



Identifying Factors Influencing the Development of Sports Entrepreneurship with an Emphasis on Sports Startups

Payam. Shirali¹, Mahdi. Naderinasab^{2*}, Morteza. Taheri³, Seyyed Abbas. Biniiaz⁴

¹ PhD Student of Sport Management , Department of Physical Education and Sport Sciences, Qazvin Branch, Islamic Azad University, Qazvin, Iran

² Assistant Professor, Department of Sports Management, Qazvin Branch, Islamic Azad University, Qazvin, Iran

³ Professor, Department of Physical Education and Sports Sciences, Tehran Branch, Tehran University, Tehran, Iran

⁴ Assistant Professor of Sport Management , Department of Physical Education and Sport Sciences, Qazvin Branch, Islamic Azad University, Qazvin, Iran

* Corresponding author email address: mehdynaderinasab@yahoo.com

E d i t o r	R e v i e w e r s
Abul Hasan Bakibillah ^{id} Department of Public Health, Faculty of Allied Health Sciences, Daffodil International University, Dhaka, Bangladesh ah.bakibillah71@gmail.	Reviewer 1: Mohammad Reza Khodabakhsh ^{id} Department of Psychology, Neyshabour Branch, Islamic Azad University, Neyshabour, Iran. Email: hodabakhsh@ut.ac.ir Reviewer 2: Masoud Asadi ^{id} Assistant Professor, Department of Psychology and Counseling, Arak University, Arak, Iran. Email

1. Round 1

1.1 Reviewer 1

Date: 10 August 2024

Reviewer:

The methodology mentions a "mixed-method approach," but there is insufficient detail on how the qualitative and quantitative methods were integrated. Please elaborate on how the two phases complement each other and strengthen the overall findings.

The section on qualitative data analysis mentions that the interviews were coded, but there is no information on the specific coding methodology used (e.g., thematic analysis, grounded theory). Please clarify the coding approach and provide more detail on how themes were developed.

In the SEM analysis, the paper does not mention which goodness-of-fit indices were used to evaluate the model. Please add this information to validate the robustness of your SEM results.

Authors revised the manuscript and uploaded the updated document.

1.2 Reviewer 2

Date: 14 August 2024

Reviewer:

The qualitative sample was selected "purposefully" using snowball sampling. Could you clarify the criteria used for this purposeful selection to ensure the representativeness and relevance of the participants?

The quantitative data collection process mentions Cochran's formula for determining sample size. Please include the formula used and provide more detail on how the final sample size was derived.

The claim that saturation was reached by the 30th interview lacks supporting evidence. Consider providing more insight into how theoretical saturation was determined and whether a specific method (e.g., code saturation) was applied.

The duration of the interviews ranged from 45 minutes to two hours, but no explanation is given for the variation in time. Could you clarify the reasons for this range and whether it influenced the depth of data collected?

The introduction references Ratten (2023), but the connection between these references and your study's framework is not clear. Please elaborate on how these theoretical perspectives guided your research design and data interpretation.

The paper uses Cronbach's alpha for internal consistency. However, Cronbach's alpha alone is not sufficient for assessing reliability. Consider including additional reliability measures such as Composite Reliability (CR) and Average Variance Extracted (AVE), which would strengthen the validation of your constructs.

Some factor loadings, such as 0.459 and 0.549, are below the generally acceptable threshold of 0.5-0.7. Consider revising the discussion to address these low factor loadings, or explain why they were retained in the final model.

The role of advertising factors is presented briefly, but the mechanisms through which advertising influences sports startups are not well explained. Please expand on how advertising strategies specifically support the growth and visibility of these startups.

In the discussion of cultural factors, there is no mention of how specific cultural nuances in the studied region (Iran) affect sports entrepreneurship. Consider adding more context on local cultural attitudes toward sports startups.

Authors revised the manuscript and uploaded the updated document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.