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Assessment Of Factors And Risks Of Development Of Sports Organizations As Business Structures

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ABSTRACT

The article presents an assessment of the factors and risks that directly affect the development of entrepreneurship among sports organizations, as well as to find out their impact on the implementation of entrepreneurial initiatives in sports.

KEYWORDS

Sports organization, business structure, factors of business development, commercial activity, training of sportsmen, risks.

INTRODUCTION

The multifaceted features of entrepreneurship, the assessment of entrepreneurial initiatives, the factors contributing to their development and the risks of entrepreneurship are currently being carried out on an ongoing basis, both at the

national level and at the level of the world community. In Uzbekistan, the Perm Chamber of Commerce and Industry conducted research on the specifics of doing business back in 2014, and this report clearly showed that the country

is developing entrepreneurship in all areas of activity, as well as in sports. (1)

RELEVANCE OF THE STUDY

It should be noted that there are currently no comprehensive studies that characterize the level of entrepreneurial activity of sports organizations. In order to solve this problem, as well as to justify the mechanisms of management of sports organizations as business structures and to increase the level of their competitive status, the author conducted a questionnaire survey of the possibilities of conducting business activities by sports organizations. For this purpose, a questionnaire was developed containing questions about the opportunities and risks of doing business by sports organizations.

THE PURPOSE OF THE STUDY

To determine the possibility of sports organizations to engage in entrepreneurial activities.

OBJECTIVES OF THE STUDY

To assess the level of entrepreneurial activity of sports organizations, to identify factors that affect the implementation of entrepreneurial initiatives, to assess the risks of entrepreneurial activity.

OBJECT OF RESEARCH

we will consider sports organizations in Chirchik, which can engage in business activities on a permanent basis. According to the Ministry of Physical Culture and Sports of the Republic of Uzbekistan (2), the number of such organizations is 4 units.

THE SUBJECT OF THE STUDY

Raising and attracting a large number of entrepreneurs and athletes-coaches for the development of entrepreneurship among sports organizations.

RESEARCH METHODS AND MATERIALS

study and analysis of special and scientific-methodological literature, analysis, statistical data processing and conducting questionnaires among athletes-coaches and entrepreneurs.

To conduct the study, the opinions of respondents were taken into account, which were divided into 2 groups – "entrepreneurs" and "professionals". "Entrepreneurs" – respondents with practical business experience (managers of organizations), "professionals" -respondents directly involved in the problem (athletes-coaches). At least 50% of the sample should represent "professionals", and at least 25% should be "entrepreneurs".

To conduct the survey, the coaches of the Chirchik specialized boarding school for various sports were involved. Also, as entrepreneurs, a meeting was organized in the khokimiyat of the city of Chirchik, where the entrepreneurs of the city were gathered.

The questionnaire consisted of a number of questions, the answers to which will help us find out, in the opinion of" professionals "whether a sports organization can actively conduct business activities and also the opinion of" entrepreneurs " who have sufficient practical knowledge in this area. By summarizing their responses, we will be able to prevent risks and track the factors that affect the decline in the development of

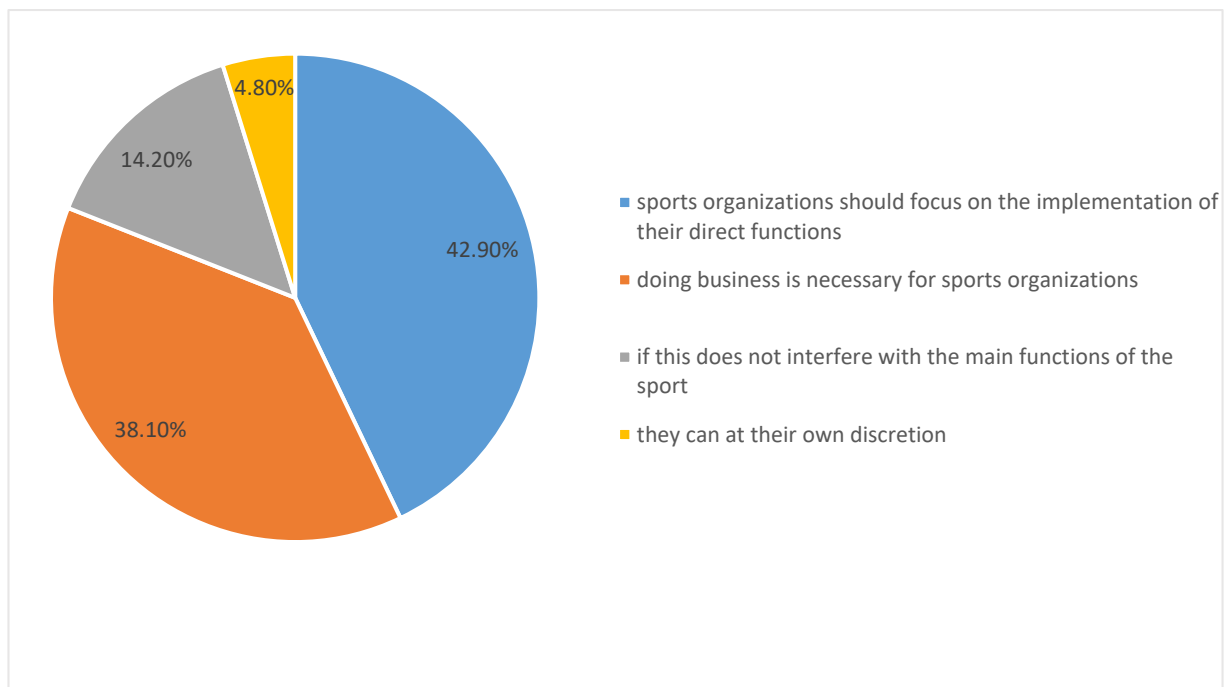
entrepreneurial activity among sports organizations.

The results of the study and their discussion: 50 respondents took part in the survey, of which 20 respondents (41.2%) – entrepreneurs, 30 respondents (58.8%) – athletes-coaches directly involved in the development of sports organizations. Thus, the results of the survey correspond to the advanced criteria for the reliability of the study.

To the question "Can sports organizations engage in entrepreneurial activities?" only 14% of respondents indicated that the activities of sports organizations should be focused on the main functions, i.e. the training of athletes. The fact that doing business is a necessary direction

for the development of sports organizations was noted by 38.1% of respondents. The remaining respondents identified both the possibility and the need for sports organizations to conduct business activities (Figure 1). The conducted survey, in general, showed the readiness of sports organizations to conduct business, the need to create conditions of competition between sports organizations that want to conduct business. These conditions may include free entry into the sports market, the provision of services or the production of sporting goods. In today's conditions, in Uzbekistan, unfortunately, there is no competition in the market of sports organizations, the main task is to create competition between sports organizations.

Figure 1-Results of the survey on the question " Can sports organizations engage in entrepreneurial activities?»

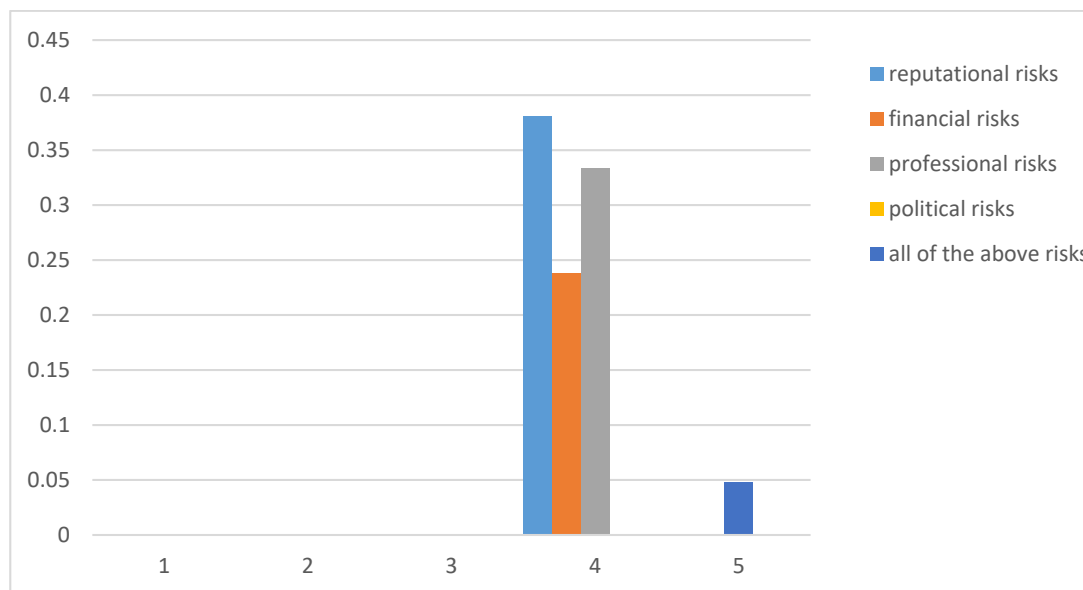


Reputational and professional risks were identified as the main risks of business activity (Figure 2). However, the risk assessment is of a conjunctural nature and, in many respects,

depends on the current situation in the economy at a particular time. For example, the assessment of the impact of political risks

depends on the overall political situation in the country and in the world.

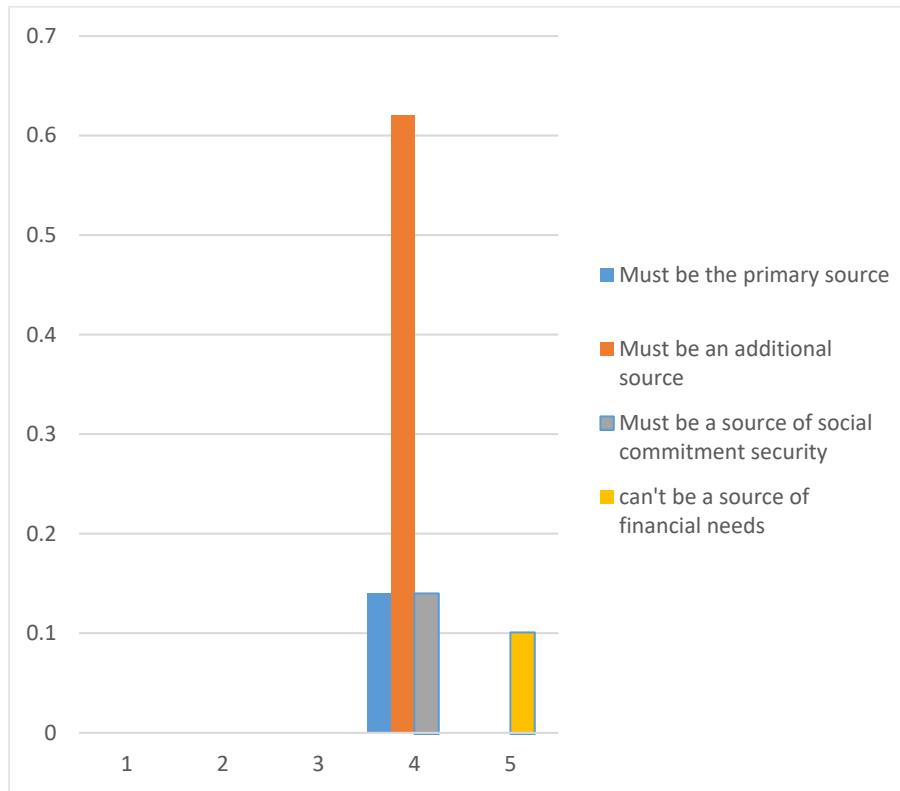
Figure 2 Results of the survey on the question “What are the risks of a sports organization in the case of conducting business?”



To the question "Can business income be the main source of providing for the financial needs of sports organizations?" only 14% of respondents answered that business income should be the main source of financial needs.

The majority of respondents believe that entrepreneurship is a source of additional financial resources necessary for the implementation of effective activities of sports organizations (Figure 3.).

Figure 3. - Results of the survey on the question "Can business income be the main source of providing the financial needs of sports organizations?"



The main sources of business income are master classes and ticket sales for sports competitions and events.

However, other types of entrepreneurial activity are also considered by respondents as entrepreneurial possible. Additional revenue included the commercialization of intellectual property rights and sports broadcasts. Worldwide, the sale of sports broadcast rights is currently one of the most profitable types of business in the field of sports. The commercialization of rights to the results of intellectual activity is realized through such tools as patenting of inventions, registration of a trademark, etc. with the subsequent assignment of rights on the basis of a license agreement.

When asked about the need for state support and state regulation of sports organizations, 81% of respondents said that state support is necessary, and 86% of respondents believe that state regulation contributes to the development of sports organizations and ensures a balance of interests. Thus, there is a need to take into account the activities of the state when considering the factors that affect the entrepreneurial activity of sports organizations.

CONCLUSION

The consideration of sports organizations as structures of the entrepreneurial type allows us to identify and evaluate the factors that contribute to or hinder their development, and to assess the features of doing business.

The study "Entrepreneurship in Sports" allowed us to draw the following conclusions: more than 80% of respondents identified not only the opportunities, but also the need for sports organizations to conduct entrepreneurial activities, identifying entrepreneurship as an additional source of meeting financial needs. Respondents identified government support, access to finance, cultural and social norms, and internal research and development as the main factors contributing to the implementation of entrepreneurial initiatives.

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