



Identifying Barriers to Outsourcing Sports Facilities to State Universities

Poster Presentation

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Abstract

Introduction: Outsourcing is signing a contract with an external user to do Activities that were previously performed in the company or Activities that are completely new (pourmoallem2010). Today, due to increasing competitive pressures, resources constraints, technological complexity, increasing costs, as well as legal constraints, organizations have revised their management model to achieve advantages and competitively turn to new strategies. One of the most successful strategies for creating and developing key capabilities is to outsource customer satisfaction in approved long-term successes (Saloonah, 2011). All of these activities take place in places called sports venues and facilities. University sports venues are of those places that are used by different people, such as students, university professors, staff, and others, as tenants. Participation in physical activities has an important role in the quality of life of the university community, so good management of sports facilities must be considered, and outsourcing is one of the most effective ways of doing it. The aim of the present study was to identify and determine the barriers to outsourcing sports facilities of public universities.

Methods: This research was conducted qualitatively with the aim of analyzing the outsourcing barriers in public universities. The research community consisted of university sports administrators and experts in outsourcing. Fifteen university administrators, contract experts, and staff members of outsourced units in universities were purposefully selected for the interview. Finally; the data were analyzed using the content analysis method.

Results: The results showed that the most important barriers to outsourcing sports facilities of public universities fall into 5 groups: managerial barriers, socio-cultural barriers, economic barriers, planning-strategic barriers, and legal barriers.

Conclusion: The finding showed that university administrators can carefully consider the opportunities and challenges of outsourcing and implement this strategy properly and increase the revenue and productivity of the collection under their management.

Keywords

Outsourcing; sports facilities; public universities

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