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The study of the factors affecting entrepreneurship in sports industry among graduates in India

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Abstract

Entrepreneurship is a key tool for economic growth in many countries. Entrepreneurship is recognized as an important source of job growth and economic development of a country. The rate of growth for entrepreneurship varies from country to country as well as from time to time for the same country. In fact, India governments have been organizing the considerable efforts for activities and identifying components to entrepreneurship among graduates. Considering the importance of entrepreneurship, identifying opportunities for entrepreneurship in sports can introduce new components for entrepreneurs to promote economic and social development in the community. So, the purpose of this research is to identify factors for entrepreneurship development in sports industry among graduates in India

Keywords: entrepreneurship, sport, India, graduates, positive factor, negative factor.

Introduction

Sport is one of the most valuable forms of entertainment today. Regulatory especial culture which controls broad meaning of sport is financial economy of the sport sector which has unique traits. A sport extensive economics provides preface for all aspects of broad economy (Grafton, Arnesolberg, 2007). As a result, the world recognize sport as an industry in which the products offered to their buyers are sports, physical fitness, recreation or leisure related activities, goods, services, places, people or ideas. In addition, internet is introduced as the means for transfer of correct concepts and has created sports services without limits and new opportunity for entrepreneurs. Entrepreneurs in sport use economic opportunities in sport. Creating new jobs, innovation in products and services and transmitting deficiencies to opportunities for employment are objects which can be discussed in sport entrepreneurship. A sample of sports entrepreneurship is position of professional sport, including; website design and development, technology, e-commerce, management, customer service, access to information, marketing database and product development (Santomier, 2002, 5).

Entrepreneurship is recognized as an important source of job growth and economic development of a country. The rate of growth for entrepreneurship varies from country to country as well as from time to time for the same country. But the established fact is that it has a clear and positive impact on economic growth. The entrepreneur is the driving force behind the economic development of countries. Work experience, vicarious experience, general attitude, image of entrepreneurship and other demographic variables are tested against entrepreneurial conviction and entrepreneurial intentions. Sport as an industry with unique experiences such as leagues, investment and improved function provides dynamic opportunities for sports entrepreneurs. However, partnerships of entrepreneurs for sport development have been estimated less than normal values. Moreover, existing of many opportunities for entrepreneurship in the sport, has affected problems and threats on sport entrepreneurship development, such as rapid changes in sport industry, has created environment for opportunities that also these changes have followed challenges and barriers for entrepreneurship. Since sport provides background for entrepreneurship development by creating demands for services and sporting goods and attractive communities, therefore for entrepreneurship development should be recognized positive and negative factors.

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Objectives of the Study

1. To identify the factors affecting entrepreneurship in sports among graduates.
2. To assess how education influence sports entrepreneurship.
3. To make appropriate recommendations to improve entrepreneurship in sports.

2. Literature Review

Entrepreneurial intention is the state of one's mind to foster the new business or venture creation. Entrepreneurial conviction is a measure of the perceived ease of starting up a new firm as well as to the perceived feasibility of such a choice [Autio, E., Keeley, R. H., Klofsten, M. and Ulfstedt, T. (1997) ^[1]. However, a person will only initiate entrepreneurial actions when one's entrepreneurial conviction is high in relation to the perceived requirements of a specific opportunity. Past studies have proven that conviction stands out as the primary explanation and determinant of entrepreneurial intentions [Bird, B. J. (1988)] ^[2].

During recent years, the process-based approach of studying entrepreneurial intentions has become increasingly used [Boyd, N. and Vozikis, G. (1994)] ^[3]. Moreover intentionality is grounded on cognitive psychology that attempts to explain or predict human behaviour. Similarly, attitudes towards entrepreneurship (perceived feasibility and perceived desirability) should be partially derived from prior exposure to entrepreneurial activity. It affects intention and thus behaviour through changing attitudes. Firstly, the individuals should have intentions towards entrepreneurship and the perception that starting a new venture is credible. Secondly, the new venture initiation requires some kind of precipitating event. Credibility requires at least a threshold level of perceptions of feasibility and desirability with some propensity to act upon the opportunity [Brice, J. (2002)] ^[4].

Economic-psychological model of factors which influence individuals' intentions to go into business has been quoted more often as compared to previous models. It is proposed that personal background variables affect both general attitudes (i.e., general psychological dispositions) and domain attitudes (or specific attitudes towards entrepreneurship) while the central role of conviction was, as the primary determinant of intention. At the same time the personal background variables affect both general and domain attitudes [Carter, N. M, William B. G., Kelly G. S. and Elizabeth J. G. (2003)] ^[5].

Entrepreneurial intention study among the university students at the MIT School of Engineering. The structural model of entrepreneurial intent consists of three main components: personal traits, attitude, and intention towards entrepreneurial behaviors. The model proposes that the intention to become a business founder is moderated by the attitude about entrepreneurship. Their model proposes a direct impact of the perceptions of contextual factors on entrepreneurial intentions. Hence, the environment is assumed to be responsible for the lack of a perfect attitude-intention correlation. Inversely, graduates with a positive attitude towards new venture creation may not decide to start their own business due to a negative perception of salient factors in the environment. This line of reasoning is known in attitude models as the contextual influence on the attitude-behavior-relationship [Erikson, T. (1998)] ^[8].

3. Research Methodology

Research Design

Descriptive research design was used for the study. Based on literature study some positive and negative factors were identified. These factors were distributed to students by questionnaire. The questionnaires determined positive and negative factors in forms of Likert scale

Target Population

Target population is the units of whatever nature that a researcher intends to study. A population element is therefore the subject on which the measurement is being taken. The population refers to the group of people or study subject who are similar in one or more ways and which forms the subject of the study.

Population Size

The sample size of the study was fixed at 50 students from Kozhikode district of Kerala and the procedure used was convenience sampling for the selection of respondents.

Tools of Data Presentation and Analysis

Statistical tools charts and tables were used to present the data. Correlation were used to analyse the data.

Research Instrument

Keeping in mind the objective of the study, a questionnaire was prepared covering all aspects of the study after taking into account the valuable suggestions received from some of the experts in the field who were contacted at the time of instrument design.

Sources of Data

Primary Data

The primary data is collected from various students through questionnaires.

Secondary Data

The secondary data are collected through Website Information and Journals like SSRG IJEMS, IJMCI.

4. Conceptual Frame Work

In this section, educational fields of research sample was evaluated.

Chart 1 shows the majority of research samples (47/8%) consisted of Commerce stream students. 22% of them are from arts background. 16% of them are professional science students and 14% of them are science graduates.

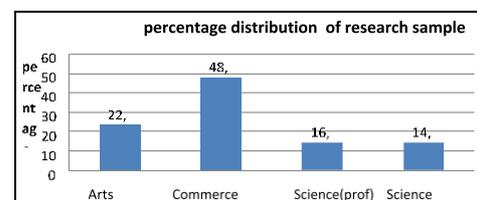


Chart 1: percentage distribution of research sample

Determining positive and negative factors for sport entrepreneurship

Table 1: Positive factors for entrepreneurship development in sport of India

Number	Positive factors for entrepreneurship development in sports among graduates in India.	Mean Rank (5)
1	Acceptance hosting international sporting events and the potential of hosting in this sector due to tourism attraction	4.7
2	Holding seminars and National conferences pertain to Physical Education and Sport Science	4.6
3	Exist center of entrepreneurship and employment in the Physical Education Organization	4.5
4	Include sports entrepreneurship in academic curriculum	4.3
5	Increasing sport scientific and technological level in the country	4.2
6	Designing applications software such as sport talent identification, fitness &etc.	4
7	Media and satellite coverage for sport events	3.8
8	Tendency of young and educated people to using of the Internet	3.5
9	Massive internal market and public interest to sport	3
10	Books and scientific journals published in sports	2.8
11	Sport logistics distribution in India	2.7
12	Expanding of goods and services pertain to sports for different sectors of market	2.5
13	privatization process in sport of India	2.2
14	sports clubs founded in the private sector	2
15	Exist National Olympic Committee	1.8
16	Presenting coaching courses, refereeing and teaching coaches	1.6
17	Presenting appropriate courses during the study of physical education students	1.5

Table 2: Negative factors affecting for entrepreneurship development in sport of India

Number	Negative factors affecting for entrepreneurship development in sport among graduate students in India.	Mean Rank
1	Level of effectiveness for sport management in a given time period	4.6
2	Lack of reward systems based on performance and encouragement for sport entrepreneurs	4.4
3	Lack of proper system in determining the administrators in the country's sport	4.3
4	Lack of matching jobs and skills in Physical Education Organization	4.2
5	Weakness in attracting sport's sponsors	4
6	Lack of coordination among policies in sport management of India	3.9
7	The gap between planning and performance in public and private Organizations	3.8
8	Lack of strategic plan for sport management in India	3.5
9	Rate of Performance Evaluation from researches and the scientific projects in sport	3.4
10	Ineffectiveness of traditional management methods in sport	3.2
11	Lack of entrepreneurial attitude to sport management in the country	3.1
12	Lack of R & D unit and innovation system in the Physical Education organization	2.9
13	Lack of communication for Physical Education Organization with other centers of entrepreneurial in the society	2.8
14	Lack innovation teams for solving problems of organization and pursuing new ideas in Sport	2.6
15	Inappropriate privatization policy	2.1
16	The amount of secure investments for private sector in sports and absorption of sponsors	1.9
17	Activities of other administrative devices in sport of India	1.8

5. Conclusion and Suggestions

Findings

- It is found that hosting international sporting events and the potential of hosting in this sector due to tourism attraction will be the most important positive factor among the graduates in entrepreneurship in sports.
- It is found that Level of effectiveness for sport management in a given time period will be the most important negative factor among the graduates in entrepreneurship in sports.
- increasing administrative costs, lack of qualified managers and executive conflict are the major issues faced by sports entrepreneurship in India based on positive factors
- Instability in the economy, Lack of money and distribution of funds, which are obstacles of entrepreneurial development activities are the major issues faced by sports entrepreneurship in India based on negative factors.
- Graduates are not much aware about the entrepreneurship activities, their major focus is only on getting jobs only.

Suggestions

- Conduct international level sports tournament like Olympics, World cups, Commonwealth games etc. in our country.
- Sports governing bodies should take initiatives on to promote entrepreneurship in students.
- Entrepreneurship development in sports should include in the curriculum of at least commerce background courses.
- Promotion towards the sports should leads the promotion of the entrepreneurship in sports also.

Conclusion

Considering the results of this study based on identifying positive and negative factor for sport entrepreneurship can be said that entrepreneurship in sport of India has not been achieved a good position compared with developed countries. In fact, developing countries have transited from entrepreneurship and entrepreneurship in these countries is synonymous with innovation. For example, sport England attends to apply some innovation which creates wealth. Some awareness programmes should conduct based on the

entrepreneurship development in sports among students. Research and development unit for sports of India has not developed, also lack of effective management has caused the gap between the existing and desirable status in the sport. As a result, considering the traditional economy, economic and political strategies, creating strategic method with regard to the role of Physical Education Organization as trustee of sport in India is inevitable necessity.

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