



The role of sports investment and marketing in raising the level of administrative and technical efficiency of Iraqi sports clubs

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Abstract

The research aims to: build a scale for investment and sports marketing for Iraqi sports clubs, and to identify the role of investment and sports marketing for Iraqi sports clubs from the point of view of members of the administrative bodies. The researchers used the descriptive approach with the survey method to suit the nature of the problem. The research community was represented by members of the administrative bodies of the clubs of Baghdad Governorate, while the research sample was represented by (25) clubs with a number of members (200) members of the administrative body. The sample was divided into several samples: the exploratory experiment sample (10) members, the construction sample (100) members, and the application sample (90) members. A number of phrases were formulated, numbering (25) phrases, and they were presented to a group of experts. After applying the scientific foundations, the scale became composed of (25) phrases, as no phrase was deleted. Then the final image of the scale was applied to the research sample. The researchers concluded that they had reached the construction of a scale for entrepreneurial creativity at the Iraqi National Olympic Committee. The scale proved its validity for measuring creativity, investment and marketing for Iraqi sports clubs, and the possibility of applying the scale for investment and sports marketing to other samples. The research sample acknowledges that investment and sports marketing has a major role in raising the efficiency of Iraqi sports clubs.

Keywords: Investment, Marketing, Sports Clubs, Board Members.

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Introduction

Sports management refers to the effective and strategic management of sports clubs and organizations, aiming to achieve sporting, financial, and marketing objectives in an integrated manner. Sports management enhances the chances of success and sustainability for sports clubs by improving internal organization, developing training and development programs for athletes, and fostering partnerships with fans and sponsors. It also plays a vital role in attracting talent and managing resources effectively, contributing to enhancing the identity and social and economic standing of sports organizations in local and global communities.(Fadel & Kadem, 2021)

Investment and marketing in sports clubs play a crucial role in enhancing their financial and sporting success. By attracting investments and employing effective marketing strategies, clubs can increase their revenues and attract more fans and sponsors, strengthening their position and ability to achieve success in sporting competitions and achieve sustainable development. Investment and marketing in sports clubs are two essential pillars in building the sustainability and prosperity of clubs. Investment relies on attracting capital from investors to enhance the team's structure and develop its facilities and technology, while marketing contributes to attracting fans and sponsors through advanced promotional and public relations strategies, enhancing the club's ability to achieve sporting success and increase financial revenues.(Ibrahim et al., 2006)

Iraqi sports clubs in general, and the Iraqi Premier League football clubs in particular, face major financial problems. There is also a lack of qualified individuals in the club's administrations due to the high costs of player and coach contracts and the teams' needs, which necessitates the search for highly qualified administrations and avoiding reliance on government financial support. One of the most important means to achieve this trend is sports investment and marketing, which is one of the most prominent changes adopted in the world of sports, especially for football clubs whose management is headed by companies or wealthy individuals (Raheem & AlShafai, 2019, p. 3). Hence, the research problem arose to answer the following question: Do sports investment and marketing play a role in raising the efficiency of Iraqi sports clubs. (Moayd et al., 2019)

The research aims to: build a scale for sports investment and marketing for Iraqi sports clubs, and identify the role of sports investment and marketing for Iraqi sports clubs from the perspective of members of the administrative bodies. (Kadhim, 2024)

One of the studies that dealt with sports investment and marketing is the study (Bashir & Naji, 2014). The scope of sports investment has expanded and has become an economic process in our contemporary world, and its growth has become large, which has made commercial companies compete to sponsor sports events. Organizing sports activities at the local and international levels requires a lot of money, and due to the lack of financial support provided by the state, this lack hinders the achievement of the desired goals of the institution and the sports authority. Therefore, the researcher identified the importance of private sector companies in supporting sports institutions in Iraq, as the research community included managers of private

sector companies, and they were randomly selected. The role of sports marketing and investment in supporting sports institutions was addressed. The researcher used the descriptive approach with the survey method, as the research sample consisted of (100) individuals from managers of private sector companies. The researcher used a questionnaire for the companies. In light of this, results were extracted and discussed. The most important conclusion reached by the researcher is the effective role of private sector companies in supporting sports institutions and thus supporting the national economy. (Wahed Issa et al., 2024)

A study by Hamid (2023) addressed the relationship and impact between internal marketing practiced by employees in Iraqi sports clubs and the competitive advantage achieved that ensures their survival and protects them from the repercussions of exiting the sports competition. The researcher attempted to present a practical and analytical framework for the opinions of the research sample, especially since the independent variable represented by internal marketing is of great importance in preparing human resources with high capabilities and skills capable of assuming responsibility and providing services of a high level of quality, in addition to the role played by the dependent variable represented by the competitive advantage. The research attempted to answer a set of questions that formed the research problem, most notably: What are the internal marketing procedures followed in Iraqi sports clubs? Do Iraqi sports clubs seek to achieve a competitive advantage? The researcher tested the correlation and impact relationship between internal marketing, which represents the behavior of members of Iraqi sports clubs as individuals, and the competitive advantage of their clubs as sports institutions. The research reached several theoretical and practical conclusions, the most important of which was that the explanatory ability of this model was excellent, as the coefficient of determination reached (0.956) and the corrective coefficient of determination (0.955). This indicates the ability of the independent variable (internal marketing) to explain (95.6%) of the changes occurring in the dependent variable (competitive advantage). In addition, there is a significant correlation and impact relationship between internal marketing and competitive advantage. (Redha & Sekhi, 2020)

The study (Raheem and AlShafai, 2019) aimed to know the administrative trend towards sports privatization of Baghdad clubs participating in the Iraqi Premier League in football from the point of view of coaches and players. The researchers used the descriptive approach with the survey method to suit the nature of the problem. The research sample consisted of coaches and players of Baghdad clubs participating in the Iraqi Premier League in football for the sports season (2018-2019) and their number was (290) individuals. The researcher proposed (25) phrases for the scale and presented them to (15) experts who agreed on (20) phrases. After that, the scale was applied to the construction sample, which numbered (180) individuals, to extract the scientific foundations. After that, the scale was applied to the research sample, which numbered (100) individuals, to extract and discuss the results of the study. It appeared that there was a trend by coaches and players of Baghdad clubs participating in the Iraqi Premier League in football towards sports privatization. (Sikhe & Yasir, 2020)

Method and tools:

The researchers used the descriptive approach with the survey method because it is suitable for the nature of the problem.

The research community was represented by members of the administrative bodies of the clubs of Baghdad Governorate, while the research sample was represented by (25) clubs with (200) members of the administrative body. The sample was divided into several samples, as shown in Table.(1)

table(1)

Shows the distribution of the research sample

T	Research sample	pilot study sample	Building sample	Application
1	200	10	100	90

The following devices, tools and means of collecting information were used: (paper forms, computer (laptop), electronic calculator, Arab and foreign sources, field visits to collect information, the information network (Internet), personal interviews).

To complete the steps of constructing the scale for this study, the researchers conducted a statistical analysis of the scale's phrases. Through the statistical process, the scientific conditions for the scale, namely validity and reliability, were confirmed.

Scale validity: The researchers used several types of validity to verify the scale:

Apparent honesty: It depends on presenting the scale phrases to a group of experts and specialists to estimate the extent of their validity in measuring the phenomenon to be measured (Raheem & Shakir, 2023). For the purpose of determining the scale phrases, the researchers reviewed the literature, sources, scientific references and previous studies. In order to achieve the research objectives and in order to determine the validity of the phrases specific to the sports investment and marketing scale, the researchers prepared a questionnaire form for the scale for the purpose of determining the valid phrases, which included (25) phrases and were presented to a group of experts and specialists, amounting to (11) experts. This is for the purpose of obtaining its validity, and a mark should be placed) ü)On the designated box_((Not valid) After collecting the questionnaire, it was found that all the statements were valid after obtaining a percentage higher than (75%), and thus the statements that contribute to the study were adopted. The researchers adopted the Liker method in constructing the scale questionnaire, and based on that, a five-point scale was used to express the degree of agreement with each statement, which are (always, often,

sometimes, rarely, never). After that, the researchers conducted the exploratory experiment before the final application of the study at an appropriate time on a sample consisting of (10) members, on (03/15/2024) for the purpose of preparing the appropriate conditions when applying the main test to the construction and application sample, and to ensure the sample's understanding of the phrases of the two scales, and in order to avoid any errors or difficulties during application during the main test of the research. After that, the scale was applied to the construction sample, which numbered (100) members, for the period from (03/20/2024) to (04/15/2024). The purpose of conducting this experiment is to build a scale of sports investment and marketing for Iraqi sports clubs.

Construction honesty: This type of validity is achieved by conducting statistical analysis of the statements. The researchers verified this by extracting the following indicators:

1.Discriminating ability of phrases: To verify this, the researchers adopted the two-party group method in calculating the discriminating ability of the statements using the T-Test for independent samples. The goal of analyzing the statements is to keep the statements with high discrimination, which are the good statements in the scale (Radhi & Wahab, 2024). (Experts indicate that the percentage of (27%) of the lower group and (27%) of the upper group is the best percentage by which we can obtain the highest discrimination coefficients. Therefore, the (T-Test) test was used to indicate the differences in the arithmetic means between the lower and upper groups, and it was found that all the statements are statistically significant at a significance level of (0.05), as shown in Table.(2)

table(2) Demonstrates the discriminating ability of scale items between the upper and lower groups.

phrases	The group	Q	A	Calculated value of (T)	*Say	significance
1	Alia	4.2963	.46532	15.251	0.000	spiritual
	the world	2.3333	.48038			
2	Alia	4.6296	.49210	16.081	0.000	spiritual
	the world	2.4444	.50637			

3	Alia	4.7407	.44658	17.073	0.000	spiritual
	the world	2.8519	.36201			
4	Alia	4.1481	.36201	13.554	0.000	spiritual
	the world	2.5185	.50918			
5	Alia	4.2963	.46532	17.956	0.000	spiritual
	the world	2.1852	.39585			
6	Alia	4.7407	.44658	28.891	0.000	spiritual
	the world	2.0370	.19245			
7	Alia	4.5926	.50071	14.359	0.000	spiritual
	the world	2.7037	.46532			
8	Alia	4.4074	.50071	13.317	0.000	spiritual
	the world	2.5926	.50071			
9	Alia	4.3333	.48038	14.832	0.000	spiritual
	the world	2.3704	.49210			
10	Alia	4.5556	.50637	24.158	0.000	spiritual
	the world	2.0370	.19245			
11	Alia	4.4815	.50918	13.428	0.000	spiritual

	the world	2.8148	.39585			
12	Alia	4.2963	.46532	13.153	0.000	spiritual
	the world	2.5556	.50637			
13	Alia	4.7778	.42366	18.014	0.000	spiritual
	the world	2.4815	.50918			
14	Alia	4.4444	.50637	14.822	0.000	spiritual
	the world	3.0000	.00000			
15	Alia	4.7407	.44658	16.637	0.000	spiritual
	the world	2.5926	.50071			
16	Alia	4.1852	.39585	13.175	0.000	spiritual
	the world	2.5556	.50637			
17	Alia	4.8148	.39585	21.421	0.000	spiritual
	the world	2.2963	.46532			
18	Alia	4.2593	.44658	12.533	0.000	spiritual
	the world	2.7037	.46532			
19	Alia	4.5926	.50071	16.447	0.000	spiritual
	the world	2.3704	.49210			

20	Alia	4.2963	.46532	15.792	0.000	spiritual
	the world	2.2963	.46532			
21	Alia	4.5556	.50637	15.674	0.000	spiritual
	the world	2.4074	.50071			
22	Alia	4.4074	.50071	14.014	0.000	spiritual
	the world	2.4815	.50918			
23	Alia	4.3333	.48038	21.362	0.000	spiritual
	the world	2.0741	.26688			
24	Alia	4.5926	.50071	15.092	0.000	spiritual
	the world	2.5185	.50918			
25	Alia	4.3704	.49210	13.158	0.000	spiritual
	the world	2.5926	.50071			

Significance.(0.05) >

Internal consistency coefficient: Internal consistency aims to verify the homogeneity and consistency of the statements in studying the phenomenon under study. In order to verify the validity of the scale using the internal consistency coefficient, the researchers identified the extent of the correlation between the score of each statement of the scale and the total score of the scale using the simple Pearson correlation coefficient. All statements appeared consistent because they were below the significance level (0.05), as shown in Table.(3)

Table (3) shows the correlation coefficients between the scale statements and the total score of the scale using the internal consistency method.

Phrase number	Correlation coefficient	*say	significance	Phrase number	Correlation coefficient	*say	significance
1	**311.	0.000	spiritual	14	*258.	0.000	spiritual
2	**322.	0.000	spiritual	15	**337.	0.000	spiritual
3	**348.	0.000	spiritual	16	**283.	0.000	spiritual
4	**428.	0.000	spiritual	17	**326.	0.000	spiritual
5	**458.	0.000	spiritual	18	**541.	0.000	spiritual
6	*244.	0.000	spiritual	19	**322.	0.000	spiritual
7	**334.	0.000	spiritual	20	**270.	0.000	spiritual
8	**428.	0.000	spiritual	21	**290.	0.000	spiritual
9	**411.	0.000	spiritual	22	**298.	0.000	spiritual
10	**274.	0.001	spiritual	23	*218.	0.000	spiritual
11	**487.	0.000	spiritual	24	**256.	0.000	spiritual
12	**291.	0.000	spiritual	25	**265.	0.000	spiritual
13	**360.	0.001	spiritual				

Spiritual(0.05) >

Scale stability: A good scale is one that is characterized by stability, and accordingly, the researchers confirmed the stability of the scale by using the Cronbach's alpha coefficient using the Statistical Package for the Social Sciences (SPSS). When this coefficient was applied to the building sample of (100) members, it was found that the stability coefficient is (0.877), which is considered a high value for stability at a significance level of (0.05)

Scale application: Then, the researchers, along with the support team, applied the scale to the research sample, which numbered (90) members, for the period from (04/22/2024) to (2024/18/05)

3Results and discussion:

Table(4) Shows the statistical data display for the research sample specifications

Scale	arithmetic mean	standard deviation	Coefficient of skewness
Sports investment and marketing	86.000	4.763	0.160

The sports investment and marketing scale consisting of (25) statements was applied to the application sample numbering (90) members, and to calculate the significance of the questionnaire, the hypothetical arithmetic mean of the questionnaire was found by applying the following law (Goodness, 2008, page 178).

Hypothetical mean = (total of alternatives ÷ highest score for alternative) X number of scale items

Therefore, the hypothetical mean of the questionnaire as a whole = $(1+2+3+4+5) \div 5 \times 25 = 75$

table(5) Shows the arithmetic mean, hypothetical mean, standard deviation, calculated (T) value, true significance and type of difference for the leadership skills scale

Variables	arithmetic mean	standard deviation	Calculated value of (T)	significance value	Type of difference
Entrepreneurial creativity	86.000	4.737	23.094	0.000	spiritual
Hypothetical mean			75		

Significance 0.05 >

The results of the table above showed that the arithmetic mean was (86.000) degree with standard deviation (4.737) and the hypothetical mean reached (75) Since the arithmetic mean was higher than the hypothetical mean, this means that the difference is significant and in favor of the arithmetic mean of the sample. To determine the significance of the differences between the arithmetic and hypothetical means, the researchers used the t-test, and the results showed the presence of a statistically significant difference between the means, which amounted to (0.000) at the significance level (0.05) Researchers see from the above results that members of the administrative bodies of Iraqi sports clubs emphasize the role of sports investment and marketing in raising the efficiency of sports clubs. (Shukr, 2024)

Shank (2009) states that sports investment and marketing in clubs represents an important area for generating revenue and enhancing the brand of sports clubs. This includes using marketing and investment strategies to achieve the clubs' financial and sporting goals.

Kahle & Riley (2004) believe that investment and marketing in sports are essential components of achieving financial success for sports clubs and organizations. Investment involves allocating financial and human resources in a way that promotes the sustainable growth and development of sports clubs. This can include investing in team facilities, technology, equipment, and enhancing team capabilities by attracting outstanding players and developing new talent. Marketing in sports focuses on marketing the brand of a team or sports organization and increasing its appeal to fans and sponsoring companies. This includes the use of digital marketing strategies, social media, and partnerships with companies to generate revenue through sponsorship and sports marketing, in addition to organizing events and promotional activities to attract and motivate audiences. (Ali, 2014)



Appendices:

attached(1)

M/ Sports Investment and Marketing Scale Questionnaire in its final form

Dear respected professor

Best regards...

The researchers aim to conduct a study entitled):**The role of sports investment and marketing in raising the efficiency of Iraqi sports clubs from the point of view of members of the administrative bodies** (Please Please choose the answer that best represents your opinion on the statements presented to you. Please note that your answer will be treated with complete confidentiality and is for academic research purposes only. Therefore, there is no need to write your name. We also ask that you do not leave any of the statements unanswered (Radhi & Wahab, 2024)

T	phrases	always	mostly	sometimes	rarely	never
1	Investment and marketing in sports clubs play a role in increasing financial inputs.					
2	Sports investment and marketing play an important role in developing the sports activities of clubs.					
3	Sports investment and marketing play a role in encouraging businessmen to invest their money in sports clubs.					
4	Iraqi sports clubs are facing financial crises that are hindering their ability to improve their performance.					

5	Sports investment and marketing play a role in raising the efficiency of sports clubs.					
6	Sports investment and marketing play a role in increasing the financial revenues of sports clubs.					
7	Sports investment and marketing play a role in implementing professional sports for sports clubs.					
8	There is a desire among Iraqi sports clubs to implement sports investment and marketing.					
9	We lack a culture of investment and sports marketing in our clubs.					
10	Sports investment and marketing are important methods for raising the efficiency of sports in the country.					
11	There is a lack of interest in studies and research on the subject of sports investment and marketing.					
12	Sports investment and marketing play a role in developing the resources of sports clubs.					
13	Sports investment and marketing play a role in expanding the sports activities of clubs.					

14	Sports investment and marketing play a role in attracting more fans.					
15	Sports investment and marketing play a role in organizing the club's administrative work.					
16	Sports investment and marketing play a role in sound planning for sports clubs.					
17	Sports investment and marketing in sports clubs play a role in achieving the set goals correctly.					
18	The sports movement has become an investment opportunity to support the national economy through sports investment and marketing.					
19	Sports investment and marketing play an important role in supporting sports clubs.					
20	Sports investment and marketing is a tool for achieving economic development for sports clubs.					
21	Sports investment and marketing is an economic tool with positive returns for sports clubs.					



22	Sports investment and marketing play a role in ensuring the independence of sports clubs and preventing their association with government institutions.					
23	Sports investment and marketing contribute to building commercial facilities for sports clubs.					
24	Sports investment and marketing contribute to providing financial benefits to members, coaches, and players.					
25	The club's sports investment and marketing helps cover its various activities.					



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