



Sports Entrepreneurship in Algeria

المقاولاتية الرياضية بالجزائر

BEDDA Messaoud ^{*1}, HALIMI Nabil ²

¹ Kasdi Merbah University, Ouargla (Algeria), Laboratory: Laboratory of science and techniques of physical and sports activities – bedda.messaoud@univ-ouargla.dz

² Kasdi Merbah University, Ouargla (Algeria), Laboratory: Economic Performance and Institutions – halimi.nabil@univ-ouargla.dz

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Abstract:

The study aims to explore the reality of sports entrepreneurship in Algeria. The descriptive method was used for the theoretical aspect, while the case study approach was applied to the practical aspect. The study relied on institutional data as the primary source for data collection. The study reached several conclusions, including: The number of entrepreneurial sports projects established under the framework of the National Agency for the Support and Development of Entrepreneurship during the period 2011–2021 has been increasing. there is an impact of entrepreneurial project support on the creation of projects within the framework of the National Agency for Entrepreneurship Support and Development. There is a high interest among university graduates in establishing sports enterprises at the national level (Algeria). The study offered some recommendations, such as the need to focus on media efforts to attract university graduates to invest in sports projects.

Keywords: Sports entrepreneurship; support for entrepreneurial projects; National Agency for Entrepreneurship Support and Development.

Introduction:

Sports entrepreneurship in Algeria, like in many other countries, is a promising field that has witnessed significant growth in recent years. With increasing awareness of the importance of sports, opportunities for establishing innovative sports projects that meet societal needs are expanding. Algeria's geographical and demographic diversity provides a suitable environment for developing various types of sports activities.

The country supports the development of sports infrastructure and encourages investments in this sector, creating a favorable environment for entrepreneurs. With a wide range of sports activities, from football and team sports to fitness and recreational sports, there is ample space for innovation and the provision of diverse services catering to different interests.

Sports entrepreneurship in Algeria represents a dynamic field that can contribute to economic and social development. By embracing innovation and strategic planning, sports entrepreneurs in Algeria can achieve sustainable success and help build a healthier and more active society.

From this standpoint, the research problem is formulated as follows: What is the contribution of state institutions in supporting sports entrepreneurship through the National Agency for the Support and Development of Entrepreneurship?

- 1. Research Problem:** The study addresses the following central research question: What is the current state of sports entrepreneurship in Algeria?

From this question, several sub-questions arise:

- What is the level of growth in the number of sports entrepreneurship projects established under the National Agency for Entrepreneurship Support and Development (2011–2021)?
- Is there an impact of financial support (bank loans and operating loans) for sports entrepreneurial projects on the establishment of small sports enterprises within the framework of the National Agency for the Support and Development of Entrepreneurship?
- To what extent do university graduates engage in establishing small sports enterprises within the framework of the National Agency for the Support and Development of Entrepreneurship since its inception?

- 2. Hypotheses:** To answer these questions, we propose the following hypotheses:

- Financial support (bank loans and operating loans) for sports entrepreneurial projects has an impact on the establishment of small sports enterprises within the framework of the National Agency for the Support and Development of Entrepreneurship .

- there is an impact of entrepreneurial project support on the creation of projects within the framework of the National Agency for Entrepreneurship Support and Development.
- There is a high interest among university graduates in establishing sports enterprises at the national level (Algeria).
- The interest of university graduates in establishing small sports enterprises under the National Agency for Entrepreneurship Support and Development is relatively low compared to the total number of sports projects.

3. Previous Studies:

This study reviews a range of previous research related to the topic, focusing on support mechanisms and sports entrepreneurship.

3.1. Najat Chadli (2020):

This study analyzed the efforts of the National Agency for Youth Employment Support in directing active local entrepreneurial initiatives toward achieving sustainable development. It concluded that the contribution of institutions created under this framework (1997–2017) to sustainable development was weak despite the agency's focus on a younger demographic and its various incentives.

3.2. Saida Taloukh (2021):

This study aimed to diagnose the state of entrepreneurship in Algeria by focusing on entrepreneurial support mechanisms and their role in creating small and medium enterprises. Using the descriptive-analytical approach, the study concluded that Algeria provides entrepreneurial support through several mechanisms, including the National Agency for Youth Employment Support, the National Unemployment Insurance Fund, the National Agency for Small Business Management, the National Agency for Investment Development, the Investment Loan Guarantee Fund, and the Small and Medium Enterprise Loan Guarantee Fund.

3.3. Mohamed Cherif Nasri (2021):

This study explored sports entrepreneurship, its challenges during the COVID-19 pandemic, and the methods and strategies entrepreneurs used to overcome the crisis.

3.4. Zerouki's Study (2021)

The study aimed to highlight the importance and role of entrepreneurial support in mitigating the difficulties that hinder the survival of these enterprises, as it serves as a key factor in creating a favorable work environment for their development. It also sought to introduce small and medium-sized enterprises (SMEs) and the support agencies that assist in their establishment. The study concluded that there is a strong foundational relationship between entrepreneurial support and the creation of SMEs through the provision of training programs and investments that help entrepreneurs select the best support mechanisms. Additionally, it emphasized the importance of fostering a comprehensive business environment that enables them to achieve and sustain their projects.

3.5. Mouawad (2022):

This study aimed to identify entrepreneurship strategies, and their relationship with the competitiveness of small and medium-sized sports projects. The study adopted a descriptive survey method and utilized a questionnaire as a data collection tool. The sample included 54 individuals from the leadership and administrative cadres working in the Central Administration for Sports Investments at the Ministry of Youth and Sports, in addition to some experts in sports project management and investment, as well as entrepreneurs who own sports projects. The study concluded that it is essential to promote an entrepreneurial culture and support small and medium-sized sports projects both locally and internationally through various media channels. It also emphasized the importance of establishing a center or department for sports projects in all faculties of physical education and sports institutions to support successful sports projects and integrate them into the labor market.

3.6.Bouaita's study (2022):

This study aimed to examine the reality and prospects of entrepreneurship in the Algerian sports sector, with a focus on graduates of sports institutes. The study adopted a descriptive-analytical approach and utilized document analysis and previous studies as data collection methods.

The study concluded that the main obstacle faced by sports institute graduates in the field of entrepreneurship is the lack of funding due to the absence of necessary guarantees. Additionally, limited experience in project management is a significant challenge that hinders graduates from entering the entrepreneurial world.

3.7.Fatima Boudra (2022):

This study highlighted the effectiveness of the National Agency for Entrepreneurship Support and Development in revitalizing small enterprises, 70% of which had struggled to maintain operations. Using the descriptive-analytical method, the study found that the agency played an effective role through its legal and procedural efforts, approving 6,475 compensation files worth over 1.074 billion DZD.

4. Theoretical Framework :

This section highlights key concepts regarding the role of state institutions in supporting sports entrepreneurship by addressing the concept of sports entrepreneurship, the institutions that support it, and the role these institutions play in promoting sports entrepreneurial projects.

4.1.The Concept of Sports Entrepreneurship:

4.1.1. Definition of Entrepreneurship:

- Entrepreneurship has been defined as the initiative to design and organize new projects or undertake unique activities to meet business needs by discovering and exploiting opportunities with a proactive mindset and calculated risk-taking to achieve profits, emphasizing creativity, productivity, labor, and economic growth. (Raed, 2024, p. 22)

- According to Joseph A. Schumpeter, entrepreneurship is a creative activity that involves practices not commonly adopted in the usual business environment. The entrepreneur is responsible for innovation by implementing new combinations or establishing new enterprises. (Chadli, 2020, p. 49)

4.1.2. Definition of Sports Entrepreneurship:

- It is the attempt to exploit available opportunities to create projects in the sports field that generate added value, initiated by individuals or groups possessing certain traits. (Boudra, 2022, p. 114, adapted)

A sports enterprise is an economic unit operating in the sports sector, aiming to achieve profit through providing sports-related services or products, organizing sports events and activities, or developing training and sports programs. These enterprises rely on innovation and sports marketing to meet the needs of consumers and clients in this field. This type of enterprise is characterized by integrating economic and social aspects, contributing to the sustainable development of sports communities and promoting sportsmanship.

4.1.3. Foreign Definition of a Sports Enterprise:

According to **Masteralexis, Barr, and Hums (2019)**, sports organizations are defined as: "Business or non-profit entities designed to organize and market sports activities or sports-related products, with the goal of achieving profitability or supporting social activities associated with sports" (*Principles and Practice of Sport Management*, p. 56).

Building on the above definitions, sports entrepreneurship can be described as the establishment of businesses or institutions specializing in sports and fitness. Examples include setting up and managing gyms, sports centers, and clubs, providing training and rehabilitation services for athletes and trainees, and organizing sports events. Activities in this field may also encompass developing sports facilities, offering training programs, and raising awareness about physical fitness.

4.2.Elements of Sports Entrepreneurship:

When launching a business in the sports field, it is important to be aware of the essential elements for success:

4.2.1.Entrepreneurial Idea :

Developing an innovative idea that meets a market need in the sports industry (Kotler & Keller, 2016, p. 45).

4.2.2.Market Research

Analyzing the target audience, competitors, and demand in the sports sector (Smith & Stewart, 2015, p. 78).

4.2.3.Business Model

Defining revenue generation strategies, such as subscriptions or sponsorships (Drucker, 2008, p. 112).

4.2.4. Financing and Investment

Seeking funding sources, including loans or investors, to ensure business sustainability (Ratten, 2019, p. 134).

4.2.5. Sports Marketing

Utilizing digital and traditional marketing strategies to attract customers (Shilbury, 2017, p. 201).

4.2.6. Management and Organization

Strategic planning and managing human and financial resources (Chelladurai, 2001, p. 67).

4.2.7. Creativity and Innovation

Introducing new ideas, such as sports technology, to maintain competitive advantage (Ratten, 2020, p. 156).

4.2.8. Risks and Challenges

Identifying potential risks, such as financial issues or market changes, and implementing contingency plans (Houlihan & Green, 2013, p. 88).

4.3. Entrepreneurship Support Institutions in Algeria:

In recent years, countries around the world have increasingly focused on promoting leading enterprises due to their crucial role in developing the economies of developing nations. Algeria, in particular, has given significant attention to the growth of small and medium-sized enterprises as part of its initiative to promote startups. This process has gone through several stages, including the establishment of government bodies, specifically national agencies dedicated to supporting entrepreneurial projects of various types. Below, we briefly present some of the institutions responsible for managing the support and accompaniment of these enterprises across the national territory (Algeria).

4.3.1. National Agency for Microcredit Management (ANGEM)

The National Agency for Microcredit Management aims to develop the individual capacities of people who wish to establish their own businesses. This type of lending enables them to purchase small equipment and raw materials to start a business or craft.

This program is designed for any citizen over the age of 18, provided they have no income or an irregular and unstable income. It also includes stay-at-home women. The primary goal of this program is economic and social integration through the creation of activities that produce goods and services (Zrougui, 2021, p. 195).

4.3.2. National Unemployment Insurance Fund (CNAC)

The National Unemployment Insurance Fund manages the support system for the creation and expansion of businesses for unemployed youth aged 30 to 50 who have lost their jobs for

economic reasons—within a period of one month. The maximum project value is set at 10 million Algerian dinars.

This program offers project owners:

- Assistance throughout all stages of the project and the development of a business plan.
- Monitoring of all project phases and support in refining the business plan (Zrougui, 2021, p. 196).

4.3.3. National Agency for Microcredit Management (ANGEM)

Established in 2004, its primary objectives include:

- Providing interest-free loans, specifically for acquiring the necessary raw materials for a project, with a maximum value of 30,000 DZD.
- Offering support, advice, and assistance in the early stages of an investment project.
- Developing or expanding an existing economic activity.
- Renewing business equipment (Taloukh, 2021, p. 89).

4.3.4. National Agency for Investment Development (ANDI)

Established under Law No. 03-01, dated August 20, 2001, ANDI operates as a decentralized one-stop shop distributed across all 48 provinces in Algeria. The agency is authorized to handle all foundational procedures for businesses and facilitate the implementation of investment projects, including:

- Establishing new businesses, rehabilitating and restructuring companies, contributing to company capital, expanding production capacities, fully or partially participating in the privatization of certain public enterprises.

To promote business creation and entrepreneurship, ANDI carries out several key tasks, including:

- Welcoming and assisting both resident and non-resident investors wishing to launch projects, granting investment-related incentives, simplifying the formalities related to business creation and investment projects through the one-stop shop, promoting and developing both national and foreign investments while ensuring their follow-up, encouraging entrepreneurial spirit by organizing forums, seminars, and conferences to raise awareness about the agency's objectives and role in investment promotion.

4.3.5. National Agency for Entrepreneurship Support and Development (NESDA)

Previously known as the National Agency for Youth Employment Support, NESDA is a special-status institution established in 1996. This agency was created to foster an entrepreneurial spirit among unemployed Algerian youth aged 19 to 35 who have project ideas that could enable them to establish their own businesses (Zrougui, 2021, p. 193).

Currently named the National Agency for Entrepreneurship Support and Development (NESDA), this public institution was officially created on September 8, 1996, under

Executive Decree 96-296. It is responsible for encouraging, supporting, and assisting in the creation of enterprises, specifically targeting unemployed youth aged 19 to 35 with entrepreneurial ambitions.

The agency provides support in the following areas:

- Stages of business creation and expansion (for projects with an initial capital not exceeding 10 million DZD).
- Specialized training and assistance for young entrepreneurs in partnership with universities and vocational training centers.
- Project-specific planning and reduction of banking interest rates for project owners.
- Financial assistance in the form of grants, covering 28% to 29% of the total project cost.

Funding Mechanisms:

The financing model can be either mixed (personal contribution + agency financing) or tripartite (personal contribution + agency financing + bank loan), following these structures:

- Personal contribution: 1% to 2% of the total project cost.
- NESDA grant: 28% to 29% of the total project cost.
- Bank loan: 70% of the total project cost.

Tax Incentives:

The agency offers several **tax exemptions**, including:

- Exemption from Value Added Tax (VAT).
- Reduction of customs duties on materials under construction.
- Tax exemptions during the operational phase of enterprises, applicable both during the project setup and after the business is fully established.

Financial Assistance Formats:

The financial aid provided by NESDA consists of two financing models, in addition to the entrepreneur's personal contribution and bank funding (Taloukh, 2021, p. 85).

4. The practical aspect

5.1. Study Boundaries:

5.1.1. **Spatial Boundaries:** The study focuses on the National Agency for Entrepreneurship Support and Development (ANSEJ) in Algeria.

5.1.2. **Temporal Boundaries:** The period covered is from 2011 to 2021.

5.2. **Research Methodology:** The researchers adopted the case study method for the applied aspect of the study, focusing on the National Agency for Entrepreneurship Support and Development in Algeria.

5.3. **Tools Used in the Study:** The study relied on classified data presented in tables, representing statistics obtained from the General Directorate of the National Agency for Entrepreneurship Support and Development in Algeria.

5.4. Statistical Analysis Methods:

Corresponding author: BEDDA Messaoud , E-mail: bedda.messaoud@univ-ouargla.dz

The researchers analyzed and processed the collected data using statistical indicators to measure annual growth rates. The formula used to calculate the growth rate is as follows:

- **Growth Rate = Current Year Value / Previous Year Value**
- **Growth Rate = (Current Year Value – Previous Year Value) / Previous Year Value**

This formula explains the development of values over the years. Additionally, the statistical software **EViews, version 13**, was used to obtain the study's results.

5.5. Study Population and Sample:

The study population includes sports entrepreneurial projects supported by the National Agency for Entrepreneurship Support and Development in Algeria, totaling **838 sports enterprises** since the agency's establishment. The sample consists of sports entrepreneurial projects supported by the agency during the period from 2011 to 2021, amounting to **605 sports enterprises**.

6. Presentation and Analysis of Study Results:

- **Hypothesis "The number of sports entrepreneurial projects in Algeria increased during the period 2011-2021."**

The results regarding the development of the number of projects established during the period 2011-2021 were presented and analyzed based on Table 1.

The annual growth rate of sports projects was calculated as follows:

- **Annual Growth Rate of Sports Projects = Number of Projects in the Current Year / Number of Projects in the Previous Year**

Table 1. Number of Sports Entrepreneurial Projects Established from 2011 to 2021.

Année	Number of Projects	The annual development rate
2011	25	100%
2012	43	172,00%
2013	37	86,05%
2014	41	110,81%
2015	74	180,49%
2016	62	83,78%
2017	36	58,06%

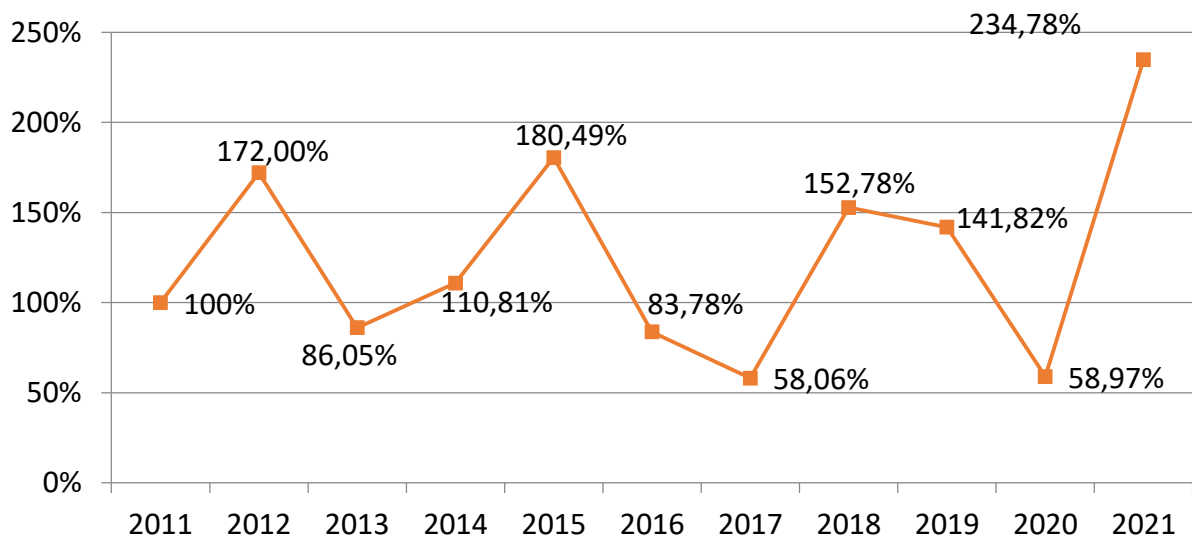
Sports entrepreneurship

2018	55	152,78%
2019	78	141,82%
2020	46	58,97%
2021	108	234,78%
Total	605	560,19%

Source : Prepared by the researchers based on data from the General Directorate of the National Agency for Entrepreneurship Support and Development.

Based on the previous table, the following chart was created (Figure 1).

Figure.1. Number of Projects Established Under the National Agency for Entrepreneurship Support and Development (2011-2021).



Source : Prepared by the researchers

From the previous trend, it is observed that there was a development in the percentage of projects supported by the National Agency for Entrepreneurship Support and Development between 2011 and 2012, with an increase of 72%. The percentage then declined to 86%. A gradual rise in project development percentages is noted, reaching 180% in 2015. However, the percentage of supported projects decreased in 2017 to 58%. A relative stability in project development is observed between 2018 and 2019, with a percentage of 150%. Subsequently, in 2020, the percentage decreased again to the same level recorded in 2017 (59%). It should be noted that 2020 marked the outbreak of the COVID-19 pandemic. In 2021, as the recovery

Corresponding author: BEDDA Messaoud , E-mail: bedda.messaoud@univ-ouargla.dz

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from the pandemic began, the percentage of project development significantly increased to 235%. This indicates the return of the National Agency for Entrepreneurship Support and Development (ANADE) to its normal activities, alongside the state's efforts to support entrepreneurial projects under the initiative for developing small and startup businesses. Key incentives included raising the age of eligibility for support to 55 years and recognizing professional qualifications equivalently.

The agency's name was also changed from the **National Agency for Youth Employment (ANSEJ)** to the **National Agency for Entrepreneurship Support and Development (ANADE)**, which attracted a significant number of young people to invest in the sports sector through the agency (ANADE).

Based on this, we accept the first hypothesis, which states:

"The number of sports entrepreneurial projects established under the National Agency for Entrepreneurship Support and Development during the period 2011-2021 has increased."

Second Hypothesis: It states that there is an impact of entrepreneurial project support on the creation of projects within the framework of the National Agency for Entrepreneurship Support and Development.

To demonstrate the existence of a relationship and the impact of support on entrepreneurial projects, we will present Table (3) below, which contains information related to correlation and the simple regression model.

Table (3): Results of changes in the number of projects created within the framework of the Entrepreneurship Development Agency based on financial support for projects.

- Dependent variable: T_CREDIT
- Method : least squares
- Sample: 2011 – 2021
- Included observations : 11

Variable	Coefficient	Std. error	T-Statistic	Prob.
C value of the second	-1.44 E+08	5466136	62.628927	0.0274
Coefficient of variation	8921393.	9176723	9.721763	0.0000
R- Squared	0.913054	Mean dependent var		3.47E +08
Adjusted R- Squared	0.903393	S.D dependent var		2.24E +08
S.E of regression	69610150	Akaik info criterion.		39.11768
Sum squared resid	4 36E +16	Scharz criterion		39.19003
Log likelihood	-213.1473	Hannan-Quinn criter.		39.07208
F- statistic	94.51268	Durbin-Wats on stat		1.079665
Prob (F- statistic)	0.000005			

Source: Prepared by the researchers, based on the results of the Evieus 13 program.

- **Correlation**

From the previous table, we observe that the correlation coefficient $R = 0.913$, indicating a strong relationship between the amount of financial support and the number of projects. Additionally, the adjusted $R^2 = 0.903$, which explains the variation in entrepreneurial projects due to the financial support provided for project development. This means that 0.0009% of the variation is explained by other factors .

The F-statistic = 94.51268 with a p-value of 0.00005, which is smaller than 0.05, indicating statistical significance .

Simple Regression Model :

The intercept $B_0 = -1.44$ is negative. Since the value represents the amount of support, which cannot be negative, this implies that the financial support provided by the agency is zero when the number of projects is zero .

The coefficient $B_i = 8,921,393$, representing the variation in Y (financial support) as a function of X (number of projects) .

Based on the previous results, the relationship between X (the number of entrepreneurial projects within the National Agency for Entrepreneurship Support and Development) and Y (the financial support provided by the agency) is estimated according to the following equation:

$$Y = B_0 + B_i(X_i) + U$$

$$Y (\text{SOUTIENT}) = 0.8921393 X + U$$

From this equation, we can predict the number of entrepreneurial projects based on the financial support provided by the agency. That is, for every one million dinar of additional support, the number of projects within the agency's framework increases by approximately 0.8921393 which is roughly one project .

Using this equation, we can project future values for the time series beyond the observed **11 years and predict the independent values .

Thus, we accept the hypothesis stating that there is an impact of entrepreneurial project support on the creation of projects within the framework of the National Agency for Entrepreneurship Support and Development.

Hypothesis 3:

"University graduates' participation in establishing small sports enterprises under the National Agency for Entrepreneurship Support and Development has been low compared to the total number of sports projects."

The results concerning the educational level of sports project owners supported by the National Agency for Entrepreneurship Support and Development since its inception in 1996 are presented in Table 3.

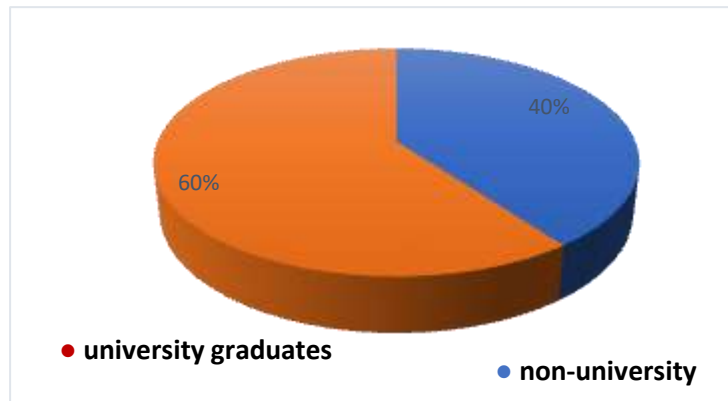
Table 2. Educational Level of Projects Established Under the National Agency for Entrepreneurship Support and Development From Inception to 31/12/2021

Educational Level	Number	Percentage
University Level	334	40%
Below University Level	504	60%
Total	838	100%

Source: General Directorate of the National Agency for Entrepreneurship Support and Development, 2022.

Based on the results of Table 2, the following relative chart was prepared.

Figure.2. University Graduates' Interest in Establishing Small-Scale Sports Enterprises



Source : Prepared by the researchers.

According to Figure 2, it is observed that the percentage of university graduates who established sports projects under the framework of the National Agency for the Support and Development of Entrepreneurship since its inception reached 40%. This percentage is considered low compared to the percentage of non-university youth, which stood at 60%. This decline in university graduates' interest in creating sports enterprises is attributed to the lack of an entrepreneurial spirit among them, despite the efforts made by the state to support and promote entrepreneurial projects. Consequently, we accept the hypothesis stating that university graduates' interest in establishing small-scale sports enterprises under the framework of the National Agency for the Support and Development of Entrepreneurship since its inception is low compared to the total number of sports projects.

7. Conclusion :

The sports sector in Algeria is witnessing continuous growth, offering numerous opportunities for entrepreneurial sports projects. Sports-related entrepreneurial activities in Algeria can include establishing and managing gyms, sports centers, sports clubs, and organizing sports events and tournaments.

When starting an entrepreneurial project in the sports field in Algeria, it is essential to prepare a feasibility study and assess local market needs. Coordination with relevant authorities for necessary licenses and permits is also crucial to ensure the project operates legally.

If you need more information or advice on launching an entrepreneurial project in the sports sector in Algeria, feel free to ask any questions. I would be happy to assist you in getting started.

8. Study Results :

- The number of entrepreneurial sports projects established under the framework of the National Agency for the Support and Development of Entrepreneurship during the period 2011–2021 has been increasing.
- there is an impact of entrepreneurial project support on the creation of projects within the framework of the National Agency for Entrepreneurship Support and Development.
- There is a high interest among university graduates in establishing sports enterprises at the national level (Algeria).
- University graduates' interest in establishing sports enterprises at the national level (Algeria) remains limited.

9. Recommendations:

- Greater focus on media efforts to attract more university graduates to invest in sports projects.
- Aligning activities with university degrees through coordination with university-related entrepreneurial entities, such as the Entrepreneurship House, to attract university graduates to entrepreneurial projects.
- Increasing support for youth carrying sports-related projects beyond just financial aid, emphasizing mentoring and guidance.

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