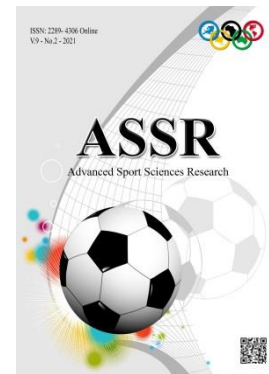


Article Info.

Received: Feb. 10, 2021

Accepted: Feb. 20, 2021

Published online: Jun. 1, 2021



"The role of clubs sponsors investors in developing the sports movement in Iraq From the point view of (coaches - referees - clubs management)"

Dr. Harith Abdelelah Alshukri¹, Ahmed Abd Al-Sadh Mizher², Alaa Abbas Hassan Abd³

¹ **Almustaqbal University College - Department of Physical Education and Sport Science, IRAQ**

² **College of Physical Education and Sports Sciences - University of Al-Qadisiyah**

³ **College of Physical Education and Sports Sciences - University of Karbala**

Hareth_Abdeleah@mustaqbal-college.edu.iq

Abstract

The research problem manifested itself in the fact that the sports movement in Iraq suffers from many problems, the most important of which is the problem of saving money, which made many Iraqi sports clubs floundering and being isolated from the periphery of sports progress. Participation in the Iraqi Football Premier League for the 2020-2021 sports season does not have the ability to compete with the clubs of the institutions that have significant financial support. This prompted some investors to sponsor some clubs and provide them with all financial support, which was reflected positively for the clubs that received financial support. The study aimed at building a measure of sports investment, identifying the role of investors sponsoring sports clubs in developing the sports movement from the point of view of coaches, referees and club management. The researchers used the descriptive approach in the manner of survey studies, the research community and its sample of administrators, coaches and referees in football for the excellent degree in the Middle Euphrates region and the adult Their number is (100), the survey sample was (5) administrators, the building sample (95) and the application sample (100). The most important conclusions reached by the researchers The results showed that the research sample (coaches - referees - club management) see the necessity to provide sports investment. From a positive impact on the development of the sports movement, there are some clubs that are unable to provide tools and capabilities for the club due to the lack of sports investment. The most important recommendations concern the formation of specialized committees in the field of sports investment within sports clubs, encouraging sports clubs to move towards sports investment to raise its level.

Keywords : sponsors, coaches, referees, clubs management.



1- Introduction and the importance of research

The sports field is one of the most important sectors that can be used in the marketing of industrial products because of its great benefit, especially in the countries of the developed world, as private capital, including investors, contributes to supporting sports activities, directly or indirectly, which contributes to the development of sports achievement for sports clubs and teams. The country, which is reflected in the increase in sports practitioners.

The marketing of sports activities has developed a lot in the middle of the current century, for example, starting with investing sponsorship rights, advertising and television broadcasting of sporting events commercially, as sports sponsorship is expected to have a better future than others due to the increasing interest of individuals in sports participation and also because of the growing interest by the media in covering activities. Sports

The success of any sporting activity depends on providing the material, human and cognitive capabilities as well and working to reduce the problems facing the sports movement and work to reduce the problems facing the sports movement and try to overcome them as much as possible and prevent their exacerbation in order to provide the appropriate atmosphere in front of those involved in sports clubs and other bodies. The other, some sports, especially professional ones, require huge sums for their organization and continuation, which prompted some club administrative bodies to be more flexible towards accepting the participation of sports sponsorship by investors. This is what was clear in the Iraqi Football Premier League for the sports season 2020-2021, especially the clubs. Non-institutional, which directed towards investors in order to provide material and human resources for the club in order to continue in the league competitions. Therefore, the importance of the research lies in knowing the role of investment in sports activities and its importance in developing the sports movement for the advancement of the athletic level. The research problem was manifested in that the sports movement in Iraq suffers from many problems, the most important of which is the problem of saving money, which made many Iraqi sports clubs floundering and be in isolation from the periphery of sports progress. Participation in the Iraqi football premier league for the 2020-2021 sports season does not have the ability to compete with the clubs of the institutions that have great financial support. This prompted some investors to sponsor some clubs and provide them with all financial support, which was reflected positively for the clubs that received financial support in order to conclude contracts with professionals from inside and outside the country in order to continue in the Premier League competitions. The study aimed to build a measure of sports investment, to identify the role of investors sponsoring sports clubs in developing the sports movement from the viewpoint of coaches, referees and club management.



2-Research methodology and its field procedures

2-1 Research Methodology

The researchers used the descriptive approach using the method of survey studies. As for the standard studies, they fit the process of building standards and this is consistent with the nature of the current study. [\(1: 73\)](#)

2-2 Research community and sample

The research community was identified and its sample was administrators, coaches and football referees for the excellent degree in the Middle Euphrates region, whose number was (100), the survey sample was (5) administrators, the building sample (95) and the application sample (100) .

2-3 Used research tools and devices

The current search tools are:

1- Sources and references 2- Questionnaire form 3- Data dump form 4- Laptop & calculator.

2-4 Field search procedures

2-4-1 Procedures for building scale

2-4-1-1 Determine the method for formulating the standard paragraphs and their foundations

A good test is one that uses a variety of methods to accurately measure what was set for it, and accordingly, the researchers used Likert's method in preparing the scale paragraphs.

2-4-2 Preparing the paragraphs for measuring the role of investors in developing the sports movement

The researchers reviewed many measures and references that dealt with sports investment as a study (Omar Hashem Hussein Ali 2020) [\(2\)](#) (Naima Dahmani 2015) [\(3\)](#) (Muhammad Jassim Muhammad and others, 2020) [\(4\)](#) and accordingly (27) were prepared. Paragraph, and after completing the process of numbering the paragraphs, work was done to collect them in one measure.

2-4-2-1 Determining the validity of the paragraphs of the Mathematical Investment Scale

After preparing the scale paragraphs in its initial form, which numbered (27), paragraphs were presented to (5 experts) (Appendix 1) to determine their validity in representing what they were designed for. - Agree 2 - Neutral 1- Disagree.

The results showed the validity of all the scale paragraphs, because the calculated values for these paragraphs are greater than the tabular value of (3.84) below the significance level (0.05) and the degree of freedom (1).

2-4-3 Establishing the Mathematical Investment Scale Instructions

The researchers prepared the instructions and took care of them to be clear and to indicate that what the researchers obtain is for the purposes of scientific research, as the answer instructions included in the search tool are considered a guide to guide the respondent.



2-4-4 Implementing the conditions for conducting the scale

Researchers have tried to control extraneous factors to ensure the safety of the procedure as much as possible, and to make sure that the instructions are clear in meaning to simplify the process of performing the test and achieving its desired goal.

2-4-5 Conduct a scale experiment

After completing the scale's paragraphs and compiling them, the main step is to test it and it consists of:

2-4-5-1 Exploratory Experience

The researchers conducted their exploratory experiment of the scale on 25/12/2021 at nine in the morning on a sample of (5) administrators chosen from the research community, and the results were encouraging towards the measurement tool.

2-4-5-2 Main Experience

The researchers began to conduct their main experiment on 1/3/2021, on the building sample of (95), to statistically analyze its clauses using the method (the two terminal groups), where each peripheral group represented (27%) and the number (26) per group during the period between (1/3-15/2/2018) and under the same conditions and instructions. The researchers collected data on the construction sample individuals, and arranged them in tables, in preparation for their statistical analysis.

2-5 Correct the scale

The total score was extracted and the lowest score obtained by the laboratory is (27) and the highest score is (81) and the default mean for it is (54).

2-6 statistical analysis of scale items

The researchers used the following methods:

2-6-1 Extracting the discrimination factor for the scale

To extract it, you follow the following steps:

2-6-1-1 The two terminal groups

The total scores were divided into two sections, upper and lower, and each section represented (26) individuals from the (95) construction sample. It was found that all the scale paragraphs were distinct, as the arithmetic mean of the lower group ranged between (1.00) and the standard deviations between (0.02). As for the upper group, the means ranged. The arithmetic has between (3.00) and the upper deviations between (0.03) below the significance level (0.05) and the degree of freedom (50).

2-6-3 Internal Consistency

The higher the correlation coefficient of the sub-test scores to the overall test score is higher, the more it indicates the internal consistency of the test as a whole, and the internal consistency has been achieved through the following indicators:

2-6-3-1 Internal consistency of the scale

2-6-3-1-1 Correlation coefficient between the paragraph score and the overall score of the scale

The researchers used the Pearson correlation coefficient between the paragraph score and the total score of the scale, as its value ranged between (0.65 - 0.37), which is significant below the level of significance (0.05) and the degree of freedom (93).



2-6-3-1-2 The correlation coefficient between the paragraph score and the overall degree of the dimension

The researchers used the Pearson correlation coefficient between the paragraph score and the total degree of the dimension, where the degree of the first dimension ranged between (0.54 - 0.37), the degree of the second dimension between (0.59 - 0.36) and the degree of the third dimension between (0.65 - 0.38), which is significant below the level of significance (0.05) The degree of freedom (93).

2-6-3-1-3 The correlation coefficient between the degree of the dimension and the overall degree of the scale

The researchers used the Pearson correlation coefficient between the degree of dimension and the total degree of the scale, whose value ranged between (0.84 - 0.88 - 0.87), which is significant below the level of significance (0.05) and the degree of freedom (93).

2-7 scientific indicators of scale

One of the most important conditions for building standards is the availability of validity, reliability and objectivity of the measuring instrument. An explanation of that is given below:

2-7-1 Validate the scale

The apparent validity of the scale was determined by adopting the opinions of experts and specialists and using the (Ka2) square test, which was presented to (5) experts in the field of research to determine the validity of the paragraphs.

2-7-1-1 Validity of the hypothesis formation

The researchers verified the validity of the hypothetical formation or construction in the scale when the discriminatory strength of the scale paragraphs was calculated using the two peripheral groups, and accordingly the good paragraphs were preserved.

2-7-2 Stability of scale

To verify the stability of the two measures of test anxiety and test wisdom, the researchers used the following methods:

2-7-1 Halftone Fragmentation and Fakronbach

The researchers adopted the basic experiment sample forms of (95) a form to calculate the coefficient of stability, in which the 27 items of the Mathematical Investment Scale were divided into individual and even paragraphs. The homogeneity of the two halves was confirmed by using the coefficient of coherence (F) and the calculated value of the Mathematical Investment Scale was (0.95). When compared with the tabular value of (1.35) at the two degrees of freedom (93-93) and the level of significance (0.05), the significance was random, and then the correlation coefficient between these two halves was extracted (0.84), which is a value that indicates the stability of the half of the test, while the stability factor of the test as a whole was Using the (Spearman - Brown equation), it is (0.91), which is a good indicator of the stability of the scale.



2-8-3 Deriving the criteria for the scale

The researchers extracted the modified T standard scores for the scores of the application sample, noting that the arithmetic mean was (75.41) and their standard deviation was equal to (3.35), through which the modified standard score was extracted where the standard scores ranged between (31-79).

Here, the first and second research objectives were achieved, which are:

- Building a sports investment scale
- Learn about the role of investors sponsoring sports clubs in developing the sports movement from the standpoint of coaches, referees and club management.
- Finding the levels of the mathematical investment scale

2-9 Final application

After the researchers applied the test on the application sample of (100) individuals representing a percentage of (100%) on 4/16/2021, where the scale was corrected and statistical transactions were made on it and afterwards.

10-2 Statistical methods

The researchers used the Statistical Package for Social Sciences (SPSS).

3- Presentation, analysis and discussion of the results

The (100) forms were corrected, and no form was excluded.

3-1 Presentation of the results of (arithmetic means and standard deviations) of the scale

In order to identify the spread of the scale paragraphs, the arithmetic mean and standard deviations were extracted, and the table below shows that.

Table (1) Shows the spread of paragraphs scale sports investment

Test Anxiety Scale				Test wisdom scale			
Item No.	Arithmetic mean	Standard deviation	Rank	ItemNo.	Arithmetic mean	Standard deviation	Rank
3	2.00	0.33	1	10	0.25	1.49	15
7	2.85	0.22	2	6	0.24	1.46	16
14	2.81	0.26	3	17	0.21	1.43	17
10	2.69	0.24	4	19	0.19	1.45	18
11	2.67	0.15	5	22	0.18	1.37	19
2	2.65	0.38	6	9	0.15	1.44	20
4	2.65	0.24	7	24	0.13	1.35	21
12	2.61	0.29	8	1	0.12	1.43	22
17	2.60	0.37	9	27	0.11	1.42	23
26	2.44	0.54	10	21	0.10	1.35	24
25	2.44	0.44	11	6	0.06	1.41	25
16	2.43	0.39	12	18	0.03	1.40	26
8	2.33	0.38	13	23	0.20	1.40	27
19	2.25	0.38	14				

Through the results of the above table, the paragraph **(the investor contributes to the recruitment of foreign professional players)** came first in terms of answers to the research sample, the researchers believe that the research sample (administrators - referees - coaches) look at sports investment positively for what the investment provides in terms of material and moral support For sports clubs, it is through investment and provision of money that a high-level athlete is brought in to supply the clubs with professional players. As the researchers see through the results, the Iraqi Football Premier League clubs suffer from a lack of financial support as



well as the absence of specialized committees in the field of sports marketing and the provision of sufficient funds to carry out activities. This is what was confirmed by the study (Abdullah Eid Mubarak Al-Ghab, 2002) ⁽⁵⁾ in its findings that sports clubs face financial problems and that the process of progress and upgrading of the sporting level lies through developing their financial capacity to recruit professional players and develop their sports facilities.

As for the paragraph **(The investment provides the necessary materials in order to complete the infrastructure)** it came in second place in terms of its importance to the testers' answers. The researchers believe that the sports investment contributes to providing the necessary funds to complete the infrastructure for sports clubs. The investment also helps in providing the equipment and tools necessary for the training process, so we see there is a positive outlook towards sports investment, as it works to provide the necessary funds. Sports clubs cannot provide all the clubs' needs, cover all their financial assets, and provide prizes and incentives that work to provide the best that the players have. Therefore, there must be other methods and resources that help the members of the administrative body in the clubs to provide the money that it depends on it in providing its projects for the development of the infrastructure. This is what was confirmed by the study (Hussein Ali Kanbar, 2016) ⁽⁶⁾ that the budget of sports institutions cannot keep pace with the rapid development of sports technology. Therefore, it is necessary to find specialists in the means of financing and marketing in sports institutions, as there is currently no available new sports facilities. It was established through investment, so the private sector must be included in the rehabilitation and development of sports facilities that play a major role in the success of organizing Arab continental championships, which contribute to raising the sporting level.

As for the paragraph **(investment contributes to raising the spirit of competition between teams)** bringing in high-level players, developing the infrastructure and paying attention to the equipment and tools that the coach needs all lead to the final result of raising the spirit of competition between the competing teams as well as between the players in the same team, which leads to seriousness. By training and working to improve their athletic level, in addition to that, the incentive rewards that the investment offers to the team in the event of achieving victories. Sports investment also has a role in giving players an opportunity to show their talents and abilities during matches. The sports investment that provides professional players, a good coach and the stadiums qualified for matches, thus has a large public presence during the competitions encourages the team and works to raise morale and increase competition.

(The investor works to create financial problems for sports clubs) The results of the research sample came in the last ranks of not being agreed upon by the research sample, which explains the optimistic view of sports investment for what they provide support for clubs in providing the necessary funds that enable workers in sports clubs to perform their sporting activities on the backward levels at their best. As for the paragraph (the investment helps to give attention and support to the youth teams to prepare them well for the future), it did not achieve a high result in the testers' answers. The researchers attribute the reason for this to entering the sports



investment for the first time in the Iraqi Premier League for the 2020-2021 sports season. Attention was directed only to the first team that represents the club in order to achieve achievement, as well as due to the recent investment experience in the sports sector in Iraq, which creates fear for the investor in investing large sums of money. She is interested in all the club's categories, so the greatest interest was in the first team without concern for the youth teams

As for the paragraph **(the investment contributes to helping the players complete their studies)**, it took the lowest score in the testers' answers. The researchers believe the reason for this is that sports investment in the Iraqi Super League is currently directed only towards achieving achievement, which is a recent experience in the Iraqi league and very limited to some clubs. Also, the capital that entered into clubs is not specialized in the sports side and has no experience in the field of investment. At the level of sport, and due to the recentness of the experience and its lack of specialization, we find that it is interested in certain aspects without others.

In conclusion, the sports investment has a big role in developing the sports movement because of the increase in the club's imports, which helps workers in sports clubs to sign contracts with high-level players to strengthen the team as well as saving money for training camps, covering travel costs, providing incentives and providing modern tools for training. To raise the level of sports.

3-2 Level of Mathematical Investment Scale

Three standard levels were determined for the Sports Investment Scale, with different ratios where the level ratio was in agreement (15.73) neutral (68.27) while the level ratios were not in agreement (15.73).

Table (2) Shows the level of scale sports investment

Scale			
Levels	Agree	Neutral	Disagree
Standard (ideal ratios)	15.73	68.27	15.73
Number achieved	60	10	30
%	% 60	% 10	% 30

Regarding the scale, the prevailing level was the level of (agree) with a percentage of (60%) of the area under the normal distribution curve and with (60) individuals and achieved scores ranging between (75-51) degrees on the scale.

4- Conclusions and recommendations

4-1 Conclusions

Through what came in the third chapter of presenting, discussing and analyzing the results, the results revealed:

- 1 Building the mathematical investment scale was reached
- 2 The results showed that the research sample (coaches - referees - club management) see the necessity of providing sports investment because of its positive impact on the development of the sports movement.
- 3 There are some clubs that cannot provide tools and capabilities for the club, but there is a lack of investment in sports.



4-2 Recommendations

Based on the conclusions, the researchers recommend:

- 1 Interest in forming specialized committees in the field of sports investment within sports clubs
- 2 To benefit from what was mentioned in the study by the relevant authorities to obtain investment opportunities that do not match them.
- 3 Encouraging sports clubs to go towards sports investment to raise its level.
- 4 Finding honorary presidents, businessmen or politicians, by low-income clubs to financially support these clubs.
- 5 Allocating lands for projects of Iraqi sports institutions and clubs for the purpose of achieving sports investment.
- 6 Conducting similar studies on larger samples and other than the sample that were used in the current study, and involving the players and members of the federations in it, and comparing their results with the results of this study.

Resources

- 1 Youssef Effendi (and others): Educational Research Methods between Theory and Practice, 1st Edition, Al-Falah Library for Publishing and Distribution, 1999, p.74.
- 2 Omar Hussein Hashem. A proposed study for self-investment for sports clubs in Diyala Governorate. Journal of Arts, Literature, Humanities and Sociology Issue 21.2020
- 3 Naima Dahmani: Requirements for the investment of sports clubs in light of the application of sports professionalism. Journal of the Human Sciences, Issue (44). 2015
- 4 Muhammad Jassim Muhammad and others: Obstacles to sports investment in sports clubs in the State of Kuwait. Journal of Sports Science and Physical Education Applications. Volume 17. Issue 1. 2020.
- 5 Abdullah Eid Mubarak Al-Ghab: Factors affecting the economics of running sports clubs in the State of Kuwait in the internal environment of the sports club.
- 6 Hussein Ali Kanbar: The importance of sports investment in developing Iraqi sports facilities. Science and Technology Journal of Physical and Sports Activities. Issue 13. 2016.

Appendix (1) It shows the names of experts and specialists approved by the researcher in determining the validity of the fields and paragraphs

N	Scientific title	Name	specialist	Workplace
1	Professor Dr.	Mazen Abdul Hadi Al-Shammari	Motor learning	University of Babylon College of Physical Education and Sports Sciences
2	Professor Dr.	Hussein Rabih Hammadi	Educational Psychology	Babylon University College of Education for Human Sciences
3	Professor Dr.	Jassim Jaber Mohammed	Management and Organization	Al-Qasim Green University College of Physical Education and Sports Sciences
4	Professor Dr.	Fadel Abdul Faidi Al-Tai	Methods of Teaching	Al-Qasim Green University College of Physical Education and Sports Sciences



Item Nu.	The item	Agree	Neutral	disagree
ECONOMIC FIELD				
1	The investor contributes to providing stable financial resources for the club			
2	Sports sponsorship helps clubs provide the tools and equipment needed for training			
3	The investor contributes to bringing in foreign professional players			
4	Helps the investor to recruit high-level trainers			
5	The investor contributes to supporting workers in the sports field who are not players and coaches			
6	The investor creates financial problems for sports clubs			
7	The investor provides the necessary resources to complete the club's infrastructure			
8	The investor contributes to supporting the top level player			
9	Sports sponsorship provides a better reward for coaches			
10	Sports sponsorship provides a higher income to the club when obtaining advanced positions			
11	It helps the investor to solve the problems facing sports Authority			
TECHNICAL FIELD				
12	The investment contributes to the improvement of the player's physical condition			
13	The investment helps sports clubs to hire professional players to improve the level of the team			
14	The investment contributes in raising the spirit of competition between teams			
15	The investment helps sports clubs use modern methods and equipment in the training process			
16	The investment contributes to developing the level of workers in sports clubs			
17	Encourages investment to take more serious commitment to training through incentive awards			
18	Investing helps give youth teams attention and support to prepare them well for the future			
SOCIAL FIELD				
19	The investment helps to achieve a distinctive social position for the players			
20	Investment encourages to organize relationships between players to achieve better levels			
21	The investment supports the League of Fans			
22	The investment provides suitable transportation for sports delegations			
23	The investment helps players complete their studies			
24	The investment provides essential treatment for injured players			
25	The investment contributes to the improvement of the social level of the player			
26	The investment contributes to increasing the crowd's turnout to attend the matches			
27	The investment improves the community's perception of the player			

