



The relationship between virtual sports business entrepreneur characters and media literacy

Poster Presentation

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Abstract

Introduction: The importance of entrepreneurship has become more and more important in the 21st century. At the same time, with the development of information technology through media and social networks, entrepreneurs have also found new perspectives to create new opportunities in the field of technology. The purpose of this study was to investigate the personality dimensions of virtual business entrepreneurs in the field of sports and their relationship with media literacy

Methods: This research was of the applied type and the descriptive-survey method was used. The statistical population consisted of 600 entrepreneurs and virtual business activists in various sports who were randomly selected from 234 people. They answered the questions through an online questionnaire and 196 questionnaires were accepted and analyzed.

The research instruments were Hogg and Morgan Entrepreneurship Questionnaire and a researcher-made media literacy questionnaire which was validated using LISREL software and multivariate analysis and analysis of covariance, validity, and reliability of the questionnaire and examined as (SEM) Structural Equation Modeling. The first-factor analysis was performed and then the second-factor analysis was evaluated and calculated. A value of T VALUE higher than 1.96 was obtained with a 95% confidence level and the incremental fit (IFI) and adaptive fit (CFI) index were a reason to approve the proposed research model.

Results: The results showed that among the personality dimensions of entrepreneurs in the field of virtual businesses, risk factors and creativity, and tolerance of ambiguity, pioneering has a significant relationship with media literacy.

Conclusion: In our fast-paced world and in competitive economic conditions, fostering entrepreneurial traits such as risk-taking, leadership and creativity will only promote virtual businesses by increasing media literacy and social media.

Keywords

Entrepreneur; Virtual Business; Media Literacy; Creativity; Risk-Taking; Leading

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