



Role of Intellectual Property Rights in Developing Brand Equity of Iranian Sport Products

Abbas Nazarian Madavani ^{1*}, Najaf Aghaei ², Babak Fallah Ibrahim Begloo³

¹ Associate Professor, Department of Sports Management, Faculty of Sports Sciences, Shahid Rajaee Teacher Training University, Tehran, Iran.

² Associate Professor, Department of Sports Management, Faculty of Sports Sciences, Kharazmi University, Tehran, Iran.

³ MSc Sports Management, Department of Sports Management, Faculty of Sports Sciences, Shahid Rajaee Teacher Training University, Tehran, Iran.

ABSTRACT

Purpose: This study aimed to investigate the role of intellectual property rights in developing brand equity in Iranian sporting goods.

Methodology: With the descriptive-survey research method and structural equation approach, statistical data were collected by field method. The statistical population consisted of the Iranian sporting goods market, which was selected through the available sampling method, and data were collected from Tehran, Karaj, Khuzestan, Semnan, and Isfahan. The sample size was 485. Modified Intellectual Property Rights Questionnaire (Hirschila, Bowen Ang Hove, 2017) and Brand Equity Questionnaire (Aaker, 1991) were used for data collection. Law and sports management professors assessed the validity and reliability of the questionnaires. Confirmatory factor analysis was used to evaluate the construct validity of the questionnaire, and structural equation modeling under the AMOS software was employed to present the research model.

Findings: The research model test results showed that the model appropriately fits the data and that the coefficients of the four factors of material law, moral law, international law, and copyright law have a positive and significant effect on developing sports brand equity. It is recommended that sporting goods manufacturers receive legal consultations to undertake registration for the legal branding of their products. Considering the presence of upstream documentation related to domestic production support and general administration policies in the economy, policymakers and the authorities take measures to develop, implement, and monitor the proper enforcement of intellectual property rights in the sports products industry.

Originality: In this study, comparing the intellectual property and brand equity in Iranian sports products have been studied for the first time.

Keywords

Ethics
Copyright
Intellectual Property
Legal Rights
Sport Economy

Article type

Original article

Received: 2022/05/02

Accepted: 2022/06/21

How to cite this article:

Nazarian Madavani, A., Aghaei, N., & Fallah Ibrahim Begloo, B. (2022). Role of Intellectual Property Rights in Developing Brand Equity of Iranian Sport Products. *Sports Business Journal*, 2(1), 57-70. <https://doi.org/10.22051/sbj.2022.40101.1031>



1. Introduction

Because of its positive social, cultural, and economic impact, the sports industry has become one of the world's largest industries. For most countries, this industry is an essential source of economic activity, income generation, employment, and international trade (Abdolmaleki et al., 2018). Therefore, it should be acknowledged that the importance of companies operating in the business sector is increasing in the current system of economics, where economic balance and exchange progressively interact with each other. Moreover, in the age of a knowledge-based economy, the value-creating activities of companies and organizations do not rely only on their tangible assets but also on their ability to use intangible assets as the main advantage of their value creation. One of the companies' most critical intangible assets is their trademark (brand). A brand is a name, word, symbol, design, or combination intended to introduce the products or services of a salesperson or a group of retailers to customers and differentiate the products from competitors (Amirhajilo et al., 2019). Marketing experts believe branding is the monopoly of products or services for sports organizations that transcend geographical boundaries and can become global (Amirhajilo et al., 2019). Therefore, designing and developing strong brands is the main priority of most successful sports organizations because it is widely believed that strong sports brands can increase competitive advantage in this vast industry. Therefore, sports managers must manage their organization and sports product from a brand's perspective (Bridgewater, 2010). For example, brand equity in the Aaker (1991) model involves five dimensions brand awareness, perceived brand quality, brand association, brand loyalty, and other brand equity assets such as royalties, trademarks, and recording popular brands (Aaker, 1991). In this regard, there are three main perspectives in scientific studies regarding the concept and role of brand equity. The first viewpoint is customer-based equity. From this perspective, brand equity is part of the attraction or repulsion of a particular product or service of a specific company or organization that is produced by the invisible component of the product or service provided, not by the characteristics of the product or service.

On the other hand, like other industries, the sports industry has products and goods, and its primary income is obtained from sports fans and enthusiasts and through sports goods and services (DeSarbo & Madrigal, 2011). Sports brands have become popular today, and even some have turned into legends. They acquire significant benefits from their image and value. Therefore, a brand should be considered the most important intangible asset in the sports industry. By reflecting on the business structure of the sports industry and considering the processes and sources of income in this field, it can be concluded that one of the most important topics to study in this industry is the status of brand and branding and the factors affecting it. Sports has emerged as a top industry in the last two decades. The sports brands from companies such as Nike and Adidas and big clubs such as Manchester United, Barcelona, and Real Madrid have become valuable and decisive to other industries. In this vast industry, like other companies and industries, well-known companies such as Nike and Adidas always try to increase the profit from the company's primary operations and activities, as well as raise the value of their brand and

eventually their company. Hence, it is not surprising that some of these companies appear in the list of the most valuable companies and owners of the most appreciated brands worldwide. Concerning sports clubs, which are the central enterprises of the sports industry, it must be admitted that the value is summed up in the name and logo, and in a word, in the club brand, which is why many clubs continue to generate revenue. Therefore, it is fair to say that branding is the newest game in the sports industry (Mirzaee et al., 2017). The existence of more than 50 active sports federations with nearly 100 specialized sports with appropriate sports equipment as well as millions of professional, championship, and recreational athletes around the world has encouraged the producers of sports goods and products to take advantage of the market supply and demand of this industry via developing an appropriate brand. For example, only in the sportswear business do brands such as Adidas, Nike, and Puma compete side by side to expand their market. There are also famous names and brands in Iran; for instance, an Iranian brand known as Majid is promoted in the sportswear field in Iran. However, in the world of sports products and services, branding and creating brand equity is a pervasive issue, and manufacturers of sports products and services have been looking for ways to increase the sales share of their products and services in target markets for many decades ago. This issue has found its way into sports management and marketing literature. Today numerous researchers in the marketing of sports products and services have emphasized the role of brand equity in this regard, studied it from different angles, and acknowledged the impact of brand equity in the market of sports products and services (Azadi et al., 2015a, 2015b; Ramezani Nejad et al., 2018).

On the other hand, the role of law in various commercial issues is another current concept that has shown its vital role in the world of economy and industry more than before. The idea of intellectual property rights is an influential topic in economics and the marketing of goods and services. Since creating a work (tangible or intangible) is considered a profession and source of income with the expansion of communication, a set of rules and regulations govern the relationship between the owner and the publisher with the government. Intellectual property is generally divided into "literary and artistic property" and "industrial property." In terms of literary and artistic property, Iran has not joined the relevant international treaties mainly due to differences in economic views. Still, Iran has acceded to Paris Convention in terms of industrial property¹. In

¹ Considering the global understanding of the importance of intellectual property in economic development, United Nations established the World Intellectual Property Organization (WIPO). WIPO is an international organization for the provision of services, policy-making, information development and cooperation on intellectual property, which has 191 members and aims to lead an effective and balanced international system for intellectual property rights in order to develop creativity and innovation that will benefit the entire international community. The treaty establishing WIPO was concluded on July 14, 1967 in Stockholm and enacted in 1970. However, this institution dates back to the period between 1886 to 1886, namely Treaty of Paris and then Treaty of Bern, both of which were established under the auspices of Swiss federal government. Another goal of WIPO is to encourage and develop international cooperation in the field of creation, dissemination, application and support of ideas and intellectual works of individuals to improve the economic, social and cultural situation of humanity. WIPO activity in the field of international treaties is divided into three categories: Patent Cooperation Treaty; Madrid Treaty and Protocol on International Trademark Registration; and the Hague Agreement to support industrial

this regard, countries support intellectual property rights for two reasons: granting exclusive rights to the creator of the idea, both morally and economically, and giving society the right to use the created thought. In addition, governments as policymakers need to adhere to intellectual property rights to encourage creativity and innovation and to develop and use the results of creativity and innovation. This is necessary to establish social justice and equity in the business for economic and social development. Therefore, paying attention to intellectual property rights in the field of domestic and foreign direct investment is inevitable, and the upstream documents of the country emphasize this issue. In Iran's 20-year vision plan, the fourth, fifth, and sixth programs of cultural, social, and economic development, scientific and technological advancement document, general policies of the system in the field of economy and employment, the law of business environment improvement, public policies of the system regarding the encouragement of investment and the bills of Expediency Council² have paid particular attention to intellectual property.

Over the past two and a half decades, our country's policymakers have debated the benefits of reforming intellectual property rights. However, one of the main issues in these debates is that intellectual property rights limit the ability of domestic companies to emulate the advanced technologies of foreign companies, potentially slowing down economic progress. We can partly compensate for this through the benefits gained by increasing investment and production by multinational corporations. In this regard, the sports industry can also benefit from this right. The sports industry is a new area, and its support is being developed in the form of intellectual property. It includes industrial and literary, and artistic property because sports, like other industries, have a product and a commodity that may be based on skill, thought, and perhaps fame. Expanding intellectual property protection to producing sports products and services plays a vital role in countries' economic systems, especially the sports economy. Briefly, sporting events and related matters can be considered the source of products formed in this industry. Achievements of sporting events include the sale of rights, the televised

design. In addition to registering and encouraging various countries, especially developing ones, WIPO has acted as an arbitrator and mediator in resolving international disputes to accede to these treaties. The Cooperation Treaty is a patent for international treaties and has more than 150 member states. Iran joined WIPO in 2002 and became a member of Patent Cooperation Agreement on October 4, 2013.

²Improving the business environment and promoting its indicators (political, cultural, legislation environment as well as macro-economy, labor market, taxes and infrastructures) and supporting private and cooperative sectors, competition through modifying relevant laws, regulations and procedures in the framework of Iranian Constitution (13 policies of the Supreme Leader), promoting the establishment and expansion of capital development funds for commercializing ideas and supporting new, small and innovative companies, stabilizing a reassuring atmosphere for economic actors and investors relying on comparative and competitive advantages, creating new advantages and protecting property as well as all rights arising from it (Row 45, Economic Affairs, General Policies of the Fourth Cultural, Social and Economic Development Plan of the Islamic Republic of Iran and the general policies of the system in 20-year vision plan), protection of property and all rights arising from it, including intellectual property (subject of row 1 of general policies of the system regarding the encouragement of investment), establishment of the intellectual property system in the country (general policies of the system for the growth and development of science and research in the country in the field of higher education and research centers approved by the Expediency Council on March 6, 2007).

broadcast rights of competitions, advertisements, the sale of sports goods and equipment, and the like. Many studies have been conducted on the factors affecting the development of the share of sport in GDP. It was observed that in industrialized countries such as Italy, England, and Germany, the ratio of sports economy to GDP is 2%, 1.75%, and 1.4%, respectively, while it is 0038 in Iran (Razavi, 2005).

Examples of legal entities active in the sports sector are the signs and symbols of clubs, sports leagues, international sports organizations, and companies involved in the sports industry. They earn \$ 1000000 through the issuance of licenses to use these signs in the advertising and sportswear industries, and studies in this field are expanding (Hekmatnia & Calligrapher, 2010). (Margoni, 2016) argued that traditional and new ways of protecting property, property rights, and inheritor rights can still provide adequate protection for sporting event organizers. However, (Boyle, 2015) conducted a study entitled “Battle for control? Copyright, football, and European media rights” and found that there are more complex and subtle aspects of the status of intellectual property in sports law that need to be carefully considered. Studies conducted in Iran also show the unique and influential position of rights in sports, primarily intellectual property rights. (Amadi, 2017) also stated that some areas in Nigerian sports, including copyright, marketing, and distribution of sporting events, require appropriate intellectual property, which indicates the need to develop it in Nigerian sports. The gaps related to the intellectual property system are one of the problems in sports. (Soltani et al., 2020) indicated that specialized offices should be established throughout the country to improve the intellectual property in sports and take legal measures against thefts related to inventions, ideas, and innovations in sports to develop a suitable platform in sports promoting intellectual property. By taking care and protecting the works and creations produced in sports, as well as creating a database of ideas, creativity, and innovations of people in sports, experimental conditions are provided for improving intellectual property in the field of sports. In addition, the findings of studies by (Rahbari & Lajmorak, 2016) on the specific dimensions of trademark licenses in sports indicate that the general and ambiguous approach of Iranian legislative regulations and literature to trademark licenses lacks minimum standards. They are governing essential aspects of sports rights in terms of adequacy and efficiency to deal with specific issues of this kind of agreement in the field of sports and that the principles governing contracts should be systematized by benefiting from the experiences and reasonable legal solutions of other countries.

As observed, the need to respect intellectual property rights undeniably impacts the economics of various sports industries, especially in branding, which has tremendously affected the evolution of industrial markets in the last decade. Therefore, because the economy, industry, production, and protection of Iranian goods are the current primary debates in our country, the role of brand creation and security is an essential concern of economic actors, including producers of sports goods and services. This research seeks to carefully study this issue to formulate and suggest ways out of this challenge to support domestic production and promote the prosperity of Iranian sports goods to overcome the insignificant contribution of sports to GDP compared to countries possessing sports markets and brands. Therefore, the researcher in the present study

intends to answer whether the observance of intellectual property rights in the sports industry affects brand equity or not? And what are the influential components and their effectiveness? Correct answers to these questions can play a valuable role in preventing the damage caused by the negligence of legislators, policymakers, and planners in the country. It is for the economic development of the sports industry and protection of domestically produced sports goods, as well as providing an opportunity for investors in this market and confidence building in the economic actors of the sports industry.

2. Methodology

This study aimed to investigate the role of Intellectual Property Rights in Developing Brand Equity of Iranian Sports Products. We used the descriptive-survey research method and a practical approach to structural equations; the relevant statistical data were collected by field. The statistical population included all participants in the Iranian sports products market selected by available sampling, and data were collected from Tehran, Karaj, Ahvaz, Semnan, and Isfahan. According to the sample power software, the sample size was 485. Modified Intellectual Property Rights Questionnaire (Hirschila, Bowen Ang Hove, 2017) and Brand Equity Questionnaire (Aaker, 1991) were used for data collection. The research was conducted in person and electronically. In the electronic section, the questionnaire was given to people in the virtual group of sports stores (Majid, Daei, Yousef, etc.). SPSS and Amos (version 24) were used in the descriptive statistics section (frequency distribution table, skewness, and kurtosis for normal distribution) and in the inferential statistics section to analyze hypotheses from structural equations. The formal and content validity of the mentioned questionnaires was confirmed based on the opinions of physical education and sports sciences professors in the field of sports management (University of Tehran, Tarbiat Modares, Shahid Beheshti) as well as law professors (Shahid Beheshti University) in consultation with supervisors and advisors. The reliability of the questionnaire was determined using Cronbach's alpha, combined reliability (CR), average variance extracted (AVE), average square variance (ASV), and divergent validity was determined by the Fornell-Larcker criterion.

3. Results

74.4% and 25.6% of participants in this study were men and women; more than 80% had BSc or higher degrees, and approximately 95% were over 30 years old.

Table 1. Normal distribution of data.

Research variables	Kurtosis		Skewness	
	Statistic	Error	Statistic	Error
Material	0.53	0.111	0.57	0.221
Moral	0.34	0.111	0.09	0.221
International	0.39	0.111	0.58	0.221

Research variables	Kurtosis	Skewness		
Copyright	0.03	0.111	-1.44	0.221
Loyalty	1.31	0.111	1.56	0.221
Quality	0.17	0.111	-0.74	0.221
Association	0.89	0.111	0.59	0.221
Awareness	0.18	0.111	-1.42	0.221

As shown in Table 1, the research variables have a normal distribution and can be subject to statistical tests of structural equations.

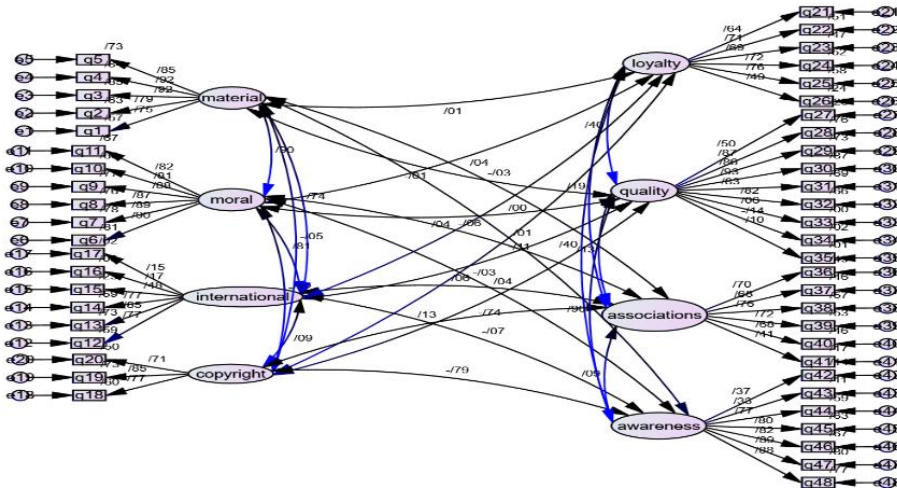


Figure 1. Initial measurement model in standard coefficient estimation mode.

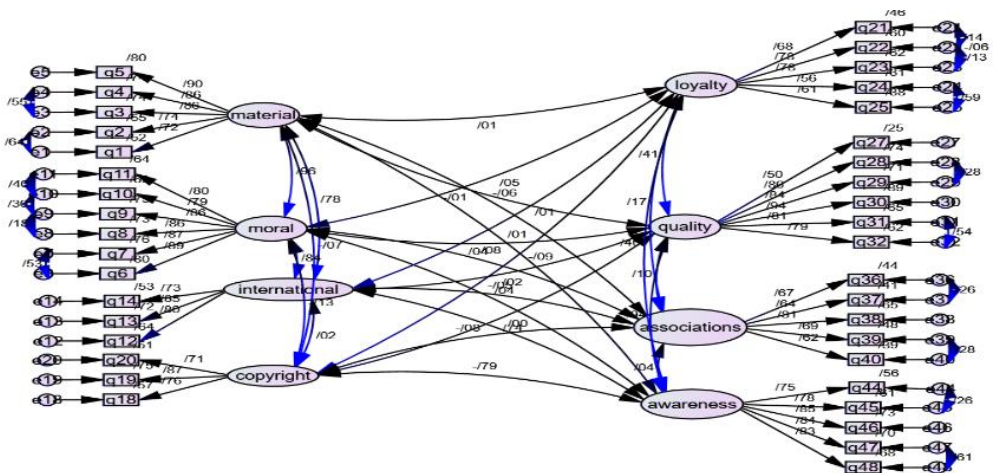


Figure 2. Modified measurement model in standard coefficient estimation mode.

Table 2. Fitting indices of the modified measurement model.

Fit indices	Type of fit index	Limit	Obtained value
Chi-square/Degrees of Freedom (df)	Parsimony index	<3	2.94
Root Mean Square Error of Approximation (RMSEA)	Parsimony index	<0.8	0.05
The goodness of Fit Index (GFI)	Absolute indices	>0.8	0.85
Adjusted Goodness of Fit Index (AGFI)	Absolute indices	>0.8	0.82
Normed of Fit Index (NFI)	Comparative indices	>0.9	0.92
Comparative Fit Index (CFI)	Comparative indices	>0.9	0.93
Incremental Fit Index (IFI)	Comparative indices	>0.9	0.93

Table 3. Validity and reliability of the construct.

Variables	Combined Reliability (CR)	Average Variance Extracted (AVE)	Average Square Variance (ASV)
Material	0.91	0.67	0.22
Moral	0.93	0.71	0.23
International	0.83	0.63	0.18
Copyright	0.82	0.61	0.17
Brand loyalty	0.81	0.67	0.05
Brand quality	0.91	0.64	0.23
Brand association	0.81	0.57	0.08

Table 4. Fornell-Larcker table.

International	Material	Moral	Copyright	Loyalty	Quality	Association	Awareness
0.79							
0.77	0.81						
0.84	0.96	0.84					
0.02	0.06	0.12	0.78				
0.09	0.01	0.05	0.08	0.82			
0.01	0.02	0.04	0.73	0.41	0.80		
0.04	0.05	0.08	0.08	0.16	0.10	0.75	
0.12	0.10	0.09	0.78	0.39	0.93	0.03	0.81

Another essential criterion determined by divergent validity is the degree of relationship of a structure with its characteristics compared with the relationship between that structure and other structures. Hence, the acceptable divergent fact of a model indicates that a structure in the model interacts more with its characteristics than with different structures. [Fornell and Larcker \(1981\)](#) state that divergent validity is acceptable when the value of AVE for each structure is greater than the shared variance between that structure and other structures (i.e., the square of correlation coefficient values between structures) in the model. [Tables 4](#) and [5](#) show that this criterion also has suitable conditions for the model in question.

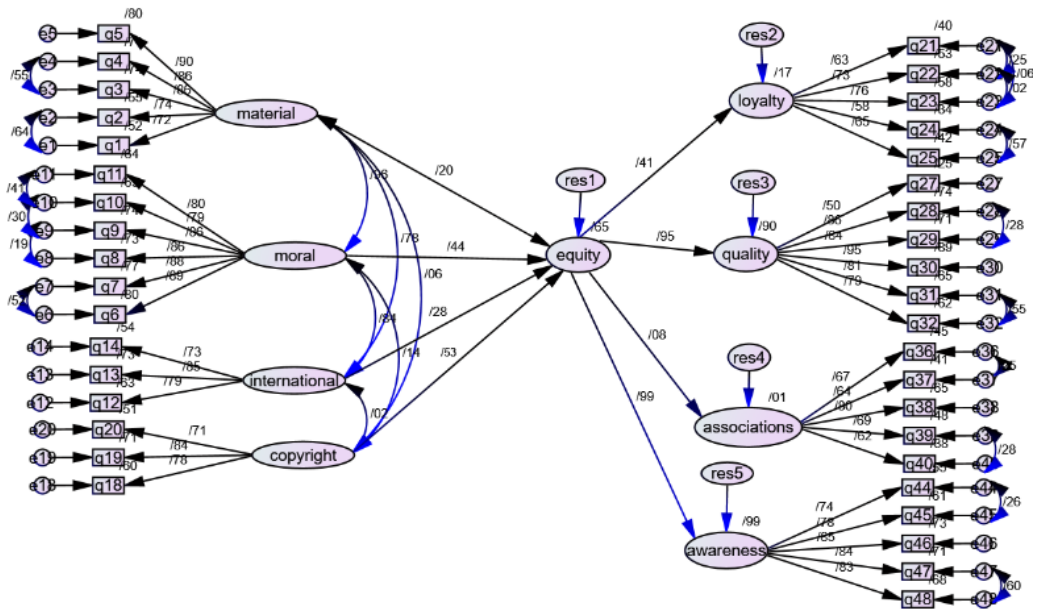


Figure 3. Structural model in standard coefficient estimation mode.

Table 5. Model fit index.

Fit indices	Type of fit index	Limit	Obtained value
Chi-square/Degrees of Freedom (df)	Parsimony index	<3	2.89
Root Mean Square Error of Approximation (RMSEA)	Parsimony index	<0.08	0.06
The goodness of Fit Index (GFI)	Absolute indices	>0.8	0.84
Adjusted Goodness of Fit Index (AGFI)	Absolute indices	>0.8	0.82
Normed of Fit Index (NFI)	Comparative indices	>0.9	0.94
Comparative Fit Index (CFI)	Comparative indices	>0.9	0.92
Incremental Fit Index (IFI)	Comparative indices	>0.9	0.92

4. Discussion and conclusion

The value of intellectual property as an asset of any company or organization is an essential component of brand and branding. Preserving the importance of intellectual property in brand management helps prevent widespread losses of brands. Today, along with marketing and brand management measures, intellectual property rights should be regarded as an investment and a competitive advantage in maintaining a brand. This study aimed to investigate the role of Intellectual Property Rights in Developing Brand Equity of Iranian Sports Products. Overall findings of the study showed that the management of intellectual property rights is a necessity for managing brand equity and that effective brand equity management should be a mandatory part of the daily business of any sports or non-sports organization or company. Data analysis showed that material rights as a subset of intellectual property rights have a positive and significant impact

on the brand equity of domestically produced sports goods. This finding is consistent with (Amadi, 2017) research results.

As stated earlier, material rights, among intellectual property rights, are optionally transferable and limited in time. This right involves publication and reproduction rights, as well as the right to perform, present and read the work to the public, to translate, to record and produce a film, to generate a consistent result or to combine, to use rewards, and so forth. Since branding is expanding in the sporting goods and services industry in Iran, the relevant agencies and institutions need to monitor the proper implementation of upstream documents related to the rights of producers of goods and products in various industries, including the fledgling sports industry. Those active in this sector should try to fulfill the legal requirements of registering their sport's brand with sufficient knowledge of the existing laws and regulations of the country to benefit from the monopoly of their brand with long-term planning and using the current consulting capacities. In addition, the role of awareness and training of brand owners should be the headline of educational activities of relevant agencies and unions.

Also, data analysis showed that moral right has a positive and significant effect as one of the subsets of intellectual property rights with brand equity. This finding is consistent with that of (Falvey et al., 2006) and (Kim & Hyun, 2011). As previously stated, the moral right in this study cannot be transferred to others, is not limited to place and time, and generally includes such things as the right to attribute the work to the author, preservation and integrity of the work, and the right to decide on the publication of the work. The right to attribute the work to the author refers to the non-transferability of this right to others, even if the author agrees and this right is reserved for the heir. At the same time, the right to preservation and integrity of the work means the right to object to any change or action damaging the creator's reputation. Therefore, given that the country's legislators in the last decade have paid particular attention to Iran's economic development in the region. It is necessary to present the executive solutions of the general system policies in the financial sector, emphasizing the protection of the brands related to industries of different sectors. Including the sports sector, while encouraging the economic actors of the sports industry to create unique brands in this marketing field.

The direct effect of international law as another subset of intellectual property rights on the brand equity of sports products was another finding of the present study, which was consistent with the results of (Nkomo, 2014). International law intellectual property rights indicate the existence of essential and strong treaties and conventions and the possibility of international prosecution for violations related to trademark abuse. Therefore, given the presence of the Paris Convention (1883), Iran acceded in 2009 and accepted the Lisbon Amendment, as well as the World Intellectual Property Organization (WIPO) in 1974 as the fourth convention recognized by the United Nations. It seems necessary for the community of producers and investors in the sports sector to develop the unique value of sports brands and take advantage of relevant capacities for supporting and strengthening their brands with sufficient confidence and reliability. (Nkomo, 2014) considers the international right of intellectual property as a lever to support the brand and replace the concept of communal land with that of

competitive land. From the perspective of a knowledge-based economy, intellectual property rights revive and make small and medium-sized investments competitive, adding value to their intellectual assets to the point where they commercialize goods and related industries.

Without the protection of international legal property, investing in the industry would not be cost-effective. It could be in jeopardy because the segregation of goods and services would be eliminated. The intellectual property rights of counterfeit market competitors would be lost due to a lack of monopoly during a fierce competition predisposing to abuse. Finally, the results showed that copyright has a positive and significant effect on the brand equity of sports products. This finding is consistent with the results of (Margoni, 2016). In a study, the latter showed that remedial solutions based on old and new forms of property and inheritance rights can still provide adequate protection for sports organizers. Copyright translated to request to release and reproduce. However, realistically, it must be translated into the right to material exploitation. Today, with the development and evolution of the copyright concept, it is considered almost equivalent to the author's copyright.

Nevertheless, author copyright refers to a set of material and moral rights and arises in countries that value moral rights. In explaining this issue, intellectual property right (copyright) provides for commercialization. It enables the investors to reach their material and spiritual goals, through which the investor is encouraged to repeat research and innovation. This positive cycle leads to wealth creation, increases welfare, and presents its fruits to society. Strong and practical support of copyright law is a cornerstone to developing sound investment in research, science, and technology that bears long-term economic benefits. It is suggested that the country's policymakers include copyright laws and related issues in the framework of the executive law.

It seems that due to the undeniable role of the sports economy in the macro-economy of developing countries and its role in employment, as well as the need to inform professionals, industries, and brands, legislative authorities, and policy-making activists of this fledgling. And the active sector should take advantage of legal capacities, receive specialized advice from legal experts and take action to support the sports industry. It creates a compelling connection between legal knowledge and sports sector management and provides legal development, prosperity, and secure economic bedrock for sports.

Acknowledgment

We conducted this research with the help of sports, legal professors, experts, sports professionals, and managers, and we should thank all of them.

Disclosure statement and funding

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

References

- Aaker, A. D. (1991). *Managing Brand Equity*. Free Press. <https://www.amazon.com/Managing-Brand-Equity-David-Aaker/dp/0029001013>
- Abdolmaleki, H., Mirzazadeh, Z. S., & Ghahfarokhhi, E. A. (2018). Identify and prioritise factors affecting sports consumer behaviour in Iran. *International Journal of Sport Management and Marketing*, 18(1-2), 42-62. https://www.researchgate.net/profile/Hossein-Abdolmaleki/publication/324510210_Identify_and_prioritise_factors_affecting_sports_consumer_behavior_in_Iran/links/5c45d79ea6fdcc6b5be0936/Identify-and-prioritise-factors-affecting-sports-consumer-behaviour-in-Iran.pdf
- Amadi, U. J. (2017). Intellectual property rights in sports: A trick or two Nigeria can learn from the global game. *African Sports Law and Business Bulletin*, 1, 1-14. <http://www.africansportslawjournal.com/Amadi.pdf>
- Amirhajilo, A., Nazari, R., & Azimzadeh, S. (2019). Identification of the components of the Iranian National Brand Excellence Model. *New Approaches to Sport Management*, 7(24), 95-109. <https://www.sid.ir/en/Journal/ViewPaper.aspx?ID=751593>
- Azadi, R., Yousefi, B., & Eydi, H. (2015a). Effects of Selected Marketing Mix Elements on Brand Equity in the Sport Apparel Industry from Perspective of Students and Graduates Physical Education and Sports Science (Case Study: Valid Sports Brands). *Research on Educational Sport*, 3(8), 53-73. https://res.ssric.ac.ir/article_484.html?lang=en
- Azadi, R., Yousefi, B., & Eydi, H. (2015b). The role of media and advertising, to promote brand equity in the sports apparel industry. *Communication Management in Sport Media*, 2(2), 66-75. https://sportmedia.journals.pnu.ac.ir/article_1580.html?lang=en
- Boyle, R. (2015). Battle for control? Copyright, football and European media rights. *Media, Culture & Society*, 37(3), 359-375. <https://doi.org/10.1177/0163443714567020>
- Bridgewater, S. (2010). *Football Brands*. Palgrave Macmillan. <https://books.google.com/books?id=M07eCwAAQBAJ>
- DeSarbo, W. S., & Madrigal, R. (2011). Examining the behavioral manifestations of fan avidity in sports marketing. *Journal of Modelling in Management*, 6(1), 79-99. <https://doi.org/10.1108/17465661111112511>
- Falvey, R., Foster, N., & Greenaway, D. (2006). Intellectual Property Rights and Economic Growth. *Review of Development Economics*, 10(4), 700-719. <https://doi.org/10.1111/j.1467-9361.2006.00343.x>
- Hekmatnia, M., & Calligrapher, A. (2010). Examples of Intellectual Property Rights in the Sports Industry. *Islamic Law (Jurisprudence and Law)*, 6(23), 127-158. <http://ensani.ir/fa/article/304799>
- Kim, J.-H., & Hyun, Y. J. (2011). A model to investigate the influence of marketing-mix efforts and corporate image on brand equity in the IT software sector. *Industrial Marketing Management*, 40(3), 424-438. <https://doi.org/10.1016/j.indmarman.2010.06.024>
- Margoni, T. (2016). The Protection of Sports Events in the EU: Property, Intellectual Property, Unfair Competition and Special Forms of Protection. *IIC - International Review of Intellectual Property and Competition Law*, 47(4), 386-417. <https://doi.org/10.1007/s40319-016-0475-8>
- Mirzaee, M., Mohammadkazemi, R., & Khademi, M. (2017). The Effect of Sport Brand Development on Brand Equity (Case Study: Persepolis Brand). *Journal of Sport Management*, 9(3), 531-548. <https://doi.org/10.22059/jsm.2017.64747>
- Nkomo, M. (2014). *The Role and Importance of Effective IP asset Management in Enhancing the Competitiveness and Productivity of Small and Medium Enterprises*. T. Z. Experience. https://www.wipo.int/meetings/fr/doc_details.jsp?doc_id=294003

- Rahbari, E., & Lajmorak, H. (2016). An Analysis on particular Aspects of Trademark License Agreements in Sport Sphere. *Private Law*, 13(1), 23-46. <https://doi.org/10.22059/jolt.2016.59405>
- Ramezani Nejad, R., Asayesh, L., Abdoli, M., & Karkan, M. (2018). The relationship between athletes' desire to use domestic brands with loyalty and imagery in creating brand equity. *Journal of Sport Management and Motor Behavior*, 14(28), 73-84. <https://www.sid.ir/fa/Journal/ViewPaper.aspx?ID=514552>
- Razavi, S. M. H. (2005). Increase efficiency with privatization policy in sports. *Harakat*, 23(23), 5-22. https://joh.ut.ac.ir/article_10345.html?lang=en
- Soltani, M. M., Mohammadi, H. A., & Foroughipour, H. (2020). Prioritization of effective factors in intellectual property (Case study: Iranian sport). *Jurisprudence, law and criminal sciences*, 5(1-18), 1-10. <https://www.sid.ir/fa/Journal/ViewPaper.aspx?ID=543185>



نشریه کسبوکار در ورزش

آدرس نشریه: <https://sbj.alzahra.ac.ir/>

زمستان ۱۴۰۰ و بهار ۱۴۰۱، دوره ۲، شماره ۱، ص ۵۷-۷۰

شناسه دیجیتال: [10.22051/SBJ.2022.40101.1031](https://doi.org/10.22051/SBJ.2022.40101.1031)



نقش حقوق مالکیت فکری در توسعه ارزش ویژه برند محصولات ورزشی ایرانی

عباس نظریان مادوانی^۱، نجف آقایی^۲، بابک فلاح ابراهیم بگلو^۳

^۱ دانشیار، گروه مدیریت ورزشی، دانشکده علوم ورزشی، دانشگاه تربیت معلم شهید رجایی، تهران، ایران.

^۲ دانشیار، گروه مدیریت ورزشی، دانشکده علوم ورزشی، دانشگاه خوارزمی، تهران، ایران.

^۳ کارشناسی ارشد مدیریت ورزشی، گروه مدیریت ورزشی، دانشکده علوم ورزشی، دانشگاه تربیت معلم شهید رجایی، تهران، ایران.

کلیدواژه

اخلاق
اقتصاد ورزش
حقوق قانونی
کیبی رایت
مالکیت معنوی

نوع مقاله

پژوهشی اصیل

چکیده

هدف: این پژوهش با هدف بررسی نقش حقوق مالکیت معنوی در توسعه ارزش ویژه برند در کالاهای ورزشی ایرانی انجام شد.

روش: با روش تحقیق توصیفی- پیمایشی و با رویکرد معادلات ساختاری، داده‌های آماری به روش میدانی جمع آوری شد. جامعه آماری بازار کالاهای ورزشی ایران بود که به روش نمونه‌گیری در دسترس انتخاب شد و داده‌ها از شهرهای تهران، کرج، خوزستان، سمنان و اصفهان جمع‌آوری شدند. حجم نمونه ۴۸۵ نفر بود. برای جمع‌آوری داده‌ها از پرسشنامه حقوق مالکیت فکری اصلاح شده (هیرشیل، بوون انگ هوو، ۲۰۱۷) و پرسشنامه ارزش ویژه برند (آکر، ۱۹۹۱) استفاده شد. اساتید حقوق و مدیریت ورزشی روایی و پایایی پرسشنامه‌ها را ارزیابی کردند. برای ارزیابی روایی سازه پرسشنامه از تحلیل عاملی تاییدی و برای ارائه مدل تحقیق از مدل سازی معادلات ساختاری تحت نرم افزار AMOS استفاده شد.

یافته‌ها: نتایج آزمون مدل پژوهش نشان داد که مدل برازش مناسبی با داده‌ها دارد و ضرایب چهار عامل حقوق مادی، حقوق اخلاقی، حقوق بین‌الملل و حقوق کیبی رایت تأثیر مثبت و معناداری بر توسعه ارزش ویژه برند ورزشی دارند. توصیه می‌شود تولیدکنندگان لوازم ورزشی برای ثبت نام برند قانونی محصولات خود از مشاوره حقوقی بهره‌مند شوند. با توجه به وجود اسناد بالادستی مرتبط با حمایت از تولید داخلی و سیاست‌های اداره کل در اقتصاد، سیاست‌گذاران و مسئولان نسبت به توسعه، اجرا و نظارت بر حسن اجرای حقوق مالکیت معنوی در صنعت محصولات ورزشی اقدام می‌کنند.

اصالت و ابتکار مقاله: در این پژوهش برای اولین بار به مقایسه حقوق مالکیت معنوی و ارزش ویژه برند در محصولات ورزشی ایران پرداخته شده است.

تاریخ دریافت: ۱۴۰۱/۰۲/۱۲

تاریخ پذیرش: ۱۴۰۱/۰۳/۳۱