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# Iran's sports environmental scanning based on strategic foresight and determining economic driver forces

*Poster Presentation*

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## Abstract

Introduction: In this unstable sports business environment in Iran and rapid and wide-ranging environmental changes pose serious challenges to classical systems of strategy formulation, but strategic foresight is increasingly welcomed by managers of sports organizations because of its flexibility versus alternative futures. Today's organizations, with the help of strategic foresight, seek to create a strategy in a highly competitive environment. The purpose of this paper was to design an effective environmental scanning model for Iran's sports strategic foresight based on the STEEPELD model and determining economic driver forces. In fact, this study seeks to determine which critical uncertainties can be effective in achieving the desired future of Iranian sports.

Methods: This exploratory and mixed research was aimed at setting economic driver forces through a sample survey method. The statistical population were 25 faculties of sports management who at least holding an associate professor degree. They were selected based on simple random sampling method. In order to adjust the environmental factors, a 61-item questionnaire with convergent validity of (0.622) and composite reliability coefficient of (0.868) was designed. For analysis of questionnaires, Friedman test, structural equation modeling (PLS) and panel of experts were used.

Results: The results confirmed the overall fit of the model with eight environmental indicators and GOF = 0.745. The components of international trade, financial independence from the government and strengthening the entrepreneurship system were identified as economic driver forces.

Conclusion: Therefore, the research model can be effective as a guide in anticipating the future of sections quad of sport and leads us to concentrate on more effective and controllable economic driver forces.

## Keywords

Environmental scaninig; Sport; STEEPELD; Strategic foresight; Economic driver forces

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