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Investigating the consequences of financial sponsors in women's sports



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Abstract

Today, the biggest defect seen in sportswomen is the sponsoring part of sports, which has the first word in the modern world of sports. It can be said that commercialization has penetrated all levels of sports, from participation in community sports to professional sports. Especially in professional sports, corporate financial support is ubiquitous, and athletes and sports clubs usually advertise or endorse (Smith and Stewart, 2014). In a very clear article, the purpose of expressing this issue is that female athletes, who are in a more difficult situation than men, are currently not broadcasted by any media due to political, cultural and religious issues, and athletes and coaches only work a lot because of their interest, and they don't have any financial sponsors to at least treat their injuries, so they say goodbye to sports at a young age due to their inability to meet their financial needs, which causes psychological problems among female athletes and also lowers the age of championships in the country. It follows Iran. Therefore, with proper planning and planning, it is possible to help a lot in the direction of driving financial sponsors to female athletes and increasing the productivity of female athletes (Haqdoost, 2017). The lack of support for sportswomen has various consequences that can be researched in different aspects, including: increasing the amount of diseases and obesity due to the low desire of girls and women to exercise because the root of championship sports is universal sports. Although the long-standing desire of human beings has always been to have a healthy body and mind, but nowadays with the modernization of the lives of the people in the society, the lifestyle behaviors have changed and have gone towards inactivity and unhygienic food patterns (Scholenkorf and Sifken, 2019).

The tools used in this research were the study of documents and semi-structured interviews using thematic analysis method. Thematic analysis refers to detailing, examining and recording patterns or themes from the collected data. Themes are "patterns created" based on data sets important to explain a phenomenon in line with the research question. Thematic analysis is the best method as an umbrella covering different approaches instead of a single approach. Thematic analysis emphasizes the organization and rich description of the data set with an approach that goes beyond the counting of phrases or words in a text, and in which specific and virtual ideas are identified within the data. Coding is the first step in the process of developing themes (themes) from within the raw data and through organizing the important parts of the data and deciphering the primary relationships among them. The interpretation of these codes can include "comparing the frequency of themes, identifying themes found together and graphically displaying the relationships between different themes." There