



Investigate the Mediating Role of Entrepreneurial Passion in the Impact of Digital Innovation on the Performance of New Sports Businesses

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ABSTRACT

Purpose: This research aimed to examine the mediating role of entrepreneurial passion in the effect of digital innovation on the performance of start-up sports businesses, as perceived by sports science students at Mohaghegh Ardabili University.

Methodology: The research method was applied in terms of purpose and descriptive-survey in terms of collection. The statistical population of the present study was 524 undergraduate, master's, and doctorate students of sports sciences at Mohaghegh Ardabili University. Cohen's method was used to determine the sample size. Two hundred forty people were chosen, and due to some incomplete questionnaires, 224 questionnaires were approved, and the random sampling method was simple. The measurement tools included the job enthusiasm questionnaire (Kardon and Kirk, 2017), the digital innovation questionnaire (Kianfar and Mousavi, 2014), and the performance questionnaire of the new sports business (Zia and Totifar Tehranpour, 2017). The validity of the questionnaires was measured using diagnostic, convergent and divergent validity criteria and to determine the reliability of questionnaires of entrepreneurial enthusiasm, digital innovation and the performance of start-up sports businesses, Cronbach's alpha coefficient was obtained as 0.83, 0.88 and 0.76, respectively, which shows that all three questionnaires have good reliability. A structural equation model was used to analyze the research hypotheses using SPSS version 19 and AMOS version 23 software.

Findings: The research findings showed that the beta coefficient of digital innovation on the performance of start-up sports businesses was 0.98, entrepreneurial enthusiasm was reported as 0.30, and digital innovation on entrepreneurial enthusiasm was as 0.47. Therefore, based on Baron and Kenny's table, it can be concluded that entrepreneurial passion partially mediates the effect of digital innovation on the performance of new sports businesses..

Originality: The article's originality is that sports science students, especially postgraduate students, who have an entrepreneurial passion, can start new businesses in the field of sports science by using digital innovations in today's era.

Keywords

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1. Introduction

Digital innovation involves utilizing new technologies to enhance products, services, and processes, and it is crucial in the sports industry. This form of innovation may include developing applications to improve interaction between fans and teams, employing analytical data to boost athletes' performance, or crafting engaging digital experiences for customers (Guo et al., 2022). The benefits of digital innovation on business performance include heightened customer satisfaction, streamlined operational processes, and the potential to attract new customers (Bhatnagar & Ramachandran, 2023). Conversely, entrepreneurial enthusiasm is essential for implementing these innovations. Highly motivated entrepreneurs are more likely to take risks and experiment with new technologies. These individuals strive to uncover opportunities and actively work to create and leverage innovations (Lakshmi et al., 2023). For instance, an entrepreneur in the sports sector might analyze data to spot new trends and subsequently design services or products that cater to customer demands. The mediating role of entrepreneurial enthusiasm in the connection between digital innovation and the performance of sports startups is markedly significant. When entrepreneurs are passionate about driving innovations and adopting new technologies, their likelihood of successful implementation increases. Therefore, nurturing this enthusiasm among entrepreneurs can stimulate the development and progress of digital technologies within the sports business landscape. Ultimately, this process can result in improved business performance and a competitive advantage in a fiercely competitive market (Chesbrough, 2010).

Enthusiasm is generally an essential behavioral driver, referring to a person's strong and positive desire for entrepreneurial activities. Passion is related to creative problem-solving; it manifests creativity using available resources. Enthusiasm generates positive feelings, excitement, and energy (Naghizadeh Baghi et al., 2024). Entrepreneurial passion encompasses positive emotions and attitudes towards activities essential to an individual's identity (Hacklin et al., 2018). Passion is considered the core of entrepreneurship and can emerge as a vital element in measuring entrepreneurial behavior and the creation of businesses and their outcomes (Crippa et al., 2021). Among various types of entrepreneurial passion, the passion for business development and innovation significantly contributes to the longevity of a company (Bernardus et al., 2024). In their study, Habibi et al. (2023) assert that passion significantly influences entrepreneurial self-efficacy and intention. Consequently, individuals with high entrepreneurial enthusiasm are more likely to embark on entrepreneurial ventures. Vallerand (2015) believes that the object of one's passion can encompass various aspects such as activities, objects, other individuals, or even abstract concepts like ideas, causes, or goals. Cardon & Kirk (2015) concluded that entrepreneurial passion stems from goals related to growth, people, products or services, competition, innovation, and social missions, respectively. However, creating entrepreneurship fosters innovation, job creation, and improvement of human resources (Van Praag & Versloot, 2007). Yet, past research reported that only a tiny percentage of people in society engage in entrepreneurial activities (Bosma et al., 2008). Sports play a crucial role in ensuring the happiness and vitality of society; it is recognized as one of the fastest growing sectors, significantly impacting the main economic sectors

globally. This has consequently led to extensive developments and job opportunities (Alizadeh et al., 2019). Sports represent a unique and dynamic industry that can foster entrepreneurship in various sectors (Ciletti, 2012). Start-up businesses are organizations entrepreneurs establish to develop new products and services in environments characterized by escalating uncertainty (Henseler & Chin, 2010). Parent & Séguin (2008) also define a start-up business as designed for rapid growth. When the term start-up business is mentioned, characteristics such as value creation, opportunism, innovation, technological advancement, evolution, and a forward-looking approach are considered (Mushtaq et al., 2011). Sports startups face unique challenges, including fierce competition, rapid change, and the need for continuous innovation (Xi et al., 2023).

Additionally, sports startups, recognized as innovators in entrepreneurship, have revolutionized the field in less than a decade (Bocken & Snihur, 2020). Conversely, the sports industry, being the sixth most profitable in developed countries, has attracted the attention of many idea owners, entrepreneurs, and innovation centers (Dana et al., 2021). Ramos-Rodriguez et al. (2010) noted that a company faces corporate entrepreneurship issues when dealing with product and market innovation.

Allal-Cherif et al. (2024) concluded in their research that entrepreneurs with characteristics such as courage, creativity, innovation, ability to transfer and adapt to problems can achieve success in this competitive industry, especially in areas that are still in the stages of development has overcome obstacles and progress in the evolving and fast field of electronic sports. Also, Paul et al. (2023) found out in a research titled digital entrepreneurship research that research related to digital entrepreneurship is developing and various axes such as the use of new technologies, its effects on society and economy, as well as the role of governments and non-profit organizations in this field have been examined. Habibi et al. (2023) in a study titled "Investigating the mediation of entrepreneurial awareness, entrepreneurial self-efficacy and entrepreneurial intention in the effect of entrepreneurial enthusiasm on entrepreneurial behavior", they concluded that entrepreneurial passion affects entrepreneurial behavior. In addition, entrepreneurial awareness, entrepreneurial intention, and entrepreneurial self-efficacy were found to mediate this relationship. In their research, Bostan & Ghorbanian (2023) concluded that market performance has more effects on entrepreneurial motivation than entrepreneurship education. In this regard, Nematollahi et al. (2022), in a study, concluded that entrepreneurial leaders help promote creativity and innovation by strengthening employees' self-confidence and entrepreneurial skills. Also, Scillitoe & Birasnav (2022) about the effects of ease of entering the start-up market showed that university, culture of creativity, innovation, and entrepreneurial passion have a positive relationship with the ease of entering the market by Indian start-up companies. Still, government assistance related to the ease of entering the market is insignificant. Also, in a research, Ratten (2020) reached this conclusion in her research titled "Sports Innovation Associations and the Complexity of Issues in Sports Companies" that that for the development of start-ups related to sports, it is necessary to understand the importance of the role of innovation, enthusiasm and creativity in the field of sports in the society. Kishani et al. (2021) showed in their research that strategic entrepreneurship and institutional environment affect the performance of sports businesses. Spreading and improving the entrepreneurial culture,

mentality, and leadership along with the development of innovation through providing practical training to sports entrepreneurs and developing facilitating laws and improving environmental values can help the better performance of sports businesses. Ziyae & Toutifar Tehranpour (2019) found a positive and significant correlation between entrepreneurial orientation and performance and between electronic readiness and the performance of emerging sports businesses. Kim et al. (2018) showed in their research that the enthusiasm and will of the entrepreneur are essential and valuable factors for the success of start-up businesses. Kos et al.'s research (2018) showed that sports science students, with the use of technological creativity as the ability to reach ideas and transform them into new phenomena to achieve human interests and goals in the context of sports, can be the factor of prosperity and progress of valuable innovations in this field. Amini Khiabani (2018) concluded in the research that the approach of cultivating entrepreneurial people and developing entrepreneurial spirit and passion in this field is that people are trained to replace old technology with new technology.

In today's era, with the increasing development of digital technologies, start-up businesses in sports also depend on a close relationship with these technologies. For a deeper understanding of this relationship and its impact on the performance of these businesses, research on the mediating role of entrepreneurial passion in promoting digital innovation and its effect on enhancing the performance of these industries is necessary. Many entrepreneurs in the sports industry have struggled to identify the connection between entrepreneurial passion and innovation. Additionally, current social and economic challenges heighten the necessity of finding new and sustainable solutions, and some areas have yet to leverage digital innovation fully. Therefore, this research can help identify and address existing shortcomings and improve the overall performance of the sports industry. Conducting this research is essential for several reasons. Firstly, identifying new opportunities for creating digital innovation-based products and services in the sports industry can help entrepreneurs attract and retain customers. Secondly, understanding the relationship between digital innovation and entrepreneurial enthusiasm can lead to improved business performance and the development of effective strategies. The novelty of this research lies in examining the relationship between digital innovation and entrepreneurial passion in the sports industry, dimensions that have received less attention in the existing literature. This study identifies emerging technologies such as artificial intelligence, big data analytics for personalized customer experiences, and social media, which can enhance customer experiences and improve the performance of sports businesses. Moreover, the research aims to develop new business models shaped by evolving customer needs and digital innovations. The findings can provide practical solutions for students, entrepreneurs, and sports managers to gain a competitive advantage and improve performance by leveraging digital innovations. This study, therefore, aims to examine more closely how digital innovation impacts the performance of sports startups and the mediating role of entrepreneurial enthusiasm. The findings could assist students, entrepreneurs, and industry practitioners in better understanding these relationships, enabling them to adopt more effective strategies for implementing digital innovations in their startups. This research may provide a foundation for future studies in the areas of innovation, entrepreneurship, and the development of sports businesses. Ultimately, what

is the mediating role of entrepreneurial passion in the effect of digital innovation on the performance of sports businesses?

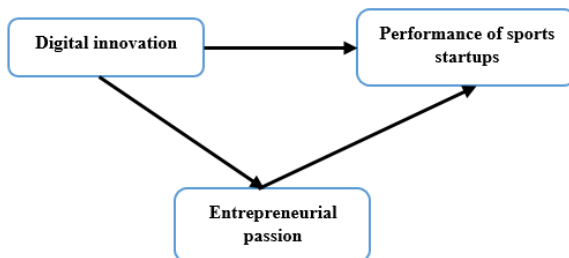


Figure 1. Conceptual framework of the research.

2. Methodology

The present study was applied with a descriptive-survey research method. A quantitative research method was carried out using the field. The statistical population of the research consists of sports science students of Mohaghegh Ardabili University. According to the statistics and information center of the university, the total number of undergraduate, master's, and doctorate students in sports sciences was 524. Various methods have been considered to determine the sample size, and finally, the sample size was calculated using Cohen's formula based on statistical power analysis. To determine the sample size based on Cohen's formula, the power of the test was 0.80 and the effect size was 0.30 equal to 218 and 10% was added to the statistical sample size due to the possibility of incomplete questionnaires and finally, the total statistical sample size was determined to be 240 people, and due to the existence of incomplete questionnaires, 224 questionnaires were analyzed. The sampling method was chosen by simple random sampling. Measuring tools included: Entrepreneurial Enthusiasm Questionnaire (Cardon & Kirk, 2015), which consists of 15 items in 5 components of growth and development, social mission, products and services, competition and invention, 2- Digital innovation questionnaire (Kianfar & Mousavi, 2021), which consists of 14 questions in 3 components of digital innovation, digital capabilities and digital orientation and 3- Performance Questionnaire of New Sports Businesses (Ziyae & Toutifar Tehranpour, 2019), which is made up of 20 questions in 5 components of innovation, risk-taking, pioneering, aggressive behavior and independence. 10 management and entrepreneurship professors confirmed the content and form validity of the questionnaires. Then, Cronbach's alpha reliability was reported as 0.83 for the entrepreneurial passion questionnaire, 0.88 for the digital innovation questionnaire, and 0.76 for the sports start-up business performance questionnaire. According to research findings, the normality of all components was confirmed. Descriptive statistics methods were employed to analyze the statistical data, such as calculating the mean, standard deviation, and other relevant measures. In the inferential statistics section, the Kolmogorov-Smirnov test was used to measure the normality of the data, and all the components of the questionnaires were reported as usual. A structural

equation model (SEM) was employed to analyze the research hypotheses using SPSS version 19 and AMOS version 23 software.

3. Results

The research findings have been analyzed in two parts. The first part concerns demographic findings, including gender, educational level, educational orientation, and academic period. The second part analyzes the data related to the questionnaires using structural equations with AMOS version 23 software.

Table 1. Demographic findings.

Variables		Frequency	Frequency percentage
Gender	Men	129	57.6
	Women	95	42.4
Education level	Masters	117	52.2
	Senior	89	39.7
	Philosophies doctor degree (Ph.D)	18	8.0
	Physical education and sports science	88	39.3
Academic orientation	Sport physiology	66	29.5
	Sport management	47	21.0
	Sports biomechanics	23	10.3
Study period	Daily	148	66.1
	At night	76	33.9

Table 1 reports the demographic findings of male and female students according to gender, educational level, field of study, and academic period. **Table 2** presents a descriptive analysis of research variables for the main research factors.

Table 2. Descriptive analysis of research variables.

Variables		Num	Median	Middle	St.D	Variance	Range	Min	Max
Enthusiasm entrepreneurship	Development	224	3.95	4.00	0.67	0.458	4	1	5
	Social mission	224	3.79	4.00	0.59	0.356	4	1	5
	Products and Services	224	3.47	3.67	0.66	0.438	4	1	5
	Competition	224	3.17	3.33	0.44	0.196	2	2	4
Digital innovations	Invention	224	3.77	4.00	1.04	1.085	4	1	5
	Innovation	224	3.80	4.00	0.60	0.360	4	2	5
	Capabilities	224	3.64	3.75	0.45	0.297	4	1	5
	Orientation	224	3.69	3.75	0.73	0.544	3	2	5
Performance sports start-up business	Innovation	224	3.76	3.75	0.52	0.272	4	1	5
	Risk taking	224	3.72	4.00	0.78	0.618	4	1	5
	Pioneer	224	3.86	4.00	0.53	0.288	4	1	5
	Aggressive behavior	224	3.64	3.75	0.74	0.553	4	1	5
	Freedom	224	3.74	3.75	0.53	0.285	3	2	5

Table 2 shows the descriptive analysis of the research variables including entrepreneurial passion, digital innovations, and the performance of the new sports business. First, the data's skewness is tested. Skewness measures the symmetry or asymmetry of the distribution function.

Table 3. Skewness and kurtosis of the data.

Research variables	Number	Skewness	Kurtosis
Entrepreneurship Passion	224	-1.204	1.783
Digital innovations	224	-1.278	1.993
Performance sports start-up business	224	-1.269	1.877

Generally, the data is considered non-normally distributed if skewness and kurtosis fall outside the range of (-2, 2). According to the findings in Table 3, the skewness and kurtosis values for all three variables in the study were within an acceptable range, suggesting that the data follows a normal distribution.

Table 4. Fit indices of the final drawing model.

Fit index	GFI	AGFI	TLI	IFI	NFI	CFI	RMSEA
Acceptable fit	Bigger than 0.8	Bigger than 0.8	Bigger than 0.9	Bigger than 0.9	Bigger than 0.9	Bigger than 0.9	Smaller than 0.08
Fit is obtained	0.854	0.804	0.922	0.841	0.932	0.907	0.053

According to Table 4, all absolute and relative fit indices are excellent. Also, the RMSEA fit index is equal to 0.053. Therefore, the fitted model is a good fit.

Table 5. KMO test results.

Variables	KMO test	Condition	
Enthusiasm entrepreneurship	Development	0.719	Suitable
	Social mission	0.823	Suitable
	Products and Services	0.785	Suitable
	Competition	0.844	Suitable
	Invention	0.719	Suitable
Digital innovations	Innovation	0.791	Suitable
	Capabilities	0.784	Suitable
	Orientation	0.801	Suitable
Performance sports start-up business	Innovation	0.763	Suitable
	Risk taking	0.768	Suitable
	Pioneer	0.753	Suitable
	Aggressive behavior	0.743	Suitable
	Freedom	0.719	Suitable

Table 5 shows the results of the KMO test of the components of all three variables of entrepreneurial enthusiasm, digital innovations, and the performance of a start-up sports business. According to the report made in this table, the status of all components was suitable; that is, they were greater than 0.7.

Table 6. Assessing the reliability and validity of the structure.

Research variables	CR	AVE	MSV	ASV
Enthusiasm entrepreneurship	0.837	0.509	0.454	0.316
Digital innovations	0.882	0.603	0.166	0.091
performance of a new sports business	0.768	0.560	0.454	0.244

Table 6 presents the reliability and construct validity of the research variables. The combined reliability for entrepreneurial passion was 0.837, for digital innovations, it was 0.882, and for sports startup business performance, it was 0.768.

Figure 1 shows the mediating role of entrepreneurial passion in the impact of digital innovation on the performance of start-up sports businesses in standard mode.

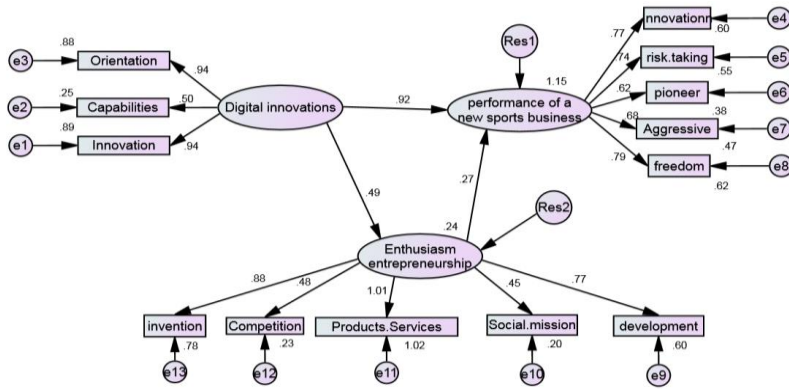


Figure 2. The mediating role of entrepreneurial passion in the effect of digital innovation on the performance of sports start-ups (in the standard case).

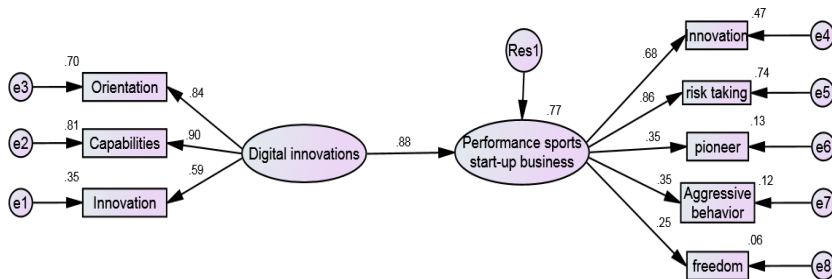


Figure 3. The effect of digital innovation on the performance of start-up sports businesses (without mediating variables).

Table 7. Structural model in standard path coefficient estimation mode.

Research assumptions	B	T-VALUE	P	Result	Mediator type
The impact of digital innovation on the performance of new sports businesses	0.92	13.358	0.001	Confirmation	
The effect of entrepreneurial passion on the performance of start-up sports businesses	0.27	6.437	0.001	Confirmation	
The effect of digital innovation on entrepreneurial enthusiasm	0.49	7.133	0.001	Confirmation	Partial mediator
The effect of digital innovation on the performance of start-up sports businesses (without mediating variables)	0.88	7.494	0.001	Confirmation	

The results of structural model path analysis in [Table 7](#) showed that digital innovations have an effect of 0.92 on the performance of start-up sports businesses, entrepreneurial enthusiasm has an effect of 0.27 on the performance of start-up sports businesses, and digital innovation has an impact of 0.49 on entrepreneurial enthusiasm, which is a significant level 0.001 was reported in all three hypotheses, which indicates the significance of the research hypotheses. On the other hand, because the t-value in all three hypotheses is outside (1.96 and -1.96), at the confidence level of 0.99, hypothesis H0 is rejected, and hypothesis H1 is confirmed. Digital innovations have a positive and significant effect on the performance of new sports businesses, entrepreneurial passion on the performance of new sports businesses, and digital innovation on entrepreneurial passion.

According to [Baron & Kenny \(1986\)](#) table, significant results were reported in three hypotheses with the presence of a mediating variable and the effect of digital innovations on the performance of new sports businesses without the presence of an essential mediating variable. We conclude that the mediator of entrepreneurial passion in the effect of digital innovations on the performance of new sports businesses is a partial mediator.

4. Discussion and conclusion

The present study examined the mediating role of entrepreneurial passion in the effect of digital innovation on the performance of new sports businesses, viewed through the lens of sports science students at Mohaghegh Ardabili University. This research represents one of the first efforts to explore the performance of new sports ventures through the lenses of entrepreneurial enthusiasm and digital innovation within the sports industry. Additionally, the application of innovation in this field, along with clarifying the concept of new sports businesses from the perspective of sports science students, is a novel phenomenon that has recently been acknowledged as a significant approach in entrepreneurship studies.

In examining the first hypothesis of the research, the results showed that digital innovation has a positive and significant effect on the performance of start-up sports businesses from the perspective of sports science Students at the University of Mohaghegh Ardabili. The findings of this hypothesis are consistent with the findings of [Nematollahi et al. \(2022\)](#), [Scillitoe & Birasnav \(2022\)](#), [Ratten \(2020\)](#), [Kishani et al. \(2021\)](#), [Ziyae & Toutifar Tehranpour \(2019\)](#), and [Kos et al. \(2018\)](#). [Kim et al. \(2018\)](#) believe that the enthusiasm and will of the entrepreneur are essential and influential factors for success in new sports businesses. [Oghbaee et al. \(2022\)](#) assert that the rise of digital media in the media industry and the ease of content production and distribution have led to numerous start-up businesses in this sector. In their research, [Rahimi et al. \(2022\)](#) believe that entrepreneurial enthusiasm and interest in micro-scale business can be a factor for the sustainability, growth, and development of sports businesses. In this hypothesis, the researcher concluded that applying innovations and digital technologies and using tools and platforms based on these technologies can lead to improved performance, increased productivity, and the growth of sports businesses. Especially

businesses that are in their initial stages and start-up. This hypothesis is based on the concept that digital innovation creates new tools and opportunities to improve processes and services in the sports industry. It can also contribute to the overall performance of sports businesses by creating better connections with customers, increasing market access, and improving user experience. In addition, due to changes in consumption patterns and customer preferences towards technology and digital, digital innovation can help sports businesses become more competitive and respond to customer needs. As a result, it can be said that sports science students, as people who are familiar with the sports industry and the effects of technology in it, may perceive this connection between digital innovation and the performance of new sports businesses as an opportunity and advantage for both job creation and income and improving Self economic situation.

In examining the second hypothesis of the research, the results indicate that entrepreneurial enthusiasm has a positive and significant effect on the performance of new sports businesses from the perspective of sports science students at the University of Mohaghegh Ardabili. The findings of this hypothesis are consistent with the findings of [Habibi et al. \(2023\)](#), [Nematollahi et al. \(2022\)](#), [Scillitoe & Birasnav \(2022\)](#), [Ratten \(2020\)](#), [Kishani et al. \(2021\)](#), and [Ziyae & Toutifar Tehranpour \(2019\)](#). [Habibi et al. \(2023\)](#) stated that individuals with high entrepreneurial passion are more likely to pursue entrepreneurship and initiate new ventures. In their research, [Derochi & Tasavori \(2023\)](#) showed that policymakers should try to time it by investing in developing a positive personal attitude and mental norm towards entrepreneurship, considering the importance of entrepreneurial enthusiasm. Similarly, [Cardon & Kirk \(2015\)](#) suggested that entrepreneurial passion motivates individuals to identify innovative opportunities and foster intentions to create new businesses. Also, [Karimi \(2020\)](#) showed that entrepreneurial passion helps form entrepreneurial intentions and create new businesses. In this hypothesis, the researcher concluded that Enthusiasm entrepreneurship, if considered an essential and influential factor in the entrepreneurial environment and new sports businesses, can facilitate the improvement of performance and success of these businesses. In other words, it can be said that if sports science students consider Enthusiasm entrepreneurship as an essential factor for developing start-up businesses in sports. They can encourage and facilitate improving the performance and operations of these businesses. According to the findings, this hypothesis is based on the idea that Enthusiasm entrepreneurship stimulates ideation, creativity, and innovation among sports science students. This enthusiasm can lead to the formation and development of new ideas for sports businesses. Also, entrepreneurial enthusiasm can act as a stimulus for the personal and professional development of sports science students and lead them to entrepreneurial experiences and launching new businesses in the field of sports.

Therefore, given their awareness of the importance and effects of entrepreneurship in the sports industry, sports science students may consider their enthusiasm an effective factor in improving the performance and success of start-up businesses in the sports field.

Examining the third hypothesis of the research, the findings indicated that, according to sports science Students at the University of Mohaghegh Ardabili, digital innovation positively and significantly impacts entrepreneurial passion. The findings of this

hypothesis are consistent with the findings of Allal-Cherif et al. (2024), Paul et al. (2023), Nematollahi et al. (2022), Scillitoe & Birasnav (2022), and Amini Khiabani (2018). Amini Khiabani (2018) pointed out that the result of the research approach of entrepreneurial people and the development of entrepreneurial spirit and passion in this field is that people are trained to innovate with their creativity and risk-taking. In this regard, Kos et al. (2018) believe that today in sports science, creativity in technology plays a valuable role in sports entrepreneurial activities. Also, Rahimi et al. (2022) state in their research that entrepreneurial enthusiasm was recognized as a driving factor for technological creativity. In this hypothesis, the researcher concluded that by providing new technologies and tools based on these technologies, digital innovation can act as a motivation and source of inspiration for entrepreneurial enthusiasm. In this regard, it can be said that digital innovation provides new possibilities and opportunities for creating sports businesses. Entrepreneurs get inspired by seeing the success and innovative ideas of others in this field and gain more enthusiasm to start or develop their businesses. Also, digital technologies provide easier access to educational and information resources in entrepreneurship and business development. These resources and training can strengthen entrepreneurs' enthusiasm for the next steps towards starting sports businesses, and it can be said that digital technologies provide the possibility of communication and networking with other people and companies in the sports field. These connections can act as a source of information and support for entrepreneurs and increase their enthusiasm for the growth and development of their businesses. Therefore, it can be concluded that digital innovation can be essential in creating and strengthening entrepreneurial enthusiasm. This enthusiasm can help grow start-ups and improve the sports industry, which is invaluable to the growth and development of the sports community.

According to the findings and results of this research, the following suggestions are made:

- Creating and developing platforms and applications that provide diverse and innovative sports services and products can help generate more enthusiasm in sports entrepreneurs.
- Using virtual and augmented reality technologies in sports can accelerate the growth of entrepreneurs in the sports field by creating attractive and innovative experiences for the audience.
- The formation of sports entrepreneurship networks creates new opportunities for cooperation and exchange of ideas, resources, and experiences, which can increase entrepreneurial enthusiasm in students and sports entrepreneurs.
- Using sports management systems that leverage digital technologies and artificial intelligence can enhance the performance and administration of sports businesses, thereby bolstering entrepreneurial enthusiasm.
- Creating training and guidance programs for students and people interested in starting sports businesses can increase their enthusiasm for doing these activities.

Identifying and capitalizing on emerging market opportunities like e-games and e-sports can foster greater enthusiasm for sports entrepreneurship.

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بررسی نقش واسطه اشتیاق کار آفرینی در تاثیر نوآوری دیجیتال بر عملکرد کسب و کارهای نوپای ورزشی

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کلیدواژه

اشتیاق کار آفرینی
عملکرد کسب و کار
نوآوری دیجیتال

نوع مقاله

پژوهشی اصیل

چکیده

هدف: هدف از انجام این تحقیق بررسی نقش واسطه اشتیاق کار آفرینی در تاثیر نوآوری دیجیتال بر عملکرد کسب و کارهای نوپای ورزشی از دیدگاه دانشجویان علوم ورزشی دانشگاه محقق اردبیلی بود.

روش: روش تحقیق از نظر هدف کاربردی و از لحاظ گردآوری توصیفی-پیمایشی بود. جامعه آماری پژوهش حاضر، دانشجویان کارشناسی، کارشناسی ارشد و دکتری علوم ورزشی دانشگاه محقق اردبیلی به تعداد ۵۲۴ نفر بودند. برای تعیین حجم نمونه از روش کوهن استفاده شد که در نهایت ۲۴۰ نفر تعیین شدند که به دلیل وجود برخی از پرسشنامه های ناقص ۲۲۴ پرسشنامه مورد تایید قرار گرفت و روش نمونه گیری به صورت تصادفی ساده بود. ابزار اندازه گیری شامل پرسشنامه اشتیاق شغلی (کارون و کیرک، ۲۰۱۷)، پرسشنامه نوآوری دیجیتال (کیانفر و موسوی، ۱۴۰۰) و پرسشنامه عملکرد کسب و کار نوپای ورزشی (ضیا و طوطی فر تهران پور، ۱۳۹۷) بود. روایی پرسشنامه ها با استفاده از معیارهای روایی تشخیصی، همگرا و واگرا مورد سنجش قرار گرفت و برای تعیین پایایی پرسشنامه های اشتیاق کار آفرینانه، نوآوری دیجیتال و عملکرد کسب و کارهای نوپای ورزشی ضریب آلفای کرونباخ به ترتیب ۰/۸۸، ۰/۸۳ و ۰/۷۶ به دست آمد که نشان می دهد هر سه پرسشنامه از پایایی مطلوبی برخوردار هستند. برای تجزیه و تحلیل فرضیه های تحقیق از مدل معادلات ساختاری و به وسیله نرم افزار SPSS ورژن ۱۹ و AMOS ورژن ۲۳ استفاده شد.

یافته ها: یافته های تحقیق نشان داد ضریب بتای نوآوری دیجیتال بر عملکرد کسب و کارهای نوپای ورزشی ۰/۹۸، اشتیاق کار آفرینانه بر عملکرد کسب و کارهای نوپای ورزشی ۰/۳۰ و نوآوری دیجیتال بر اشتیاق کار آفرینانه ۰/۴۷ اثرگذارند. بنابراین، می توان نتیجه گرفت براساس جدول بارون و کنی، اشتیاق کار آفرینانه در تاثیر نوآوری دیجیتال بر عملکرد کسب و کارهای نوپای ورزشی نقش میانجی جزئی دارد.

اصالت و ابتکار مقاله: این پژوهش بر روی دانشجویان علوم ورزشی خصوصاً دانشجویان تحصیلات تکمیلی انجام شده و نشان داد اگر اشتیاق کار آفرینی داشته باشند با استفاده از نوآوری های دیجیتال در عصر حاضر، باعث راه اندازی کسب و کارهای جدید در حیطه علوم ورزشی شوند.

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