

# 9.

## Chapter

# SPORTS ENTREPRENEURSHIP

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### 1. Introduction

The blue sphere we live in testifies to a new revolution. The name of this revolution is the information and communication revolution. Changes and developments in the field of information and communication in the world have created important changes and developments in the economic, social, political, cultural and administrative structures of people, societies and countries (Atılğan & Kaya, 2018). In parallel with these developments, the 21st century is the first time that sport reached a great economic greatness and became one of the most important areas of the cultural industry or free time industry. In this area, “under the auspices of many companies, clubs and federations, millions of people work as experts in various fields of athletes, coaches, dietitians, masseurs, physicians, managers or sports sciences, and sport offers significant job opportunities in areas ranging from the production of sports goods and services to advertising, marketing and media (Amman, 2000).

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in long term period (Ball, 2005). Jones et al., (2017) suggests that people have the opportunity to innovate in this area due to their investment in sports entrepreneurship.

As a result, today, with the effect of globalization, the contribution of entrepreneurship to the welfare level of the country is increasing significantly depending on the economy and development. A long with proactive perspective as a country, it can be concluded that we have kept pace with technological and digital developments in sports sector in terms of all kinds of sport tools, materials, production, employment, performance, innovative, risk-taking, capturing opportunities.

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