

STUDYING THE PROMOTION OF FUTSAL CLUB COMPETITIONS IN THE PREMIER LEAGUE OF IRAQ

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Abstract

Recently, prestigious leagues and the promotion of sports competitions are being studied as an indicator of development in sports in countries. Therefore, the overall aim of this research is to design a model for the promotion of futsal club competitions in the Iraqi Premier League. The method of this research was qualitative; the grounded theory method based on the Strauss and Corbin method was used to build the conceptual model of the research. The participants of this research were university professors in the field of sports management, sports marketers, heads and vice heads of sports organizations, managers, coaches, veterans and experts in Iraqi sports, and line and staff managers of sports federations. The sampling method was purposeful and accessible. In the present study, theoretical saturation was achieved after conducting 18 interviews. The tool of this research was in-depth interviews. The interview questions were open-ended in order to clarify the issue from the interviewees' language. Based on the results of the qualitative data analysis from the interviews, the paradigmatic model was presented, including: causal conditions (cooperation and transfer of performance experiences, planning and structural reform, and standard design of sports venues), background conditions (sports motivation and examination of the technical-functional status), pivotal phenomenon (indicators of the promotion of futsal competitions), intervening conditions (technical factors, financial factors, media factors), strategies (sustainable development, evaluation and formulation of rules, improvement of education and talent acquisition, and promotion of sports marketing), and consequences (improvement of service delivery, improvement of performance, and economic and environmental improvement). According to the results of the research, it is suggested to the managers of the organizations in charge of Iraqi sports, especially the Football Federation, to establish a system of brainstorming sessions with the presence of past and current officials and organizers of the Premier League competitions, to lead to the transfer and sharing of knowledge of holding competitions. In addition, by focusing on the construction of sports halls and venues with methods compatible with the environment and the country's culture and tradition, they lead to the display of values and encouragement of sports lovers.

Keywords: Competition promotion, Premier league futsal clubs, Database, Iraq.

Introduction

Today, sports are one of the most essential needs and fundamental issues of human societies. So that it is rare to find a country that does not have a sports organization (Sadri-Cheraghtape and Jalali-Farahani, 2019). In many advanced societies today, the place of physical education and sports in advancing the major goals of each country is clear and obvious. What distinguishes physical education from other contemporary sciences is its huge audience all over the world (Araghi and Kashef, 2014). The development of sports in any country is the prerequisite for achieving success in world and Olympic competitions. Today, countries have realized that the development of sports and the benefit of its direct and indirect benefits are not possible without proper planning and policymaking. Therefore, sports, like any other system, require the formulation of macro-goals, strategies, and operational plans so that, while being aware of the direction of movement, they can avoid any duplication, misdirection, and wasting their financial, human, physical, and information resources (Halsall & Forneris, 2016). Futsal is no exception to this rule. Futsal is a sport that is played worldwide at amateur, semi-professional, and professional levels. This sport has a long history and dates back to the 1930s in South America. It is clear that futsal is growing as a sport. This growth has led to an increase in demand for information about futsal so that people can better understand this sport and its characteristics and complexities. There is a particular desire among coaches, players, sports scientists and administrators to improve their knowledge of futsal to help them and contribute to the development of the sport in their respective countries (Moore, et al. 2014).

With the significant increase in the role of sports in the economic, social, cultural and even political development of countries, progress in the field of sports has become one of the strategic priorities of planners in different countries of the world (Filo & Kunkel, 2018). The development of sports has become more important today than ever before, and the development of sports is one of the important issues in national development. Development in sports, like other fields, occurs in different axes (Yousefian, 2022). Winning titles in major and international sporting events, which are the focus of attention of many countries, can affect the economic, cultural and social conditions of a society, therefore many countries are trying to prepare and send athletes to competitions by planning to ensure their success in major events (Van Der Roset et al, 2022). Accordingly, governments are more inclined to ensure the success of their elite athletes in the international arena by investing heavily in them, which has led to the expansion and development of organizations, national sports leagues, holding more and better competitions, and systems related to the training and development of elite athletes in the dimension of championship sports (Jones et al., 2017). Due to its diverse nature, sport is effective in all aspects, especially in individual and group development and in the development of its organization and structure. The concept of sport development may be moving towards new initiatives and the importance of paying attention to various arguments in sports unions, but the work mostly involves the management and organization of sport at the level of national and international competitions (Rezaei et al., 2019). The issue of sport development at different levels of sport is of great importance. What is clear in the sport system is the strong interest in success and the willingness of researchers and policymakers to examine and explain these successes, which has made the performance of sports teams in competitions more prominent (Shariati-Feizabadi, 2019). In view of this, many studies have been conducted since the end of the twentieth century on the policies of different countries regarding the development of sports. Given that explaining sports success and finding the reasons

for success is a prerequisite and a basis for future successes, the importance of looking at this issue is quite tangible (Ha et al., 2015).

Sport, as a factor that has a very important effect on human individual and social life, is the focus of attention of various sectors of society and, at the macro level, the government (Mohammadhassan et al., 2013). The need to expand sport at the community level has increased the need for further studies in this area. The discussion of developing sport can be examined in different axes, and researchers in the field of sport are expected to devote part of their continuous research to examining strategies for promoting sports competitions. The quantitative and qualitative expansion of sport, along with the appropriate use of its positive functions, can be considered as the development of sport (Hajj Hassani and Norouzi Seyed Hosseini, 2010). Therefore, the development of sports is of interest until sports institutions, such as the Ministry of Sports and Youth, the National Olympic Committee, federations, clubs' unions, executive bodies, municipalities, and other organizations in charge of sports, can make various efforts to improve the quantity and quality of their sports programs at the level of sports competitions and benefit from the positive functions of sports in the best possible way (Batavani et al., 1401). Extensive planning and efforts in this matter cause various effective tools and methods in the development of sports to receive more attention, the above-mentioned cases are important in the national arena (Oxford & Spaaij, 2020). Today, sports are of great importance throughout life, and many of the undesirable effects of the social, economic environment, family status, heredity, and the like can be reduced or even eliminated altogether by using sports (Hosseini-Karimabadi et al., 1400). Thus, people's participation in sports leads to improved physical condition, mental health, and optimal entertainment for individuals (Mahindru et al, 2023).

Futsal is one of the indoor sports in which Iraq is always among the top countries in Asia and among the top 10 countries in the Asian ranking and ranked 45th in the world. The Iraqi national team has a history of participating in eleven Asian Futsal Championships, and one of the best honors of the Iraqi national team in these games was fourth place in 2018. The Iraqi national futsal team also has a history of participating in three Arab Futsal Cup competitions, and in 2022, it was able to win the runner-up position in this competition. Futsal is very popular in Iraq, especially in the field of amateur sports, and is one of the most popular sports in most sports halls. Although this sport is not part of the Olympics, Asian Games, or Universiade, the Futsal World Cup is very popular and has been able to gain significant popularity at the club level among different segments of society. On the other hand, the high similarity of futsal to football, despite the difference in the place where they are played, has caused this sport to become popular very quickly. Futsal has recently been discussed as a replacement for futsal in the Olympic Games, which has drawn more and more attention to this discipline. In general, this discipline is growing in Iraq and the world in both competitive and general approaches, and requires an efficient system for managing and developing competitions at the club and national levels. Sports management experiences have shown that the development of a sport depends greatly on identifying strategies for promoting sports competitions, identifying drivers and factors affecting its growth and development, intervention factors, and the resulting consequences at the club level and at the national level. Therefore, the main question of the present study is: What is the model for promoting Iraqi Premier League futsal club competitions?

Materials and methods

The overall objective of this research is to design a model for promoting the Iraqi Premier League futsal club competitions. The present research method was qualitative; the grounded theory method based on the Strauss and Corbin method was used to build the conceptual model of the research. The participants of this research were university professors in the field of sports management, sports marketers, heads and vice heads of sports organizations, managers, coaches, veterans and experts in Iraqi sports, and line and staff managers of sports federations. The present research tool was in-depth interviews. The interview questions were open-ended in order to clarify the topic from the interviewees' words. Also, the research sampling method was purposive-snowball. Considering these materials, the interview began with a purposeful selection of people who were knowledgeable and knowledgeable about the research topic, and in addition to the research questions, they were asked to introduce other knowledgeable people in this field. Therefore, among the first few people who were directly selected by the researcher based on the desired criteria, other experts were also selected by other experts in addition to expert criteria. During a 3-month process and interviews with 18 people, the researcher felt that he had reached the point of theoretical saturation. Also, in relation to the research process, after conducting interviews with 16 people, the researcher felt that the results were becoming repetitive. Therefore, to ensure the similarity of the findings, 2 new interviews were conducted, and according to the findings, no new information was extracted, so theoretical saturation was determined with 18 interviews. Of course, in relation to the questions asked of the interviewees, it should be noted that a general question (What is the model for promoting Iraqi Premier League futsal club competitions?) was raised and then the interview continued with other questions (such as effective factors, background factors, intervening factors, strategies and consequences of promoting Iraqi Premier League futsal club competitions?) that assess the why and how of a factor. The current interview questions have been raised in the interview session in such a way that they lead to the promotion of a positive and effective interaction in terms of dynamics.

There are four criteria (acceptability, transferability, confirmability, and reliability) for qualitative research, and its criteria are linked to four conventional criteria in quantitative research (internal and external validity, reliability, and objectivity), which were examined and confirmed in the present study (Guba and Lincoln, 1994). For this purpose, to validate the existing sources, the interview transcripts, extracted codes were sent to some of the participants in the study, and their opinions were used. For transferability, through documentation for other researchers, demographic reports, sample experiences, and research environment reports were used. Also, for the confirmability of the study, the opinions of several professors of the sports management department who were outside the interview process were used, and their opinions were applied. Finally, for reliability, the percentage of agreement between the two coders was used, and the percentage of agreement was reported as 83% according to the table below.

$$\text{Reliability percentage} = \frac{\text{Number of agreements}}{\text{Total codes}} \times 100$$

Table 1. Results of the reliability between two coders

Number	Interview title	Total number of codes	Number of agreements	Number of disagreements	Test-retest reliability
1	P1	24	10	4	83%

2	P9	22	9	4	86%
3	P14	21	9	3	86%
Total		67	28	11	83%

The results obtained from Table (1) indicate that the total number of the three selected interviews (interviews 1, 9, and 14) that the researcher recorded in the interviews in the above table is 67, the total number of agreements between codes is 28, and the total number of disagreements is 11. Also, the inter-coder reliability for the interviews conducted in this study using the aforementioned formula was 83 percent. As a result, the reliability of the codings in this study is confirmed.

Results

In this section, the characteristics of the research samples are presented in the form of position, field of study and field of activity.

Table 2. Demographic characteristics of the participants in the study

Reference	Sex	Field of study	Position	Field of activity
P1	Male	Ph.D	University professor	Executive-University
P2	Male	Ph.D	University professor	Executive-University
P3	Female	Ph.D	University professor	Executive-University
P4	Female	Ph.D	University professor	Executive-University
P5	Male	Ph.D	University professor	Executive-University
P6	Male	Ph.D student	University professor	Executive-University
P7	Male	Masters	University professor	Executive-University
P8	Male	Ph.D	University professor	Executive-University
P9	Male	Masters	Federation head	Executive
P10	Male	Masters	Federation Secretary	Executive
P11	Male	Ph.D	Vice President of the Federation	Executive
P12	Male	Masters	Managers of the Iraqi Ministry of Sports	Executive
P13	Female	Masters	Directors of the Iraqi Ministry of Sports	Executive
P14	Male	Masters	Futsal expert	Executive
P15	Male	Masters	Sports Marketer	Executive
P16	Male	Masters	Premier League futsal coach	Executive
P17	Female	Masters	Premier League Futsal Manager	Executive
P18	Male	Masters	Futsal Veteran	Executive

Also, the results of the interviews conducted in the majority of open, axial, and selective codes can be seen in the table below:

Table 3. Open codes and axial coding

Open coding (concepts)	Axial coding)subcategories(	Selective coding)main categories(
- Familiarizing members organizing futsal leagues with the missions of the Football Federation	Improving knowledge and experiences	Collaboration and transfer of

- Increasing the knowledge of Football Federation employees in relation to their field of work - Sharing the experiences and learnings of former employees and managers with current members - Developing specific work and performance regulations for each functional executive area - Benefiting from the presence of employees in decision-making and problem-solving meetings		operational experiences
- Cooperation between the Technical Committee and Futsal Clubs to Transfer Knowledge - Creating Empathy and Support between Sports Officials and Senior Managers in Promoting Futsal Leagues - Playing the Role of the Ministry of Sports in Promoting and Developing Futsal at the Club and National Levels - Focusing on the Standard and Quality of Building Sports Halls with the Help of Engineers and Contractors Specialized in the Field of Sports	Coordination of officials	
- Determining the mission and vision within a specific horizon for the quantitative and qualitative improvement of the Futsal Premier League - Targeted planning to satisfy the stakeholders of the Futsal Leagues - Developing training and executive quality improvement programs based on long-term and short-term goals for the Premier League clubs - Localizing the Futsal Improvement and Standardization Program of the leading countries in the Iraqi Futsal Premier League	Planning and goal setting	Planning and structural reform
- Providing structures appropriate to the task - Providing strategic plans for structural and human resource improvement by the Ministry of Sports - Environmental analysis of the promotion and development of futsal leagues - Innovation and knowledge management in service delivery - Continuous monitoring and inspection programs for executive activities	Improving the sports structure	
- Futsal field maintenance during and after construction - Comfort of spectators while watching futsal - Hall capacity - Pay attention to special areas for photographers, television cameras, and security forces	Condition of the halls	Standard design of sports facilities

- Existence of fire safety standards - Design of corridors and entrances in accordance with the population - CCTV cameras and security control rooms - Separation of guest and host spectators	Safety and security of halls	
- Motivation for fame and visibility through futsal - Motivation for greater economic benefits in futsal - Striving to reach the main squad - Setting goals to reach the national team squad and transfer to European leagues	Sports Motivators	Sports motivation
- Job security for coaches working in the Futsal Premier League - Holding festivals and extracurricular activities in parallel with league competitions - Audiovisual coverage of Futsal Premier League competitions - Recognizing and awarding leading clubs in improving the quality of futsal	Organizational Motivators	
- Technical knowledge of futsal - Sports knowledge of media people - Improving technical knowledge of programmers - Media and electronic literacy of the sports community - Knowledge management of sports managers and administrators	Level of technical knowledge of sports	Checking the technical-functional status
- Finding the root of the lack of support from the audience and aggression - Finding the root of the causes of futsal development - Investigating the reasons for the lack of investors - Expertise on current issues in the world of futsal and hosting - Expressing the problems of futsal and finding the root of corruption - Cooperation and collaboration with the fan club	Review of the current state of futsal	
- Number of coaches with a valid international coaching card - Number of referees active at the international level - Number of Iraqi athletes working in foreign leagues - Experienced broadcasters and reporters - Bodybuilding coaches, sports psychologists, physiotherapists and team masseurs	Human Resources Specialist	Indicators for improving futsal competitions
- Up-to-date sports infrastructure related to futsal - AFC-approved halls and other quality authorities - Suitable proximity of sports halls to public places - Standard halls dedicated to teams working in the Premier League	Sports infrastructure	

- Distribution of standard halls in the country		
- Streets, standard highways - Public transportation system - Airports and domestic and international flights - Progress of cities in welfare services-tourism	Public access	
- High cost of purchasing up-to-date sports equipment - Problems in procuring sports equipment from abroad - Lack of standards and safety in equipment in sports venues and spaces - Inadequate condition in most of the country's halls - High costs of repairs, inspections, and maintenance of halls - High costs of purchasing land and construction for the private sector	Infrastructure challenges	Technical factors
- Lack of foreign training camps at the Futsal Premier League level - Lack of connections with reputable futsal academies in the world for player transfers - Lack of cooperation between universities and the Football Federation in the growth and promotion of futsal - Lack of joint competitions and tournaments with foreign clubs	Performance challenges	
- High cost of running a team at the Premier League level - High costs of travel, hotels and holding training camps - High salaries of foreign legionnaires - Large costs of building camps, standard parquet and a dedicated hall	Cost challenges	Financial factors
- Lack of private sector utilization of government facilities and benefits - Lack of laws and regulations providing support in sports - Lack of in-person incentives for investors such as tax exemptions - Lack of security in the field of futsal investment	Investment challenges	
- Lack of parallel coverage of Premier League futsal matches if they are held simultaneously - Less attention to the discussion of creating specialized futsal programs - Neglect of online coverage of competitions through social media - Low activity of specialized futsal platforms on the web	Media challenges	Media agents

- Availability of standard sports facilities in sports clubs - Specialized facilities and training camps for teams - Standardization of sports field dimensions - Observing safety and welfare matters in halls - Observing hygiene and cleaning matters at specific time intervals - Proper lighting and access to natural light	Development of sports infrastructure	Sustainable development
- Modeling global standards and criteria for sports venues and spaces - Considering the architecture and climate of the region in the design and construction of sports halls - Considering the possibility of developing and renovating sports venues and spaces in light of population growth - Feasibility assessment, building layout, and implementing green criteria on construction plans	Green construction and equipment	
- Developing evaluation indicators for the Futsal Premier League competitions - Evaluating the current and desired status of the Futsal Premier League competitions - Training evaluators and quality experts for Futsal Premier League competitions - Inviting evaluators to decision-making meetings and benefiting from their reports in improving the league competitions	Monitoring and evaluation	Evaluation and development of rules
- Providing mandatory rules for clubs to have specialized and equipped academies - Providing supporting rules and operational frameworks for signing contracts with sports sponsors - Applying FIFA and AFC regulations and statutes in relation to club ownership and competition implementation - Paying attention to the regulations and approvals of the Iraqi Football Federation in the field of club ownership	Formulation and implementation of development laws	
- Empowerment of grassroots futsal coaching and refereeing instructors - Professional development of grassroots futsal special coaches in accordance with FIFA and AFC standards - Talent management of grassroots futsal coaches - Development of technical, managerial and professional productivity of grassroots futsal	Special basic futsal training	Improving education and talent acquisition

- Training and educating players using the methods of famous European academies - Creating and developing futsal development plans in the clubs' organizational charts - Relaunching the Iraqi National Futsal Academy - Creating academies in different parts of the country to improve team performance	Specialized training and talent acquisition	
- Using the club brand and prominent players in marketing and revenue generation - Revenue generation through training and transferring elite athletes to foreign clubs - Creating a suitable platform based on communication marketing - Developing advertising through the media in connection with grassroots futsal	Club Marketing Review	Improving sports marketing
- Creating in-person incentives for fans with seasonal and attractive offers - Creating VIP stands for host and guest teams - Establishing facilities such as restaurants, shopping and entertainment centers in sports halls - Holding conferences and training courses focused on promoting futsal and sports marketing	Transformation in service delivery	
- Effectively understanding futsal fans - Managing relationships with club fans - Establishing long-term relationships with club fans - Establishing loyalty in action with club fans - Increasing positive image and credibility for top league clubs	Long-term relationships with fans	Improving service delivery
- Increasing the quantity and quality of sports services - Creating security and safety at the level of Premier League competitions - Providing up-to-date and modern halls - Improving welfare services at the level of halls in the country	Fan satisfaction and participation	
- Increase in advertising revenue - Revenue generation at the level of sports halls - Increase in revenue from player transfers - Increase in revenue from broadcasting and media rights	Increase revenue generation	
- Promoting sports enthusiasm - Increasing the competitiveness of teams - Raising the level of Premier League competitions - Improving the quality of the Premier Futsal League - Professional display of holding sports competitions at the Asian level	Improving the image and reputation of the Iraqi Premier League	Performance improvement

- Nurturing and nurturing top futsal talents - Developing grassroots futsal academies in clubs - Creating a professional space to showcase talent - Showing the importance of talent at the club, league and sport level of futsal	Talent Management	
- Improving futsal-related jobs - Economic boom of public businesses - Creating new jobs around the halls	Economic prosperity	Economic and environmental improvement
- Reducing waste production and environmental damage - Reducing consumption of non-renewable energy resources - Disseminating and promoting a culture of sustainable development in sports and non-sports organizations	Environmental protection	

Based on the results of the core coding and common concepts between the categories, 34 categories were identified, namely: improving knowledge and experiences, coordination between officials, planning and setting goals, improving the sports structure, social motivators, sports motivators, organizational motivators, level of technical knowledge in sports, examining the current status of futsal, the status of the halls, safety and security of the halls, expert human resources, sports infrastructure, public access, infrastructure challenges, performance challenges, cost challenges, investment challenges, media challenges, developing sports infrastructure, building and equipping green spaces, monitoring and evaluation, formulating and implementing development laws, special basic futsal training, specialized training and talent acquisition, reviewing club marketing, changing service delivery, long-term relationships with fans, fan satisfaction and participation, increasing revenue generation, improving the image and reputation of the Iraqi Premier League, talent management, economic prosperity, and environmental protection in the study of improving the competitions of Iraqi Premier League futsal clubs.

In the following, the axial codes are combined together based on logic and connecting it with other categories, leading to the creation of selective codes. In this section, the axial codings were combined and the content of each of them was placed in the form of selective codes. The theoretical coding method is as described in Table (4).

Table 4. Theoretical coding

Selection code	Axial coding (subcategories)	Selective coding (main categories)	Reference
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Causal factors	Collaboration and transfer of operational experiences Planning and structural reform Standard design of sports venues	Improving knowledge and experiences Reconciliation of officials Planning and setting goals Improving the sports structure Condition of halls Safety and security of halls	p11-p2-P1-p2-p13-p4-p5-p6-p7-p8-P10-P8-P10-P13-P15
Contextual factors	Sports Motivation Technical-Performance Assessment	Social Motivators Sports Motivators Organizational Motivators Level of Technical Knowledge of Sports Surveying the Current Status of Futsal	p14-p1-p5-p6-p7-p11-p3-p9-p4-p7-p8-p10 p3-p2-p16
Central category	Indicators for improving futsal competitions	Specialist Human Resources Sports Infrastructure Public Access	P2-p3-p7 p14-p6-p8-p9-p10-p12-p3-p p6-p15-p11-p13-p4
Intervening factors	Technical factors Financial factors Media factors	Infrastructure Challenges Performance Challenges Cost Challenges Investment Challenges Media Challenges	p8-p10-p11-p3-p9-p7-p13-P2-P15-P12-P5-P9-P1

Strategies	Sustainable Development Evaluation and Regulation Improving Education and Talent Acquisition Promoting Sports Marketing	Sports infrastructure development Green construction and equipment Development and implementation of development laws Monitoring and evaluation Specialized basic futsal training Specialized training and talent acquisition Review of club marketing Transformation in service delivery	p1-p3-p4-p6-p7-p6-p2-p6-p14-P5-P12-P8-P15-P9-P10-P16
Consequences	Service Improvement Performance Improvement Economic and Environmental Improvement	Long-term fan relationships Fan satisfaction and engagement Increase revenue generation Improve the image and credibility of the Iraqi Premier League Talent management Economic prosperity Environmental protection	p1-p3-p4-p6-p7-p6-p2-p6-p14-P5-P12-P8-P15-P9-P10-P16

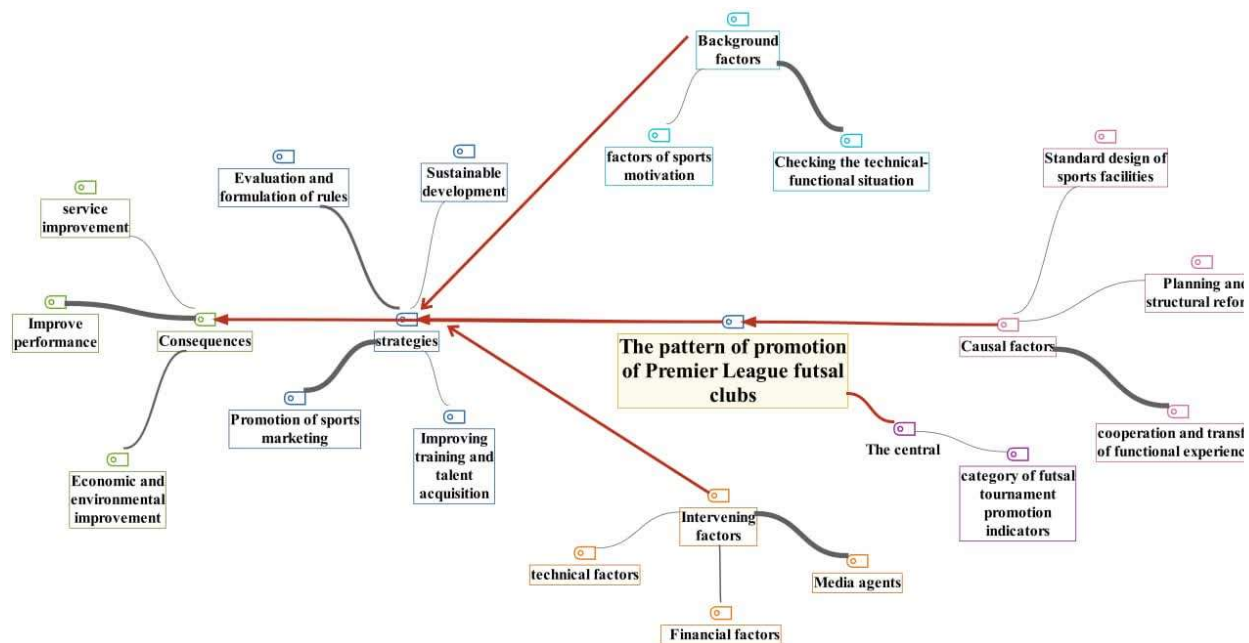


Figure 1. Promotion pattern of Premier League futsal club competitions

Discussion

The overall objective of this study is to design a model for promoting the Iraqi Premier League futsal club competitions. Based on the results of qualitative data analysis from the interviews, a paradigmatic model was presented, including: causal conditions (cooperation and transfer of performance experiences, planning and structural reform, and standard design of sports facilities), background conditions (sports motivation and technical-performance status review), central phenomenon (futsal competition promotion indicators), intervening conditions (technical factors, financial factors, media factors), strategies (sustainable development, evaluation and regulation, improvement of training and talent acquisition, and promotion of sports marketing), and consequences (improvement of service delivery, improvement of performance, and economic and environmental improvement). The results are consistent with the findings of Ahmed Ameen Altaee (2023); Obaid & Kumar (2022); Travassos et al. (2018); Reihani & Abdi (1402); Shynkaruk et al. (2021); Ibrahim et al. (1401); Gumez et al. (2021); Seifpanahi et al. (1400); Khoshbakhti et al. (1400); Zuhair Hussein and Sajadi et al. (2024).

The causal factors identified in this study consist of three main categories: cooperation and transfer of functional experiences, planning and structural reform, and standard design of sports venues, which include subcategories; improving knowledge and experiences, coordination of officials, planning and setting goals, improving the sports structure, the condition of the halls, and the safety and security of the halls. In this regard, Sajadi et al. (2024) acknowledged in a study titled; Hardware, software, and environmental factors affect the quality of holding sports competitions. Also, in another study (2022), Zuhair Hussein stated in an article; Sports have recently witnessed changes in economic aspects, including the concepts of investment, professionalism, marketing and financing, and digital technology in sports arts, media, and communications in sports. Therefore, to find appropriate tools and create these changes, strategic planning should be studied

in order to shorten time and budget. In explaining the findings of the research, it should be stated that in the first step to move towards the promotion of sports competitions, there must be a common will and determination so that a type of continuity prevails at the executive and management levels through sharing the experiences and learnings of former employees and managers with current members. In addition, this continuity can help the trustees in formulating the regulations and rules for holding the Premier League competitions. In addition to creating empathy and support between officials and senior sports managers in promoting football leagues, it can lead to familiarization of the members organizing the futsal leagues with the missions of the Iraqi Football Federation. In addition, the condition of the competition halls is one of the important indicators that, with the help of renovation, design and construction of modern halls, along with the clarity of the positions of the holding elements, the entry and exit of athletes and the positions of media members, can represent order, a systematic structure and professionalism.

The contextual factors identified in this study consist of two main categories: sports motivation and technical-performance status review, which include subcategories: social motivators, sports motivators, organizational motivators, level of technical knowledge of sports, and review of the current status of futsal. In this regard, Khoshbakhti et al. (1400) stated in an article that the development of championship sports faces many challenges that are beyond organizational control within the province; hence, strengthening motivational strategies as well as focusing on developing paths to increase intra- and extra-organizational interactions, developing paths to attract capital, and focusing on education and applied research as effective drivers are suggested. In relation to the explanation of the research findings, it should be stated that one of the most important drivers and contextual factors identified in this study is the presence of motivation. In fact, the environment of the Futsal Premier League competitions, both in terms of the atmosphere of the stadium and the available facilities, should be in a way that encourages families, especially teenagers and young people, to spend their leisure time and sports at the level of futsal competitions. This process can be transmitted through the attractions of the event and athletes to lead to motivation for fans to attend. However, it should not be ignored that the quality of performance and motivation of the players themselves are also pillars of the growth and promotion of competitions. These motivations can be due to the motivation of fame and visibility through futsal, greater economic benefits, efforts to reach the main lineup and goal setting to reach the national team lineup and transfer to European leagues. Also, sports administrators are responsible for promoting the cycle of growth and promotion of the Futsal Premier League competitions. They lead to the promotion of futsal competitions by creating job security for coaches, holding festivals and extracurricular activities, providing audiovisual coverage of Futsal Premier League matches, and recognizing and awarding prizes to clubs that are leading in improving the quality of futsal.

The central category identified in this study consists of a main category called indicators of futsal competition promotion, which includes subcategories; expert human resources, sports infrastructure, and public access. In this regard, Seifpanahi et al. (1400) in a study showed that players, technical staff, venues and equipment, club academy, training camps and competitions, support from spectators, fans, local people, and the government, training, effective and efficient management play a role in the performance and sporting success of clubs. Also, Gumez et al. (2021) stated in a study that a critical organizational decision to change coaches may be a fundamental driver for the team's future success at the elite level. In explaining the research findings, it should be stated; The indicators of improving sports competitions constitute the professional environment of the Iraqi Futsal Premier League. If sports teams working in the

Premier League can attract good foreign players, create fitness trainers, sports psychologists, physiotherapists, and experienced staff, they will lead to the transfer of this image of quality improvement to fans and audiences. Also, if the conditions for benefiting from the activities of qualified trainers are provided by the Football Federation, we can witness the transfer of modern science and young energy to the country's sports and futsal body. In addition, the role of standard, up-to-date, and attractive sports infrastructure has become more prominent than ever before, because today, sports facilities, up-to-date infrastructure, standard and accessible streets and highways, accessible public transportation systems, accessible airports and flights, and the progress of cities in terms of welfare and tourism services can in turn be the foundation for moving towards the growth, progress, and improvement of sports competitions.

The interfering factors identified in this study consist of three main categories: technical factors, financial factors, and media factors, which include subcategories; infrastructure challenges, performance challenges, cost challenges, investment challenges, and media challenges. In this regard, Ibrahim et al. (1401) stated in a study; Sports are subject to different conditions and situations in different political climates. This feature has led to the formation of different functions of sports in political situations. In a study, Shynkaruk et al. (2021) stated, according to the findings of the study, that the deficiencies of legal regulations for the development of sports and the promotion of athletes' activities, the low level of motivation of different population groups for sports practice; the absence of standard sports fields in children's and adolescents' sports schools; the backwardness of the material and technical base from most countries in the world; and the lack of compliance with modern requirements of scientific support for the development of sports are among the most important findings of this study. In explaining the findings of the research, it should be stated that there are always challenges in the path of growth, progress and promotion of sports that lead to a decrease in the growth of these goals and create problems. One of the most important challenges in promoting the Iraqi Futsal Premier League competitions is infrastructure challenges. The high cost of purchasing up-to-date sports equipment, high costs of repairs, inspections and maintenance of halls, the poor condition of most halls in the country, and the lack of standards and safety in the equipment of sports venues and spaces are among the most important infrastructure challenges. In fact, not all sports teams have the ability to build a dedicated stadium and the financial capacity to equip up-to-date and advanced facilities. Iraqi futsal teams spend a large part of their annual budget on sports contracts and current expenses for participating in league competitions, and in this regard, they have problems holding training camps abroad and connecting with reputable futsal academies in the world to transfer players. Of course, it must be acknowledged that many of these financial problems stem from challenges in the field of support and sponsorship. In fact, specific laws and regulations for sports sponsors and their performance, the lack of security in the field of futsal investment, and the lack of in-person incentives for investors such as tax exemptions are among the most important challenges in this field.

The strategies identified in this study consist of four main categories: sustainable development, evaluation and formulation of rules, improvement of training and talent acquisition, and promotion of sports marketing, which include subcategories; development of sports infrastructure, construction and equipping of green areas, development and implementation of development rules, monitoring and evaluation, special basic futsal training, specialized training and talent acquisition, club marketing review, and transformation in service provision. In this regard, Reihani and Abdi (1402) stated in a study; The most important strategy obtained in the development of championship sports is the development of guidance and support programs in the path of athlete growth from

beginner to advanced. In a study, Travassos et al. (2018) showed that future sports players give themselves this opportunity for personal development by developing psychological skills. In addition, Obaid & Kumar (2022) stated in a study; Developing social media tools is crucial for futsal teams to succeed in their sports marketing strategy, promote sports competitions, and build professional relationships with their fans. In explaining the research findings, it should be stated that one of the most important solutions identified from the perspective of research experts is having a developmental perspective in sports. Having financial challenges in every country and region is a novel thing, but having a plan for each activity and measuring its aspects can be a way to progress. Therefore, sports teams in the Iraqi Premier League can focus on basic futsal and training players in club academies to find a way to transfer players to foreign clubs and create income for the club. On the other hand, officials of the Iraqi Football Federation and the Ministry of Sports can, with the help of experts in the field of sports construction, such as the Ministry of Planning and private companies, act in the best way in the reconstruction, renovation, and design of sports halls. For example, by assessing the feasibility, locating the building, and implementing green criteria on construction plans, modeling global standards and criteria for sports venues and spaces, it can be fruitful in the field of environmental protection. Iraqi sports authorities can also consider appropriate measures to improve the performance of teams by developing the professional skills of grassroots futsal coaches in accordance with FIFA and AFC standards, relaunching the Iraqi National Futsal Academy, and establishing academies in different parts of the country. In addition, it should be noted that the Premier League futsal competitions should also be monitored and reviewed to be aware of the current situation, opportunities, and challenges.

The outcomes identified in this study consist of three main categories: service improvement, performance improvement, and economic and environmental improvement, which include subcategories; long-term relationships with fans, fan satisfaction and participation, increased revenue generation, improved image and reputation of the Iraqi Premier League, talent management, economic prosperity, and environmental protection. In this regard, Ahmed Ameen Altaee (2023) stated in a study; Sports teams continued to develop sports and were able to achieve good results in their sports field at the Iraqi level. At the beginning of this century, government support increased and the teams, like other Iraqi teams, received annual government financial assistance, which increased competition between them and other Iraqi provinces. In explaining the findings of the research, it should be stated that the promotion of futsal sports competitions can lead to the birth of numerous businesses in the stadium environment, in addition, sports-related economies such as hotels, transportation, food and clothing can grow and expand, which in addition to generating income can lead to effective recognition of futsal fans, managing communication with club fans and establishing long-term relationships with club fans. In addition, new sports venues that are built through environmentally conservative techniques and welfare services can create social support and lead to increased attendance at sports fields. Also, the promotion of sports competitions through the presented solutions can lead to the development of grassroots futsal academies in clubs and the creation of a professional space for showcasing talents, the results of which are nothing but the training and development of top futsal talents.

According to the results of the causal conditions research, it is suggested to the managers of the Iraqi sports organizations, especially the Football Federation, to create a system of brainstorming sessions with the presence of past and current officials and organizers of the Premier League competitions, to transfer and share knowledge about holding competitions. In addition, by focusing on building sports halls and venues with methods compatible with the environment and the

country's culture and tradition, they will demonstrate values and encourage sports lovers. It is also suggested to the managers of futsal clubs, to create talent camps, train and employ talented young forces, and motivate teenagers and young people to participate in the main team composition and be invited to the national team. Finally, it is suggested to the managers of the Iraqi sports organizations, especially the Ministry of Sports, to break free from the dominance of traditional and empirical thinking, and to use the knowledge of individuals to follow up on the holding, monitoring, and evaluation of competitions through records and experiences.

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