



An investigation of the relationship between good governance and brand governance of Iranian national sport organizations (NSOs)

Poster Presentation

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Abstract

Introduction: proposed the concept of brand governance as a new approach to brand management. One of the effective factors in brand governance is good governance. Brand governance can be introduced as an influential factor in good governance (Ind & Bjerke, 2007).

Methods: The research method is applied in terms of purpose and was a descriptive survey in terms of data collection. The statistical population of the study included managers of the national olympic committee, the ministry of sports and youth, and the olympic federations (n=91), which used the method of purposive sampling. To perform the analysis, Kolomogrov Smirnov's tests were used to test the normality of data distribution, and the Pearson correlation and multiple linear regression tests were used to investigate the effect of variables.

Results: The results showed that all components of good governance affect brand governance. Therefore, it can be said that in terms of research samples, these factors had an effective role in the brand governance of NSOs. The finding indicated that there was a significant relationship between brand governance and good governance ($r = 0.232$). Finally, the results of simple bivariate linear regression showed that good governance ($\text{sig} = 0.001$, $t = 6.67$) can predict brand governance of national sports organizations in Iran.

Conclusion: According to the results, participation and equity have a good effect on brand governance and lead to the success of brand governance. It can be said that in addition to the effectiveness of activities in promoting all aspects of the independent variable, 'participation' in good governance has the greatest impact on brand governance. Under the results, there is a clear indication of the importance of good governance in brand governance in their organizations. Therefore, good governance, in part, could stimulate the participation and trust of athletes and managers towards brand value.

Keywords

Brand Governance; Good Governance; Sport Organization; NSOs

Reference:

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