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## Identifying factors affecting the use of donors' capacity in the development of the country's sports infrastructure

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**ABSTRACT**

**Background:** Donor and sponsor participation are crucial for developing sports infrastructure, facilitating national sports expansion. Identifying factors attracting and optimizing civic engagement can guide policymakers and sports administrators in improving these factors and fostering greater donor participation. Examining this topic allows for a deeper understanding of motivations and driving forces. Therefore, the purpose of this research is to identify the factors affecting the use of donors' capacity in the development of sports infrastructure in the country.

**Methods:** This research was conducted in a qualitative way and thematic analysis method was used to analyze the data. The present study was practical and exploratory in nature. The statistical community in this research was made up of all sports specialists and managers and those who were active in the field of sports donors. Sampling was done in a purposeful and snowball manner, which reached theoretical saturation with 23 interviews. In order to collect information, a semi-structured interview was used, which was conducted as a direct communication and as a telephone call. To measure validity and reliability, acceptability, transferability, confirmability and retest were used.

**Results:** From the data analysis, 64 open codes were extracted, which were placed in 18 sub-themes. Finally, sub-themes were categorized into 7 main themes including individual factors, economic factors, political factors, cultural factors, social factors, legal factors and organizational factors.

**Conclusions:** The current findings can be used as a guide for different organizations in the country to attract donors for cooperation in the field of sports.

**KEY WORDS**

Affecting Factors, Development, Donors Capacity, Sports Infrastructure

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## Introduction

Sports is considered as a shelter against the lack of mobility caused by industrial societies, which people turn to from the adversities of life [1]. In this regard, one of the most important and effective strategies to reduce the risk of some diseases is an active lifestyle and promotion of physical activity [2]. People's tendency towards sports requires the continuous construction and equipping of places, equipment and sports spaces; Due to the fact that sports places and spaces are the platform for the implementation of sports activities and programs, and their quantity and quality have a direct effect on the implementation of exercises, the organization of sports competitions and sports and the spread of sports among different strata of society [3]. Providing various sports services to the society requires a specific mission for the operators and preparation of a clear vision in a specific time horizon. In order to better provide these services, financial support and a dedicated budget are necessary. Considering the geographical extent and population dispersion in the country, the allocated sports space per capita (less than one meter per person) is insufficient. Considering that the government provides the most support for the country's sports by providing government financial resources. It does not respond to the country's sports needs due to the reduction of government funds to invest in sports [4]; therefore, marketing activities such as attracting financial support are vital for promoting sports projects in the current conditions of Iran's sports industry [5]. One of the best ways to provide sufficient funding for sports activities is to use financial support, which is one of the most important sources of income in sports today [6]. One of the valuable methods of financing centers and public services is using the culture of endowment and attracting donors, which is considered one of the most successful methods of spreading religious, cultural and national values in the sports environment [7]. The important role of financial supporters and donors in helping the development of different parts of the countries is quite obvious, and donors and donors have found a special position in this field; The use of donors' contributions has become a way to develop various sectors that the government alone is not able to cover their costs, therefore the field of sports and the construction of sports spaces requires the entry of donors and their help to the government [8].

On the other hand, a general change in the way of life towards doing physical activities is the most economical and cost-effective way to get out of physical poverty. The results of a study in Canada showed that a 10% reduction in the prevalence of physical inactivity could lead to a reduction in direct health costs of 150 million dollars in one year [9]. In this regard, Higgs and Cunningham (2008) also showed that every 1 dollar invested in sports will result in approximately 6.20-1.57 dollars in physical and mental health return and savings; therefore, the cost of exercise against diseases is very low. Therefore, exercise is not only a means to prevent diseases and fill free time, but it also brings many benefits, including reducing treatment costs and increasing work efficiency [10]. Therefore, the importance of sports activities in the health of the society, on the one hand, and the increase in people's awareness of the benefits of sports in their lives during recent decades, on the other hand, has caused the number of people participating in sports to increase every day [11]. Therefore, due to the increase in the country's population and the acceptance of sports and sports activities, the state of sports per capita does not meet the needs of the society. The country's sports space per capita is 0.63 square meters, which is far from the goals of the third development plan and far from the sixth plan. On the other hand, state sports organizations are not in a favorable situation in terms of operational efficiency and financial performance, and they are not very popular with the public. Therefore, many sports organizations that are completely owned by the government

and run in the form of government face a lack of funds. Therefore, the amount of government investment in the sports sector is not proportional to the growth and population of the society and the requirements of sports [12].

However, the country of Iran, having a long history in the field of endowment and charity in most social fields, including health donors and school builders, has been successful in an organized manner; but in the field of sports, he has not been able to achieve this pragmatism. In this direction and in the direction of theorizing about this process, the desire for endowment and charity in sports and its promotion, should move from individual-oriented and working option to the central group and priority in planning in the sports institution; Therefore, the first step is to identify the effective factors for smoothing the presence of donors and benefactors, as well as finding solutions and incentives to maintain sports charities; But researchers have not been able to provide a single approach to implement this potential [5]. The noteworthy point in the process of developing physical activities is that in developing countries like Iran, due to sanctions and extensive economic problems, the development of physical activities is not easily possible and is actually beyond the power of the government and the ministry. Sports and related organizations [13]. Therefore, in the current conditions of sports in Iran, it is necessary to use marketing activities such as attracting financial support with the aim of promoting sports projects; Therefore, one of the valuable ways to finance the construction and development of sports facilities is to use the culture of endowment and attract donors [7] and the quantitative and qualitative expansion of the culture of sports charity and creating a culture for the wide participation of donors in meeting the needs. It requires exercise in different dimensions [8].

In this connection, Mandalizadeh & Mandalizadeh (2022) found that the factors influencing the development of donors' participation in sports are: management and strategic plan by sports institutions, cultural and social factors, laws, cooperation of different institutions in line with coherent work, support of centers Scientific and educational from sports donors, media and information in the development of donor participation [14]. Also, Majidiparast et al. (2023) found that various factors such as the development of integrated management and planning, the development of the culture of attracting people's capital and participation, the development of interactions with donors, education, structural development, culture building, ethics, development Advertising and media follow-up, development of the performance evaluation system of the donors' assembly can be effective in the success of fundraising strategies and the participation of sports donors [15]. In this regard, Karami et al. (2022) considered the factors influencing donor participation as religious bases, social-cultural values, attitudinal factors, legal-supportive bases, process management, and identification of obstacles, attitudinal factors and objectification of outputs [16]. Deldar et al. (2022) also introduced 7 effective factors on participation in charity activities by sports donors. These factors include religious beliefs, interest in sports, gaining a social base, a monument for the past, seeking justice, social obligation and personal requests were identified and finalized [17]. Moslehi (2023) considered the obstacles of attracting and maintaining sports donors in the field of women's sports infrastructure development in Isfahan province as five managerial, economic, cultural, legal and informational factors [18]. Noudi et al. (2022) concluded that the most important motivations for participating in charity sports events are related to personal benefits [19].

Sports facilities and infrastructures are very important that have many social and economic effects on the society, among the economic effects can be the creation of employment in the area around the stadium, business prosperity, more commercial transactions in the region,

increase in income, increase in commercial shops, etc. Also, among the social effects, we can mention the increase in the tendency of the residents of the region to exercise, the increase in vitality and vitality in the residents of the region, and the increase in collective and sports cooperation, etc. [20]. This is while the number of sports per capita in Iran is very low compared to other countries, and this growing trend of people's tendency towards sports and the lack of sports per capita shows that in this area, we are in dire need of donors' participation [21]. Therefore, in the current situation of Iran's sports industry, it is necessary to use marketing activities such as attracting financial support with the aim of promoting sports projects, which, of course, considering the unstable state of the country's economy, providing financial resources in the sports sector, only with budgets and support contracts. Finance is not available, therefore, one of the valuable ways to finance the construction and development of sports facilities is to use the culture of endowment and attract donors [7], which is the quantitative and qualitative expansion of the culture of sports charity and the creation of a culture for the wide participation of donors in providing sports needs in It requires different dimensions [8]. Therefore, the participation of donors in the sports sector and the development of its infrastructure, in addition to its many benefits, will reduce the need for hospital donors many times over. On the other hand, due to the low per capita of sports facilities and the importance of creating infrastructure in different sectors, as well as the high capacity of donors and their positive functions, it shows more than before. Therefore, according to the topics raised and the state of sports per capita in the country and the importance of creating sports facilities in different sectors and on the other hand due to the high potential of donors and the positive functions of donors in the country, the present research is designed to design a comprehensive model of using the capacity of donors in development. It pays for the country's sports infrastructure.

### **Material and Methods**

This research was conducted with the aim of identifying the factors affecting the use of donors' capacity in the development of sports infrastructure in the country; therefore, in terms of purpose, it is practical. The current research is a qualitative and exploratory type of research that uses thematic analysis method. The statistical community in this research was made up of all sports specialists and managers and those who were active in the field of sports charities, as well as university professors who studied in the field of sports charities. Sampling was done in a purposeful and snowball way, which was done with 23 theoretical saturation interviews. In order to collect information, a semi-structured interview was used, which was conducted as a direct communication and as a telephone call. In order to record information, due to ethical issues, the researcher asked permission from the interviewees to record the interview before starting each interview. It is important to mention that a preliminary list containing interview questions and primary data collection tools was prepared and then sent to each of the experts as an interview guide before the interview was conducted. The initial questions of the interview were formulated according to the background of the research and the intended goals, and other questions were added depending on the conditions of the interview. The interview started by describing the demographic characteristics of the interviewees and then the main research questions were presented. At the end, by asking an open question to the interviewees, "Do you think there is anything you haven't covered in this field?" finished. The duration of the interview was between 15 and 30 minutes.

After conducting the interviews, the effective factors of using the capacity of donors in the development of the country's sports infrastructure were extracted by means of thematic

analysis. In general, theme analysis seeks to extract the themes and concepts in the interview, and the network of themes that is built at the end leads to the structuring of these themes. In this regard, the analysis of the data obtained from the interviews was carried out: the first stage - analyzing and describing the interviews (writing the interviews, creating primary codes and coding, searching and identifying themes), the second stage - describing and interpreting the text. Drawing the network of themes and analyzing the network of themes), the third stage - synthesis and integration of the text (compilation of the report).

In order to validate the results of the research, Lincoln and Gaba (1985) evaluation criteria including validity, generalizability and reliability, which are considered as reliability criteria of qualitative research, were considered [22]. These concepts are similar to the common vocabulary used in quantitative research; the term validity corresponds to internal validity, generalization is equivalent to external validity, and trustworthiness is equivalent to reliability or reliability. In order to check the reliability, the interviews were conducted in a standard way with open answers and the same for all participants; Also, the validity of the findings was improved by using different sources and multiple and detailed review, and by re-examining the transcript of the interviews, the coherence of the participants' answers was checked. In this research, the within-subject agreement method was used to calculate the reliability of the conducted interviews. In order to calculate the reliability of the interview with the intra-subject agreement method of two coders (evaluators), a PhD student in statistics was asked to participate in the research as a research partner (coder); The necessary training and techniques for coding the interviews were given to them. In each of the interviews, the codes that are similar in the opinion of both people are marked with the title of "agreement" and the codes that are not similar are marked with the title of "disagreement". Then, the researcher coded the number of three interviews together with this research colleague and the percentage of agreement within the subject, which is used as a reliability index of the analysis, was calculated using the following formula. Its results are presented in Table 1.

$$\text{Reliability percentage} = (\text{number of agreements} * 2 / \text{total number of codes}) * 100$$

**Table 1.** Reliability results between two coders

Interview number	All codes	Number of agreements	Number of non-agreements	Reliability percentage
Three	15	6	3	80.00
eleven	12	5	3	83.33
seventeen	18	7	2	77.77
<b>Total</b>	45	18	8	80.00

As can be seen in table number one, the total number of codes in two 30-day time intervals was equal to 45, the total number of agreements between codes in these two times was equal to 18, and the total number of non-agreements in these two times was equal to 8. The retest reliability of the interviews conducted in this research, using the mentioned formula, was equal to 80 percent. Considering that this reliability rate is more than 60 percent (Stemler, 2001), the reliability of coding is confirmed and acceptable [23].

## Results

In the table below, a brief description of the demographic characteristics of the research samples in the form of age, gender, and their Type of contributors was presented.

**Table 2.** Participant characteristics

Interviewee code	gender	Age	Type of contributors
1	Man	60	Donor
2	Female	38	academic board
3	Man	39	manager
4	Female	47	manager
5	Man	37	academic board
6	Man	45	manager
7	Female	50	academic board
8	Man	42	academic board
9	Man	62	Donor
10	Man	43	manager
11	Man	56	manager
12	Man	55	manager
13	Man	48	academic board
14	Man	59	academic board
15	Man	49	manager
16	Man	52	Donor
17	Man	71	Donor
18	Man	58	Donor
19	Man	62	Donor
20	Man	59	Donor
21	Man	41	academic board
22	Man	58	academic board
23	Man	65	Donor

After coding based on the theme analysis method, 64 open codes were obtained, which were placed in 18 sub-themes and 7 main themes. It should be noted that after studying the interviews and reviewing them several times, sub-themes were extracted from the interviews and then the main themes were obtained according to the sub-themes. Table 3 is an example of the interviews conducted for coding.

**Table 3.** An example of how to code based on one of the conducted interviews

The text of the interview	Detected codes
Donors' motivations can be different and all these people have one thing in common, and that thing is <u>interest and interest in sports</u> . One of the motivations that can cause donors to be active <u>in the field of sports</u> is <u>that the person himself used to be active in that field</u> , but now he is no longer active in that field due to some reasons, for example, he is no longer active in that field due to an injury or because of <u>Due to the increase in age</u> . He mentioned his age and that he is not active in that field. Among the other reasons or factors that make donors move towards sports, we can point out <u>that their child is active in that field</u> . Among other factors, <u>we can mention the family's interest in a sport</u> , for example, there is a family that is all involved in sports, and naturally, if they want to do well in a field, <u>they do it in the field of sports</u> .	<ol style="list-style-type: none"> <li>1. Attention and interest in sports</li> <li>2. donor Sports background</li> <li>3. Elderly donors</li> <li>4. family sports background</li> </ol>

In the table below, all open codes and their frequency are shown individually.

**Table 4.** Open codes and their frequency

<b>R</b>	<b>Open codes</b>	<b>F</b>	<b>R</b>	<b>Open codes</b>	<b>F</b>
1	Durability	1	2	charity	4
3	The motive of God's satisfaction	11	4	Religious motivation	7
5	benevolence	3	6	Discomfort from the heirs	2
7	Having no heirs	2	8	patriotism	5
9	poverty and unemployment	4	10	Household basket	3
11	Inflation and high prices	3	12	Donate to others	6
13	lack of experience	2	14	Economic stability	2
15	Society's attitude to sports	3	16	Donor's sports background	5
17	Sports rules and regulations	4	18	Political pressures	5
19	Complexity of financial matters	2	20	Political risks	4
21	Lack of donors' time and energy	4	22	Economic crisis	3
23	Physical problems of donors	4	24	Use of hadiths	8
25	Recommendation of parents of donors	5	26	Legal incentives	3
27	Statehood of sports	3	28	Neglect of managers to donors	8
29	Maintenance after construction	6	30	Lack of attention from the authorities	2
31	Not accompanying family members	2	32	The problem of meeting with officials	3
33	Allocation of land for construction	4	34	Ethical	5
35	religious scholars	6	36	Sports champions	3
37	The donor's profit from the good work	2	38	Inter-organizational competition in attracting donors	2
39	Attention and interest in sports	19	40	Endowment prioritization	6
41	Per capita income of the people	3	42	Identification motive	16
43	discrimination	5	44	Respect for donors	9
45	Informing donors about the use of space	3	46	The joy of the souls of the dead	8
47	Intention of donors	10	48	Administrative bureaucracy	11
49	family Sports background	10	50	Administrative corruption	3
51	Satisfaction with donation work	25	52	Cost of sports infrastructure	3
53	Communication with donors	5	54	Identification of sports donors	6
55	Attention to the birthplace	2	56	Elderly donors	2
57	Tax incentives	11	58	Political work of officials	13
59	Benefiting from a good loan	1	60	Legal structures	8
61	Lack of supervision	10	62	Inter-organizational inconsistency	10
63	community health	25	64	Responsibility towards society	6

As mentioned above, 64 open codes were divided into 18 sub-themes and finally 7 main themes including individual factors, economic factors, political factors, social factors, cultural factors, organizational factors and legal factors as factors affecting the use It was obtained from the capacity of donors in the development of the country's sports infrastructure. Table 3 shows the open codes and themes of using donors' capacity in the development of the country's sports infrastructure.

**Table 5.** Open codes, sub-themes, main themes and categories

category	Main themes	Sub themes	Open codes
Using the capacity of donors in the development of sports infrastructure	Individual factors	Spiritual factors	lack of experience, Satisfaction of donation
		Physical factors	Donor's physical problems, Elderly donors
		Connection with sports	Donor's sports background, Attention and interest in sports, Acquaintance of donors with the field of sports
		Busy donors	Lack of donors' time and energy
	Economic factors	Government's relationship with people	Statehood of sports, Per capita income of the people, Economic stability, household basket
		Financial problems	Complexity of financial matters, Cost of sports infrastructure, Inflation and high prices, Economic crisis, poverty and unemployment
		Economic benefits	Tax incentives, Donor benefit from charity, Benefiting from a loan
	Political factors	Political conditions	Political risks, political work of the officials,, Political pressures
	social factors	Community priority	Responsibility and sense of religion to society, Sports champions, community health
		Fame-seeking	Identification motive, Durability
		sweat for the homeland	Patriotism, Donate to others, Attention to the birthplace
		Family	family sports background, The will of the parents of the donors, The joy of the spirits of the dead, Having no heirs, Discomfort from the heirs, Not accompanying family members
	cultural factors	Attitude of donors	Intention of donors, Ethical, Cultural attitudes, Respect for donors, benevolence, charity
		religious beliefs	Use of hadiths, religious scholars, The motive of God's satisfaction, Religious motivation
	Organizational factors	Organizational conditions	Lack of supervision, Administrative bureaucracy, Inter-organizational competition in attracting donors, inter-organizational inconsistency, Lack of attention from the authorities, The problem of meeting with officials, Administrative corruption, discrimination
		communication	Attention to donors, Communication with donors, Identification of sports donors
		utilization of sports space	Maintenance after construction, Allocation of land for construction, Informing donors about the use of space, Endowment prioritization
	Legal factors	Legal conditions	Sports rules and regulations, Legal incentives, Legal structures

The results in Table 5 show that in the thesis of qualitative data analysis, 64 open codes were obtained, which were placed in 18 sub-themes. From the obtained sub-themes, 7 main themes were obtained, which include: individual factors (spiritual factors, physical factors, connection with sports, busy donors), economic factors (Government's relationship with people, economic problems, economic benefits), political factors (political conditions), social factors (Community priority, Fame-seeking, sweat for the homeland, family), cultural factors (Attitude of donors, religious beliefs), organizational factors (organizational conditions, communication, utilization of sports space) and legal factors (legal conditions).

## Discussion

The purpose of this research was to identify the factors affecting the use of donors' capacity in the development of sports infrastructure in the country. The results in 7 categories of Individual factors (the main themes of spiritual factors, physical factors, connection with sports, busy donors), economic factors (the main themes of Government's relationship with people, economic problems, economic



benefits), political factors (the main topic of political conditions), social factors (the main themes of Community priority, Fame-seeking, sweat for the homeland, family), cultural factors (the main themes of donors' attitudes, religious beliefs), organizational factors (the main themes of organizational conditions, communication, utilization of sports space) and legal factors (the main content of legal conditions) were categorized.

The first finding is related to individual factors, which includes the four main themes of spiritual factors, physical factors, connection with sports, and busy of donors. In this regard, we can mention lack of experience, Satisfaction of donation, Donor's physical problems, Elderly donors, Donor's sports background, Attention and interest in sports, Acquaintance of donors with the field of sports, Lack of donors' time and energy. Spiritual factors such as interest in sports, feeling satisfied with donating, understanding the importance of developing sports, motivate and make donors more willing to participate. The donor's physical condition and health affect the donors' financial and mental ability to participate. Communication and the donor network in the field of sports will lead to a better understanding of needs and the possibility of more targeted participation. The amount of work and personal busyness of the donor, in terms of time and energy, has a direct impact on the amount of participation in charitable affairs. This finding is consistent with the researches of Karami et al. (2022), Deldar et al. (2022), Nodehi et al. (2022) because each of the studies somehow referred to the issue of individual factors [16, 17, 19]. Therefore, by providing the above positive factors, it is possible to provide the basis for the optimal use of the capacity of donors in the development of sports infrastructure. Also, by identifying and attracting the participation of donors who have the above characteristics, their capacity can be used in the best way.

The second finding was related to economic factors, the three main themes of which were the government's relationship with the people, economic problems, and economic benefits. In this regard, one can refer to the statehood of sports, per capita income of the people, economic stability, household basket, complexity of financial matters, the cost of sports infrastructure, inflation and high prices, economic crisis, poverty and unemployment, tax incentives, Donor benefit from charity, Benefiting from a loan. The government's relationship with the people, problems and economic benefits can be effective in benefiting from the capacity of donors in the development of sports infrastructure from different aspects: so that people's trust in the government and public institutions affects the motivation of donors' participation. Economic benefits such as tax exemptions, Low interest loans for building sports facilities, or government grants increase the motivation of donors to participate. On the other hand, it should be noted that economic problems such as inflation, recession, and budget deficits reduce the available resources for donor investment in sports. These findings are consistent with the researches of Amiri-Paryan et al. (2022), Moslehi (2023), Hamel and Centeron (2021), Deldade Mehraban et al. (2023) [4, 18, 24, 25]. Overall, economic stability, sound policy making, and providing the necessary grounds play a significant role in attracting donor participation in sports. So that the country's economic situation and inflationary conditions and recession/prosperity: have a direct impact on the financial ability of donors to help charities. The wealthier the donors, the more able they are to invest in the development of sports infrastructure. Tax incentives for donors: Tax incentives can increase the willingness of donors. The cost of investment and maintenance of sports facilities: the lower it is, the more donors will be welcomed. Efficiency and income generation of sports investment projects: increases the attractiveness of sports investments. In general, creating the necessary infrastructure for effective cooperation between the government and the private sector and donors guarantees the development of sports infrastructure in the country. Therefore, proper economic foundation can play an effective role in attracting the optimal participation of donors in the development of sports infrastructure.

The third finding is related to political factors, which includes a main theme of political conditions. In this connection, we can mention political risks, political work of officials, political pressures.

Political factors from different aspects can affect the use of donors' capacity in the development of the country's sports infrastructure. In this connection, it can be said that political risk, such as sudden changes in governments, international sanctions, or legislative instability, reduces the confidence and motivation of donors to invest. Also, the political corruption and political work of some officials, including unnecessary interference in the donation of donors or lack of transparency, causes pessimism and decreases their participation. On the other hand, political pressures from different groups and factions in order to secure special interests can cause donors to discourage and lack confidence in the relevant system and institutions. The findings of the present research can be seen in some way in the researches of Amiri-Paryan et al. (2022), Karami et al. (2022), Deldade Mehraban et al. (2023) [4, 16, 25]. Therefore, reducing political risks and increasing the stability, transparency and accountability of relevant institutions plays an important role in encouraging donors to participate in the development of sports infrastructure. A more stable political environment provides more motivation and confidence for donors to invest and participate. On the other hand, providing tax exemptions and incentives and facilitating processes can encourage donors. Reducing bureaucracy and facilitating the activity of donors plays an important role. International sanctions and restrictions can limit the financial and technological resources available to donors. Securing ownership and investment rights of donors creates more trust.

The fourth finding is related to social factors, which has four main themes of community priority, Fame-seeking, sweat for the homeland, and family. In the same context, one can consider responsibility and sense of religion to society, sports champions, community health, identification motivation, Durability, patriotism, Donate to others, attention to the birthplace and family sports background, The will of the parents of the donors, The joy of the spirits of the dead. He mentioned having no heirs, Discomfort from the heirs, not accompanying family members. In this connection, if the development of sports infrastructure is one of the main priorities of the society, more motivation will be created for the participation of donors. In this regard, the desire of some donors to gain credit and social reputation through charitable activities can cause them to invest more in sports. In this context, patriotic donors who see national pride in the development of sports have a higher motivation to participate. On the other hand, the family's encouragement and support of the donors' charitable activities has a positive effect on the donor's participation. In this connection, Yaghoobi et al. (2020), Mandalizadeh & Mandalizadeh (2022), Karami et al. (2022), Deldar et al. (2022), Nodehi et al. (2022), Hamel & Centeron (2021), Deldadeh Mehraban et al. (2023) and Rajabi (2019) somehow included the social factor in their research [8, 14, 16, 17, 19, 24, 25, 26]. Therefore, it should be noted that the level of social trust between people and civil, governmental and private institutions, as well as the existence of models and appreciation of prominent donors, is effective as a motivation for other donors to be active in the field of sports. Also, the emphasis of the media and advertisements on the role of donors in the development of the country's infrastructure and especially sports, social, cultural and spiritual support from donors at the local and national levels can play a very important role. Therefore, as these factors move in a positive direction, the ground is provided for better benefit from the capacity of donors.

The fifth finding is related to cultural factors, which has two main themes, including donors' attitudes and religious beliefs. In this regard, the intention of donors, ethical behavior, cultural attitudes, respect for donors, benevolence, charity, use of hadiths, religious scholars, motive of God's satisfaction, religious motivation can be mentioned. Donors' attitude and religious beliefs can be effective from a cultural point of view on the level of their participation in the development of sports infrastructure, so that a positive attitude towards sports and its valuing creates more motivation for donors to invest and participate. On the other hand, religious beliefs about the importance of donating to others and doing charitable work can be a stimulus for donors to participate. In this connection, religious teachings regarding avoiding idleness and promoting sports can increase the concern of donors regarding the

development of sports infrastructure. Donors' example of religious figures supporting sports is also effective in their decision to invest in this field. Therefore, strengthening cultural and religious beliefs and values that support sports will lead to more donor participation. The findings of this research are true in most of the researches conducted in the field of sports donors, and each of them has pointed to cultural factors in some way. Majidiparast et al. (2023), Karami et al. (2022), Nodehi et al. (2022), Deldade Mehraban et al. (2023), are among these researches [16, 15, 19, 25]. Therefore, it should be noted that the culture of helping others and doing charitable work in society, valuing and the place of sports and sports activities in the popular culture of the people, modeling prominent sports donors and social appreciation of donors, promoting the culture of public participation in sports through the media and education In general, including the teachings about the role of donors in sports, in educational books and texts, holding cultural-sports festivals and conferences to encourage and appreciate donors, strengthening these cultural factors will encourage more donors to participate in the development of sports infrastructure.

The sixth finding is related to organizational factors, which has three main themes: organizational conditions, communication, and utilization of sports space. In the same context, it can be mentioned the lack of supervision, administrative bureaucracy, inter-organizational competition in attracting donors, inter-organizational inconsistency, Lack of attention from the authorities, problem of meeting with officials, administrative corruption, discrimination, attention to donors, communication with donors, identification of sports donors, maintenance After construction, Allocation of land for construction, Informing donors about the use of space, and endowment prioritization were mentioned. So that the organizational conditions of the institutions in charge of sports, such as the decision-making structure, flexibility, and efficiency, have an effect on the willingness of donors to participate. In this regard, communication and interactions with donors, including information, clarification, and accountability, play an important role in gaining the trust and participation of donors. On the other hand, the proper use and exploitation of the built sports spaces and facilities provides more incentive for donors to invest and participate again. Therefore, improving the performance of relevant organizations will guarantee the success of utilizing the capacity of donors as much as possible. The studies by Amiri-Paryan et al. (2021), Majidiparast et al. (2023), Moslehi (2023) and Pilevar et al. (2018), are consistent with the findings of the current research [18, 14, 4, 27]. It should be acknowledged that several organizational factors can be effective in attracting participation and benefiting from the capacity of donors in the field of sports, including the flexible and decentralized organizational structure of the institutions in charge of sports in the country. Also, organizations having experienced experts in the field of cooperation with the charity sector is another organizational factor that can play a role in attracting donors. Facilitating processes and procedures for the participation of donors in sports projects and transparency, accountability and reporting of performance to donors supporting sports are other effective factors that should be taken into consideration. On the other hand, establishing continuous and effective communication and interactions with donors is very important. The improvement of these factors will lead to the increasing trust and participation of donors in the development of sports infrastructure.

The seventh finding is related to legal factors, where there was a main theme called legal conditions, which can refer to the rules and regulations of the field of sports, legal incentives, legal structures. Existence of laws supporting, facilitating and encouraging charitable activities, providing also appropriate exemptions and tax incentives for donors who support sports, in this regard, the simplicity and transparency of administrative processes and executive instructions for the participation of donors, as well as facilitating the processes of donating land and facilities for building and equipping sports spaces. It can affect the presence of donors in the field of sports and the use of donors' capacity in the development of sports infrastructure. Therefore, improving and enhancing these aspects will facilitate and encourage greater participation of philanthropists in the development of sports

infrastructure. The studies by and Amiri-Paryan et al. (2021), Mandalizadeh & Mandalizadeh (2022), Karami et al. (2022), Nodehi et al. (2022), are also in line with the findings of the current research [14, 16, 19, 4]. It should be remembered that the existence of clear, fixed and stable rules and regulations regarding charitable activities, as well as the simplicity and uncomplicated processes and instructions related to the participation of donors can attract donors to the field of sports. In this regard, the provision of incentives and legal facilities in order to support donors supporting the development of sports and the necessary legal protections for property rights and charitable investments are very important, so that the improvement of these key indicators leads to facilitating the participation of donors in the development of sports infrastructure.

### **Conclusion**

As mentioned, numerous individual, economic, social, cultural, political, organizational, and legal factors can affect the amount and manner of using donors' capacity in the development of sports infrastructure; So that having strong personal and social motivations, facilitating organizational and legal processes, providing suitable economic contexts, and considering political and cultural factors, can increase the participation of donors in the direction of developing sports infrastructure. Considering the importance of the issue, it is necessary for relevant institutions and bodies to take targeted measures to improve indicators in various fields. For example, the Ministry of Sports and Youth can provide the ground for more participation of benefactors for sports by reforming internal structures and processes and creating organizations that suit the needs of cooperation with the charity sector. Also, the Central Bank and the Tax Administration can create incentives for donors by providing incentives such as facilitating loans or tax exemptions. In addition, public media and cultural institutions can also be the basis for their wider participation by promoting the culture of public participation and emphasizing the role of donors.

### **Ethical Considerations:**

#### **Compliance with ethical guidelines**

This study was conducted in full compliance with ethical guidelines pertaining to human research.

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#### **Conflict of Interest**

The authors declare that there are no conflicts of interest regarding the publication of this manuscript.

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## شناسایی عوامل اثرگذار بر استفاده از ظرفیت خیرین در توسعه زیرساخت های ورزش کشور

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### چکیده

**هدف:** مشارکت خیرین و حامیان مالی نقشی حیاتی در توسعه زیرساخت های ورزشی و گسترش ورزش در سطح ملی ایفا می کند. شناسایی عواملی که مشارکت مردمی را جذب و بهینه می کنند، می تواند به سیاست گذاران و مدیران ورزشی در بهبود این عوامل و ایجاد محیطی مناسب برای افزایش مشارکت خیرین کمک کند. بررسی این موضوع، امکان درک عمیق تر انگیزه ها و نیروهای محرکه را فراهم می سازد. بنابراین، هدف این پژوهش شناسایی عوامل مؤثر بر استفاده از ظرفیت خیرین در توسعه زیرساخت های ورزشی در کشور است.

**روش شناسی:** این پژوهش به صورت کیفی و با استفاده از روش تحلیل مضمون انجام شد. ماهیت این مطالعه کاربردی و اکتشافی بود. جامعه آماری در این پژوهش شامل کلیه متخصصان و مدیران ورزشی و فعالان حوزه جذب خیرین ورزشی بود. نمونه گیری به صورت هدفمند و گلوله برفی انجام شد که با انجام ۲۳ مصاحبه به اشباع نظری رسید. برای جمع آوری اطلاعات از مصاحبه نیمه ساختاریافته استفاده شد که به صورت ارتباط مستقیم و تماس تلفنی انجام گرفت. برای سنجش اعتبار و روایی، از معیارهای مقبولیت، قابلیت انتقال، تأییدپذیری و آزمون مجدد استفاده شد.

**نتایج:** از تحلیل داده ها، ۶۴ کد باز استخراج شد که در ۱۸ زیرمضمون قرار گرفتند. در نهایت، زیرمضمون ها در ۷ مضمون اصلی شامل عوامل فردی، عوامل اقتصادی، عوامل سیاسی، عوامل فرهنگی، عوامل اجتماعی، عوامل قانونی و عوامل سازمانی دسته بندی شدند.

**نتیجه گیری:** یافته های این پژوهش می تواند به عنوان راهنمایی برای سازمان های مختلف در کشور برای جذب خیرین جهت همکاری در حوزه ورزش مورد استفاده قرار گیرد.

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### واژه های کلیدی

توسعه، زیرساخت ورزش، ظرفیت خیرین، عوامل اثرگذار

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