


**ORIGINAL ARTICLE****Designing a Paradigm Model of Investment in Iranian Women's Football****Nahid Ghavi Panjeh^{1*}  Morteza Rezaei², Halime Piri³, Leila Ghorbani GahFarokhi⁴**

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EXTENDED A B S T R A C T**Introduction**

Today, the sports industry has gained a special place in global trade as one of the emerging and dynamic industries. This industry plays a key role in people's lives not only from the perspective of entertainment and health, but also has significant economic importance (Emami et al., 1401). Today, sports and related activities have become one of the important and effective industries in the growth and development of the economy of global societies. This industry directly and indirectly involves millions of people (Kalate et al., 1401). In order to commercialize and attract capital in the sports industry and also reduce health-related costs, it is necessary to help improve and advance the sports industry system by utilizing management capabilities and establishing them, implementing privatization, expanding the educational sector, and improving skills (Sadeghi Yazaj et al., 1402). Rohde and Brewer (2015) conducted a paper titled "Football Club Investors: A Review of Theory and Empirical Evidence from European Professional Football". The aim of this research was to analyze and investigate the behavior of investors in European professional football clubs. The findings of this research show that the motivations of investors in European professional football can be very diverse and include financial, emotional, and social goals. In recent years, we have witnessed a significant increase in the popularity and attention to women's football worldwide. This has led to increased female participation in the sport, increased support from international governing bodies, and a growing body of scientific research in the field. However, compared to the vast body of research conducted on men's football, research on women's football is still in its infancy. This leaves a significant gap in our knowledge and leaves important questions unanswered about the unique nature and dynamics of women's football (Okhum-Kerger, 2022). In this context, scientific and analytical studies and research can serve as an effective tool in understanding the dynamics and impacts of investment in women's football and contribute to effective policy and management decisions in this industry.

Methodology

The method of conducting this research is qualitative. The research strategy in this study was based on the Strauss and Corbin method of data analysis. Your statistical population includes experts and specialists with a background in academic teaching, women's sports activists, sports promotion experts, sports experts and officials, and sports policymakers and consultants. The selection of these groups as the statistical population indicates an effort to include different perspectives from scientific, practical, and policy-making experts. This multifaceted approach can help provide more comprehensive and accurate results, because each of these groups can provide different perspectives and experiences in relation to the subject under study. The sampling method was non-probability sampling,

with purposeful selection and maximum diversity. The sample size in this study was 13 people based on the theoretical saturation index. In the present study, the criteria of long-term involvement, sustained observation, re-inspection of the information acquisition path, checking, triangulation, and continuous comparison were used to assess validity. To calculate reliability using the intra-subject agreement method between two coders, a sports management expert who was present during the research and had adequate knowledge of the research was asked to participate as a collaborator in the coding of the research. The intra-subject agreement percentage was calculated to be 0.90.

Findings

Based on the research findings, causal factors (participatory motivations and goals), contextual factors (policies and planning), pivotal phenomena (investment in women's football), strategies (media support and commercial sponsorship), and intervening factors (cultural and infrastructural issues) all play an important role in investing in women's football. Finally, the consequences included (economic, social, cultural, and international consequences).

Discussion and Conclusion

This research was conducted with the aim of designing a paradigmatic model of investment in Iranian women's football. In conclusion of the research titled Designing a Paradigmatic Model of Investment in Iranian Women's Football, it can be said that several factors influence investment in this field. These factors include participatory incentives, financial and public goals, comprehensive and financial policies, detailed planning, and media and commercial support. Also, cultural and infrastructural problems as intervening factors require attention and effective strategies to overcome the challenges. Successful investment in women's football can lead to positive economic, social, cultural, and international outcomes, including increasing income, empowering women, changing attitudes and promoting sports culture, and enhancing Iran's international image in the field of women's sports. This paradigmatic model can be used as a reference framework for strategic and operational decision-making at different levels of sports management and contribute to the progress and sustainable development of women's football in Iran.

Participatory motives and goals, as important causal factors, are determinants of participation and investment in women's football. Financial and public goals also have an impact on investment. These findings are consistent with the results of Rohde and Brewer (2015), Emami et al. (2019). Participatory motives in women's football investment, which include financial and public goals, play a key role in the development and progress of this field. Financial goals, such as earning a profit through increasing ticket revenue, selling branded items, increasing the value of the club over time, and attracting new sponsors and partners, are powerful economic drivers for investors. These goals directly affect the profitability and financial sustainability of clubs and create an incentive for long-term investments. Buchholz and Lopata (2017) believe that economic investors prefer to prioritize sporting performance over economic performance. On the other hand, public objectives such as supporting the favorite team and players, contributing to the promotion of gender equality and women's empowerment, inspiring the next generation of girls to follow their dreams, creating career opportunities for women in the sports industry, and contributing to the economic and social development of the community, represent the social and cultural dimensions of investment. Attachment and emotions to the club, as key factors, are of great importance in the decision to invest in these instruments. Accordingly, investors expect an emotional return from their investments in these clubs, which they accept as financial compensation (Huth, 2019). These objectives help to strengthen the position of women's sport in society and can act as incentives to attract public support and increase community participation in women's sport. Ultimately, a combination of these financial and public incentives can lead to the creation of a balanced and sustainable investment environment that not only contributes to economic profitability but also promotes social and cultural values. Football and economic potential are two important dimensions in the development and advancement of women's football that directly affect investment in this area. Team success in competitions and leagues: Sporting success is a key indicator for attracting investment. Teams that consistently perform well can attract more attention from investors and sponsors. Also, quality and attractive games attract more

spectators to stadiums and television broadcasts, which can lead to increased revenues from tickets and broadcasting rights. Number and passion of fans: Passionate fans not only create an energetic atmosphere in stadiums but can also act as a source of income through ticket purchases and team-related merchandise. Fan loyalty to the team can be considered a long-term asset for clubs, helping to attract more investment. In addition to the above, a stable and growing economy provides the necessary conditions for successful investments. Booming markets can create more opportunities for revenue generation through women's football. The willingness to spend money on entertainment, especially in the field of sports, can act as a positive signal to investors. Financial and policy support from the government and the private sector can help strengthen infrastructure and increase investment in women's football. These capacities, both at the national and club level, can act as drivers for attracting investment and developing women's football, leading to a virtuous cycle of success and progress. These measures, especially in the field of women's football, can help promote the culture of women's football and increase women's participation in the sport. Focusing on women's football in particular can lead to strengthening infrastructure, improving access to sports facilities, and creating equal opportunities for female players. Such measures can also increase public awareness of the capabilities and role of women in football, and help develop professional leagues and expand training and coaching programs specific to women's football. These findings are consistent with the results of Al-Shaar (2023), which show that investment in the sports industry, especially football, can lead to improved quality of life and increased fan satisfaction. At the international level, targeted investments in women's football can play an important role in enhancing the country's image and brand. These investments can also attract foreign investment, strengthen cultural and diplomatic relations, and create an inspiring model for other countries. As a result, paying attention to the development and support of women's football not only contributes to the athletic and social progress of women, but can also be an effective tool for sustainable development and enhancing the country's international standing.

KEY WORDS

Model, Investment, Football, Women, Iran.

