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“The foundations of the entrepreneurial culture and its role in adopting the option of sports entrepreneurship among a Entrepreneur in the sports field.”

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ABSTRACT

The aim of this study is to highlight the role of the Rectifiers of the entrepreneurial culture in Promoting the adoption of the Sports Contracting choice. And to achieve this, we have used the descriptive approach and we have relied on the survey tool to gather information directed to the contractors (41 contractor). And we have designed a form from two axes each one from them corresponds Partial hypothesis and After judging it and confirming its honesty and consistency, it was finalized. We reached conclusions, the most important of which is the importance of the components of the entrepreneurial culture as one of the most important factors affecting the adoption of the sports contracting choice either at the level of Chlef in particular, or at the national level.

تهدف هذه الدراسة إلى إبراز دور مقومات الثقافة المقاوالاتية في تعزيز تبني خيار المقاوالات الرياضية لدى المقاولين في المجال الرياضي ولتحقيق ذلك قمنا باستخدام المنهج الوصفي و اعتمدنا على أداة الإستبيان لجمع المعلومات الموجهة إلى المقاولين في المجال ، حيث وزع على عينة تم إختيارها بطريقة عشوائية والتي كان قوامها (41) مقاولا من ولاية الشلف ، وقد قمنا بتصميم إستمارة تتكون من محورين كل محور يقابل فرضية جزئية وذلك بعد تحكيمه والتأكد من الصدق والثبات تم وضعه في صورته النهائية ، خلصنا إلى استنتاجات أهمها معرفة مدى أهمية مقومات الثقافة المقاوالاتية كأحد اهم العوامل المؤثرة في تعزيز تبني خيار المقاوالات الرياضية سواء على مستوى ولاية الشلف بصفة خاصة أو على المستوى الوطني .

Keywords: “-The foundations of the entrepreneurial culture - sports entrepreneurship-.

INTRODUCTION

The entrepreneurial culture is centered on providing the entrepreneur with a method of linking of what is theoretical and what can be applied in practice, and give him a real and clear situation of the economic sporting environment, and this helps him to know and seize the different opportunities , as well as draws his attention to the risks and obstacles that he may face , and he can avoid them, or develops strategies to adapt with them and avoid their harm, and this is in the same time helping the ideas holders to create investment in the sports field in Algeria.

Algeria is one of the countries that has paid great attention to the completion and construction of sports facilities, especially in recent years through the enactment of laws, legislation and decrees that define, clarify and , seek to promote sports in general (Bouslah, 2019, p. 241)

It has become clear that sport has become more important in modern times than ever before, to become one of the criteria for the progress and civilization of nations, because it has imposed itself through its positive and effective impact on its practitioners men , women, young, old, healthy and sick (Menad, 2013, page 211)

Sports is considered one of the most important investment areas in the human revolution (Choaib 2020, page 357). Therefore, it has become necessary to keep abreast of this terrible development in services and production, as well as of modern and good management methods, with a view to making a qualitative leap and reaching the point of leadership. So the challenge is that there are a set of variables that must be controlled to bring in the most exercise to the athletic activity that must be systematic and thoughtful (Karach, page 133-2018).

Shein.H.E's definition of entrepreneurial culture : "The structure that forms from the fundamental axiomes created, discovered or formulated by a specific group when it learns how to face the problems of external adaptation and internal integration. They are axiomes that have played a good role and

considered as something to be taught to members by setting a correct way of understanding, reflection, and sensitivity in dealing with these problems" (Zidani, 2008, p. 91) this culture is a set of foundations that can be summarized as follows:

Social environment: The social environment is an important element in driving the establishment of an institution because of its complex and rich structure.

Family : The family can develop the entrepreneurial capabilities of its children and encourage them to adopt the establishment of institutions as a professional future, especially if these parents have private projects by encouraging children since childhood to carry out certain activities and assume some responsibilities.

Educational and Formation Institutions : In addition to its traditional educational and formation role, it must build bridges of convergence with entrepreneurship, thus forming the engine of development through its openness at entrepreneurial and its culture among students.

Religion : One of the social factors that social workers derive from it a lot of values and criteria. the values and mastery of work, as well as self-reliance in getting sustenance, etc

Customs and traditions: Customs and traditions are among the factors that influence the trend towards the establishment of institutions. Nomadic societies practice agriculture and grazing with their children as a source of livelihood for them, while traditional industries and commercial activities are inherited by generations (Scarna, 2008, p. 23)

If this entrepreneurial culture can hold a place for individuals, it will inevitably lead to the emergence of a sports contractor activity.

Sports entrepreneurship or sports institutions are institutions of an administrative nature to contain administrative staff that are responsible for

their conduct and for their objectives. The importance of managerial competencies among workers in sports institutions is concentrated in that they include key elements of the general system of organizations (Dahmani 2017, p. 342)

It can also be said that it is the place, i.e. institutions, equipped with the sports tools and capabilities allocated for the practice of sports activities that provide the services necessary for training, competitive or recreational purposes, which achieves athletic, economic, social and psychological goals, whether individual or collective, present and future (Al-Aboudi, 2016, page 222)

Based on the above, the biggest challenge facing major organizations is to reach individuals who not only have abilities and skills, but also have leadership skills (Jamaledine is the top, 2019, page 70), so that the performance of these organizations by focusing on the minimum level of services is sufficient to achieve the goal, and therefore to focus on precision and excellence in performance to achieve the expectations of modern society and its aspirations for the quality of sports services, (Waheb 2020,3 41) .

Many researchers have addressed the topic of entrepreneurship which we are addressing as earlier studies, including: Eljoudi Mohammed Ali's study 2015 entitled: Towards the development of entrepreneurship through the entrepreneurial teaching , a PhD thesis, aimed at demonstrating the importance of the entrepreneurial teaching in promoting the spirit of the entrepreneurship among university students. I concluded to non-strong relationship between the current entrepreneurial teaching and the spirit of the students' entrepreneurship, which explains the need for modifications in the current entrepreneurial teaching programs.

The study of Badrawi Soufian 2015, entitled : The culture of entrepreneurship among young Algerian entrepreneurs is a PhD thesis that aims to address the phenomenon of entrepreneurship among young people as a sociological reality

and to learn about the different cultural and social dimensions of this phenomenon. I concluded that there is a great absence of the entrepreneurship's culture among the Algerian youth, and the motives of the youth towards entrepreneurship are the result of social determinants such as unemployment, purchasing power, family...etc. The study recommends the inclusion of entrepreneurship in educational curricula and programs, starting with the lowest levels, in order to create an entrepreneurial spirit among youth and instill the motivation of entrepreneurs. It is worth mentioning that all previous studies are almost non-existent in the sport field, because they dealt with entrepreneurship only from an economic perspective.

The researcher has noted the significant increase in recent years in the Algerian State's attention to the business world and its orientation toward the establishment of private SMEs. This led us to adopt an academic presentation about the phenomenon of sports entrepreneurship by highlighting the elements on the entrepreneurship's culture and its role in adopting the choice of sports entrepreneurship by conducting this field study.

From the above, problematic can be formulated as follows: do the basic factors of the entrepreneurial culture have a relationship in promoting the adoption of the sporting entrepreneurship option from the perspective of entrepreneurs in the sporting field?

Partial problematic :

- Is there a relationship to the contribution (social environment, family, education and formation , religion, customs and traditions) of promoting the entrepreneurial culture among sports entrepreneurs?
- Is there a relationship between the entrepreneurial culture and the choice of sports entrepreneurship?

As an answer to the questions we drafted a set of hypotheses

General hypothesis :

The foundation of entrepreneurial culture and its role in adopting the option of sport entrepreneurship among entrepreneurs in sports field.

The social environment, the family, education and formation, religion, customs and traditions) as basic factors of the entrepreneurship culture are enhancing the choice of entrepreneurs in the sport field.

Partial hypotheses:

There is a statistically significant relationship at the level of significance $\alpha \leq 0.05$ to the contribution of (social environment, family, university and composition, religion, customs and traditions) to the promotion of the entrepreneurial culture of sports entrepreneurs.

There is a statistically significant relationship at the level of significance $\alpha \leq 0.05$ between the entrepreneurial culture and the adoption of the sport entrepreneurial option.

II. Method and tools :

Curriculum:

In view of the problematic involved, the methodology used to accomplish this research has been based on the descriptive analytical approach that is appropriate to the nature of the topic. using the review of theoretical aspects and the attempt to analyse them to drop them on reality and also on the standard (statistic) methodology in determining the model and its features by performing sample survey and statistical analysis using SPSS.

Study Tool Analysis:

We have built the questionnaire based on the theoretical and previous studies, where it was divided into three parts, part one relates to the personal characteristics of the study sample, and includes both gender, age, educational level, The other two parts of the study were devoted to the main axes of the study, and the questionnaire was designed according to the seven-part Likert scale as each of the expressions of the axis corresponds to a list with the following options: "Strongly agree," "OK," "somewhat agree," "neutral," "somewhat disagree," "disagree," "strongly disagree." Each option has been given grades to be processed.

Time limits:

This study applied in the academic year: 2018/2019.

Spatial and human boundaries:

As the subject of study highlights on the basic factors of the entrepreneurial culture and its role in adopting the sporting entrepreneurship' choice among entrepreneurs in the sport field, the study has been limited to a graduates projects holders and owners of institutions in the sporting field, and has included 41 individuals.

Community and sample study

This study aimed to survey all the individuals of the society, the study community consists of all entrepreneurs (a total of 52 owners) who have private sport companies in Chlef city. The questionnaire was distributed randomly to the study sample, estimated of 41 individuals, representing 78.84% of the original community, which is enough to disseminate the results at the same community.

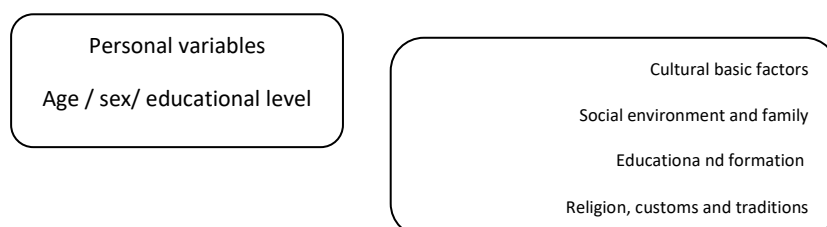
Statistical treatment methods:

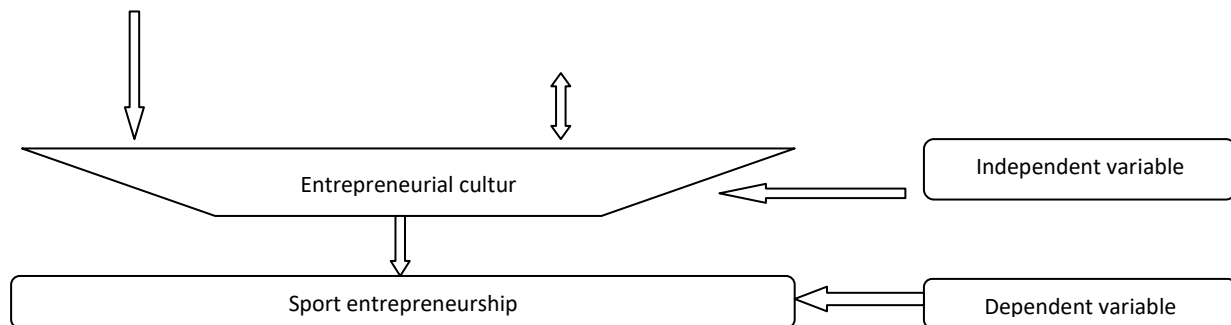
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Used to answer the study hypothesis, the data was processed using several statistical methods extracted from SPSS, as follows:

- Spearman's correlation coefficient was used to study the internal validity, in all terms with the axis to which it belongs, and to measure the stability of the study tool, we used Alpha Cronbach for each axis of the study and the overall stability of all questionnaire's axes.
- for general approval of the study axes the weighted averages are calculated.
- the Pearson correlation coefficient is used to calculate the correlation between study variables

Figure 1: Illustrates a model proposal for study.





Measuring the stability and reliability of the questionnaire:

study tool stability :

To measure the stability of the study tool the Alpha Cronbac coefficient (Alpha de Cronbac) was used where the equation applied to the sample to measure the structural reliability and the following table shows the coefficients of the study axes' stability.

Table 4: Shows the alpha-carnbach coefficient for measuring the stability of the study tool.

The table shows that the alpha-kronbach coefficient was high for each axis and ranged from 0.781 to 0.930, and the stability value for all the questionnaire axes was 0.812, which means that the stability coefficient is high, indicating that all the study axes have an acceptable degree of stability that can be relied upon in the field study.

Internal validity :

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The researcher found the correlation coefficient between the average of each axis and the total paragraphs rate, which is estimated at (0.934,0.721), where the internal coefficient of consistency acceptable and statistically significant. This means that the researcher has confirmed the validity and stability of the questionnaire's paragraphs, which reflects the validity of this tool for the purpose for which it was prepared.

Through the previous table it is clear that there is a very high positive and morally significant correlation (less than 0.01) between different basic factors of entrepreneurial culture that adopts the choice of sports entrepreneurship where:

- There is a link at the significance level $\alpha \leq 0.05$ that the correlation coefficient reaches to 0.593 and is significant at 0.01 that means , the promoting of adopting sports entrepreneurship choice is related to the raise of entrepreneurial culture among young entrepreneurs.
- There's a statistically significant correlation at the significance level ≤ 0.05 , of education and formation, promoting the adoption of the sports entrepreneurship option, where the correlation coefficient reached 0.623 and it is of a significant connotation at 0.01 01 that means , the promoting of adopting sports entrepreneurship choice is related to the raise of entrepreneurial culture among young entrepreneurs
- There is a statistically significant link at significance level $\alpha \leq 0.05$ of the entrepreneurship culture to promote the adoption of the sports entrepreneursh option, where the correlation coefficient reached 0.539 and of a significant connotation at 0.01 that means , the promoting of adopting sports entrepreneurship choice is related to the raise of entrepreneurial culture among young entrepreneurs

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There are positive link relationships of a high level of statistically significant promoting the adoption of the sports entrepreneurship option as a between components of the entrepreneurial culture as dependant variable and different independent variables, This explains the importance of the entrepreneurial culture in promoting the adoption of the sports entrepreneurship option of young entrepreneurs.

Discussion

The results obtained indicate the validity of the general hypothesis suggesting that (social environment and family, education and composition, customs and traditions, religious and spiritual aspect) as basic factors of the entrepreneurial culture contribute in the adoption of the sports entrepreneurship option, after comparing the obtained results that conform to the hypothesis and therefore achieve the general hypothesis.

In view of the above statistical treatment of the data and its comparison with the completed studies, for the two partial hypotheses that are presented in the study, the first partial hypothesis was realized, and which was formulated with the presence of a statistical relationship at the level of significance of $\alpha \leq 0,05$ for the contribution of the social environment, family, university and formation, customs and traditions, the religious and spiritual aspect, to the promoting the entrepreneurial culture of young entrepreneurs it has been objectively demonstrate the contribution of the above-mentioned components to the promotion of the entrepreneurial culture from their point of view.

For the second partial hypothesis, which suggested a statistically significant relationship at the level of significance $\alpha \leq 0.05$ between the entrepreneurial culture and the promotion of the adoption of the sports entrepreneurship option, it was objectively clear that the entrepreneurial culture has an active role in promoting the adoption of the sports entrepreneurship option and thus that the hypothesis was realized.

As the study's hypotheses were realized and through our theoretical and field studies, which took place in Chlef, and we found that:

The entrepreneurial culture basic factors are the main factor that influence the adoption of sports entrepreneurship option whether at Chlef level or at the national level in general.

Conclusion

The entrepreneurial culture considered as an important area of adoption of sports entrepreneurship option in the sporting field, as it is clear to us through the results of this study show that entrepreneurial culture, based on the elements of the social sphere, the family, the university and the formation, the customs and traditions, the religious and spiritual aspect, will enhance the construction of sports entrepreneurship and the realization of private projects, in spite of the difficulties that exist in the field for young entrepreneurs in establishing their institutions, starting from the old laws of private sports investment to traditional funding methods that sometimes run counter to their religious denominations, we can say that there are real motivations for university youth that encourage them to go through the experiment, but the difficulties and obstacles in the sports field prevent this, so we would like to suggest the following proposals:

- Thinking about creating independent special programs of sports entrepreneurship at the department of youth and sports, where giving formation to the university youth in entrepreneurship and is under the entrepreneurial university house.
- To promote the entrepreneurship culture among university youth, through field visits as well as the case study curriculum for successful entrepreneurship in their sports field.
- The inclusion of the entrepreneurship subject in the educational curricula and programs of the sports disciplines from the lower levels in order to create a sense of initiative among youth and to instill in them the spirit of motivation, so that they may become projects holders.
- Review the traditional financing of investment through banks with profit loans, which runs counter to the religious belief of most university youth of SMEs holders.