

# **Explaining the pattern of insurance support for sports in a case study of East Azarbaijan province with thematic analysis approach**

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## **Abstract**

The general purpose of the current research was to analyze the thematic support of the insurance industry for sports and present a model (a case study of East Azarbaijan Province). The research method of this article is qualitative method. The statistical population studied included all experts of insurance companies, legal experts of the general departments of sports and youth and education of the province, professional and beginner athletes and sports teams of East Azarbaijan province. In order to prepare the primary research tool, the researcher, by studying the background and research literature, and by identifying the main and influential components on the insurance industry's support for sports, prepared a five-question, semi-structured, open-ended questionnaire to conduct an in-depth interview with experts. In order to analyze the collected data, MAXQDA version 18 software was used. The results of data analysis showed that there are 5 main categories including economic factors, educational factors, legal and legal factors, sports factors and cultural and social factors as the main factors influencing the insurance industry's support for sports. According to the findings of the research, the model of factors affecting the insurance support of the sports industry is based on five economic, educational, legal and legal, sports, cultural and social factors and their components.

**Keywords:** Thematic analysis, support, insurance, insurance industry, sports

## **1. INTRODUCTION**

Exercise is regular and frequent body movements that are performed to achieve strength and strength in line with various goals, the best of which is vitality and health of the body. Therefore, irregular and unmeasured movements, like some games and entertainment, are not considered sports. Sports in the word is the infinitive noun of varzidan, which means to work, to try, to do something continuously, and exercise means continuous work, frequent repetition for training and the habit of moving, continuous body parts to strengthen nerves and muscles. In this applied research, it has been tried to analyze and investigate the insurances related to sports and the methods of obtaining the support of insurance companies, and in a way, one of the ways of compensating the damage and also one of the sponsors after the occurrence of injury and damage has been introduced, so that the insurance companies with The expansion of sports insurances and sports people can engage in sports activities with more peace of mind by using these insurances (Enisi, 2015). Therefore, the research question is, what are the factors underlying the insurance industry's support for sports and what are the ways to achieve an efficient insurance industry in sports?

## **2. ANALYSIS**

The purpose of this research is to establish a proper relationship between insurance and the sports industry, in this regard, experts were first interviewed, those who can fill the gap regarding the impact

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of insurance on the confidence of athletes. The statistical population of the present research are experts of insurance companies, legal experts of the general departments of sports and youth and education of the province, professional and beginner athletes and sports teams of East Azarbaijan province. The method of selecting the statistical sample was purposeful and up to theoretical saturation. According to the mentioned explanations, in the present research, a combination of targeted and chain sampling (snowball) was used according to the access conditions, as some experts, relying on the criteria whose titles are given in the table below, have already (purposefully) selected; But in addition, during the interview, some experts, especially in the executive department, were asked to introduce another person with an opinion related to the research topic to the researcher if possible. According to what is stated in the qualitative methodology, along with willingness, sufficient time to participate in the research and effective communication skills, the experts should have specific knowledge and experience related to the research topic. Based on this, in the current research, while considering the general criteria of willingness and having enough time, the criteria of teaching and research experience in the field of sports management, insurance company experts, legal experts of departments such as: General Directorate of Sports and Youth and Education and The education of the province, professional and beginner athletes and sports teams of East Azarbaijan province and finally the executive record was the basis for the selection of experts, this criterion has been established.

### **3. ALTERNATIVES, RECOMMENDATION AND DISCUSSION**

Although in most of the leading countries in the sports industry and the insurance industry, there is a proper interaction between these two industries, however, the sports industry of our country has not been able to interact with the insurance industry and attract the support of this industry as it should. The researcher considered it necessary to identify the factors and components affecting the insurance industry's support for sports in the upcoming research. Finally, based on Glazer's conceptual model, the model and tree diagram of the factors affecting insurance support of the sports industry (the main question of the research) based on the five factors of economic factors, educational factors, legal and legal factors, sports factors and cultural and social factors and the component They were compiled so that by following this model, the authorities can facilitate the fields and platforms of support for the sports insurance industry with special attention to the categories and indicators stated in the model. Since the mentioned model contains an abstract and summary of all the research questions and the factors and components that constitute them can be seen in it, it can be used simply and in the shortest possible time and can be a good guide for the managers of the insurance industry. And for the managers of the sports industry, it should be in the direction of optimal interaction between these two industries. Therefore, it is suggested that the managers of both the insurance and sports industries use the model obtained in this research as their guiding light in order to promote the optimal interaction of these two industries (Innocent, 2017).

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