisis.

The [Figure 1](#) shows the entrepreneurial and innovative sporting opportunities in the corona and post-corona crises. This model reflects the opportunities for entrepreneurship and innovation in sports businesses due to environmental changes. Many internal and external factors of the sports industry include exchanges, e-commerce, demand, business models, human resource, cost-benefit balance, telecommuting, etc., with the flow and complex communications. They have formed, provided opportunities for innovation and entrepreneurship in the sports industry crises, changed existing businesses, and created new ones. This leads to the growth of innovation and entrepreneurship in the sports industry.

The creation of new exchanges, the development of e-commerce, changing customers' needs, wants, and demands and the emergence of new business models are affected by the overall supply and demand trend. Finally, we can see new trends in the market for the supply and demand of sports products. Also, the new conditions of human resources, the imbalance of costs and incomes, especially in start-ups, and the increase in teleworking affect sports production. Changes in the factors of production, in turn, significantly change the supply of products. In the next section, new forms of media and social media development, economic structure and governance, social change, lifestyle changes, and strategic changes in the market affect enterprises' competition and strategy. These factors affect structure of the market competition. Also, price crises and barriers to production have been able to change the supporting industries, as the supply of raw materials and transportation restrictions will create problems in the production path and thus directly impact the quality, quantity, and price of products.

5. Managerial implications

This study aims to provide scientific suggestions for using sports entrepreneurship opportunities in the Corona disease critical conditions and beyond. Utilizing the results of this research will affect sports entrepreneurship and their survival by using the innovation power and turning constraints into strengths. Also, providing unique perspectives and solutions can show a clear path toward the sustainable development of the sports industry and the economic development of related businesses for experts, planners, and policymakers.

6. Conclusion

According to the research, the findings indicate that innovation and opportunities in Corona are impressed by four general factors. Included 1- Supply and demand conditions 2- Production factors 3- Competitive platform and enterprise strategy 4- Related and supporting industries.

According to the first factor, which is the supply and demand conditions;

The results show that exchange flows, e-commerce, demand, and business models are affected by the Covid crisis. Therefore, we can take steps to develop entrepreneurship in this sector by innovating and finding existing opportunities. For example, in the Covid-19 crisis, online education is created in the e-commerce sector.

And people use the online environment instead of being physically present. Many sections have also been expanded online, which may have received less attention before the quarantine conditions.

In this regard, (Gharari et al., 2021) show that online education is an immediate need in the learning process and teaching and has many benefits. Utilizing innovative methods in providing services can help manufacturers in this industry. In the meantime, these changes will likely continue in the post-corona environment, and the career path in many areas will be more modern. Covid19 has dramatically changed the business landscape and put most businesses in control mode.

Based on this, entrepreneurship is always full of challenges. And Covid-19 has already proven to be the most significant challenge the smallest businesses have ever faced. Undoubtedly, markets will change in the future, and the small companies that best adapted to these changing conditions are thriving and will continue to do so in post-corona.

In the production factors field, this research results show that the Covid-19 crisis has also affected human resources by adjusting and teleworking. (Alavi et al., 2021) results confirm the present study. They identify the consequences of Covid-19 that one of these consequences is related to human resources. In such a situation, many costs can reduce by taking advantage of telecommuting opportunities in sports organizations. Also, by turning telecommuting into a culture in the future, it is possible to avoid wasting time and other resources and save the costs on the infrastructure needed for virtual activities, etc to provide the conditions for the organization's development.

Even with the current interpretation, it can predict that this telework will be an organizational culture post-Corona. Employees will welcome this. Hence, human resource is an important factor in sports organizations and various sectors of the sports industry and are essential to creating an opportunity to innovate in the Corona situation.

In the competitive platform and enterprise strategy field, the results indicate that other factors have changed in the context of the Corona crisis, such as media, social change, living conditions, etc., that can be used for profitability. As we have seen, the Covid-19 epidemic has been an unprecedented event and can potentially affect the sports industry and the wider community fundamentally.

In addition, the physical constraints that consumers experienced due to the epidemic created opportunities to use different types of sports media coverage to maintain the relationship between sport and their fans (Couldry & Hepp, 2013). On the other hand, the desire of people to use online services has created many opportunities in this area (Areiza-Padilla et al., 2021). As a result, many applications and technological infrastructures have been introduced to the sports world. Today using these technologies at home has become one of the principles of advocacy and entertainment for fans.

Although the abrupt cancellation of live sporting events was disruptive, it created opportunities for producing new media and consumption opportunities for sports leagues, teams, and their fans through various sports media broadcasts. The United States sports industry uses new media content strategies across multiple broadcast platforms to provide sports consumption opportunities for fans who quarantine at home. These findings are consistent with the results of (Ratten, 2021).

As a result, consumers have found a new form of entertainment on the social networks of stadiums and sports schools, allowing them to have fun and physical exercise at home. Thus, sports clubs were able to identify a mechanism that will enable them to reach out to their customers and continue to offer various online products and services, taking into account the context of Corona. Therefore, forward-thinking innovation and thinking must adopt better policies to combat the Covid pandemic. Therefore, this section will be able to maintain its online services and provide the necessary services to customers who do not want to attend gyms, considering the exit from the corona crisis and entering the post-corona. Policy considerations from an entrepreneurial perspective will help understand the importance of future research on digital transformation, leadership, business impact, and social inclusion. Social change among the Corona influence reveals opportunities to moderate entrepreneurship to achieve competition and growth.

The Related and supporting industries are other factors that show we are also involved in price crises and Goods production and the provision of the services Barriers, including reduced exports of sports products, price changes, and so on. (Gavrila Gavrila & De Lucas Ancillo, 2022) and (Alameeri et al., 2021) research results are consistent with the present study results. With the onset of the Covid19 virus outbreak, countries' relations were affected, resulting in a change in production capacity. The export of the product depends on the industries that supply it (for example, some sports equipment manufacturers and clothing may face a shortage of raw materials).

As a result, the competitiveness of many manufacturers whose support industries threaten is affected. On the other hand, the supply of raw materials has been affected by the restrictions in the transportation sector. In addition, some companies' concerns or profit motives prevent them from marketing their products. The result is that the final price has risen. This price will affect the supply and demand chain. This means price increases are inevitable. But many manufacturers have been able to reduce unnecessary costs, optimize consumption, use cheaper energy such as solar panels, change the approach of expensive advertising, and pay more attention to Cheaper ads in cyberspace and other cost-cutting strategies. They have overcome these threats and continue to succeed in the market.

According to the results of this study, it seems that the use of innovation is a competitive advantage for sports businesses. And utilizing creative and innovative thinkers and human resources today is an opportunity and a benefit that will be able to accelerate in overtaking competitors. Of course, the reaction to the environment must be swift and planned, which requires increasing agility in the organization and communication with the external business environment. It also seems that entering different and new industries and using technological potentials in the corona crisis can be considered an opportunity to witness the growing trend and institutionalization of changes in sports businesses in the post-corona situation.

Disclosure statement and funding

The authors declare no potential conflicts of interest. The present study received no financial support from any organization or institution.

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بررسی فرصت‌های کارآفرینانه و نوآورانه ورزشی در شرایط بحران کرونا و پس از کرونا

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کلیدواژه

بحران کرونا
صنعت ورزش
فرصت نوآوری
کارآفرینی
کسبوکار

نوع مقاله

پژوهشی اصیل

چکیده

هدف: بیماری کرونا ویروس همه بخش‌های اقتصاد جهانی را تحت تأثیر قرار داده است. صنعت ورزش نیز باتوجه به ماهیت اجتماعی آن به‌طور ویژه‌ای متأثر از بحران کووید ۱۹ است. از این‌رو هدف از پژوهش حاضر مطالعه تحلیلی فرصت‌های کارآفرینانه و نوآورانه ورزشی در شرایط بحران کرونا و پس از کرونا بود.

روش: پژوهش حاضر به لحاظ هدف کاربردی و روش مطالعه این تحقیق از نوع کیفی با استفاده از تئوری مبتنی بر داده‌ها از نوع داده بنیاد (گراندد تئوری) بود. داده‌ها با استفاده از مصاحبه نیمه ساختاریافته با ۱۴ نفر از خبرگان در زمینه پژوهش جمع‌آوری شد. نمونه پژوهش به روش گلوله برفی انتخاب و سپس نتایج مصاحبه‌ها با استفاده از نرم‌افزار مکس کیودا و به روش کدگذاری نظریه‌مبنایی و با رویکرد ساخت‌گرا مورد تجزیه و تحلیل قرار گرفت. نظارت و بررسی به‌صورت ادواری جهت اطمینان از صحت کدهای استخراج شده صورت گرفت.

یافته‌ها: بر اساس نتایج مقولات پژوهش در ۴ گروه اصلی قرار گرفتند که عبارت‌اند از: ۱- شرایط عرضه و تقاضا ۲- عوامل تولید ۳- بستر رقابت و استراتژی بنگاه ۴- صنایع مرتبط و حمایت‌کننده .

اصالت و ابتکار مقاله: یافته‌ها نشان می‌دهد که نوآوری و فرصت‌ها در دوران کرونا تحت تأثیر این چهار عامل در حوزه ورزش قرار می‌گیرند لذا تحلیل فرصت‌های کارآفرینانه و نوآورانه ورزشی در تهدیدی به نام بحران کرونا گامی است برای فراهم کردن بستر کارآفرینی در حوزه ورزش و ادامه روند تأثیرات مثبت در دوره پس از کرونا.

تاریخ دریافت: ۱۴۰۱/۰۲/۰۹

تاریخ پذیرش: ۱۴۰۱/۰۳/۲۷