

***Structural Equation Approach to Explain the Effect of
Supply Chain Management on Improving the Performance
of Sporting Places***

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Abstract

A new approach to managing operations in recent years is the supply chain management approach. In the current competitive era, sports venues must focus on their capabilities and resources in order to gain competitive advantage and improve their market position. The purpose of this study is to approach structural equations in explaining the effect of supply chain management on improving the performance of sporting places. The statistical population of the study was managers, employees and customers of West Azarbaijan sports facilities in the year 96, out of which 385 were selected as representative of the community. The data for the research hypotheses were obtained through a questionnaire. The research also used the structural equation modeling model to evaluate the causal model and to verify the reliability and validity of the measurement model. The presented model and the information obtained from the questionnaires were analyzed using SPSS and PLS software. The results of the research show that supply chain management practices and competitive advantage have a direct and positive effect on the performance of sports facilities and improve performance. On the other hand, the positive and significant effects of the intermediate role of

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competitive advantage on the performance of sporting places were confirmed at a confidence level of 0.99. Therefore, in the area of competition between organizations and sports facilities, one of the factors contributing to success is to focus on improving performance through the creation of competitive advantage.

Keywords: Supply Chain; Competitive Advantage; Performance; Sports Places; West Azarbaijan Province.

Problem Statement

Due to the fact that sports and physical activity are becoming more important every day, but in most organizations, managerial changes are made with different goals and in different situations, in recent years, following the increasing importance and necessity of using supply chain management, various process and conceptual models have been developed by individuals and legal entities in the field of supply chain management. Generally; Improving supply chain performance is one of the vital issues for gaining competitive advantage of sports organizations. Past research has taken a dissociative approach and has dealt with the components of the sports industry separately and without simultaneous consideration of all components. But in this research, an attempt was made to well explain and describe the conditions and categories of this industry in the country with systemic thinking and using a model previously modeled by the researcher for the phenomenon of the Iranian sports industry (sports venues).

Research Methodology

The present research is applied in terms of purpose and in terms of strategy and research method, is among the descriptive-survey



research. The statistical population of the present study is the managers, employees and customers (male and female) of sports venues in West Azerbaijan province in 2017. Due to the uncertain number of managers, employees and customers in the province, the selected sample size was 385 people, which is the highest statistical sample size. Necessary data to test the research hypotheses were obtained through a questionnaire. Also, in this research the structural equation model method was used to evaluate the model and evaluate the reliability and validity of the measurement model. The proposed model and the information obtained from the questionnaires were analyzed through SPSS and PLS software.

Research Findings

The results show that supply chain management practices and competitive advantage have a direct and positive effect on the performance of sports venues and improve performance. On the other hand, the positive and significant effect of the mediating role of competitive advantage on the performance of sports venues was confirmed at a confidence level of 0.99. Therefore, in the field of competition between organizations and sports venues, the focus on improving performance by creating a competitive advantage is one of the components that increases success.

Conclusion

Supply chain management can make clubs more responsive to customers and therefore more profitable. This has led sports managers to place more emphasis on improving the supply chain process. Many organizations and companies in Iran, to some



extent, have realized the importance of the role and position of supply chain management in the success of their business. Direct or indirect effect of supply chain integration on performance is different in different countries and even in clubs and partners. As a result, the role of supply chain integration on performance improvement is different. Therefore, using the views of supply chain management components, in order to improve programs and activities and contact with sports users and customers, to get feedback through common methods and due to the high impact of supply chain cooperation on competitive advantage and performance of clubs, it is suggested to create an atmosphere of sincere cooperation between the components of the supply chain.

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