

Shared economy development model with economic development approach in Iran's sports industry

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ABSTRACT

This study aimed to develop a model for developing a shared economy with an economic development approach in the Iranian sports industry. The research method was a two-stage exploratory combination of instrument making. In the qualitative part, the purposeful sampling method and theoretical saturation technique were performed. The tools used were to identify semi-structured interviews (with focus groups) and study documents. To ensure the validity and reliability of the study, the Lincoln and Guba evaluation methods were used. In the quantitative part, the research method was a descriptive survey. The statistical population was the economic activists in sports and sports marketing students. According to Cochran's sample size determination formula, 384 people were considered as the sample. To collect data from the questionnaire of the framework model of the shared economy model in sports with an economic development approach that includes 43 items that have been extracted according to the theoretical foundations and the qualitative part of the research. Eight professors of sports management were used to evaluate the face validity and the carcass model was used for the content validity of the questionnaire questions. (CVR=0.86) and content validity was confirmed. Cronbach's approved alpha was also used. Descriptive statistics and structural equation modeling were used to analyze the data to evaluate the fit of the research model. The results of the research in the qualitative section showed that after examining the Delphi method and performing the first stage, 31 items were identified. In the second stage, 40 items were identified, and in the third stage; Finally, 50 items were identified. The three dimensions of human ecology, fiscal policy, and value-oriented processes emerged as a framework for the model of a shared economy in sports with an economic development approach. And in the quantitative part, the human ecology dimension with a value of 0.71 affects the value-oriented process dimension with a value of 0.65 and the fiscal policy dimension with a value of 0.63 affects the framework for the development of a shared economy in sport. The results also showed that the research model has a good fit. Therefore, it is suggested that the sports organizations' managers pay attention to the factors of this research to implement economic development by emphasizing a shared economy.

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1. Introduction

As one of the most important pillars of any government, the structure and function of an economic system play an important role in shaping its other aspects such as culture, politics, sustenance, and development model. Poverty and wealth, justice and injustice, and the like are all affected by the type, structure, and content of the economic system. Therefore, continuous study and evaluation of economic systems have an effective role in determining the orientations of any country. In our country, the constitution divides the economic system into three main pillars, including the state economy, cooperative economy, and private sector, and all economic activities are carried out within these three contexts (Meymantabadi, 2021). Economic expansion is important for the sustainable growth of any society (Jokanovic, 2017). It is defined as growth along

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with enhanced production capacity, including physical, human, and social capacities. In economic expansion, production quantitative growth will be obtained, but at the same time, social institutions will evolve, attitudes will change, the ability to utilize existing resources will increase continuously and dynamically, and new innovations will be made every day. In addition, it can be said that the combination of production and the relative share of inputs in the production process also changes. Development is pervasive in society and cannot happen in just one part of society. Development has no definite boundaries and limitations, but due to its dependence on humans, it is a qualitative phenomenon (unlike economic growth, which is quite quantitative and has no limits). Economic development has two main goals: first, to increase the wealth and welfare of the people of the society, and second, to create employment, both of which are in line with social justice (Vianna, 2018). One of the segments of sustainability is the implementation of the sharing economy (Godelnik, 2017).

The sharing economy is growing dramatically in scale and scope (Rong, 2019). It creates a network of interconnected individuals, communities, or stakeholders, and generates value by integrating unused resources and transforming customers into service providers (Zhang et al, 2018). The sharing economy has recently received increasing attention from academics and practitioners (Hong et al., 2019). In their study, Radikonyana et al. (2015) concluded that in addition to the effective parameters and guidelines for e-marketing, eleven key success factors were identified that should be considered when developing and implementing an e-marketing strategy for large events. This case study was conducted at the 2010 World Cup in South Africa. The findings can be used to host major sporting events. These eleven factors are related to five components of planning, operational, financial, information, and communication technology (Mohammadi et al., 2019). Also, the use of social media and its features is one of the important and operational solutions to improve the sports industry. Women's sports marketing through social media shows its greatest impact on product follow-up, ease of access, right time and place, enhanced awareness of new and old products, and pricing goals, and its lowest impact on increasing quality in event organization, determining the security of product distribution, advertising and fixing the prices of products (Mahoney et al., 2019). Parganas et al. (2017) pointed out that social media can be used to maintain and strengthen reciprocal communication with fans, awareness of brands, promotion and attraction of sponsors, and online advertising activities. Also, Rahimizadeh et al. (2018) showed that management conditions have a special and fundamental role in the development of e-commerce in the sports industry.

Using information technology, data, and the Internet, the sharing economy has been able to create opportunities for new people in society, government, and business. These types of businesses include companies that provide labor outside the organization through outsourcing (Aznab, 2020). Sharing economy provides a good opportunity for the community involved to get more confident in advertising by sharing their experience and opinions about using the relevant platform on the quality of services (Firmino, 2019). One of the most important areas in a shared economy is shared (interactive) consumption, and it is implemented in organized systems or networks where participants engage in shared activities such as lending, borrowing, exchanging, and renting goods or services (Möhlmann, 2015). The sports industry operates in various dimensions of sports-related services and products. The sports industry also operates in the fields of championship, public and professional areas and offers its services and products to sports enthusiasts in all dimensions (Razavi et al., 2012). Some estimates suggest that the global sports market is growing at a compound annual growth rate of more than 5%, and despite the 19-Covid pandemic, it is estimated to be worth approximately \$600 billion by 2025 (Ljumović, 2021). Also, fiscal policy is one of the most important and effective tools for economic growth and development in today's societies, the stability of which is one of the major concerns of economic policymakers around the world. That's because unsustainable fiscal policy can increase the volume of investment and, consequently, threaten economic growth (Huang et al., 2018). Sports can play an important and fundamental role in organizations. Direct economic effects of sport include such things as the production of sporting goods and services, exports and imports, household expenditures, arenas and facilities, advertising, participation in the stock market, media coverage, employment, tourist attraction and sponsors, and the indirect economic effects of sports include areas such as enhanced community health, reduced treatment costs, and consequently, developing national health programs, reduced crimes, reduced staff absenteeism, their enhanced performance and productivity (Hedari et al., 2021). Using sports capacities may lead to the growth of economic indicators in different countries. An examination of the available statistics on the sports industry shows that every year we observe an increasing growth in sports. Various fields of sport have witnessed extensive progress today. The sports medicine industry generated about \$10 billion in revenue from 82,697 businesses in 2016 alone. Sports revenue in North America has increased from \$60.5 billion in 2014 to \$ 73.5 billion in 2019. The expansion of media and cyberspace has caused sports and media to be closely related to each other. On the other hand, media and cyberspace have improved and enhanced sports revenue. Sports also increased media revenue. Media revenue from sports is projected to increase from \$14.6 billion in 2014 to \$20.6 billion in 2019, a growth rate of 7.2% and the importance of media and cyberspace virtually shows the path of economic development of sports (Zhang et al., 2018). As a thriving and lucrative industry, sports found an effective and active presence in the economic exchanges of society. Sports is one of the largest and fastest-growing industries in the world, with hundreds of billions of dollars in annual financial transactions. In some countries, financial turnover in sports is twice as much as the automotive industry and seven times as much as in the movie industry. Sport operates in various dimensions of relevant services and products. Sports also operates in the fields of championships, public and professional, and offers services and products to sports enthusiasts in all dimensions. Sports have always been the focus of researchers (Pedauga et al., 2020). An Internet-based shared economy system could make the economy accessible to all members of society and customers (Cohen and Kietzmann, 2014). Also, unlike the traditional market model, which was based on ownership, the shared economy model is based on the use and

sharing of products and services with others. In a study entitled “Modeling Factors Affecting People's Participation in Mobile Applications Related to the Shared Economy” in Iran, Golshani et al. (2019) concluded that motivational factors such as economic, social, functional-rational, and environmental factors, and inhibitory factors such as lack of trust and cultural incompatibility are among the factors affecting the level of participation in applications based on interactive consumption. In a study entitled “Identifying the dimensions and components of the sharing economy in production systems”, Khalaj et al. (2020) concluded that the factors and components of sharing parties, sharing resources, information, and communication systems forms of sharing, ownership, and access conditions, resource identification and excess capacities, outcomes of exchanging for others and social issues of sharing could be identified as dimensions of the sharing economy. In a study entitled “Measuring satisfaction and the likelihood of reusing the shared economy”, Möhlmann (2015) provided a framework for identifying the factors influencing sharing. The author considers the variables of cost savings, familiarity with sharing, quality of service, trust and usefulness to affect people's satisfaction with sharing. Also, social belonging and usefulness were considered among the factors affecting the possibility of reusing sharing. Barnez and Mattsson (2017) examined the motivations of individuals to participate in the shared economy and developed a theoretical model in this regard. The purpose of this study is to develop a comprehensive theoretical model to find the achievements of consumers participating in shared consumption. Finally, economic, environmental, and social motivations have been implicated in these partnerships. Gode link (2017) examined the degree of interaction and acceptance of 15- to 37-year-olds toward a shared economy. After implementing a project to examine the extent to which individuals participate in interactive consumption and the sharing economy, there was a change in their thinking and attitudes toward ownership of goods or services and over-purchasing of products. The authors came to the conclusion that access to goods or services is more valuable than ownership, and that excessive consumption has many destructive social and environmental effects. In a study entitled “Management, Marketing, and Economic Development in Sports Organizations”, Alonso Dos Santos & Calabuig Moreno (2020) concluded that the history of sports organizations can lead to economic development in sports. Some organizations with a well-established history cause spectators to buy tickets for sports events and promote economic prosperity. Milanova (2017) identified individual motivations for participating in intangible shared services (experiences and communication). This study divides people's motivations into two categories: financial interests and social and symbolic values. An economic evaluation of social bonds and cost-saving opportunities are the first sub-categories. Fair and consistent behavior, responsibility, self-determination, the need for privacy, conflict prevention, and a sense of belonging make up the second category of motivations. In a study entitled “Shared Value Creation in Shared Economy in India”, Koul concluded that national support, government policies, government programs, education, research and development transfer, business and professional infrastructure, the openness of the market (or barriers to entry), access to physical infrastructure, cultural and social norms, management are among the important factors. Leung et al. (2019) in his article entitled “Shaping the Shared Economy: Towards a Sustainable Ecosystem” concluded that the sharing economy is in its infancy and the ecosystem is not yet healthy. Therefore, three strategies have been proposed to share the path of sustainable development of the economic ecosystem: solidarity for mutual benefit, cooperation for mutual success, and commitment to social responsibility. In a study entitled “Factors affecting the quality of online and offline services in relation to e-commerce using shared economic stimulus”, Cheng et al. (2018) identified key factors in the quality of online services, information overlap, merit, and empathy as the main factors based on the relevant literature and 71 qualitative interviews. Offline service quality factors include structural assurance and platform responsiveness. These five factors are included in a model for examining user loyalty, which concludes that attitudes toward the sharing economy are validated to moderate the relationship between service quality and loyalty. In a study entitled “Innovation of Human Resource Management Platform of Shared Economy”, against the background of digital economy and entrepreneurship and economic development, He et al. (2021) concluded that e-commerce and shared economy affect entrepreneurial prosperity and economic development, and e-commerce and shared economies improve the business environment in companies.

These findings contribute to previous studies: 1. They provide a systematic empirical audit of the various economic platforms of their systems in terms of sustainability. 2. They allude to the various sectors of the economy. 3. Represents diversity in the concept of sustainability among different sectors of the economy. Therefore, the sports industry provides services and products in all areas of sports, including professional and recreational sports. This has caused all social groups in all age groups and genders to benefit from the sports industry according to their needs. On the other hand, the functions of the shared economy have caused the growth of these social networks in all areas today. Changes in the environment today have led to the use of the sharing economy as a bridge in various industries. Also, the sports industry needs to use all available capacities, including the sharing economy, in order to progress. Undoubtedly, various factors are involved in the use of the sharing economy for the economic development of the sports industry. Failure to study these factors has led to the lack of proper use of the sharing economy in the sports industry today. Therefore, the present study, while improving the evidence and awareness about the use of the shared economy over the path of economic development of the sports industry, also promotes operational strategies. In addition, according to the characteristics of our country, the present study leads to the domestication of the process of using the sharing economy in the economic development of the country's sports industry. Therefore, identifying the factors affecting the economic development of the sports industry with the application of the sharing economy creates awareness and knowledge about the use of the sharing economy in the economic development of the Iranian sports industry. On the other hand, by reviewing the research background as well as the theoretical foundations for the development of the sharing economy, the lack of a comprehensive model for the development of the sharing economy in the sports industry in Iran is understood. Considering the lack of comprehensive models in this

regard, to provide the model in the present study, the database method will be used to explore concepts in this area and provide the development of a shared economy.

2. Data and Methodology

Considering that the present study aims to study the framework of strategies affecting the economic development of the sports industry with the application of shared economy, it uses a combinational design. Considering that there is no previous model and the researcher has sought to discover this model, the research method is a successive exploratory hybrid model because it seeks to build a tool to measure the framework of strategies affecting the economic development of the sports industry by using the sharing economy based on qualitative sector data, it is the sequential exploratory mixed method-Instrument development. Therefore, first, the methodology and analysis of the qualitative part and then the methodology and analysis of the quantitative part of the study are presented separately, and in conclusion, the results obtained in both sections will be integrated and presented. The research method in the qualitative section is a qualitative case study and the participants are experts in sports and economics. Using the purposive sampling method and theoretical saturation technique, key informants (including 18 sports experts and managers) were selected and interviewed to identify the framework of strategies affecting the economic development of the sports industry using the sharing economy. The instrument used to identify the factors of the framework of shared economy strategies was semi-structured interviews with focus groups (and document study). To ensure the validity and reliability of the study, the Lincoln and Guba evaluation methods were used. Credibility, transferability, dependability, and confirmability were considered for evaluation and the following measures were taken to achieve each of these criteria:

Credibility: It is equivalent to validity in quantitative studies. To this end, the questions were validated by supervisors and consultants, and it increased the reliability of the study data to an acceptable level.

Transferability: It replaces external validity in quantitative research. For this purpose, research findings were reviewed by two economists and media experts who were not involved in the research.

Dependability: It is equivalent to reliability in quantitative studies and in order to create reliability, research details and notes were recorded (Creswell & Plano Clark, 2007).

Confirmability: It means avoiding bias. For this purpose, all steps have been carefully recorded and all documents were attached and approved by professors (Creswell & Plano Clark, 2007).

In order to obtain the necessary permission to conduct interviews with the focus group, the required measures were taken. In this section, after attracting the cooperation of key experts for interviews and gaining their trust to get the necessary information, the information was collected. Analysis of data obtained from interviews was performed using the foundation data analysis method (Strauss & Corbin, 1998). In the quantitative part, the descriptive method which is of correlation type and field implementation method was used. The purpose of this stage was to develop a model framework for the sharing economy in sports with an economic development approach in the qualitative stage. The statistical population of the study is economic activists in the country's sports as well as sports marketing students. Considering the size of Cochran's sample in unknown circumstances, 384 subjects were taken as a sample. In order to collect data, the questionnaire of the shared economy model framework in sports with the economic development approach was used, which included 43 items extracted according to the theoretical foundations and the qualitative part of the research. Items were based on the five-point Likert scale set from strongly agree (5) to strongly disagree (1). Eight professors of sports management were used to examine the face validity and the Lawshe model was used for the content validity of the items of the questionnaire (CVR = 0.86). So, the content validity was confirmed. Also, Cronbach's alpha of the variables is above 0.70. The results of this study were analyzed using structural equations in Amos 20 and SPSS20 software.

3. Results

Descriptive findings of the statistical samples of the study in the qualitative section are shown in Table 1.

Table 1
Descriptive findings of the study in the Delphi section

Descriptive findings of qualitative section	Demographic	Groups	Frequency	Percentage
Descriptive findings of qualitative section	Field of activity	Member of Parliament	3	16.67
		Sports Manager	15	83.33
	Gender	Male	18	100
		Female	0	0
	Education degree	PHD	16	88.88
		MA	2	11.12
Descriptive findings of quantitative section	Gender	Male	252	65.62
		Female	132	34.38
	Education degree	PHD	96	25.00
		MA	201	52.34
		BA	87	22.26
	Field of study	Sports management (sports marketing subject)	187	48.69
		Economics	98	25.53
Other		99	25.78	

The descriptive results of the study showed that 83.33% of the samples of the qualitative part of the study included sports managers in the country and 16.67% were representatives and legislators in the field of sports. Also, gender-wise, all samples of the study were men. Also, in terms of education, 88.88% of the samples of the qualitative part of the study had doctoral degrees and 11.12% had master's degrees. Also, in the quantitative part of the study, 65.62% were men, and 34.38% were women. In terms of educational degree, 25.00% had a doctorate degree, 52.34% had a master's degree and 22.66% had a bachelor's degree. In terms of the field of study, 48.69% had studied sports management (marketing subject), 25.93% economics, and 25.87% other fields of study.

Qualitative research data were analyzed by the Delphi method through the coding process. The Delphi method in the present study was performed in three stages. After reviewing the Delphi method and performing the first stage, 31 items were identified. In the second stage, 40 items were identified. And finally, in the third stage, 50 items were identified. The three dimensions of human ecology, fiscal policy, and value-oriented processes emerged as a framework for the shared economy model in sports with an economic development approach.

Table 2
Related categories and concepts of human ecology

	Subcategory	Main Category
Human ecology	Stakeholders	Educating and empowering people with new technologies by making information-based decisions in the field of shared economy Creating reward and motivation systems based on participants Easy access Awareness of customer needs Enjoying shopping
	Psychological factors	Raise the level of creativity and innovation Identifying local opportunities Creating a bright image for the future Ensuring alignment of shared economy goals Increased profitability Understanding the importance and capabilities
	Quality	Transaction security Information quality Engaging the minds of sports customers with the product Perceived usefulness Perceived value
	Factors of self-confidence	Ability to understand new opportunities in the existing market Ability to provide new services Ability to create new ideas

Table 3
Categories and concepts related to Fiscal policies

	Subcategory	Main category
Fiscal policies	Cost structure	Risk reduction Marketing cost efficiency Interaction between users Customer participation
	Financial development	Financial health return Increase profitability Increase value added Reduce rework Long-term cost savings Increase profitability
	Tangible income	Low price of services Dynamic pricing Advertising revenues
	Factors of self-belief	Ability to understand new opportunities in the existing market Ability to provide new services Ability to create new ideas

Table 4
Categories and concepts related to Value-oriented processes

	Main category	Subcategory
Value-oriented processes	Culture	Informing customers of the opportunities of shared economy
		Existence of customers' trust in the shared economy approach
		Existence of a culture of accepting emerging technologies in sports organizations
		Educating people on how to work with technologies of shared economy
	Technology	Creating a suitable technical infrastructure for using shared economy in the country's sports field
		Using social media with different capabilities of the sharing economy
		Existence of standards for maintaining security and privacy
		Ease of use for customers
		Compatibility between existing technologies and technologies related to the shared economy
	Development	Assisting the modernization of the shared economy in sports and the competitiveness of companies
		Establishment of organizations and mechanisms to support the shared economy in sports
		Stability of rules and regulations
		Ease of obtaining permits for start-ups or development
Incentives	Implementation of projects to promote shared economy in the field of sports	
	Encouraging and supporting entrepreneurs in shared economics in sports to create new businesses	
	Encouraging and developing activities toward new and efficient ideas in the sharing economy	
	Educational strategy;	
	Education and training of young entrepreneurs in the field of communal economics	
	Encouraging and educating sports entrepreneurs in terms of shared economy	

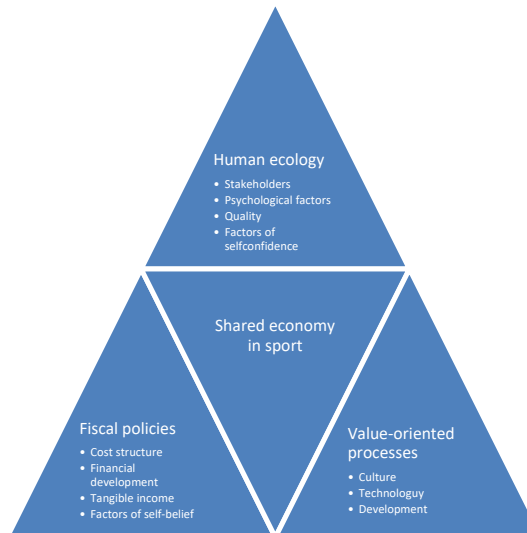


Fig. 1. The pyramid of the factors

Table 5 shows the indicators related to descriptive statistics of research variables for the sample including mean, standard deviation, skew, and kurtosis. According to the obtained values of skewness and kurtosis for the research variables (between -2 and +2), the distribution of all variables is normal. The assumption of linearity was also examined through the distribution diagram. Therefore, we can use the structural equation model to analyze the research findings (Momeni et al., 2013).

Table 5
Indicators of descriptive statistics of research variables

Variable	Mean	SD	Skewness	Kurtosis	Cronbach's alpha
Human Ecology	3.67	0.501	0.33	-0.15	0.81
Quality	2.99	0.389	-0.21	-0.20	0.83
Factors of self-confidence	3.45	0.234	0.54	-0.22	0.79
Shareholders	3.55	0.348	0.19	-0.21	0.85
Psychological factors	2.78	0.259	-0.43	-0.30	0.83
Fiscal Policies	2.99	0.443	-0.20	0.32	0.83
Cost structure	2.78	0.373	0.47	-0.34	0.79
Financial Development	2.87	0.371	-0.40	-0.11	0.82
Tangible income	2.88	0.399	0.23	0.23	0.83
Factors of self-confidence	2.89	0.345	0.34	-0.21	0.79
Value-oriented processes	3.43	0.443	-0.11	-0.10	0.78
Culture	2.56	0.478	0.25	-0.51	0.71
Technology	3.11	0.456	-0.19	-0.40	0.85
Development	2.45	0.231	0.20	-0.23	0.79
Incentives	3.85	0.467	0.23	-0.20	0.81

In order to study the factor structure of the framework of the shared economic development model in sports, the path analysis method was used. After calculating the corresponding T value of each factor, it was found that all frameworks for controlling and compensating financial losses in the sports industry have a significant effect. Fig. 2 shows the statistical model of the present study. As shown in Table 6, all variables have a significant effect.

Table 6
Direct effects of variables

Variables of the study	Standard estimation	Standard error	Critical ratio	Significance level	Assumptions
The human ecology dimension affects the shared economy model in sport	0.71	0.15	4.44	0.001	Accepted
Then value-oriented processes affect the shared economy model in sport	0.65	0.19	4.43	0.001	Accepted
The dimension of fiscal policy affects the shared economy model in sport	0.63	0.23	4.09	0.001	Accepted

Table 7
Model fit indices

NFL	AGFI	GFI	CFI	RMSEA	X2/df	Df	X2
0.921	0.922	0.921	0.924	0.004	2.19	60	131.546

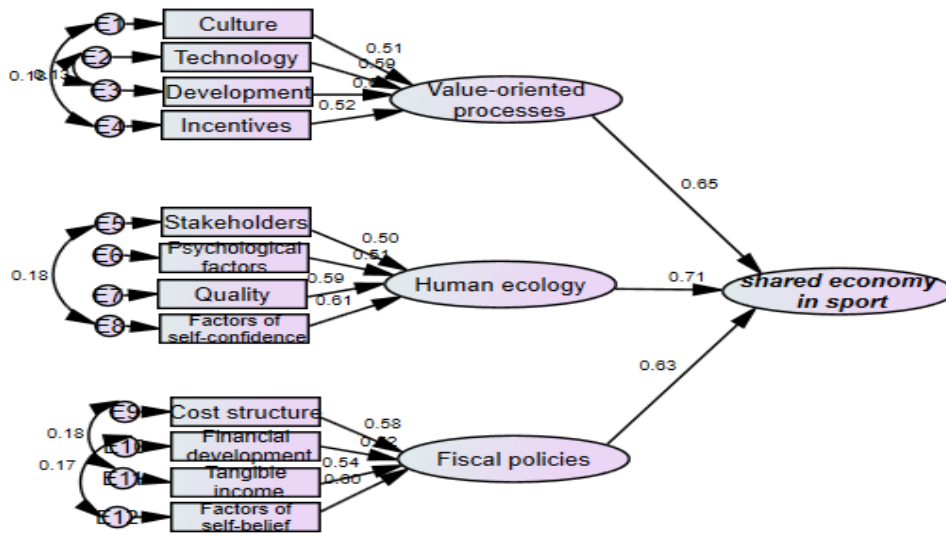


Fig. 2. Structural model of the study

As shown in this model, the human ecology dimension of 0.71, the value-oriented process of 0.65, and the financial policy dimension of 0.63 affect the framework for the development of a shared economy in sports. Also, based on fit indices (Table 7), it was determined that the research model is suitable.

4. Conclusion

Development is one of the most important issues in any country. Efforts made by different countries to achieve development have been made in various aspects. Development indicators are also different in various areas and countries. Therefore, development indicators should be studied and researched locally in different dimensions and models (Mabarik et al., 2016). Over the path of economic development in the sports industry, it is necessary to use social networks in a coherent manner. In order to develop the industry using the sharing economy, upgrading the basic infrastructure would be necessary. This shows the importance of some aspects of infrastructure in this area. The lack of studies on the factors affecting the development of the sports industry with the use of the sharing economy has led to lower use of the sharing economy in the planning and expansion of economic development in the sports industry today. The lack of comprehensive studies on the development of the sports industry with the application of the shared economy led to the fact that today, there is no proper planning to use the sharing economy in the development of the sports industry. This has caused the sports industry in Iran to not be very successful today. In other words, the Iranian economy has not been able to take advantage of the capacities of the sports industry over the path of economic prosperity. Min and Choi (2019) showed in their study that in order to

develop economic issues in sports, it is necessary to create diversified branches of various organizations and companies. Therefore, in interpreting this issue, it should be noted that the non-standard economic environment in sports led to the fact that there are no favorable trends in revenue generation in the structure of the country's sports industry, and this is an important reason for the economic structure of sports as an important indicator for the implementation of the methods of financing sports clubs and implementing the common economy in sports. With this in mind, it is suggested that with the pathological analysis of the economic structure of the country's sports, the conditions to overcome the problems in this field are found, and finally, an open space of a shared economy is provided to create competitive environments in sports. It seems that creating a shared economy in sports can properly provide a favorable environment for generating sustainable income in sports. The results of the present study showed that the human ecology dimension with 0.71 affects the development framework of the sharing economy in sports. Also, based on fit indices, it was determined that the research model is suitable. Huckle (2016) also found that new technologies and the sharing economy have had an impact on economic development. In a study entitled "Innovative method of human resource management platform against the background of digital economy and entrepreneurship and economic development", He (2021) concluded that e-commerce and shared economy affect the prosperity of entrepreneurship and economic development and they also have an effect on improving the business environment in companies. Houlihan and Zheng (2015) also showed that sports infrastructure can help improve the quality of sports while creating financial resources for sports. With this in mind, it can be stated that the results of the present study are in line with the results of Golshani et al. (2019), Khalaj et al. (2020), Mahlen (2015), and Alonso Dos Santos & Calabuig Moreno (2020).

Undoubtedly, over the path of economic stability in sports, while reducing dependence on government resources, conditions should be provided to take advantage of existing creations and innovations to create new resources in sports clubs. Hence, the use of commercial activities outside of sports not only can develop creativity and innovation in sports environments but also could provide conditions for the creation of new financial resources for sports organizations. In general, there are several methods of economic development in sports clubs that are currently used around the world, but each country has used the most optimal ones depending on its economic conditions and situation. It should be noted that the existence of basic requirements in sports can provide the basis for the development of the sharing economy. It cannot be expected that economic development arises spontaneously in sports, and this issue requires attention to the appropriate infrastructure in this area. Development of sports infrastructure, identification of local opportunities, engagement of sports customers with the product, and the ability to create new ideas while improving the requirements in the field of sports will provide conditions for the development of sports infrastructure in the direction of shared economic development in this field. Undoubtedly, paying attention to the identified human factors can provide a suitable infrastructure in sports to create economic resources.

The results of the present study showed that the value-oriented process with a value of 0.65 affects the development framework of the sharing economy in sports. This is consistent with the findings of Acquire (2017) and Isenberg (2011). Isenberg (2011) referred to the axes of market, politics, financial capital, culture, supports, and capital. Acquire (2017) pointed out the most important factors influencing the creation of a shared economy. The factors of development attitude have been institutions related to starting a business with new technologies, entrepreneurial policies, support for entrepreneurs, entrepreneurial infrastructure, and cultural factors that are consistent with the findings of the present study. In a study entitled "Creation of shared value in the sharing economy in India", Koul (2022) concluded that national support, government policies, governmental projects, education, research and development transfer, business and professional infrastructure, openness (or barriers) of the market, access to physical infrastructure, cultural and social norms, and management are among the important factors. From the results of the research, it can be pointed out that through the application of the sharing economy, economic development causes innovation and internal competition between companies, and these factors amount to the elimination of mess and increased productivity. Creating and supporting the necessary training and financial environment is also one of the topics related to economic development, which has an important role in increasing the country's ability to move within the borders of knowledge. At the same time, this reduces the vulnerability to sanctions. It should be noted that the economic environment needs to encourage and support entrepreneurs in the field of shared economy in sports to create new businesses. That's despite the fact that the lack of economic open space causes the internal and external interactions of sports to be overshadowed. This imposes restrictions in this regard. Undoubtedly, in the development of a shared economy in Iranian sports, not only we must pay attention to value-oriented factors, but also the ground should be paved to increase the effects of these factors on the sports environment of Iran. The results of the present study showed that the fiscal policy dimension, with a value of 0.63, affects the development framework of the sharing economy in sports. In a study entitled "Management, Marketing, and Economic Development in Sports Organizations", Alonso Dos Santos & Calabuig Moreno (2020) concluded that the history of sports organizations can lead to economic development in sports. Some organizations with a good history cause spectators to buy tickets for sports events and promote economic prosperity. Milanova (2017) states that economic evaluation of social bonds and cost-saving opportunities are the first-rank sub-categories. Fair and consistent behavior, responsibility, self-determination, the need for privacy, conflict prevention, and a sense of belonging are the second category of motivations. In his article entitled "Shaping the Shared Economy: Towards a Sustainable Ecosystem", Leung et al. (2019) concluded that the sharing economy is in its infancy and the ecosystem is not yet healthy. Therefore, three strategies have been proposed to share the path of sustainable development of the economic ecosystem: solidarity for mutual benefit, cooperation for mutual success, and commitment to

social responsibility. In a study entitled “Innovative method of human resource management platform against the background of digital economy and entrepreneurship and economic development”, He (2021) concluded that e-commerce and shared economy affect the prosperity of entrepreneurship and economic development and e-commerce and shared economy and have an effect on improving the business environment in companies. The methods identified in the present study show that during sanctions, utilizing participatory economy approaches can play an important role in generating income and solving financial problems in the structure of sports. In interpreting this problem, it should be noted that although economic issues are always of great importance, their achievement requires attention to various aspects that can facilitate the process of achieving economic dimensions. In other words, financing methods in the structure of sports in the country are important to show that the process of economic development is a complex process and has different processes that need to be considered the most appropriate method. On the other hand, the variety of available methods can show that improving the economic situation in sports is difficult but possible and financing in the structure of sports can be properly performed by focusing on appropriate methods. Undoubtedly, by creating new financial practices in sports, the use of existing methods could provide conditions for promoting economic development in sports. Therefore, considering the results of the present study, it is proposed to extend legal support to those involved in the sharing economy of professional sports so that legal flexibility is created. It is also suggested that by promoting the government's general policies on the sharing economy, the knowledge about this issue in the country's sports field is enhanced.

Therefore, in the first stage, a specific framework is required to start the sharing economy in the country's sports field. In this regard, it should be noted that the success of the sharing economy requires an appropriate vision of national interests at the regional and global levels. The Ministries of Sports, Economics, Industry, Mining, and Trade are the pillars of the sharing economy in sports, but the involvement of chambers of commerce, export unions, and private institutions in the field can increase the success rate of the shared economy. Of course, the dispersion of the institutional structure must be avoided. In general, the centrality of specialized institutions in the participatory economy in sports and increasing the participation of the private sector in the participatory economy in sports seems necessary.

According to the results of the present study, it can be expected that through economic dominance as well as goal achievement, a platform is provided for the shared economic development of Iranian sports in order to create the conditions for the development of national culture and image, the development of policies in sports, the development of structural factors, the development of interactionism, social development and the development of supporters. In this regard, it is suggested that economic corridors at the domestic and foreign levels are identified through the maximum use of economic opportunities and threats in sports to provide capacities for the development of sports services to other countries. Also note that the development of technology, the development of investment in sports, and the development of sponsors have a great impact on other criteria of economic development of the sports industry. It is suggested that the managers of sports organizations pay attention to the criteria for implementing a shared economy in sports. Considering that the development of the sharing economy, the development of institutions, and the development of sponsors have a great impact on other criteria of economic development of the sports industry. It is also suggested that managers of sports organizations pay attention to the factors of this research to implement economic development. Managers of sports organizations are advised to pay attention to each of the criteria in their category to reach economic development of the sports industry using the sharing economy. By presenting a model to explain the economic development of the sports industry through the use of communal economics, managers of sports organizations are advised to apply this model in practice. For the development of research in the field of economic development of the sports industry with the application of shared economics, it is suggested that more studies are performed on the subject and the relationship between the subject and other management concepts. According to previous studies on the effect of the development of the corporate economy on the profits of organizations and private companies in sports, it is suggested that in future studies, the relationship between the development of the corporate economy and the profits of private organizations and companies is elaborated. Today, as one of the new contexts, the sharing economy is rapidly affecting human life. This effect can be seen in all aspects of society. One of them is the strong impact of social networks on the economy. Since the use of a shared economy in business requires very strong legal support, those involved in the field of sports and economic law should take a deeper look at this field and take steps to provide security, support, and judicial laws. The above-developed model considers all components of economic development in an integrated manner. Therefore, these cases should be considered separately for each sector of the sports economic industry. And when implementation, their differences should be taken into account. Taking advantage of social media space requires high skills in using information technology knowledge, and unfortunately, services in sports suffer to a large extent from the lack of training in this sector. Therefore, it is suggested that staff training is taken more seriously. One of the requirements of using a shared economy is to provide data information and infrastructure, but, unfortunately, currently, very little attention is paid to it and it should be considered more. By presenting a model to explain the development of the shared economy, managers of sports organizations are advised to apply this model in practice. To develop research in the field of shared economy development, it is suggested that more studies are performed on the subject as well as on the relationship between the subject and other management concepts. Considering previous studies in the field of the effect of the development of the corporate economy on the profits of organizations and private companies in sports, it is suggested that in future studies, the relationship between corporate economy development and profits of private organizations and companies is elaborated. Also, in terms of limitations, it can be said that the accuracy of the data is limited to the time and place in which the respondents answered the questions. Also, although the questionnaires were anonymous in this study, some considerations may have affected the answers of the respondents. Respondents were not in the same

situation in terms of cultural, family, and social status, lack of availability of some sports respondents to answer the questions, and inability to control the psychological differences of research samples when completing the questionnaire, which are some of the limitations of the present study. Therefore, it is suggested that a future study examines the obstacles to the development of the sharing economy. It is suggested that the role of other components such as culture, trust, support, and atmosphere in relation to the sharing economy is examined to determine the role of the most important variable in this regard. It is suggested that similar studies are performed using the mentioned theoretical models and the results are compared with the results of this study.

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