

Recognizing and ranking the impediments of private sector investment in sport of Chahar Mahal Bakhtiari province from the view point of managers, experts and accountable sporting party

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Abstract

This study is aimed at ranking the impediments of private sector investment in the sport activities of Chahar – Mahal Bakhtiari province from the view point of managers, experts and accountable sporting party in Chahar Mahal and Bakhtiari. The research population includes all managers related to subject in the sport and youth headquarters of Chahar Mahal and Bakhtiari province. To collect information, self-reported questionnaire was used and its validity coefficient (Alpha Cronbach) was estimated as much as 82%. The research findings were analyzed by Friedman tests, independent t-test, and variance analysis. The research results indicated the relative majority of this research population (about 65 %) believed impediments in sport privation procedure was effective, also between managers view with different positions and different age groups, there isn't significant difference, but there is significant difference with different education in the field of privation in province sport, and this difference is seen in diploma or bachelor level.

Keywords: investing, sports, obstacles, economic, social, legal and cultural

Introduction

It has been nearly one decade that the privatization subject and its differences with the public sector, non-public organizations, industries, and Iranian universities are discussed and it is always insisted that the private sector has a high quality performance, but public sector's perform an coequality's somewhat poor. The concept of privatization implies the existence of both private and

public domains which means the evolution, development, and transfer of assets, tenure, and management between these two areas. It aims to implement practices and policies to increase the role of market forces in the national economy through various arrangements. Privatization may be an attempt to highlight the role of the market versus the government decisions as an economic agent. In fact, the privatization concept is broader than the mere ownership of productive enterprises and one can say that privatization means a way to rely on the market to allocate the resources. The basic idea of the notion of privatization is to dominate the market mechanism over economic decisions that results in building a competitive environment for government agencies and this way, the efficiency of organizations improve more than public sector performance (Hasanzadeh, 2009).

Peter Darker was the first one to reuse the term "privatization" that indicates the need for further transfer of governmental state assets to the private sector, because he believed the government was a "poor manager". Since the government employees mind their own benefits (not the organization's benefits) and receive their fixed monthly salaries, whether they work good or bad, the government is not a good executer. Similarly, the government cannot be a good decision maker for several reasons: 1 - the availability of resources 2—having benefits in common 3- being compassionate.

Privatization process and investment of the private sector, includes any transfer as a whole or as a single part, from the public sector to the private sector (Muzangazaet al, 2001).

The main question in this research is, what the barriers are for the private sector investors, to invest in the Chahar Mahal and Bakhtiari Sport section?

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Research literature

Privatization Definition

Privatization overall means to transfer the ownership, production, control of goods, services, facilities, etc. from the public sector to the private sector. Here The concept of privatization is the opposite of nationalization and often is used when there is a political war to obtain the power of state government or when public companies or state, are no longer affordable or vice versa, when they are highly beneficial (Rajabi, 2012).

Sale or transfer of nationalized industries ownership, government and other institutions and businesses state-owned assets to private investors, with or without loss of control over these organizations is referred to as privatization; (Gharehbaghian, 2003: 638). In other words, privatization implies a change in the balance between state and market and in the economic life of a country is good for the market. Privatization, first in England at the time of the arrival of Margaret Thatcher's government in 1979 was successfully launched (Taghavi, 2005: 15).

Objectives of privatization

- 1 - Reducing the activity size (area) of the public sector
- 2 - Transfer of ownership and economic control
- 3 - Amendment of subsidies and price distortions
- 4 - Increasing competition in economic activities
- 5 - The involvement and interest of workers in firms
- 6 - Developing capital and stock market
- 7 - Distribution of income between people (Motevasseli, 2004:28).

Private Sector investment in sports

Positive attitude towards sports in developed countries has lead to investment in sports field to increase the health level and this caused most of the countries that did not contribute to increase investment in sport affiliation. As funding in physical education and sport in some developed countries or developing countries is increasing with unprecedented speed. Because these countries have become aware of the Long-term effects of exercise on growth and development of the national economy. Sport is a long term investment and its effect on growth and development is obvious. Investment in

sports is one of the investments that is exercised in both short-term and long-term period. The results can be used to address the social, cultural and economic results achieved considerable national welfare and the needs of society and attempts (Mahmoodi, 2011:43-42).

Government activity volume decrease in sports field has now become an important issue in Iran and the world's economy. Also, several decades of privatization experiment in sports filed around the world shows that positive and successful gain is achieved because of having appropriate tools and good infrastructures (Yoosefi, 2006). Exercise is a key factor and plays an important role in cultural, economical, and social development, but one of the development media is enterprise development by various sectors, including the private sector.

Effective Factors on sports privatization

Here is a short review of some of the effective factors on sports privatization:

The share of sports in household expenditure: Sports contribution to the lives of Iranians depends on different factors and three major causes determine the sports costs share: cultural capital, economic capital, and free time (Seddighi, 2004:99).

Sports industry's share in GDP share of the sport's national economy is directly related to the investments made in those sections. Iran has 38 hundredths of a percent share of the domestic sports to GDP (Razavi, 2004:4).

Productivity of investment in sports: countries that privatization has taken place in their sports, show an increase in their revenue sources also and have given permission to invest more in the private sector (Dali poor, 2005: 217).

The share of private sports in sports entrepreneurship: Exercise is one of the booming areas of economic independence for Europe, 3 million people are directly involved in sports (Razavi, 2004:7).

Legal and cultural factors: Iran has failed to exercise proper place as a cultural factor and Iranians find most of the sports problems to be related to the country's cultural vision. (Dalirpoor, 2005: 218).

Research Background

The research done by Ahmadi et al (2006) studied the problems from the viewpoint of the owners of private sports clubs and private athletic of Urmia city, the main problems were as follows : the high

cost of construction and equipment purchase and Sport exercise, inadequate facilities provided by the government, coordinated administrative units and the frequency and time-consuming decision- licensable, non- interest expenses for the people in the sport, the financial inability to use the services of private sector, parallel involvement of the physical Education Organization and other government agencies, provide no grounds for appropriate pricing of services and finally, private clubs insecurity.

Razavi (2006) in another study entitled “Privatization and development of sport in physical education thought of leaders” declared that 87/1 percent of the country’s sporting directors believe that privatization led to the development of managerial sectors. However, most educational leaders and managers agreement is 96/7 % and lowest executives agreement is 83/4% for the views expressed.

Nazari (2009), studied the barriers of privatization in the country’s football experts and football insiders by gathering opinions of 430 major football experts and related the obstacles to the privatization of the country’s football history. He said the obstacles are: lack of clear rules and transparent mechanism oversight of the private sector, lack of skilled and knowledgeable individuals financed through credit, non- administrators being paid for soccer, football, high construction costs and the purchase of buildings and equipment , legal and religious restrictions in Iran.

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Dajju Tavakoli (2012) in an article titled barriers, challenges, and economic problems of privatization in Iran, studied the main obstacles and briefly declared that most important factors include: the government’s lack of knowledge, lack the ability to merge or transfer many companies due to unknown amount of profit and loss; clear failure of exchange, as a means of profit- seeking private investment to raise profitability.

Leysy et al (2009) in a study entitled “ Effectiveness of investments (financial support) of major international sporting events “, said that major sporting events and international organizations that support individuals are interested in increasing ex-

ercise and can also increase buying sports products make commitments to sports logos for those who are interested in sports. (Rajabi, 2012:98)

Pyon (2011) in a research named “Providing a theoretical model for public and private sector investment in sports” said that because sports have a special nature, it can create a positive attitude towards investments and in this respect, one should consider the promotion of the cultural aspects of the venture and the advertisements important role .

Methodology

The selected research method here is named:” Descriptive survey”. .Therefore,, certain people in a certain number of questions were asked to answer the questions presented in a survey which included: senior managers, staff managers of sports and other directors on the board of sports in Chahar Mahaland Bakhtiari Province. According to the statistics, their number is equal to 490 that is, a sample size of 214 was calculated with reference to Morgan table that the 214 questionnaires distributed, 210 of them were returned for data collection in this study. The questions from the questionnaire are related to the 32 questions of the Case university that after localization and deleting items that were prohibited in our law, its validity and reliability of that part exercised in Qom and Tehran was examined by the faculty and its reliability coefficient was confirmed with the help of Cranach alpha 0/82. Statistical Methods in this research are Student t test, Friedman, and analysis of variance.

Results

Hypothesis testing

To gather reliable data and accept the results, analysis of statistical data is a primary rule. In the analysis phase, the researcher should investigate and track data to answer the research questions and hypotheses evaluation, the analysis shows.

First hypothesis: is the administrator view of the determinants of economic barriers to private sector investment in sport in Chahar Mahal and Bakhtiari province.

Student’s t values obtained is 42/39 and since the amount of 645/1 is larger than the standard value. Therefore it is located within the H1 domain, .Therefore, H1 is accepted. This means that economic barriers to private investment in sports of Chahar Mahal and Bakhtiari province in terms of

different levels of sports administrators are above average.

Second hypothesis: The administrator's view-

point is that social barriers are of the important factors affecting lack of private sector investment in sport in Chahar Mahal and Bakhtiari province.

Table 1. Venture capitalist economic barriers of study

95% confidence interval for the odds ratio		Mean difference	Significance level	Df	T	variable
higher	lower					
3/68	3/35	3/51	0/000	209	42/39	Economical obstacles

Table 2. The social barriers venture capital study.

95% confidence interval for the odds ratio		Mean difference	Significance level	Df	T	variable
higher	lower					
3/79	3/46	3/62	0/000	209	43/81	Social obstacles

Table 3. Study of the average Legal barriers to investment.

95% confidence interval for the odds ratio		Mean difference	Significance level	Df	T	variable
higher	lower					
3/42	3/11	/27	0/000	209	41/74	Legal obstacles

Student's t values obtained is 43/81 and since the amount of 1/645 is larger than the standard value, H1 is therefore within the H1 domain and can be accepted. This means that social barriers are among the important factors having an effect on private investment prohibition in sports of Chahar Mahal and Bakhtiari.

Third hypothesis: From the managers' viewpoint, legal barriers are one of the factors influencing the private sector non-investment in sports of Chahar Mahal and Bakhtiari province.

Student's t value obtained is 41/74 and since the amount of 1/645 is larger than the standard value, H1 is therefore within the H1 domain and therefore is accepted. This means that legal barriers are among the important factors having an effect on private investment prohibition in sports of Chahar Mahal and Bakhtiari province.

Fourth hypothesis: from the managers' viewpoint, cultural barriers are one of the factors influencing the private sector non-investment in sports of Chahar Mahal and Bakhtiari province.

Table 4. Study of the average cultural barriers to investment.

95% confidence interval for the odds ratio		Mean difference	Significance level	Df	T	variable
higher	lower					
3/42	3/11	/27	0/000	209	41/74	Legal obstacles

Student's t value obtained is 47/80 and since the amount of 1/645 is larger than the standard value,

H1 is therefore within the H1 domain and therefore is accepted. This means that cultural barriers

are among the important factors having an effect on private investment prohibition in sports of Chahar Mahal and Bakhtiari province.

The fifth hypothesis testing: there are differenc-

es in the views of managers on barriers to investment in the private sector in sports of Chahar Mahal and bakhtiari province, based on organizational position.

Table 5. The study of managers' viewpoint on investment barriers.

Significance level	F	Mean square	Degrees of freedom	Sums squares	variable
0/729	1/96	1/57	4	6/28	intergroup
		3/09	205	633/40	outer group
			209	639/69	sum

According to Table 5 and considering that $F=1/96$ and $P=0/729$ and knowing that its value is greater than $0/05$, it can be concluded that the null hypothesis of no difference between groups could be accepted. This means that there is no significant difference among people regarding their organizational chart on investment barriers.

Sixth Hypothesis: Average ranking of various barriers to investment in sports in Chahar Mahal Bakhtiari province are significantly different.

The Friedman test was used to evaluate the equality of the dimensions significance. According to table 7, it is obvious that this dimensions significance is not from the employees viewpoint.

Table 6. Statistical Friedman test results.

Amount P	Df	Chi-square statistic	number
0/000	24	220/920	210

Table 7. Friedman test ranking on the research variables

Average rank	Known obstacles (parameters)
2/50	Cultural obstacles
2/65	Economical obstacles
2/62	Social obstacles
2/24	Legal obstacles

As Table 7 shows the most important barriers to private sector investment in sports of Chahar Mahal Bakhtiari province are included in the economic barriers (ranked first), social (second place), and cultural (third), and legal (fourth place).

Discussion and Conclusion

As noted throughout this study, this research started to identify barriers to private sector investment in sports of Chahar Mahal Bakhtiari province. After considering the research literature and the previous researches, first, four main reasons of TQM were recognized. These four items are as follows: 1 - economic barriers 2- social barriers 3 - cultural barriers 4- legal barriers. Based on these components, a questionnaire was designed and the answers were studied. Finally, the following results were obtained.

According to the questionnaire's data analysis and also According to the Student's T test, one can say that the important barriers and effective items of private investment downfall in Chahar Mahal Bakhtiari province are economic barriers, social barriers, cultural barriers, and legal barriers.

According to the Friedman test it was determined that the most important barriers to investment in Private sector sports of Chahar Mahal Bakhtiari province are included in the economic (ranked first), social (second), Cultural (third), legal (ranked fourth) barriers. Based on ANOVA test, it was also obvious that there is no significant difference on investment barriers among the opinions of people in terms of organizational posts.

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