



## Does Background Is Important? Analysis of Demographic Characteristics to the Sports Entrepreneurial Intention

Mohamad Hasan Peymanfar<sup>1</sup>, Mahdi Akbarian<sup>2\*</sup>

<sup>1</sup>Assistant Professor, Department of Sports Management, Faculty of Physical Education and Sports Sciences, Kharazmi University, Tehran, Iran.

<sup>2</sup>MSc in Sports Marketing Management, Department of Sports Management, Faculty of Physical Education and Sports Sciences, Kharazmi University, Tehran, Iran.

### ABSTRACT

**Purpose:** This research aims to identify and investigate the relationship between demographic characteristics and entrepreneurial intention of physical education and sports science students.

**Methodology:** 391 participants from the students of the sports science faculty of the selected universities participated in the study were randomly selected. The quantitative method was used, and the six experts confirmed the validity of the questionnaire, And the reliability of the questionnaire was confirmed using Cronbach's alpha coefficient of 0.910. SPSS software was used to analyze the data.

**Findings:** The study identified some main factors that increase people's willingness to be entrepreneurs. This study showed a significant relationship between the university of study, elite sports background, level of education, gender, parents' occupation, age, experience living abroad, and entrepreneurial intention. On the other hand, there is no relationship between marital status and having specialized skills concerning entrepreneurship intention, which indicates that just marital status and having technical skills cannot improve students' entrepreneurial intention.

**Originality:** The entrepreneur is a combination of risk and willingness to succeed, but it is not easy to achieve due to the influence of the internal and external business environment. Therefore, this study was conducted to identify the main factors influencing people's willingness.

### Keywords

Entrepreneurial Intention  
Entrepreneurship Skills  
Innovation, Sports Business  
Sports Entrepreneurship

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## 1. Introduction

The sports industry is constantly evolving and needs innovation to stay competitive (Mondalizadeh & Kavyani, 2023). In this context, one of the fields that should be paid more attention to is entrepreneurship in the sports industry. Entrepreneurship plays an essential role in the economic development of all human societies. As stated by Schumpeter, entrepreneurship is the mechanism within economic progress, while nationality cannot achieve success without economic development (Soomro et al., 2019). Many TV programs, training, workshops, and seminars are organized annually nationwide for community and individual action to increase awareness about the importance of entrepreneurship. Entrepreneurship plays a fundamental role in the development of any economy and is vital in maintaining competitiveness and creating wealth and job opportunities in countries (Rashed Hasan Polas et al., 2019). Being an entrepreneur means combining personal characteristics - financial means and resources in the work environment; many personality traits can be developed, and with their help, one can succeed in business.

People who start a business should be well aware of their strengths and weaknesses because entrepreneurship is related to the skills and talents of the entrepreneur (Forsati Juybari et al., 2021). In this regard, Developing entrepreneurial activities of young people and training students with entrepreneurial abilities has become an urgent need for universities in most parts of the world (Molaei et al., 2014) various factors have influenced entrepreneurship. At first, many authors considered certain personality traits to be the cause of entrepreneurial activities, but after some time, the importance of the demographic variables role became clear (Kordheydari et al., 2019). In this regard, intentions have been identified as one of the main drivers of sustainable entrepreneurial opportunity recognition and activity (Thelken & de Jong, 2020). So far, much research has been conducted on factors affecting the intention of entrepreneurship and starting a business and investigated the factors affecting the entrepreneurial intention of sports science students in Yazd province. Findings showed that the dimensions of the theory of planned behavior had a significant relationship with the entrepreneurial intention of sports science students. Also, the regression test results showed that the three dimensions of the theory of planned behavior, including attitudes toward behavior, perceived behavioral control, and mental norms, significantly affected the entrepreneurial intention of sports students. Hardianto et al. (2020) showed that trust does not affect students' entrepreneurial intentions. Entrepreneurial attitudes, cognitive norms, and perception of behavioral control positively impact entrepreneurial intention. Confidence does not affect entrepreneurial attitudes, mental norms, and perception of power, while it affects entrepreneurial intention through entrepreneurial attitudes, cognitive norms, and perception of behavioral control (Hardianto et al., 2020).

The intention towards a particular thought or idea is a precursor to the future course of action. Entrepreneurial definition, which shows the disposition towards entrepreneurship, can thus be used to forecast the likelihood of becoming an entrepreneur. Previous researchers have attributed various factors to the formation of entrepreneurial intention. Studies such (Fini et al., 2009) and (Stanworth et al., 1989) have highlighted that

demographic characteristics form entrepreneurial intention. In entrepreneurship, demographic variables refer to education, age, gender, education level, and previous work experiences. The available literature shows that these variables affect the level of entrepreneurship relatively. Based on the theory of planned behavior, people's demographic variables can indirectly affect their entrepreneurial intention and behavior through motivational factors (attitude towards entrepreneurship, mental norms, and perceived behavioral control). For example, some studies show the effect of gender on the attitude towards creating a business; Some indicate the relationship between gender and entrepreneurial intention; others also show the impact of gender on mental norms. Other studies also show the effect of age, work experience, and education level on the entrepreneurial intention of people (Keshavarz, 2014). The survey by Singh and Singhal (2015) examined the core association of demographic variables with entrepreneurial choice among professional students of Uttarakhand, India (Singh & Singhal, 2015). The struggle has been made to investigate the effect of demographic variables on the entrepreneurial objective. Results exposed that gender, type of family, family background, and degree were noticed and found to have a significant effect on entrepreneurial intention. Fragoso et al. (2020) in the study of the determinants of entrepreneurial choice among university students in Brazil and Portugal, found that personality traits, self-efficacy, and entrepreneurial attitude are essential predictors of entrepreneurial intention and the effects of social cognition and country of origin they are not effective in this regard Paiva et al. (2020) in the study of planned behavior and religious beliefs as factors that create entrepreneurial intention in students concluded that personal attitude, perceived control and religious beliefs affect students' entrepreneurial sense, but mental norms are not practical (Paiva et al., 2020).

The family in today's society has transformed due to the change in attitude, production method, lifestyle, and the roles of parents within the family. In such a way, each of the parents, with their behavior, can play prominent roles in developing self-confidence, creating new ideas in the family, and determining the children's career path. The duty of parents in such conditions is to explain the expansive dimensions of economic activity as a primary value for the child and guide him in the right direction, which will bring success in starting a business (Russell & Radin, 2014). The level of education, type of occupation of parents, the structure of a family, family relations (especially the relationship between parents and children), family income, and the amount of welfare facilities can affect the formation of work culture in the family. Different people have different capabilities; if they are guided in a certain way from their youth, they can facilitate changes in the production process and, of course, in the technology process by creating new ideas (McQuaid & Chen, 2012). Ward et al. (2019) in the study of the effects of entrepreneurship and gender, the role of personality traits in students' entrepreneurship intention showed that there are not many differences between men and women. Only purposes, perceived behavioral control, and mental norms in men. More has been reported (Ward et al., 2019).

This study was carried out to determine the influence of demographics on the entrepreneurial intentions of physical education and sports science students in Tehran

province. Studying the various factors influencing the decision to become an entrepreneur is essential to promoting entrepreneurship in Iran. The background and theoretical foundations show demographics have been identified as the significant factor influencing entrepreneurship. This study aims to fill a research gap by investigating the influence of demographics on the entrepreneurial intentions of physical education and sports science students in Tehran province. This will help policymakers to support potential entrepreneurs. As a necessity of such information, it proposed the following hypotheses for investigation in Iran.

- **H1:** There is a positive and significant relationship between the University of Study and entrepreneurial intention.
- **H2:** A positive and significant relationship exists between elite sports background and entrepreneurial intention.
- **H3:** There is a positive and significant relationship between the Level of education and entrepreneurial intention.
- **H4:** There is a positive and significant relationship between gender and entrepreneurial intention.
- **H5:** There is a positive and significant relationship between the age of entrepreneurs and entrepreneurial intention.
- **H6:** A positive and significant relationship exists between the father's occupation and entrepreneurial intention.
- **H7:** A positive and significant relationship exists between the mother's occupation and entrepreneurial intention.
- **H8:** A positive and significant relationship exists between marital status and entrepreneurial intention.
- **H9:** A positive and significant relationship exists between the experience abroad and entrepreneurial intention.
- **H10:** A positive and significant relationship exists between having a specialized skill certificate and entrepreneurial intention.

## 2. Methodology

For this study, primary data. Data were collected using two questionnaires. The entrepreneurial intention of students using the (Liñán & Chen, 2009) questionnaire on a 7-point Likert scale and students' demographics using a self-administered questionnaire from 391 students of Iranian Universities in Tehran province. these universities included: Shahid Beheshti, Tehran, Kharazmi, Alzahra, and Allameh Tabatabai.

Six experts confirmed the validity of the questionnaire. Cronbach's alpha coefficient was also used to verify the reliability of the questionnaire. According to the minimum reliability acceptance level of 0.7, the reliability of the dependent variable was determined by calculating Cronbach's alpha coefficient. This coefficient was 0.910, which indicates that the measurement tool had the required reliability to an acceptable level. After the necessary coordination, these questionnaires were randomly distributed and collected in person. The data collection period was April and May 2023. Descriptive

and inferential statistics methods were used for data analysis, especially correlation tests, using SPSS software.

### 3. Results

#### 3.1. Sample adequacy test

Before testing the hypotheses, the KMO index and Bartlett's test were used to determine the appropriateness of the correlation between the observations to use the factor analysis. The obtained KMO statistic is 0.803, which shows that the sample size is sufficient for factor analysis. The high value of Bartlett's test index (2169/325) and its significance of 0.000 shows that the results are significant.

**Table 1.** Sample adequacy test.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.803
	Approx. Chi-Square	2169.325
Bartlett's Test of Sphericity	Df	136
	Sig.	.000

#### 3.2. Descriptive Statistics

Table 2 shows the frequency distribution of the sample in the university of study, background of elite sports, Level of education, gender, age, occupation of parents (mother and father), experience abroad, marital status, and specialized skills.

**Table 2.** Frequency distribution of the statistical sample of students.

	Frequency	Percent		Frequency	Percent		
University of study	Tehran	78	19.9	Gender	Females	251	64.2
	Shahid Beheshti	78	19.9		Males	140	35.8
	Kharazmi	80	20.5	Occupation of father	Salaried	171	43.7
	Al-Zahra	78	19.9		Business	220	56.3
	Allameh Tabatabai	77	19.7	Occupation of mother	Employed	138	35.3
no	217	55.5	Housewife		253	64.7	
background of elite sports	Individual sports	92	23.5	Marital status	Married	54	13.8
	Team sports	82	21		Single	337	86.2
	Level of education	One year	44	11.25	Experience of abroad	Yes	132
two years		89	22.8	No		259	66.2
three years		148	37.85	Specialized skills	Yes	211	54
Four and more		110	28.13		No	180	46
Age	18 to 22	239	61.1				
	23 to 25	125	32				
	25up	27	7				

**Table 3.** Scoring of the statistical sample of entrepreneurial intention.

	Likert scale	Frequency	Percent
Entrepreneurial intention	1	62	15.9
	2	64	16.4
	3	65	16.6
	4	48	12.3
	5	55	14.1
	6	71	18.2
	7	26	6.6

According to the findings of Table 2, the intention to be an entrepreneur is high among the students of the studied universities. The scoring of the statistical sample from the intention of entrepreneurship to the separation of faculty was calculated as an average, and the results are presented in Table 3.

**Table 4.** Universities from the components of entrepreneurial intention.

Faculty Variable	Alzahra	Tehran	Kharazmi	Shahid Beheshti	Allameh Tabatabai
entrepreneurial intention	3.07	2.33	2.14	2.83	2.55

The data in Table 4 shows that the highest average of entrepreneurial intention was related to Alzahra University Sports Science Faculty, with an average of 3.07, and the lowest was related to Kharazmi University Sports Science Faculty, with an average of 2.14.

Determining the correlation coefficients between the demographic components and the entrepreneurial intention variable was the hypothesis of this research, which was obtained by using the Pearson correlation test and the significance level in a two-domain test in Table 5.

**Table 5.** Correlation coefficient analysis of research variables.

Variables	Mean	STD	1	2	3	4	5	6	7	8	9	10	11
University	3	1.410	1										
Elite	1.69	0.900	-.021	1									
Education	5.63	1.949	.316**	-.043	1								
Gender	1.36	0.480	.032	-.028	.154**	1							
Occupation of father	1.56	0.497	-.163**	-.005	-.124*	-.051	1						
Occupation of mother	1.65	0.497	-.109*	.005	-.044	.024	.101*	1					
Marital status	1.86	0.345	.026	-.055	-.062	.113*	.006	-.031	1				
Age	1.46	0.622	.223**	.006	.351**	.068	-.097	-.001	-.218**	1			
Experience of abroad	1.66	0.473	.106*	-.071	.027	-.053	-.041	.143**	-.019	-.057	1		
Skill	1.50	0.616	.058	.054	-.196**	-.062	.031	.112*	.037	-.018	.107*	1	
Entrepreneurial intention	4.85	1.52	.333**	.161**	.181**	-.103*	-.156**	-.103*	-.091	.169**	.118*	.052	1

Table 6 shows the correlation between entrepreneurial intention's independent and dependent variables. As presented, variables of university, elite sports, Level of education, gender, occupation of father, occupation of mother, and age had a significant correlation with the dependent variable at different levels, while the marital status and experience of abroad were out of the significance level. The independent variable of the university of the study was identified as the highest influencing factor on students' entrepreneurship intention with a positive and significant correlation (\*\*0.333); the sports champion (individual or team) correlated with the dependent variable, which was substantial at \*\*0.161 level. The university variable was identified as the highest influencing factor on students' entrepreneurial intention with a positive and significant correlation (\*\*0.333); the elite sport (individual or team) was also correlated with the dependent variable, which was substantial at \*\*0.161 level. Also, the level of education of a person had a positive and significant correlation with the dependent variable (\*\*0.181); Age status had a positive and significant correlation with the dependent variable (\*\*0.169), and the experience of abroad had a positive and significant correlation with the dependent variable (\*0.118). On the other hand, people's gender parents' occupation had an inverse correlation with the dependent variable (-0.103\*, -0.156\*, -0.103\*, respectively). In addition, the marital status and specialized skill variable was not significant with the dependent variable (-0.091, 0.052).

Determining the regression model of demographic components and the variable of entrepreneurial intention was one of the hypotheses of the current research, which was done with a step-by-step multivariable regression equation and using ten models concerning demographic components, the results of which can be seen in Table 6.

**Table 6.** Regression coefficient analysis of research variables.

Variable	1	2	3	4	5	6	7	8	9	10
University	**0.333									
Elite sports		**0.161								
Level of Education			**0.181							
Gender				*0.103-						
Occupation of Father					*0.156					
Occupation of Mother						*0.103				
Marital Status							0.091			
Age								**0.169		
Experience of abroad									*0.118	
Skill										<b>0.052</b>
Sig	0.000	0.001	0.000	0.042	0.002	0.041	0.074	0.001	0.02	<b>0.305</b>
R2	0.111	0.026	0.023	0.011	0.024	0.011	0.008	0.028	0.014	<b>0.003</b>
Adj. R2	0.109	0.023	0.030	0.008	0.022	0.008	0.006	0.026	0.011	<b>0.000</b>
F	48.657	10.309	13.248	1.857	9.117	4.198	3.218	11.374	5.457	<b>1.056</b>

According to the results of the above table, the average value of the coefficient of determination  $R^2 = 0.03$ , which shows the explanatory power of the research variables at a low level of approximation. Also, according to the significance level of the regression model ( $\text{Sig} > 0.05$ ), it can be stated that the set of eight independent variables (university of study, Elite sports, Level of education, gender, occupation of father, occupation of mother and age) can explain the dependent variable (entrepreneurship intention), this indicates that 3% of the effects of the variable Eight independent variables in this research describe dependent. Among the independent variables, the marriage variable and specialized skills did not significantly affect the dependent variable of entrepreneurial intention.

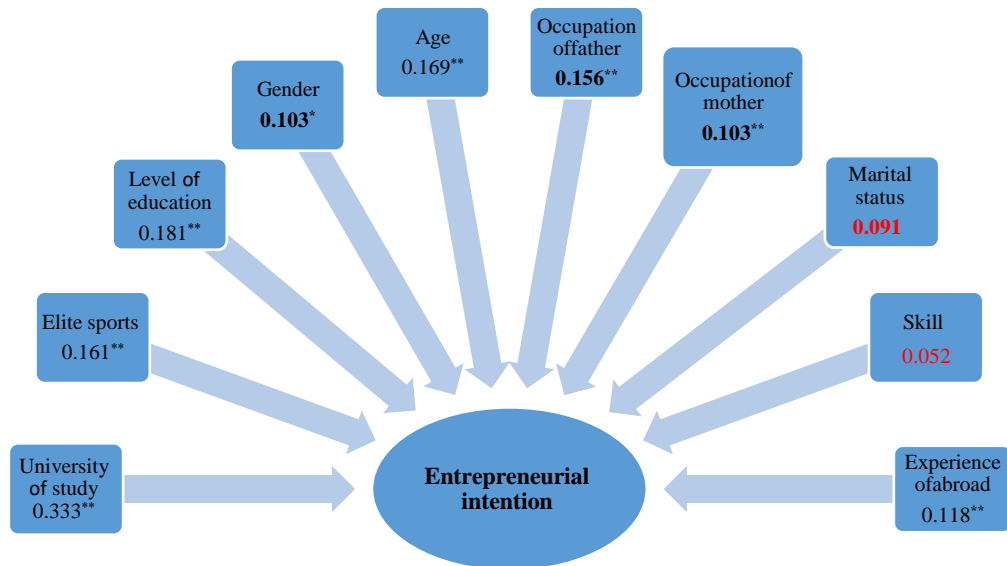


Figure 1. Relationship between research variables.

Considering the significance of eight independent variables on entrepreneurial intention and the non-significance of two variables (marriage and specialized skills) on entrepreneurial intention, the path analysis model is presented in Figure 1.

#### 4. Discussion and conclusion

Entrepreneurial intention is a state of mind that ultimately leads a person to form a new business concept and create a job in entrepreneurship. Entrepreneurial intention plays a fundamental role in deciding to start any economic enterprise. Intention is a direct antecedent of actual behavior. The stronger the intention for the conduct, the greater the success of predicting the behavior or actual behavior (Chhabra et al., 2021). In this regard, the findings are the results of a survey of 391 questionnaires distributed among sports science students in universities (Tehran, Shahid Beheshti, Kharazmi, Alzahra, Allameh Tabatabai), which showed that students of Alzahra had the highest score with



an average of 3.07 and students of Kharazmi University with the average score of 14.2 was the lowest for having an entrepreneurial intention. Also, the results showed a significant relationship between demographic components (University of study, background of elite sports, Level of education, gender, age, occupation of parents (mother and father), and experience abroad) and entrepreneurial intention. In other words, these demographic characteristics can improve students' entrepreneurship direction. In addition, the researchers found no relationship between marital status and having specialized skills concerning entrepreneurial intention. Also, comparing the value of the regression coefficient ( $r$ ) showed that the demographic components of the university of study, level of education, and the age of students have the most value in predicting and explaining entrepreneurial intention.

The difference between the universities showed that Alzahra University students had higher average scores for entrepreneurial intention despite the small number of answer sheets compared to other universities. Entrepreneurial attitudes should be higher among male students than female students because men are more risk-taking or likelier than women to do entrepreneurial activities. However, these findings are in line with the research results of (Kordheydari et al., 2019) and (Fragoso et al., 2020) is consistent.

Based on the findings, a background in elite sports can affect entrepreneurship intention, although the highest average (217 people with 55.5%) pointed to not having experience in elite sports. The educational status of 38 percent (148 people) of the respondents was higher than the average, which also affected the entrepreneurial intention, which is consistent with the research findings (Farahani et al., 2015; Soomro et al., 2019) and with the results of (Uddin et al., 2016) does not match. In this regard, they argue that the higher the students' academic level, the more they prefer to work in public and private companies with government salaries and benefits rather than directly starting their own business. Age that affected entrepreneurial intention is consistent with (Ansari & Salmanizade, 2008; Soomro et al., 2019). As can be seen, due to the high frequency, the start of entrepreneurial activity is within the limit of a young age. This may be related to more youthful people having a higher entrepreneurial spirit between 18 and 22. The results indicate that 56.3% of the students' fathers are self-employed (220 people), and 65% (253 people) of their mothers are housewives. Based on the research findings, it was determined that the occupation of parents is effective on the intention of entrepreneurship. Having a self-employed father or a self-employed mother affects students' entrepreneurship intention. In other words, people who have an entrepreneurial parent are significantly more successful than people who appear without role models, which researchers (Uddin et al., 2016) and (Mohammadkazemi et al., 2014) confirmed. Since parents are the primary and basic role models for children, they play an essential role in creating an incredible public image of entrepreneurship in their children's minds. The behavior and character of parents create a positive effect on children and make a source of inspiration for them. In most of the research, the results show that the children follow the role models of their entrepreneurial families, especially parents, and these people are significantly more successful than people who do not have such role models.

The present study showed that 86% of people (337) were single. In examining the role of being married, it was found that this index does not affect the level of entrepreneurial intention, contrary to research (Mukhtarpour & Shuraj, 2022). While commitment to the family is an essential factor in women's self-employment, this is not the case for men, as the examination of marital status shows that single people have a high entrepreneurial spirit compared to married people. Of course, part of this may be to achieve financial independence among single women. Based on the average showed that 66 percent (259 people) did not have experience abroad, and the correlation and regression findings showed that this component could be practical, which is consistent with previous findings (Fragoso et al., 2020) and (Ward et al., 2019). According to the results, 54% (211 people) had specialized skills. According to the findings, this component did not affect the entrepreneurial intention, while it was different from the previous results (Dehghan & Peymanfar, 2021) so that people who have specialized skills of creativity, innovation, risk-taking, decision-making power, control and management power, negotiation power and they have more development management than other people who do not have specialized skills. In other words, they have better verbal communication skills, listening skills, environment assessment, and organizational ability than other employees. However, it is not possible to determine the optimal range of specialized skills for entrepreneurial activities, and entrepreneurs can engage in entrepreneurial activities with any technical skills, whether high or low.

Considering the influence of demographic characteristics on students' entrepreneurship intention showed that the childhood environment profoundly impacts people's personalities. The role and importance of the family as a center of innovative thinking in creating the spirit of creativity in people, expanding the spirit of entrepreneurship, and developing new businesses in society is undeniable. The family, in addition to nurturing the emotional and moral aspects of children, is the center of growth and prosperity of self-confidence, self-belief, and self-improvement in children and will play an important role. This can be very influential in starting an economic business and developing job activities in society. Family is a center that can play a vital role in forming these characteristics. Men were in charge of bread-making, and women were in charge of housekeeping and raising children, transferring traditional societies where men mainly carried out business. The new structure of the family in today's society and, as a result, the women leaving home caused the emergence of contemporary manifestations of creativity and innovation in both men and women (Díaz-García & Jiménez-Moreno, 2010). This is achieved when families are given the necessary training and families are informed of the role they can play in their children's entrepreneurship. Increasing the development of a positive understanding of the possibility and desirability of entrepreneurship through appropriate education in universities, strengthening the spirit of entrepreneurship, determining applicable policies, goals, methods, and models, and implementing support and incentive programs in this field can be appropriate. The difference in the findings can be further investigated by considering other variables and controlling them in the regression model.

Proper information should be provided about the government's various support and financial schemes to promote entrepreneurship among students, especially sports science

students. Among the limitations of this study, it is possible to mention considering only sports science faculties of Tehran universities as a statistical sample, which faces the limitation of location feedback. Ideally, the answers may be taken from different universities and faculties of Tehran. Still, the answers were taken only from sports sciences faculties for lack of time, geographical conditions, and other reasons. Also, since the sample size is limited, the findings can only be indicative results. Therefore, it is worth noting that the findings should be compared and confirmed with a study with a larger sample size to achieve better accuracy. The present study can be extended in several directions for further research. For example, it would be interesting to analyze whether Gholum sports faculty students have higher entrepreneurial intentions than students of other faculties. Or how is this factor in different provinces and even countries? In addition, more research can be done to find the relationship between entrepreneurial intention and becoming an entrepreneur.

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# نشریه کسب و کار در ورزش

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## آیا داشتن پیشینه مهم است؟

## تجزیه و تحلیل ویژگی‌های جمعیت شناختی به قصد کار آفرینی ورزشی

محمدحسن پیمان فر<sup>۱</sup>، مهدی اکبریان<sup>۲\*</sup>

<sup>۱</sup> استادیار، گروه مدیریت ورزشی، دانشکده تربیت بدنی و علوم ورزشی، دانشگاه خوارزمی، تهران، ایران.

<sup>۲</sup> کارشناسی ارشد بازاریابی ورزشی، گروه مدیریت ورزشی، دانشکده تربیت بدنی و علوم ورزشی، دانشگاه خوارزمی، تهران، ایران.

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کارآفرینی در ورزش

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قصد کارآفرینی

مهارت‌های کارآفرینی

نوآوری

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پژوهشی

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هدف از انجام این پژوهش، شناسایی و بررسی رابطه بین ویژگی‌های جمعیت شناختی و قصد کارآفرینی دانشجویان علوم ورزشی بود.

۳۹۱ مشارکت کننده از دانشجویان دانشکده‌های علوم ورزشی دانشگاه‌های منتخب که به طور تصادفی انتخاب شدند، در این مطالعه شرکت نمودند. روش انجام تحقیق کمی و ابزار گردآوری داده‌ها پرسشنامه بود که روایی آن با کسب نظر شش تن از خبرگان تایید شد و پایایی آن بر مبنای ضریب آلفای کرونباخ معادل ۰/۹۱۰ به دست آمد. برای تجزیه و تحلیل داده‌ها از نرم افزار SPSS و Amos استفاده شد.

در این مطالعه برخی از عوامل اصلی افزایش تمایل افراد به کارآفرینی شناسایی شدند. یافته‌ها نشان داد بین دانشگاه محل تحصیل، سابقه ورزش قهرمانی، سطح تحصیلات، جنسیت، شغل والدین، سن، سابقه زندگی در خارج از کشور و قصد کارآفرینی رابطه معناداری وجود دارد. از طرفی بین وضعیت تاهل و داشتن مهارت‌های تخصصی در رابطه با قصد کارآفرینی رابطه‌ای به دست نیامد که نشان می‌دهد وضعیت تاهل و داشتن مهارت‌های تخصصی قبلی در ارتقای سطح قصد کارآفرینی دانشجویان نقشی ندارد.

کارآفرینی ترکیبی از ریسک و تمایل به موفقیت است، اما به دلیل نفوذ محیط کسب و کار داخلی و خارجی، دستیابی به آن آسان نیست. بنابراین، این مطالعه با هدف شناسایی عوامل اصلی که ممکن است بر تمایل افراد تأثیر گذارد، انجام شد.

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