# Identifying Effective Factors in the Success of Sports Businesses in the Post-Corona Era

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## Abstract

**Purpose:** It can be said that the coronavirus outbreak was one of the biggest problems created in the current century for humanity, which caused problems and bankruptcy to all businesses, including Sports Businesses, while a series of jobs with good management managed to not only get through the pandemic, but achieved some successes. In this regard, the purpose of this study is to identify effective factors the success of sports occupations in post-corona era.

**Methods:** The research method used in terms of applying the purpose and in terms of doing the method is qualitative, which the content analysis method is used. The statistical population consisted of instructors of sport management faculty familiar with the subject, managers related to sports businesses, as well as owners of sports clubs during the coronavirus outbreak, who were selected by purposive sampling. Data collection tools included deep and semi-structured interviews that were conducted with 17 elite members of the relevant field until theoretical saturation was reached. All stages of data coding and analysis were done with the help of MAX QDA 2018 software.

**Results:** After analyzing the interviews, 79 effective characteristics were obtained, which ultimately led to 8 main themes including adaptability, innovation, mastery of modern science, smart advertising, mastery of technology, opportunistic look, avoidance of perfectionism, and strong personality factors.

**Conclusion:** The results of the current research can be used as a specific model by other occupations and sports businesses in other corona pandemics or other widespread diseases so that they can resist the existing problems and choose the best solution.

**Keywords:** Sports Marketing, Post-corona, Corona Virus, Adaptability.

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## Introduction

By focusing on their considerable capacity, sports and Sports Occupations are able to be effective in order to achieve policy making in jobs and reduce the number of unemployed (Galandra et al., 2020). Currently, in developed countries, the added value of the sports industry includes a large part of the gross domestic product, and its main task is to generate income, create jobs and reduce the number of unemployed people in the society. This issue shows the vital matter that there are many competencies related to sports and this itself motivates many to create work and jobs in the sports industry (Rattan, 2019). In the context of this study, sports businesses refer to a wide range of commercial activities and organizations that directly or indirectly engage with the sports industry. These businesses include entities involved in manufacturing sports equipment, managing sports teams, operating sports clubs, organizing events, and providing services like coaching and sports marketing. Their primary objective is to generate economic value, create employment opportunities, and contribute to the overall growth of the sports sector.

The issue of sports, especially Sports Businesses, has not been exempted from these restrictions due to the fact that it is an important issue in economic, sports and social dimensions. According to Ratten, "the topic of sports has been particularly affected by the Covid-19 crisis, in a way that has never been seen before" (Ratten, 2020: p. 1). Also, the sudden and unexpected spread of the corona virus in the world has faced a serious crisis in the sports industry and has caused financial losses and economic problems for the owners of industries, manufacturers, athletes, trainers and in short the administrators of the sports industry (Keshkar et al., 2021). On the other hand, according to Wang et al. (2020), in the sports industry, by creating special associations in the corona and post-corona era, they should take the necessary measures in the field of the sports industry, but to achieve a double-edged strategy in the process of sports businesses on the part of stores and sports clubs, it is necessary to carry out a needs assessment based on real demands (Koozehchian et al., 2022). In fact, it seems that these demands and demands for the sports industry, according to those sports businesses, create a lot of capacity in order to adapt to the challenge of the spread of Covid-19 and similar challenges. Certainly, due to the lack of necessary supplies and the lack of crisis management in sports institutions, it can be concluded that now the necessary platforms in the field of sports are not available in order to implement new solutions as best as possible, and it is necessary for sports institutions to make sufficient arrangements in order to upgrade the necessary platforms in sports (Ahmadi et al., 2022). On the other hand, research has been done in this field, such as Gholipour & Alidoost Ghahfarkhi (2022) in a research entitled "Investigation of Sports Business Modernization Strategies in the Post-corona Era" which finally, in the current financial situation of the country, when studying The reason for the decrease in profitability and economic losses of sports businesses, it is necessary to consider the general financial situation of the country as well as the special internal factors of the industry or weak internal management as additional stimuli; Therefore, sports businesses should avoid bankruptcy with their own strategy and grow their business; And also Keshkar et al. (2021) in a research called "Effects of the Corona Virus Pandemic on the Sports Industry" came to the conclusion that the new experiences gained during the pandemic by sports organizations need crisis management plans to deal with crises in the future; Therefore, it is necessary to manage sports organizations with a different perspective and new plans to face the needs and problems of the future. To do this, sports managers must learn from the experiences of the pandemic and be prepared to anticipate the world in the future and manage their organizations better. Also, Fazaii (2019) in a

research titled "Investigation of organizational success factors according to the order of priority from the point of view of managers", the result of the research stated that organizational factors have a positive and significant effect on the success of the organization and this effect is accepted in the dimensions of organizational factors. Ghorbani et al. (2017) in the research named "Identification of factors affecting the success and decline of talented sports fields in Golestan province in the last decade" the results showed that the dimensions of budget and financial affairs and coordination and communication are important They are the most effective dimensions on the success of sports fields. Also, the development of coaches and human resources and the talent search and training of athletes were the most important factors affecting the decline of sports fields. Also, the necessary technical and professional fields, dimensions of financial resources, human resources and talent search are able to be identified as factors affecting the success and decline of sports fields. Sports organizations are considered as a whole and include businesses that are directly and indirectly related to sports. According to the state of the country, based on studies conducted in various fields in the Corona and post-corona era, it has been revealed that sports in the true sense of the word has lost its function, and as a result, sports businesses and professions have failed. Suffer many tensions and challenges in this era; therefore, all management factors, whether at the micro or macro level, should adopt strategies in order to pass this era, i.e. the post-corona era, in a good way and make more progress than before the corona outbreak. Sports managers and even university professors can take actions by using their experiences and giving appropriate and reasonable solutions in the field of sports careers and create efficient platforms for sports careers in order to create entrepreneurship and increase career and economic capacities; Also, this case is very necessary and important to determine the important and effective factors that sports businesses have taken and maintained their success, so that these effective factors in the success of sports businesses are correctly identified and used as a roadmap for others. businesses and businesses to be used as a specific model in the event of the next stage of this disease or any other epidemic to prevent the damage and bankruptcy of sports businesses during diseases and so on. In this regard, this research seeks to identify the cases and factors influencing the success of sports businesses in the post-corona era. Sports organizations are a set of a whole and include jobs that are directly and indirectly related to sports. Sports managers and even university professors can take actions by using their experiences and giving appropriate and reasonable solutions in the field of sports careers and create efficient platforms for sports careers in order to create entrepreneurship and increase job and economic capacities; Also, this case is very necessary and important to determine the important and effective factors that sports businesses have taken and maintained their success, so that these effective factors in the success of sports businesses are correctly identified and used as a road map. In this regard, this research seeks to identify the cases and factors influencing the success of sports businesses in the post-corona era.

## Materials and Methods

According to the purpose of the research, the approach of the current research is qualitative and its paradigm is interpretive. Due to the fact that the data sources of this research were interviews, the method of content analysis of the interviews was used for extracting and coding. While thematic analysis is an independent method of analysis, it can also be used in other methods of qualitative analysis (Mohammadpour, 2012). The statistical population of the research in this department included professors of the faculty of sports management who are familiar with the subject, who have relevant research experience, managers related to sports businesses, as well as

owners of sports clubs during the outbreak of Corona, who with creativity and perseverance saved their clubs. They did, it was according

to the nature of the research, the theoretical sampling method (in a targeted manner) based on studies and surveys, sampling was done from people who provided the most opportunity to collect the most relevant data about the phenomenon under study. The data collection tool in this research was deep and semi-structured interviews. In this regard, arrangements were made with the potential participants to conduct interviews, and those who were willing to participate in the interview, were interviewed at the time and place chosen by these people. In this regard, first the interview guide was sent to the people, which included the title, objectives and general questions of the interview, so that the interviewees would be familiar with the general topic of the interview. The initial questions of the interview were compiled according to the background of the research and the desired goals, which were presented among the sample members in a different order. The interviews were conducted during a 4-month process, with the duration of the interview between 40 and 70 minutes. The researcher reached the theoretical saturation point after 17 interviews with the elites of the field related to the topic in question; In fact, this point was where no new data was added to the previous data, and a high percentage of the data from the last interviews was repetitive, so the interviews were ended at this point. In this research, in order to record the information obtained from the interviews, in addition to taking notes on the interview, the researcher recorded the interview using a tape recorder with the permission of the interviewee. After taking the interviews, data analysis was done by thematic analysis method at the same time as data collection in order to monitor the emergence of new topics. Upon reaching the saturation of the data, the interview process was stopped (that is, no new themes emerged). All stages of the analysis process and coding were done with the help of MaxQDA software version 2018.

In the current research, to calculate the retest reliability of the test using the within-subject agreement method of two coders, 3 interviews were randomly selected from the interviews conducted and each of them was conducted twice in a 30-day interval (one month) by the researcher. Are coded. In his research, Stemmler stated that a reliability level of more than 0.60 was confirmed and acceptable (Stemler, 2000). The results of these codings are shown in Table 1:

$$\text{Intra} - \text{subject agreement percentage} = \frac{\text{Number of agreements} \times 2}{\text{Total number of codes}} \times 100$$

**Table 1. Data reliability**

| Interview title | Total codes number | Agreements number | Disagreement | Test-retest reliability |
|---|---|---|---|---|
| **First interview** | 10 | 4 | 6 | 0.80 |
| **Second interview** | 16 | 6 | 10 | 0.75 |
| **Third interview** | 14 | 5 | 9 | 0.71 |
| **Total** | 55 | 15 | 25 | 0.75 |

As can be seen in Table No. 1, the total number of codes in two 30-day intervals was equal to 55, the total number of agreements between codes in these two times was equal to 15, and the total

number of non-agreements in these two times was equal to 25. The re-test reliability of the interviews conducted in this research using the mentioned formula is equal to 0.75. Considering that this reliability rate is more than 0.60 (Stomel & Wills, 2004), the reliability of the codings is confirmed and acceptable.

## Results

The results of the demographic characteristics of the interviewed qualitative samples showed that the number of interviewees was 17, of which 7 were women (41.17%) and 10 were men (58.82%). Fields of activity of the research samples, 5 people (29.41%) from university professors (with work or research experience related to the subject), and 6 people (35.29%) managers related to sports businesses 6 people (35.29%) were owners of sports clubs. Table No. 2 provides information about the demographic characteristics of the research.

**Table 2. Participants' demographic information**

| **Interviewees number** | **Gender** | | **Research or executive experience in the field of sports business** | | | **Employment place** | | | **Education** | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Female | Male | Less than 5 years | 5 to 10 years | 10 to 15 years | Faculty members | Sports business managers | Sports business owners | Senior | **P.H.D** |
| **17** | 7 | 10 | 4 | 8 | 5 | 5 | 6 | 6 | 10 | **7** |

Table 3 shows the qualitative data analysis of the main topics, sub-topics and dimensions related to the identification of effective factors in the success of sports businesses in the post-corona era.

**Table 3. Factors affecting success**

| **Main themes** | **Sub themes** | **Dimensions and features (success)** |
|---|---|---|
| **Adaptability** | Understanding the situation | - The belief that a pandemic has occurred<br>- Considering the same conditions for all sports businesses<br>- Not to blame for the current situation<br>- Lack of resistance to the changes made<br>- The possibility of the emergence of other types of corona |
| | Compatibility | - Compatibility with the current conditions<br>- Do not give up early<br>- Trying to identify the characteristics of the corona pandemic<br>Coping with the problems of the Corona pandemic<br>- Belief in the restrictions created due to the Corona pandemic<br>- Accepting the presence of Corona in life |
| | Employee support | - Creating a sense of trust and confidence among employees in difficult quarantine conditions<br>- Livelihood support for employees (so that they can continue their work with more focus)<br>- Ability to control conflicts |

| | | |
|---|---|---|
| | | - Prevalence of positive thinking |
| **Innovation** | Identify opportunities | - Identifying the limitations of Corona<br>- Turning limitations into new opportunities<br>- Accurate calculation of the weak and strong points of Corona<br>- Opportunistic view |
| | Taking advantage of opportunities | - Identifying the existing weaknesses in order to create a new business to eliminate the weaknesses (face-to-face trainings were turned into online trainings instead of being closed)<br>- Avoid being traditional<br>- Track the trend of the day |
| | Creativity | - Being the first business to provide new services according to the limitations<br>- Having technological thinking<br>- Trying to be up-to-date |
| **Mastery of modern sciences** | Mastery of new sciences | - Taking advantage of the latest sports articles Follower in acquiring knowledge in order to implement it on your business<br>- To make sports related business scientific<br>- Having a scientific advisor if you do not master new sciences<br>- Taking advantage of the experiences of other businesses |
| | Mastering the news of the day | - Complete follow-up of sports news<br>- Following the news of the day, especially Corona<br>- Categorizing the consequences of Corona for better planning<br>- Monitoring competitors' businesses |
| | Strategic planning | - Having a specific goal<br>- Step by step planning<br>- Complete registration of job progress and regression reports<br>- Providing regular reports to employees |
| **Smart advertising** | Virtual advertising | - Using the vast space of messengers (especially Instagram)<br>- Having a website (especially a professional SEO team)<br>- Effective communication with the site of other complementary businesses<br>- Having a strong and up-to-date advertising team |
| | Targeted communication | - Positive communication with competing businesses<br>- Signing advertising contracts with other businesses<br>- Using field advertising to attract major customers<br>- Using new marketing techniques (including gamification, guerilla marketing, ambush marketing and others) |
| **Mastery of technology** | Technology | - Pursuing new technologies |

| | | |
|---|---|---|
| | | - Smart use of technologies<br>- Avoiding the usual way of doing things like the conditions before the start of the pandemic<br>- Trying to use technological designs<br>- Supporting new ideas<br>- Holding free seats |
| | Cyberspace | - Entering the virtual space<br>- Trying to enter the Metaverse<br>- Avoiding fieldwork and turning to the Internet<br>- Holding virtual space familiarization workshops for employees |
| **Opportunistic look** | Identify deficiencies | - Identification of dislocations and shortages resulting from the corona pandemic<br>- Scientific identification of the effects on people's morale and character<br>- Correct classification of the resulting effects |
| | The use of dislocations | - Trying to provide creative solutions to neutralize the effects of Corona (including separating treadmills in gyms with glass enclosures, or sending sports products to the door, trying to hold online classes at home, etc.)<br>- Management change<br>- Using the post-corona effects as an opportunity to generate income (for example, employing psychologists in clubs, creating new sports hall branches due to the influx of people after the corona quarantine). |
| **Avoidance of perfectionism** | No waiting in vain | - Not expecting the end of the corona pandemic in the near future<br>- Not expecting the complete neutralization of the disease with vaccines and drugs<br>- Avoiding the thought of returning to the previous conditions without extra effort |
| | Realism | - Don't try to get rid of the pandemic completely<br>- Being satisfied with sales and low income<br>- Failure to compare the benefits of disease outbreak conditions with the absence of corona<br>- Failure to close the business completely due to the conditions not being perfect |
| **Strong personality factors** | Being a risk taker | - No fear of doing unusual things<br>- Taking risks in order to invest in other things<br>- Failure to resist the situation<br>- Being a searcher |
| | Strong spirit | - Being overwhelmed by sales and low profit<br>- Being motivated and hardworking<br>- Having enough resistance to hard and unusual conditions<br>- Having a strong spirit<br>- Failure to accept early failure<br>- Removing the mentality of bankruptcy |

Based on Table 3, the analysis of the interviews was summarized in a selection of dimensions and characteristics. Following these dimensions, 19 factors or subcategories were extracted. Finally, 8 main categories were obtained from the categories of sub-categories. These categories include; Adaptability, innovation, mastery of modern science, smart advertising, mastery of technology, opportunistic look, avoidance of perfectionism and strong personality factors.




***In Figure 1.*** The Effective Factors in the Success of Sports Occupations in the Post-corona Era

## Discussion

It is safe to say that there are currently many works related to Corona in the society, especially the sports community, and many businesses and sports businesses were damaged and bankrupted, and this epidemic has shown humanity well that it should not be He is proud of his current science and findings, and it is possible that another type of it or even another disease will cause problems in the whole life cycle and businesses, in this regard, it is very important to know that businesses In the post-corona era, what characteristics have they had and what things have they taken for their success in order to maintain stability and even promote themselves in such conditions.

According to Figure 1, a model was presented for this research. According to the results obtained from the analysis of qualitative interviews in this research, finally 8 main categories and 19 sub-categories were presented for the success of sports businesses in the post-

corona era. The category of adaptability is one of the success factors of sports careers, Kolbiha and Soleimani (2018) entitled "The Effect of Career Adaptability on Turnover Intention: The Serial Mediating Role of Job Satisfaction and Job Stress ", the results showed that job satisfaction and job stress act continuously and back-to-back as a mediating variable in the relationship between the adaptability of the career path and the desire to leave the job. In this relationship, the mediating role of job satisfaction between the adaptability of the career path and the desire to leave the job is confirmed, and on the other hand, the mediating role of job stress and the direct relationship between the adaptability of the career path and the desire to leave the job are not confirmed. Findings The study of the Kolbiha and Soleimani (2019) can be used by sports managers and its imitator occupations which with the findings of Krause, Schmidt & Schreyer (2022), Abdolmohammadi, Hosseinian & Yazdi (2021), Nikandar et al. (2021), Alipour Esfahani & Sadeghi (2020), Chen et al. (2020), Ginevra et al. (2018), Rudolph et al. 2017 and Yu et al. (2017) and are consistent with our research findings. Another category success factor is innovation. Razavi et al. (2019) in a research called "Enhancing Technological Innovation Capabilities: The Role of Human Capital in Iranian Sports Manufacturing Companies" state that human capital has a great impact on technological innovation capabilities in sports manufacturing companies. And brand association has a significant effect on brand value and brand citizenship behavior. As a result, the main factors (skills and expertise, knowledge and experience) can significantly affect the development of human capital and technological innovation capabilities in Iranian sports manufacturing companies, which are consistent with our research results and also Jinkins (2021), Ashouri et al. (2020), Madadi & Talebi (2019) and Sadeghpour & Fathi Chaharah (2016); It is also a category of mastering modern science (subcategory: strategic planning), Pérez Brito & Bojórquez Zapata (2020) in a research entitled "Strategic planning as an important factor in business management" stated that today we see the organization as part of an environment and in terms of options or choices based on what you have around It and the opportunities or paths that can be used to achieve the goal. The conclusion reached was that if the existing factors are properly analyzed and adapted to the exact conditions and characteristics of small businesses or, more generally, to any type of business for which planning is intended. to be If strategic planning is implemented correctly, it brings many advantages (which outweigh its disadvantages); But there are inherent risks that can be overcome with proper supervision and control, and these results are consistent with the findings of our research as well as the research of Dwyer (2020), Ahmadian & Jafari Nia (2019) and Shah mansoori, Nabi elahi & Khani (2018). The next category of success factors is smart advertising, and Ghajari & Naghavi (2019) in a study called "Factors affecting on employment in internet advertising businesses; Digital marketing" stated that the demand for advertising in cyberspace is now a necessity for Internet and non-internet businesses have changed. Digital marketing business is a new business in Iran, and the sociological analysis of these businesses is one of the important demands for their development and expansion. According to the findings, the significance of the independent variables "interest" and "labor market" was not confirmed with the dependent variable "employment" and it was found that the component of talent and job benefits had the highest effect in attracting employees to internet advertising businesses. These findings are consistent in agreement with the results of our research and also with the findings of research Hajizadeh et al. (2022), Memari, Attar Abbasi & Raisizadeh (2021), Chan-Olmsted & Xiao (2019) and Asmarian, Levanov & Borwick (2016); And also the category of technology mastery is the next success factor that Ratten

(2020a) showed in a research called "Coronavirus Disease (COVID-19) and Sport Entrepreneurship", the results showed that the sports industry is increasingly being affected by technological innovation for its global competitiveness. Technology in sports is evident in various fields such as experience, consumption and watching the game. Considering the inherent need for technology in sports, understanding how to develop a comprehensive strategy regarding innovation management becomes more important. Investigating the role of sports technology in the literature of technology innovation and sports management by adopting an organizational learning approach, which refers to understanding how to manage knowledge in the field of sports and how it contributes to the development of sports technology. In addition, the role of entrepreneurial ecosystems in the sports industry is discussed with the aim of understanding the emergence of sports technology, and as a result, the importance of considering the perspective of sports technology in the global economy is emphasized, and these results are in line with the findings of Armawati, Ahmed & Destiniar (2021), estaji et al. (2020) and Nikbeen et al. (2018) and it is consistent with the results of our research; And another category of success factors is the category of opportunistic look; Belyaeva (2015) in a research entitled "Causes and Trends Employer's Opportunism in Conditions of Economic Instability, Bulletin of the Samara State University", his findings showed that the state of society, behavioral norms and values of people cannot be changed immediately. Of course, the improvement of the economic situation is bound to reduce opportunistic behavior in labor relations because the growth in demand for labor and the intensification of competition between employers require them to make more commitments to employees, the implications of this research are consistent with the findings of our study ،as well as those of Rashidibajgan & Hupperich (2022), Ibáñez Colomo (2022), Han & Yin (2022). The category of Avoidance of perfectionism is another success factor, and Spagnoli et al. (2021) stated in a research titled "Perfectionism and Burnout during the COVID-19 Crisis: A Two-Wave Cross-Lagged Study" that Overall, perfectionism may be a critical personality variable in pandemic crises. The findings showed that only the concerns of perfectionists are significantly and positively related to the dimensions of job burnout and realism; Therefore, employers should monitor the presence of these maladaptive perfectionist attitudes that may cause burnout and realism in individuals, and use this information to design and implement programs that are dedicated to refining employees' perfectionistic traits to improve their well-being. On the other hand, managers should try to supervise perfectionist employees and, if necessary, adopt interactive procedures that may reduce their tendency towards perfectionism concerns. In general, organizational interventions should promote workers' sensitivity to the harmful consequences of perfectionistic concerns, and the findings of this research are consistent with the results of Harari et al. (2018), Pinto et al. (2017), Hill & Curran (2016), Kenny, Kaniskan & McCoch (2015) and Childs & Stuber (2012); and also consistent with our research results; Finally, the final category of success factors is strong personality factors that Galandra et al. (2020) in a study called "Job loss and health threatening events modulate risk-taking behaviours in the Covid-19 emergency", They stated that due to this epidemic of Covid-19, it has a sad effect all over the world; Therefore, the first-person experience of life-threatening and stressful events can change people's risk perception and, as a result, risk-taking behaviors, which risk-taking is considered a part of strong personality factors. The results showed that people were more risk-averse than health and employment conditions. Furthermore, increased returns induced a shift toward more risk-averse behaviors in financial terms, but not in health and employment terms, where we found an

opposite trend indicating more risk-taking behavior. These findings provide evidence of the possible effects of the Covid-19 outbreak on risk-taking abilities. The negative impact of this catastrophic life event on human choices and as a result on the entire world economy should not be underestimated, and the results of this research are aligned in line with the results of our study as well as McCleskey & Gruda (2021), Malisha & Kajmark (2021), Moron´ & Biolik-Moron´ (2021), Koscielniak, Rydzewska, & Sedek (2016) and Macatee et al. (2015).

In this research, success factors in sports careers were studied and investigated, which are of particular importance in the post-corona era. Sports Occupations are considered as one of the factors of economic growth and progress in the field of sports, both at the championship and professional level and at the public and general level for a country, and due to the increasing growth of new technologies and urban life, people mostly cooperate have become enthusiastic in Sports Occupations and partnerships with sports organizations and companies; But in the field of Sports Occupations in Iran, no complete and perfect research has been done so far; Therefore, the current research was conducted with the aim of identifying the effective factors in the success of Sports Occupations in the post-corona era. This research is one of the first researches in the field of sports professions, and it was tried to consider all the existing criteria and conduct a complete research in this area. In this research, a model for Sports Occupations has been presented, and with the knowledge that there are many Sports Occupations in the country, both in the non-governmental and governmental sectors, and there is no good model for these jobs in sports organizations, an effort was made to find a good model. For the purpose of Sports Occupations, it should be given to the managers and owners of these organizations so that they can use parts of the collected model in order to model the model of their jobs in accordance with the demands and characteristics of their organizations. While the managers of sports organizations are able to openly express their business model and are also able to perform well. The models of sports businesses are gradually becoming ineffective and useless with the emergence of new technologies; therefore, sports businesses must change their positions in time for their continuity, and in this way, a successful sports manager is a person who knows about the model of his worthy business. Such a manager can competently manage transformations; On the other hand, understanding the business model is necessary to work in a competitive environment. Currently, the modeling of business models, both in new businesses and despite the previous background, has been increasingly noticed, because they have been easily followed and practiced, while economic transformations, increasing business competition and the emergence New technologies have made most of the previous business models useless, but some business models have given their place to new and innovative models; Therefore, it is necessary to acquire knowledge related to all types of sports business patterns in order to achieve success. Also, the growth rate of sports businesses in Iran depends on the reasonable confidence of business profitability by sports entrepreneurs. So, developing a model that specifies all the components and elements related to the jobs of sports organizations becomes an effective component for the growth of those jobs.

## Conclusion

It is suggested that managers ،the president of federations and sports organizations in the current situation be fully acquainted with these topics and elements in order to be able to behave in accordance with the demand and characteristics of their jobs depending on the modeling of components and profiles of sports occupations specific to their sport. According to the findings of the research, it is recommended that in the business environment of sports organizations, during the application of new

research, innovative, entrepreneurial and stimulating people should be used as consultants and partners, and according to the type of their sports field, to create Think tanks and workshops should be careful because, considering the post-corona conditions, it is important to be up-to-date when facing problems; And also, depending on the knowledge of the dos and don'ts, tangible or intangible infrastructures and foundations that are not available now should be investigated and researched, and they should act in order to attract the participation of other partners and stakeholders. In order to establish a strong channel (partners, competitors, suppliers, beneficiaries, employees of the distribution network and brokers, colleagues and other cases) they should design and take action. Finally, according to the results of the research, it is recommended to maintain and improve service quality in order to achieve income and increase profitability depending on the decrease of expenses and increase of efficiency. In addition, depending on the creation of ways to create new and marginal income in the post-coronavirus era.

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