



## Woman in Development and Politics

### Developing a Sport Business Development Model for Women in Tehran Province

Mohammad Hossain Ghorbani<sup>1✉</sup>, Abdolazim Jokar<sup>2</sup>, Hamid Reza Safari Jafarloo<sup>3</sup>

1. Corresponding Author, Department of Management and Policy Making in Sports, Sport Sciences Research Institute, Tehran, Iran. E-mail: [ghorbanimh@ut.ac.ir](mailto:ghorbanimh@ut.ac.ir)
2. Master of Science in Sports Management, Allameh Tabatabaei University, Tehran, Iran. E-mail: [abdolazim.jokar@yahoo.com](mailto:abdolazim.jokar@yahoo.com)
2. Department of Sports Sciences, Faculty of Humanities, Jahrom University, Tehran, Iran. E-mail: [hamidsafari83@yahoo.com](mailto:hamidsafari83@yahoo.com)

Article Info	ABSTRACT
<p><b>Article type:</b> Research Article</p> <p><b>Article history:</b> Received: 28 September 2024 Received in revised form: 4 December 2024 Accepted: 30 December 2024 Published online: 31 December 2024</p> <p><b>Keywords:</b> <i>Development,</i> <i>Grounded Theory,</i> <i>Sports Business,</i> <i>Sports Business,</i> <i>Women</i></p>	<p><b>Introduction</b> The development and enhancement of conditions in any country are significantly influenced by sport. There is a strong desire among individuals to engage in sports, which results in the expenditure of time and money on sports services and goods. This issue underscores the important point that athletics are associated with high values, which serves as an excellent catalyst for the growth of entrepreneurship and business in this industry. The significance and credibility of women are among the most critical criteria for assessing a country's development. In more advanced and developed societies, the presence of women in various fields of activity is more effective and more prominent, and this presence will have an effect on the process of development and increase the quantity and quality of the human resources of the society. Many researchers have underscored the role of women in the development process and assert that the path to progress will be impeded in the absence of their involvement. The most recent decades of experience in developing countries have demonstrated that the necessary foundation for attaining greater social welfare and higher economic growth is provided by an increase in investment in human resources, particularly in women's education. On the other hand, it has been several decades since the perspective on development programs and business strategies has evolved in accordance with the status of women. The position of women, who constitute half of the country's population, cannot be disregarded in development programs. This in sports, as one of the indicators of development and its manifestation at the community level, can be an effective step in the development and policies of a city. Therefore, the objective of the present study was to establish a model for the development of women's sports businesses in Tehran province.</p> <p><b>Methodology</b> The grounded theory technique was employed to conduct this qualitative study. The participants were all elites and specialists in the fields of employment, entrepreneurship, and sports businesses, 18 of whom were selected using the theoretical and snowball sampling method. Semi-structured interviews were implemented as part of the data capture tool until theoretical saturation was achieved. A qualitative study was conducted in accordance with Strauss and Corbin's model to develop the development model for sports enterprises for women in Tehran province. In this regard, the causal, contextual, intervening factors, strategies, and results of the development of sports enterprises for women were investigated. The coding procedure was employed to analyze the qualitative research data. The data analysis process is conducted through the use of open coding, axial coding, and selective coding, which involves the selection of a central category as the primary category and the specification of the relationships between each central category. Additionally, a logical paradigm is presented.</p> <p><b>Results</b> 973 initial identifiers were generated after the text of all interviews was written. In the coding stage, 132 initial independent codes were generated due to the fact that a significant number of these codes were similar and were repeated in different interviews. Self-employment and the</p>

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necessity of enhancing the business environment to establish and expand women's sports enterprises were the most frequently emphasized and observed aspects of these codes. The interviewees approached these subjects from a variety of perspectives during the interviews, and they have been identified as the Achilles heel of the growth and development of women's sports businesses. This led to the identification of "self-employment and business environment" as the central phenomenon in this research model. The 132 codes that were extracted were categorized as follows: 32 codes were associated with causal factors, 28 codes were contextual, 23 codes were intervention codes, 27 codes were strategy codes, and 23 codes were associated with the repercussions of women's self-employment and the establishment of sports businesses. The final model of the research, which was developed through data coding and analysis, demonstrated the necessity of focusing on the central phenomenon (self-employment and the enhancement of the business environment) in light of causal factors (need for self-actualization, clear vision, development of women's productivity, income generation, appropriateness of sports businesses, and achieving standards). Also, the strategies of self-employment and improving the business environment of women's sports (policy-making and planning, entrepreneurship education, legal support, encouragement of entrepreneurship, promotion of entrepreneurship, and development of the entrepreneurship ecosystem), considering the intervening factors (legal obstacles, inappropriate business, insufficient financial support, insufficient support for entrepreneurship) and existing contexts (cultural, social, individual, insufficient sports participation, talented human resources, and the advantage of the capital city) will have some consequences (sustainable development, economic development, women's sports participation, promotion of women's sports performance and women's health).

### Conclusion

The five functions of social development, economic development, women's sports participation, promotion of women's sports performance, and women's well-being will be among the achievements of business development, according to the results of the current research. Social development is ultimately achieved through the enhancement of citizenship behavior, the promotion of gender equality both within and outside the country, the development of the brand and national and global status of Tehran, and the social development of the city. Conversely, economic development is facilitated by the following outcomes: the reduction of health and treatment costs, the decrease in the unemployment rate of women, the prosperity of other sports-related businesses, the increase in the gross national product, the reduction of government entrepreneurship, and the development of competition and dynamism in sports businesses. In addition to the two accomplishments of social and economic development, the development of sports enterprises for women also offers the potential to enhance women's health by increasing their participation in sports. Among the accomplishments associated with women's health are the following: the reduction of obesity, overweight, and physical abnormalities, the enhancement of physical fitness and health, the enhancement of the vitality and mental health of women, and the enhancement of the contentment of citizens. Ultimately, the development of sports businesses leads to the enhancement of women's sports performance by increasing the number of sports champions and talents, developing sports skills and capabilities, increasing the quality and quantity of women's sports infrastructure, accelerating the production of domestic products, and facilitating the professionalization of women's sports. The findings of this study can serve as a model for the formulation of plans and measures for women's sports businesses by policymakers, planners, and sports managers.

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