



Research Paper

Designing a qualitative model of good governance in the sports industry

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Abstract
The purpose of this research was to design a qualitative model of good governance in the sports industry. The research method was qualitative and phenomenological. The participants in the research were professors and experts in the sports industry, and 13 people were selected by snowball sampling and based on the principle of theoretical saturation. Semi-structured in-depth interviews were used to collect data. The Lincoln and Goba criteria were used for the reliability of the data. The results were analyzed by Max Kyuda statistical software. The results showed that the interview texts, It led to the identification of 2 main categories of professional ethics (with 3 subcategories of ethics, cooperation, responsibility) and organizational (with 4 subcategories of adherence to the law, commitment, evaluation, productivity) and 34 concepts.

Keywords:
good governance,
sports industry,
phenomenology.

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Extended Abstract

Introduction

Competitions of sports elites, lifestyle changes and other initiatives have helped to encourage people's participation in sports and provided the field for self-governance of sports, and gradually the role of governments in investing in sports organizations has become weaker and has accelerated the field of good governance of sports organizations (Rostam). Zadeh et al, 2019). Good governance includes transparency, accountability, efficiency, justice, participation and ownership. These indicators go back to broad goals to improve political accountability, participation, effective rule of law, transparency and information flow between organizations and athletes (Cabello Manrique & Puga González, 2023). In good governance, it is a responsive and active organization that benefits from the trust and support of its members (Muñoz et al, 2023). The six indicators of good governance in sports are: accountability, political stability and non-violence, government efficiency, supervisory quality, rule of law and corruption control. Good governance in sports includes these principles: types of roles of the governing body, structure, responsibility and accountability, Democracy, elections and appointments, transparency and communication, sharing efforts or cooperation (Pour Mohammad & Rasekh, 2024). Given that sports has become a global industry in today's world and people in all countries deal with sports in different ways, so Corruption has taken root in all areas of sports, and its elimination requires a large amount of information, power and management (Hassim & Susetio, 2023). A good government requires strong legal frameworks, so that it can act fairly and correctly. It should also fully protect the rights of individuals and should have a strong judicial and security system, so that it can apply laws (McLeod et al, 2020).

Theoretical framework

The concept of government and governance in today's interpretations and the discussions related to the limits of powers, authorities and its size were introduced in the literature of the field of thought from the 16th century AD. In the theories of that period, the substantive and theoretical incompetence of governments to enter the economic arena was explained, and the idea of absolute freedom of business was promoted, and the government's entry into coercive duties was considered a natural thing (Cabello Manrique & Puga González, 2023). In this field, the size of the government is considered to be the size that corresponds to the principle of freedom of business. The management structures of the governments have experienced special developments based on the accepted theories, so that the field of thinking known as the theory of the government, in the last decade under the term good governance theory or (ideal governance), economic, political and management thoughts has covered the government (Bahraini et al, 2021). (Rasaerad et al, 2023) in a research systematically analyzed the fundamental propositions of good governance in sports. The list of semantic patterns related to good governance through inductive thematic analysis, in two macro patterns (input-output) and five key patterns (pattern related to structure - generality - communication - process and standard - output) and 38 initial propositions were conceptualized. On the dimensions of good governance including transparency, checks and balances, democracy and solidarity

Research Methodology

The current research is exploratory in terms of the collection method, which is carried out qualitatively and based on the phenomenological approach. To select the sample, the snowball sampling method was used. Based on this, interviews were conducted with 13 professors and experts in the sports industry and academic staff members of universities who are experts and have the necessary and sufficient experience related to the subject under study. Sampling adequacy in conducting interviews was realized based on the saturation and repeatability of



the collected data. In order to ensure validity and reliability, the Lincoln and Guba evaluation method was used. For this purpose, four criteria of validity (credibility), transferability, reliability and verifiability were considered for evaluation. Thematic analysis method was used to analyze the data. Analysis and analysis of the data was done by the statistical software Max.Quda.

Research Findings

The main theme of the model of good governance in the sports industry has two main categories: professional ethics and organizational dimension. Among these, the category of professional ethics has three subcategories of ethics (4 concepts), cooperation (8 concepts), responsibility (5 concepts). The organizational category has four subcategories of adherence to the law (5 concepts), commitment (5 concepts), evaluation (4 concepts) and productivity (3 concepts).

Conclusion

The model of good governance in the sports industry has 2 main categories, 7 sub-categories and 34 concepts, which are discussed separately in the following. One of the main categories identified in the present research is professional ethics. The promotion of cooperation leads to the reduction of corruption and As a result, the quality of life increases. In the analysis of these results, it should be said that the cooperation of employees and managers has led to the awareness and progress of the organization's agents, which has prevented collusion and administrative corruption, which itself has a direct relationship with transparency. Therefore, cooperation leads to the design of a suitable model for good governance in sports. The non-participation of the stakeholders is caused by the confusion of the responsibilities of the stakeholders as the main issues in the development of the governance ability. On the other hand, accountability causes the flow of cooperation and sense of responsibility in the society and administrative corruption and financial deviations are eliminated. These results are in line with the findings of the research (MohammadiRaouf et al, 2021) is aligned and supported. In their research, they concluded that the eight main factors of developmental governance, efficient administrative structure, institutional-oriented knowledge, rule of law, moralism, improving the institution of sports, resilient economy and Institutional interaction is effective on the realization of the desired governance and the development of sports in the country. (Geeraert, 2015) also stated that the four dimensions of transparency, democracy, inspection and balance and solidarity play an essential role in the development of the desired governance in the sports industry. The second main category identified In good governance in the sports industry, it is an organizational factor. Commitment improves governance and creates interest in the cooperative administration of the organization. Obligation has reduced corruption in the sports industry, which has a direct and significant relationship with the design of a good governance model. One of the most important factors in the fight against corruption in sports is the commitment of managers and executive agents of the General Sports Department, which brings transparency to moral, financial and administrative dimensions. Because no one will ever be able to hide the moral corruption and financial corruption of themselves and their agents. (Mehrabi et al, 2023) in his research also identified eight factors of transparency and accountability, seeking participation, rule of law, accountability, fighting corruption, compliance with ethical standards, monitoring and control, and effectiveness as effective indicators in good governance in (Olfati, 2022) also concluded in his research that good governance has a positive and significant effect on commitment and accountability. In addition, it was found that governance has a positive and significant effect on organizational health through accountability.