



## Qualitative and quantitative analysis of knowledge-based economy in the Iranian sports industry

### Oral Presentation

1Salah Dastoom\*; 2Rahim Ramezani Nejad; 3Saeed Sadeghi Boroujerdi

1PhD student in sports management and researcher at the Center for Sports Science and Health at the University of Guilan, Rasht, Iran(salahdastoom@yahoo.com)

2Professor of Sports Management, University of Guilan, Rasht, Iran

3Professor of Sports Management, Kurdistan University, Sanandaj, Iran

### Abstract

**Introduction:** The purpose of this study was structural-functional analysis of knowledge-based economy in sports and design of sectoral and comprehensive frameworks for its development.

**Methods:** The research method was a combination of qualitative and quantitative with a structural-functional analysis approach. Sources of information extraction and findings included two sections: human resources (managers, professors, entrepreneurs, etc.) and information resources (scientific, library, documentary, media); Sampling in the theoretical study section (92 documents) and interviews (23 people) in terms of achieving theoretical saturation and in the Delphi multi-stage section (9 people) in terms of reaching agreement between members and approval of the framework in a targeted manner (judgmental) Done. The overall validity of the research tools and their results was confirmed by controlling the competence of the selected sample, content validity by experts and the degree of agreement of the correctors.

**Results:** Findings were analyzed in the qualitative part by multi-stage coding and conceptual modeling and in the quantitative part by descriptive statistics. The research findings consisted of four general sections: Structural-functional conceptual model of sports knowledge-based economy, quadruple helix model of government, university, industry and society, sports knowledge-based economy evaluation model and knowledge-based economy development community model (total of three Previous model). The structural-functional conceptual model consisted of 277 components, 52 dimensions, 16 perspectives and 6 levels (ecology, ecosystem actors, system leadership, capacity building, dynamization and system flow). The evaluation model also included 76 indicators, 14 dimensions and 5 evaluation perspectives. The comprehensive research model was a conceptual chain of combining the variables of three structural-functional models, quadruple helix and evaluation. The results of the quantitative section (Delphi questionnaire) for the helical model showed that the current situation has a significant gap with respect to the potential capability in the quantitative and qualitative development of the landscapes of all four helical sections. In the evaluation model, a quantitative comparison of the current state of the landscapes with their default weights showed that there is a large gap in the development of the sports-knowledge economy (innovation system the most and digital society the least).

**Conclusion:** Based on the research findings, it can be said that knowledge-based economics in the field of sports, first needs to understand the effective variables (presented in the structural-functional model), then to be guided in a systematic flow between government, academia, industry and society (quadruple helix pattern). Finally, it should be controlled by monitoring performance indicators (evaluation model). If the role of government (politics, support, supervision, etc.), academia (education, research, innovation, etc.), industry (production, services, trade and technology) and the role of society (participation, consumption, etc.) at an appropriate level to achieve a suitable ecosystem for the economy of sports knowledge-based is formed that will lead to favorable results (financial, employment, etc.) for organizations and individuals in charge and stakeholders in the field of sports.

### Keywords

Knowledge-based development; sports economics; science and technology market; entrepreneurial ecosystem; quadruple helix