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The role of entrepreneurial thought in motivating athletes and directing them towards investment.

Study on the grounds of sports halls in Draria Algiers

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Abstract :

The purpose of this study is to find out the role of motivating entrepreneurship thinking for sportsmen and women and to direct them towards investment in Algiers Commun of Draria. Where the motivations were given to elite sportsmen and steer them towards investment.

It has also been achieved that most sportsmen and women have sports ideas and entrepreneurial projects and want to implement them on the ground in order to develop and develop the sports sector.

Despite all these efforts, it is still insufficient to promote and motivate athletes' ideas and direct them towards investment. This is what prompted us to study the role of the motivation of partnership thinking for athletes and to direct them towards investment, study on the grounds of sports halls in Draria Algiers

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Introduction :

The sports sector is a crucial and sensitive area globally, significantly contributing to economic development. Interest in sports and athletes positively affects political, diplomatic, economic, and social spheres. Developed countries strive to cultivate and enhance this fertile sector by encouraging entrepreneurial thinking and innovation, focusing on investment such as marketing sports products and expanding their global reach. They also adopt flexible policies to break barriers for entrepreneurs and transform ideas into successful projects, attracting investors through various contracts and support. Entrepreneurial thinking in sports isn't limited to financial aspects; it can also involve innovative training methods or new approaches for different categories or sports, such as CrossFit, which began as an idea and was implemented in California in 1995. Entrepreneurial thinking is a key driver of economic development, with each project and idea requiring motivation and support to become reality. Algeria, like other countries, aims to encourage and guide youth investment to reduce unemployment and lighten the state's burden. Universities play a crucial role in educating students and fostering innovation and entrepreneurship (National Forum Preface 2018, p.21). Additionally, there is a push to motivate elite athletes towards investment by creating associations, clubs, and marketing in the sports sector.

Problem Statement: Entrepreneurial thinking is a significant and widely discussed topic worldwide, reflecting a country's diplomatic standing and modernization level. This has led countries to seek ways to encourage and direct investment to drive development. Entrepreneurial thinking extends beyond the economic sector into areas like sports, where it can result in substantial returns and global promotion of sports products, job creation, and innovation. Algeria has considered entrepreneurial thinking in sports by motivating athletes to implement their projects and organizing workshops to support innovative ideas. However, these efforts remain insufficient



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compared to global advancements in sports and economic sectors. Thus, we pose the following question:

What is the role of entrepreneurial thinking in motivating athletes and directing them towards investment?

Sub-questions:

Is there interest in investing in the sports sector?

What types of incentives do athletes receive to invest in sport

How Athletes Are Directed Towards Investment in the Sports Sector ?

Study Objectives:

1. Explore athletes' entrepreneurial ideas and ways to motivate them.
2. Demonstrate the role of motivation in adopting entrepreneurial concepts.
3. Highlight the role of athletes' investment in the sports sector.
4. Show how motivating athletes contributes to sports project development.
5. Identify various funding options in the sports sector.
6. Understand the incentives athletes receive for investing in sports.
7. Raise awareness among youth about the importance of entrepreneurial thinking.
8. Examine the different incentives for entrepreneurial idea holders.
9. Assess the willingness of athletes to invest in the sports sector.
10. Evaluate the availability of resources for activating entrepreneurial thinking among athletes.

Research Importance:

1. Identify types of incentives and support available from public and private institutions for athletes.
2. Improve productivity in the sports sector.
3. Address athletes' ideas and efforts to realize them.
4. Promote entrepreneurial culture in the sports field.
5. Outline steps for athletes with entrepreneurial ideas and identify supporting authorities.
6. Provide recommendations to enhance entrepreneurial thinking among athletes.
7. Encourage athletes with entrepreneurial ideas.
8. Guide youth to understand sports legislation before starting projects.

5. Definition of Terms:

1.5 Incentives: "Motivations are described as 'a set of external factors capable of triggering the actual driving forces within an individual that influence their behavior' (ZakiHnouch, 1985). Keith Davis defines motivation as 'a set of external variables from the work environment or society that are used by the organization to attempt to influence desires and needs' (D. Keith Davis, *Human Behavior and Organizational Behavior*, translated by Said Abdel Hamid Morsi and Mohamed Ismail, 1990)."

Incentives that foster creativity and innovation are defined as factors that attract individuals toward positive behaviors. They require organizations to enhance positive behaviors by providing material and moral rewards to encourage performance (SaaidNaif Al-Barnouti, p. 406).

1. The Role of Entrepreneurial Thinking in Motivating Athletes and Guiding Them Towards Investment: A Field Study of Sports Halls in Draria, Algiers



2.5 Definition of Entrepreneurship:

According to Professor Howard Stevenson from Harvard University, entrepreneurship refers to the identification of business opportunities by individuals and organizations, and the subsequent pursuit and implementation of these opportunities (Sundra, 2009). Entrepreneurship involves dynamic processes where entrepreneurs motivate and activate their teams to achieve goals and make an impact on profits or the competitiveness of services and products (Lowa, 2006).

Entrepreneurial Thinking: Entrepreneurial thinking can be seen as an extension of higher education, intersecting with successful alternatives through innovation and creativity (TomiRiyad, 2017, p. 5). It is the mindset that drives individuals to take risks and challenges to become key players in their personal and professional futures. It involves studying various aspects, such as legislative and economic factors, to turn an initial idea into a successful project with effective guidance and motivation.

3.5 Guidance:

Guidance is a crucial part of administrative processes and involves supervising, communicating, and motivating subordinates to achieve objectives. It includes leadership, communication, and motivation, and is essential before and after the execution of tasks (Said Al-Hawari; Talha Hossamuddin, 1997; Ibrahim Abdul-Maqsood; Jamal Mohamed Ali, 2008).

Definition of Sports Investment: Sports investment often involves sacrificing current financial resources to achieve anticipated cash flows, which are typically uncertain over time. It includes investing in assets like buildings, trainers, and sports equipment by economic institutions (Saleh bin Abdullah Al-Malik,

2004). Investment is defined as the current sacrifice of funds with the expectation of future revenue or cash flows, where total return exceeds initial costs (Ben Massoud Nasruddin, 2010).

4.5 Al-Qader Hall, Multi-purpose Riyadh. Previous and Similar Studies:

First Study: Mohamed El Eid Afroun and Mazti Ibrahim studied the impact of entrepreneurial spirit among university graduates in establishing their private institutions. This case study focused on the students of the Department of Financial Sciences and Accounting during the academic years 2018-2019 at the University of Bouira. The study examined the motivation of students toward establishing their private institutions by addressing a set of questions, including:

- How can the entrepreneurial spirit be supported and instilled in the students of the Department of Financial Sciences and Accounting based on its components?

The study also raised some sub-questions:

- What is the status of the entrepreneurial spirit among the students of the Department of Financial Sciences and Accounting at the University of Bouira?

The descriptive-analytical approach was chosen, with a research sample of 90 third-year undergraduate students and first and second-year master's students at the University of Bouira. The researchers distributed a questionnaire to the students, consisting of three axes, each containing a set of questions. After collecting the information, the research utilized statistical processing methods and used SPSS, the Statistical Package for the Social Sciences. The researchers concluded with several findings:

1. The students possess the elements that develop an entrepreneurial spirit within them.
2. Students generally have an entrepreneurial personality that indicates a desire to establish their projects.
3. There are surrounding motivations encouraging students, but they are not at the required level due to insufficient encouragement from the students' families.
4. There is a low level of motivation from the state for students to create small projects.
5. There is a lack of entrepreneurial initiatives from the university, especially the Department of Financial Sciences and Accounting at the University of Bouira.

The study also proposed some suggestions and recommendations.

Second Study: Students QahyoucheAla Al-Din and AteekAkramexamined the role of entrepreneurship in advancing sports projects through a field study of sports complexes and neighborhoodstadiums in Bou Saada. This master'sthesis, conducted during the academic year 2020-2021, aimed to investigate the role of entrepreneurship in advancing sports projects in the state of Bou Saada. The study sought to reveal the most significant projectsundertaken by contractors in Bou Saada and posed the following question:

- Does entrepreneurshipcontribute to advancing sports projects in the state of Bou Saada?

The study also raised some sub-questions:

- What are the most important sports projectscarried out by contractors in the state of Bou Saada?
- What are the most important sports disciplines that benefited from the sports projects in Bou Saada?

The exploratory study was conducted during the second semester of the 2020-2021 academic year, from February 17, 2021, to March 3, 2021, in some swimming pools, clubs, sports complexes, and neighborhood stadiums in the state of Bou Saada. The researchers followed a descriptive-analytical approach, and the research sample included managers of sports complexes and various neighborhood stadiums in the city of Bou Saada and The Martyr Sports Complex Majid Abul Al-Jamal Al-Din Al-Afghani Neighborhood Stadium Martyr Abdul Latif Mukhtar the comprehensive survey method was used due to the small size of the community, which consisted of 6 managers and their deputies. The researchers prepared a questionnaire containing several statements directed at the managers and their deputies, using percentages to analyze the data. The researchers found that entrepreneurship contributes to the advancement of small projects. However, there is reluctance among young people to implement their ideas and projects due to administrative documents and delays in obtaining them.

The incentives and grants provided by the National Agency (ANSEG) aim primarily to encourage young people to establish institutions to ensure their sustainability and success, as well as to fulfill their obligations within the specified deadlines. Most projects funded by the National Agency for Supporting and Employing Youth (ANSEJ) were individual service sector projects from the start until 2016, which is relatively high compared to other sectors. Entrepreneurial projects play an important role in achieving economic, social, and environmental development. However, many obstacles face entrepreneurial projects in Algeria, including lack of funds, and economic and political instability. Finally, some recommendations and suggestions were proposed.

Methodology Used:

In this study, and given the nature of the subject, as previously mentioned, the descriptive-analytical method was used as



we aim to explore the role of entrepreneurial thinking in motivating athletes and directing them toward investment.

Research Sample:

For the purpose of our study, we used a non-probability purposive sample to achieve accurate results that support the research hypotheses. The study sample consisted of athletes in sports halls, with a total number of 50 athletes who own sports halls located in Draria, Algiers Province.

Research Variables:

- **Independent Variable:** Role of entrepreneurial thinking
- **Dependent Variable:** In motivating athletes and directing them toward investment

Research Tool

In conducting our research, we relied on several tools: theoretical study, descriptive-analytical method, and a questionnaire composed of three sections, each containing questions. This questionnaire was distributed to athletes who own private sports halls in Draria, Algiers, and included both open and closed questions. For statistical operations, we translated the results obtained from the questionnaire questions posed to the selected sample using the statistical method, employing percentages calculated with the following formula :

$$\text{Percentage(\%)} = \frac{\text{Number of repetitions} \times 100}{\text{Total}}$$

We also used the chi-square (χ^2) test, which is one of the most widely used statistical tests.

Chi-square (χ^2) Calculation:

$$\chi^2 = \frac{(\text{Observed Frequency} - \text{Expected Frequency})^2}{\text{Expected Frequency}}$$

Expected Frequency

- **Observed Frequency:** Number of responses
- **Expected Frequency:** Total responses divided by the number of categories

Research Domain:

- **Time Domain:** From January 19, 2023, to April 9, 2023
- **Spatial Domain:** 7 private sports halls in Draria

Study Population:

- 50 male athletes who own sports halls, including 5 elite athletes and 45 regular athletes

6. Research Difficulties:

- Difficulty finding scientific material in our libraries
- Lack of topics
- Difficulty in contacting and finding athletes during competition periods
- Challenges in collecting questionnaires, especially during competitions

7. Presentation, Analysis, and Discussion of Results:

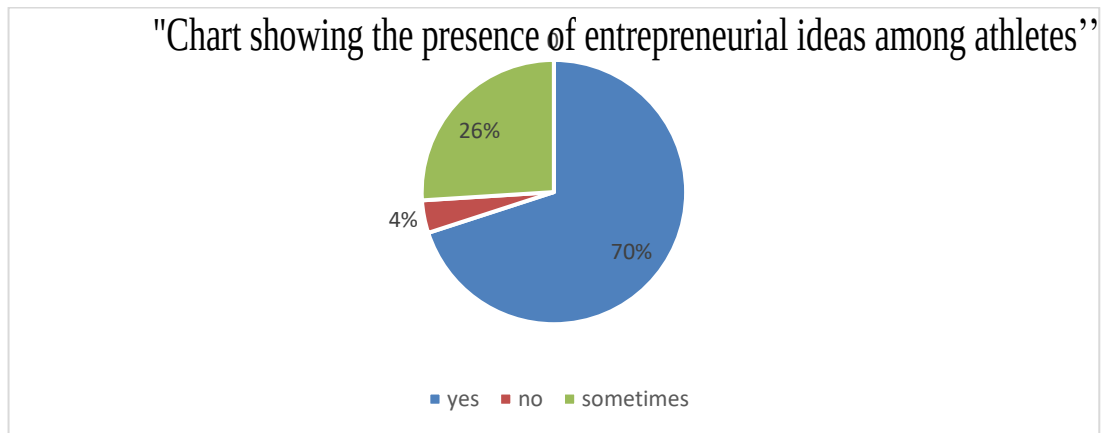
Question 01: Do you have an idea about how to start a project in the sports field?

- **Purpose of Question 01:** To determine if athletes are thinking about starting a project.

Statistical Table 01 regarding athlete's thinking about starting a project

Answers	YES	NO	Sometimes	Total
Sample Size	35	2	13	50
Percentage	70%	4%	26%	100%
Calculated Chi-Square Value	32.56			
Tabulated Chi-Square Value	5.99			

Pie chart number 01:



Reading the statistical table and pie chart No. 01:

From our reading of the statistical table regarding the presence of entrepreneurial ideas among athletes, we recorded a calculated Chi-square (χ^2) value of 32.56, which is much larger than the tabulated χ^2 value of 5.99 at a degree of freedom $(n-1) = 2$ and a significance level of 0.05. This indicates a statistically significant difference, and therefore, athletes possess entrepreneurial ideas.

Interpretation: We observe that most athletes have ideas about entrepreneurship at a rate of 70%, which indicates motivation and a desire to invest in the sports field, while those who did not have ideas constitute 4%, which is a small percentage.

Conclusion: We conclude that most athletes have ideas and a desire to invest in the sports field.

Question 02: When you wanted to implement your sports project, did you find motivation towards investment?

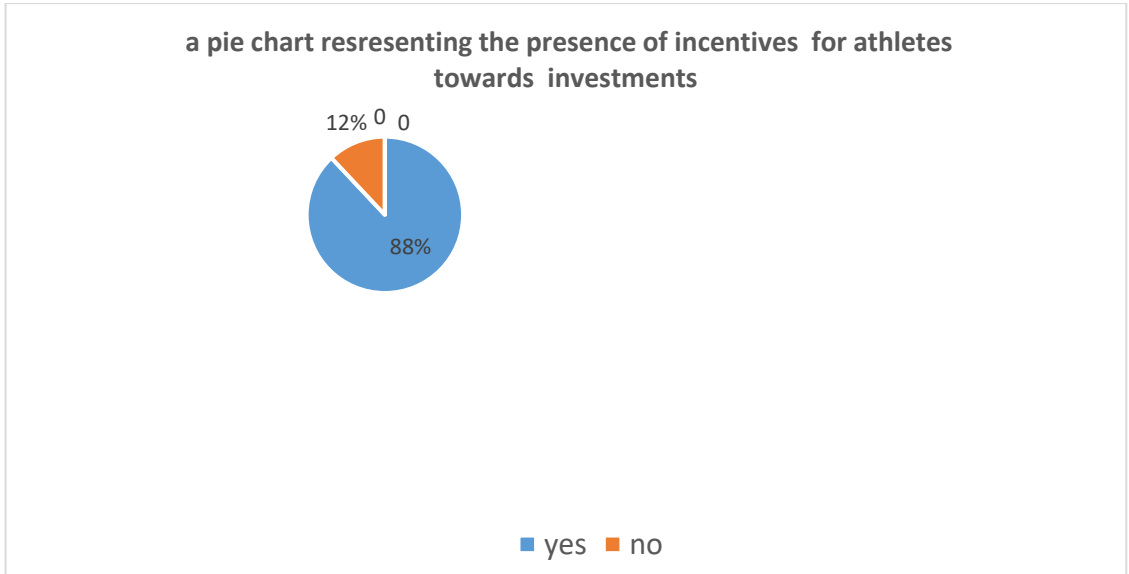
Purpose of Question 02: To show the existence of motivations towards investment.

Statistical Table 02: Concerning the presence of motivations for athletes towards investment.

Answers	YES	NO	Total
Sample size	44	6	50
Persentage	100%	12%	88%
Calculated Chi-Square Value	47		
Tabulated Chi-Square Value	3.84		

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rt No. 02:



Reading the statistical table and pie chart No. 02:

From our reading of the statistical table regarding the presence of motivations for athletes towards investment, we recorded a calculated Chi-square (χ^2) value of 47, which is muchlarger than the tabulated χ^2 value of 3.84 at a degree of freedom (n-1) = 1 and a significance level of 0.05. This indicates a statistically significant difference, and therefore, there are motivations provided to athletes for investment.

Interpretation: We notice that the majority of athletesresponded with the presence of incentives at a rate of 88%, while the restresponded at a rate of 12%, which is a small percentage. This indicates that athletes who own facilities receivedincentives towards investment.

Conclusion: We conclude that athletes who own facilities were grantedincentives to encourage them towards investment.

Question No. 03: In your opinion, which institutions supported you?

Purpose of Question No. 03: To identify the main institutions that supported the athletes.

Statistical Table No. 03: Concerning the main institutions that supported the athletes.

answers	Sample Size	Percentage
Ministry Youth and Sports	33	66
Municipal Budget	17	34
Total	50	100
Calculated Chi-square (χ^2)	25	
Tabulated χ^2	3.84	

Pie chart No. 03



Reading the statistical table and pie chart No. 03:



From our reading of the statistical table concerning the main institutions that provide incentives for athletes towards investment, we recorded a calculated Chi-square (χ^2) value of 25, which is much larger than the tabulated χ^2 value of 3.84 at a degree of freedom $(n-1) = 1$ and a significance level of 0.05. This indicates a statistically significant difference, and therefore, the Ministry of Youth and Sports encourages athletes towards investment.

Interpretation: We observe that most athletes responded with the presence of incentives at a rate of 66% from the Ministry of Youth and Sports, while the rest responded at a rate of 34% from the municipal budget. This indicates that athletes were provided with incentives to implement their projects.

Conclusion: We conclude that athletes who own facilities were granted incentives by the Ministry of Youth and Sports and the municipal budget.

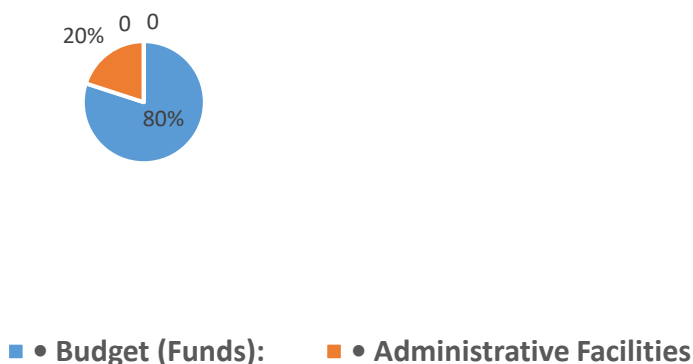
Question No. 04: What is the nature of the incentives given to the sports investor?

Purpose of Question No. 04: To reveal the types of incentives provided to the sports investor.

Statistical Table No. 04: Concerning the types of incentives provided to sports investors

Response	Sample Size	Percentage
Financial Support	40	80%
Administrative Facilitation	10	20%
Total	50	100%
Calculated Chi-square (χ^2)	25	
Tabulated χ^2	3.84	

pie chart representing the types of incentives provided to the sports investor"



Reading the statistical table and pie chart No. 04:

From our reading of the statistical table concerning the types of incentives provided to sports investors, we recorded a calculated Chi-square (χ^2) value of 25, which is much larger than the tabulated χ^2 value of 3.84 at a degree of freedom $(n-1) = 1$ and a significance level of 0.05. This indicates a statistically significant difference, and therefore, specific budgets are allocated to sports investors.

Interpretation: We observe that most athletes responded with the presence of financial incentives at a rate of 80%, represented by specific budgets provided to investors. Additionally, they mentioned the existence of some administrative facilitation at a rate of 20%, which indicates that different types of incentives are provided to sports investors.

Conclusion: We conclude that sports investors primarily receive financial incentives.

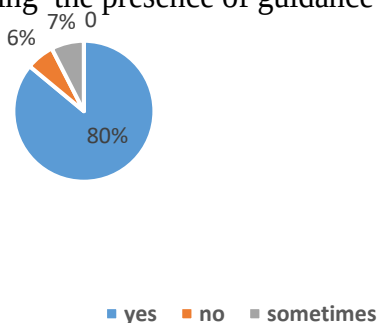
Question No. 05: Is there guidance for investors before starting a sports project?

Purpose of Question No. 05: To determine whether there is guidance for investors before starting a sports project.

Statistical Table No. 05: Concerning the presence of guidance for investors before starting a sports project.

Response	Frequency	Percentage
Yes	40	80%
No	3	6%
Sometimes	7	14%
Total	50	100%
Calculated Chi-square (χ^2)	37.06	
Tabulated χ^2	7.81	

a pie chart representing the presence of guidance for investors before starting a sports project.



Reading the statistical table and pie chart No. 05:

From our reading of the statistical table concerning the presence of guidance for investors before starting a sports project, we recorded a calculated Chi-square (χ^2) value of 37.06, which is much larger than the tabulated χ^2 value of 7.81 at a degree of freedom $(n-1) = 2$ and a significance level of 0.05. This indicates a statistically significant difference, and therefore, guidance is provided to investors before starting the project.

Interpretation: We observe that most athletes who own sports facilities agreed that guidance is provided before starting the project, with a percentage of 80%. The rest had a lower percentage, indicating that investors receive guidance before implementing their projects.

Conclusion: We conclude that sports investors receive guidance before starting their projects.

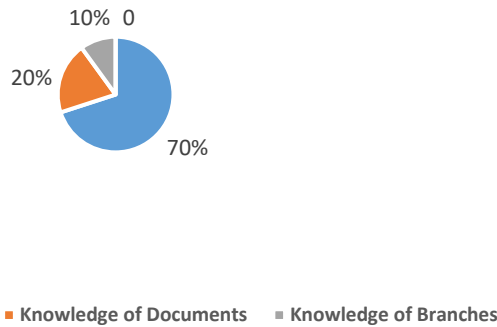
Question No. 06: In your opinion, what are the main forms of guidance received by the investor?

Purpose of Question No. 06: To identify the main forms of guidance received by the investor.

Statistical Table No. 06:

Response	Frequency	Percentage
Knowledge of Investment Laws	35	70%
Knowledge of Required Documents	10	20%
Knowledge of Sports Branch Requirements	5	10%
Total	50	100%
Calculated Chi-square (χ^2)	40.26	
Tabulated χ^2	5.99	

A pie chart representing the most important directions received by the investor"



Reading the statistical table and pie chart No. 06:

From our reading of the statistical table concerning the main forms of guidance received by the investor, we recorded a calculated Chi-square (χ^2) value of 40.26, which is muchlarger than the tabulated χ^2 value of 5.99 at a degree of freedom (n-1) = 2 and a significance level of 0.05. This indicates a statistically significant difference, and therefore, investors receive guidance in the form of knowledge of investment laws before implementing their sports projects.

Interpretation: We observe that most athletes who own sports facilities agreed that investors receive guidance, particularly in the form of knowledge of investment laws at a rate of 70%. Additionally, they learn about the required documents at a rate of 20%, and they become familiar with the main sports branches that should be practiced in the facilities at a rate of 10%. This indicates that investors are informed about investment laws to avoid mistakes.

Conclusion: We conclude that athletes who own sports facilities received guidance related to the legal aspect, the necessary administrative documents, and knowledge of the sports branches that can be practiced in the facilities.

Conclusion: This study started with the question: *What is the role of entrepreneurial thinking in motivating athletes and directing them towards investment?* During this research, we found that athletes who own sports facilities have entrepreneurial ideas and a desire to implement them in practice. The athletes confirmed that they received financial incentives from the Ministry of Youth and Sports and the municipality. Regarding guidance, athletes were informed about the legal and administrative aspects. We can conclude that encouraging entrepreneurial thinking among athletes plays a significant role in directing them towards investment, in addition to the interest of athletes in investing in the sports field. However, they faced some obstacles and barriers, such as a lack of financial support, administrative bureaucracy, delays in obtaining documents, and difficulties in finding premises for investment. This led us to this study.

Recommendations:

1. Give priority to elite athletes in investment and encourage them.
2. Raise awareness among athletes about entrepreneurial thinking and guide them towards investment.
3. Provide a special budget for sports project holders.
4. Offer various facilitation measures, especially in the administrative field.
5. Provide specific locations and premises for projects, giving priority to specialists.
6. Organize awareness days for athletes to guide them towards investment.
7. Major institutions should fund these projects.
8. Give great importance to those with investment ideas who have the motivation to implement them in practice.
9. Eliminate administrative bureaucracy.
10. Encourage and motivate young people to invest in the sports sector, such as building sports complexes.



11. Eliminate administrative barriers, such as delays in obtaining documents.

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