

A QUALITATIVE ANALYSIS OF BARRIERS AND CHALLENGERS TOWARD SPORTS ENTREPRENEURS IN SRI LANKA

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ABSTRACT

The current study was aim to identify the barriers and challenges face by sports entrepreneurs in Sri Lanka. Qualitative research approach has employed to understand barriers and challengers of sport entrepreneurs in Sri Lanka. Primary source of data have used for the study and semi-structured interview has applied to collecting data from selected sample. Thus, secondary source of data has gathered from relevant research articles, textbook, websites and other related academic work for develop the conceptual framework. The study has used purposive and snowball sampling methods to collect data from population. The qualitative data has analyzed by using thematic analysis techniques. The results have revealed that 10 major barriers and challengers, which face by Sri Lankan sport entrepreneurs such as Capital, Politics, Business Environment, Business Knowledge, Weather, Public Relations, Time Management, Personal Responsibilities, Employees, and Consumers. As a managerial perspective, current results will useful to practitioners, government and policy makers for preparing new rule and policies to develop sport entrepreneurship sector in Sri Lankan. In addition, Future researchers can use same factors to identify intensity of entrepreneur's barriers and challengers in different context.

Keywords: Sports, Entrepreneurship, Challenges, Barriers, Sri Lanka.

INTRODUCTION

Entrepreneurship is the process of creating innovation. The innovation process is the planning of labor capital to start new businesses. In a cooperate world, there is a risk behind starting a new venture. An entrepreneur is a person who plans his business by dedicating risk and capital to innovation (entrepreneur handbook, 2020). Sports Entrepreneurship is the process of innovating and starting new businesses in the field of sports (Ratten, 2018). Accordingly, the sports sector can pointe out as a sector that is developing rapidly through innovation. Today, the topic of sports entrepreneurship has become a popular topic around the world. This is due to the rapid growth of the sporting goods and services manufacturing sectors. Sports Entrepreneurship is growing rapidly in today's competitive market pattern, holds a unique position around the world. Sports Entrepreneurship is emerging in the field of sports as a rapidly growing field, is taking a different face in the business world. That is the inclusion of both tangential and intangible products in the sports industry. They can also introduce as sporting goods or services. Sporting goods are tools, equipment, clothing, etc., Sporting goods vary in shape depending on the nature of the sport and are classified as sports equipment, safety equipment, and other