

SOCIO-CULTURAL FACTORS AND CAREER DEVELOPMENT AMONG FEMALE SOCCER PLAYERS IN EGYPT

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SPORTS MANAGEMENT AND POLICY DEVELOPMENT

There are many impediments that a woman must overcome to get career success. Therefore, this study focused on socio-cultural factors and career development among female soccer players in Egypt. A descriptive research design was used. The population consisted of all female soccer players in Egypt, and 131 players were sampled using purposive and convenient sampling techniques. A self-developed and validated questionnaire was used, namely: Social Factor Scale (SFS), Cultural Factor Scale (CFS), and Career Development Questionnaire (CDQ). The Cronbach Alpha method was used to test the reliability of the instruments. The reliability coefficients were SFS (0.90), CFS (0.79), and CDQ (0.66). Descriptive statistics were used to analyse demographic data and research questions, while multiple regression was used to test the hypotheses. Findings revealed that the level of career development among female soccer players in Egypt was high. There was a significant joint influence of gender stereotype, family influence, and coach-athlete relationship on career development among respondents ($F(3,127) = 4.396, p < 0.05$). However, there was no significant relative influence of gender stereotype ($\beta = 0.170, t = 1.819, p > 0.05$), family influence ($\beta = 0.111, t = 1.103, p > 0.05$), or coach-athlete relationship ($\beta = 0.113, t = 1.451, p > 0.05$) on career development. Additionally, the results showed that there was no significant joint influence of religious belief and custom on career development among respondents ($F(3,336) = 83.104, p > 0.05$). There was also no significant relative influence of religious belief ($\beta = 0.103, t = 1.094, p > 0.05$) or custom ($\beta = 0.015, t = 0.163, p > 0.05$) on career development among the respondents. The study concluded that social factors influenced career development, while cultural factors did not. It was recommended that female athletes should be fully aware of their rights and learn how to accomplish them through socialization at home, in the community, and throughout their sporting careers.

Key Words: Career, Development, Female players, Soccer, Socio-cultural

RISK MANAGEMENT STRATEGY AND CONSUMER CAPITAL PRESERVATION OF DOPING IN SPORTS IN OYO STATE, NIGERIA.

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SPORTS MANAGEMENT AND POLICY DEVELOPMENT

Doping remains a pervasive issue, posing a profound challenge to the integrity, fairness, and development of sport in Nigeria. The absence of a well-structured risk management framework further compounds this problem, as it leaves sports organizations ill-equipped to anticipate, mitigate, or respond to the risks of athletes participating in doping. Also, doping scandals continue to tarnish the reputation of sports organizations, leading to decreased consumer engagement and loss of critical sponsorship opportunities. In light of this, this study investigated risk management strategy and consumer capital preservation of doping in sports in Oyo State, Nigeria. The study employed a mixed-methods research design, combining descriptive and correlational survey approaches. Eight hypotheses were tested at 0.05 level of significance. Reliable instruments including key informant interviews were used in collecting data. Data collected were analysed using descriptive statistics and Pearson Product-Moment Correlation. Majority (33.6%) of the respondents were in the age range of 20-24 years, while (72.3%) of them were male. It was discovered that there was a negative relationship between risk identification and doping in sports in Oyo State, Nigeria; ($r = -0.07$). While transparency had a positive relationship with doping in sports; ($r = 0.03$), effective Anti-Doping policies had a negative but weak relationship with doping in sports; ($r = -0.013$). It was concluded that effective strategies for risk management can reduce doping behaviours by discouraging unethical practices in sports. Also, consumer capital can be preserved if doping practices are effectively managed. It was recommended that the National Sports Commission, sports organizations and other stakeholders adopt integrated anti-doping strategies to discourage doping practices. Additionally, sponsors and other stakeholders should support ethical campaigns, provide athlete support programs, and ensure collaborative efforts prioritize fair play while minimizing inadvertent promotion of doping behaviours.

Key Words: Risk Management, Doping, Strategy, Consumer Preservation

EFFECT OF SOLUTION FOCUSED BRIEF THERAPY ON RESILIENCE, CAREER ASPIRATIONS AND LIFE SATISFACTION OF ATHLETES IN LAGOS STATE

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SPORTS MANAGEMENT AND POLICY DEVELOPMENT

Solution-Focused Brief Therapy (SFBT) is a type of therapy that focuses on the creation of solutions and not on issues so it is the main intervention for athletes. Lagos State athletes face a myriad of issues that among other things threaten their coping mechanisms and individual career aspirations. The excessive training schedules and competitive pressures may be the very cause of low life satisfaction, and thus the need for psychological intervention arises. This research set out to investigate the effects of SFBT on resilience, career aspirations, and life satisfaction among athletes in Lagos State. Also, it sought to find out the role of age and sports type in influencing these variables. The sample of 30 was composed of Nigerian National League male athletes: 15 football players were the experimental group and 15 basketball players were the control group, and the choice was done via convenience sampling. In a quasi-experimental pre- test/post-test control group design research, the study measured pre- and post-eight- week SFBT intervention variation in resilience, career aspirations, and life satisfaction, with treatment provided to only the experimental group. Results confirmed the positive effect of solution-based therapy in enhancing athletes' mental strength. Specifically, those who received SFBT showed a significant increase in resilience, a result that is consistent with previous studies that have linked mental toughness to solution-focused therapy. The data yielded information that showed that SFBT was significantly helpful in improving the athletes' life satisfaction by a paired-sample test of 0.000 and a t-value of (4.136). In this respect, the intervention helped athletes not only in dealing with testing situations but also in making a decision about what direction of life they would like it to be as regards career aspirations with results showing an increase in mean scores from pre-test (38.40) to post-test (55.73) following the intervention. Furthermore, the findings suggested that sport type and age influence resilience, career aspirations, and life satisfaction of the athletes.

Key Words: Resilience, Career Aspiration, Solution Focused Brief Therapy (SFBT), sports

INCENTIVES TO PLAYERS AS DETERMINANTS OF TEAM PERFORMANCE AMONG ELITE FOOTBALL CLUBS IN MALAWI

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SPORTS MANAGEMENT AND POLICY DEVELOPMENT

This study explored the effects of incentives on the team performance of elite football clubs in Malawi with an emphasis on monetary and nonmonetary incentives. The objectives of the research were aimed at understanding how incentives impact player performance, strategies used, and challenges faced by teams when designing and implementing incentive structures within the context of the Super League of Malawi (SULOM). A quantitative descriptive survey research design was used, with data collected from a total of 104 different elite football players, 73 coaches, and administrators from 10 clubs in the league. A structured questionnaire was used to examine different types of incentives offered, the preferences of the players, the strategies, and the potential hurdles in designing and implementing effective incentive systems. The results showed that monetary incentives (salaries, performance-based bonuses, winning bonuses) are positively correlated to performance ($r = 0.67$, $p < 0.01$). Across all studies, nonmonetary incentives (access to training facilities, medical care, and career development opportunities) revealed a moderate yet significant relationship with performance ($r = 0.45$, $p < 0.05$). Regression analysis indicated that a combination of monetary and nonmonetary incentives explains 58% of the variance in performance ($R^2 = 0.58$). The clubs that used a combination of both types of incentive saw a win rate about 25% higher than those with less structured systems. However, regarding the implementation of incentive systems, 5.5% of the respondents agreed that users' feedback is considered in designing incentives. This points out a great gap in harmonizing incentives with what players expect. Likewise, 64.1% of respondents pointed out that budget restrictions are the major challenge in implementing effective incentive systems, and 71.8% reported that delayed or inconsistent delivery of incentives reduced the player's effectiveness. Misalignment between incentives and player expectations was also a major issue. According to the reported results, players favour monetary incentives due to their direct financial rewards.

Key Words: Incentives, Team Performance, Elite Football, Malawi Super League

Word Count: 345

PSYCHOLOGICAL AND SOCIO-ECONOMIC PREDICTORS OF ATHLETES' RETENTION IN KENYA

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SPORTS MANAGEMENT AND POLICY DEVELOPMENT

Athletics Kenya, the Federation in charge of track and field athletics in Kenya, has long been celebrated for producing world-class athletes and achieving unparalleled success on the global stage. Despite this rich tradition and ongoing achievements, the sport faces a persistent challenge in athlete retention. Previous studies have examined athlete retention but have paid little attention to the psychological and socioeconomic factors that influence it. The current study examined psychological and socioeconomic factors of athlete retention in Kenya. A descriptive survey research design was adopted. The purposive sampling technique was used to select 230 respondents, while a questionnaire was used as the instrument for data collection. Descriptive statistics of frequency counts and percentages and inferential statistics of Pearson product moment correlation and regression were used for the analysis. Mental toughness, financial rewards and sponsorship had significant positive relationships with track and field athletes' retention in Kenya, whereas motivation, confidence and family support did not. There was a significant joint prediction of psychological factors on track athletes and field athletes' retention in Kenya ($F(3,226) = 2.204, p < 0.05$). There was a significant relative prediction of mental toughness ($\beta = 0.149, t = 2.267, p < 0.05$) on track and field athletes' retention in Kenya, whereas motivation ($\beta = -0.079, t = -1.103, p > 0.05$) and confidence ($\beta = -0.044, t = 0.614, p > 0.05$) did not. There was a significant joint prediction of socioeconomic factors (financial rewards, sponsorship, and family support) on track and field athletes' retention in Kenya ($F(3,226) = 4.187, p < 0.05$). There was a significant relative prediction of sponsorship ($\beta = 0.156, t = 2.245, p < 0.05$) on track and field athletes' retention in Kenya, whereas financial rewards ($\beta = -0.089, t = 1.283, p > 0.05$) and family support ($\beta = 0.083, t = 1.272, p > 0.05$) did not. There was a significant composite prediction of psychological and socio-economic factors on track and field athletes' retention in Kenya ($F(2,227) = 6.717, p < 0.05$). The results recommended that effective programmes should be organized periodically to educate athletes about mental health issues and provide counselling services.

Key Words: Athletes' retention, Track and field, Psychological and socio-economic factors.

ECONOMIC AND INFRASTRUCTURAL IMPACT OF HOSTING ORAN 2022 MEDITERRANEAN GAMES, ALGERIA

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SPORT MANAGEMENT POLICY DEVELOPMENT

Hosting mega sport events contributes to the socio-economic development and infrastructural growth of the community in many ways: increasing economic activities, increasing global visibility, generating employment, and improving urban infrastructure. Despite this fact, very few research works are focused on mega sports events and their direct impacts on the host community, especially in developing countries. This study, therefore, investigates the socioeconomic and infrastructural impacts of hosting the MG on the Oran Community Development (OCD) in Algeria. The study is grounded in Social Exchange Theory (Homans), Legacy Theory (Preuss), and New Economic Geography (Krugman) and employs a mixed-method (quantitative and qualitative) approach. A sample of 300 purposively selected respondents participated in the study. Data collection instruments included the Socio Impact Scale ($r=0.81$), Economic Impact Scale ($r=0.78$), and Infrastructural Impact Scale ($r=0.88$). Key informant interviews were also conducted with officials from the Ministry of Commerce. The quantitative data collected were analysed using descriptive statistics, regression analysis, and Pearson correlation at a 0.05 significance level, while qualitative data were subjected to content analysis. The findings indicated that the majority of the respondents, 62.0%, were aged 37 ± 1.91 years, and they perceived increased tourist expenditure (76.7%), commercial activities in hospitality industries (58.3%), and retail sectors in the short term. The jobs were temporary, most of which were seen in the construction industry (51.7%) and the hospitality industry (58.3%). Only 33.3% foresaw long-term economic benefits, while apprehensions about inflation at 58.3% and an increase in living costs at 28.3% underlined the sustainable economic policy needs. The study also found moderate to strong positive correlations between OCD and Social Image and status ($r=0.50$), International Exchange and Cooperation ($r=0.56$), and Tourism Development ($r=0.56$). Strong correlations with OCD were also seen by entrepreneurship indicators, both short-term ($r=0.63$) and long-term ($r=0.64$), and Net Increase in Jobs ($r=0.70$). Infrastructural Upgrades ($r=0.76$) and New Infrastructure Construction ($r=0.86$) reached the highest correlations. Key investments included a 40,000-seat Olympic stadium and 45 new hotels to help Oran host many future international events with competence. However, this led to traffic congestion and increased pressures on public services, which required the development of comprehensive urban planning to ensure long-term sustainability. Finally, the hosting of the 2022 Mediterranean Games in Oran had certain socioeconomic and infrastructural benefits. Community urban development aspirations and economic growth may well involve mega sport event hosting, where strategic planning mitigates the identified long-term risks and secures sustainable development.

Key Words: Mediterranean Games, Mega-Sport Events, Infrastructural Development, Economic Impact, Oran Community

DEMOGRAPHIC AND SOCIOECONOMIC FACTORS INFLUENCING FOOTBALL DEVELOPMENT IN LIBERIA

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SPORTS MANAGEMENT AND POLICY DEVELOPMENT

Football development in Liberia has been deplorable in recent years, with limited football infrastructure, such as stadiums, training facilities, coaching, player identification, and youth development programs. This also has affected the performance of the Liberian Football Association (LFA) within the same time period. In this milieu, it is imperative to identify the demographic and socioeconomic factors influencing football development in Liberia. This study adopted four research questions to guide the study. This study employed the Newey West regression approach on annual time series data from 2000 to 2023 to account for potential issues of heteroscedasticity and autocorrelation. Demographically, we found that active football players' life expectancy and urbanization promote football development in Liberia and the performance of LFA, however, the impact is statistically insignificant. On the other hand, youthful population growth undermines football development in Liberia and the LFA's performance. Socioeconomically, the findings revealed that a higher annual inflation rate restricted football development in Liberia and the LFA's performance, while income inequality and GDP per capita growth, although, worsens the LFA's performance, stimulate football development in Liberia, albeit the impacts of income inequality and GDP per capita growth are not statistically significant. On the institutional front, the study found that an increase in the quality of budgetary and financial management ratings ameliorates football development in Liberia and the LFA's performance. In contrast, transparency, accountability, and corruption in the public sector rating limits football development in Liberia and the LFA's performance. In this light, the findings underscore the need to promote urbanization, improve life expectancy through targeted social intervention programs, tame inflation through fiscal and monetary policy stimulus, and ensure the quality of budgetary and financial management, especially in the LFA to fast-track football development in Liberia and improve the performance of the LFA.

Key Words: demographic factors, socioeconomic factors, football development, Liberian football association.

SPORTS DIPLOMACY AND CONFLICT RESOLUTION BETWEEN SPORTS GOVERNING BODIES IN SOUTH AFRICA AND ZIMBABWE

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SPORTS MANAGEMENT AND POLICY DEVELOPMENT

Despite sports diplomacy's success in fostering peace and international cooperation throughout history in regions like Europe and the USA, it remains an underutilized tool for conflict resolution in Southern Africa. The long-standing perceived socio-economic tensions between South Africa and Zimbabwe persist, presenting an opportunity for sports governing bodies, the custodians of sports governance to further harness the unifying power of sports in promoting dialogue and conflict resolution. This study investigated the contribution of sports diplomacy to conflict resolution between sports governing bodies in South Africa and Zimbabwe addressing five research questions and five hypotheses. The independent variables of sports diplomacy were communication, sports negotiation meetings, bilateral sports competitions, image management, and policy implementation which were tested against the dependent variable, conflict resolution. The research employed a correlational descriptive survey design method, utilizing a logically validated 40-item self-structured questionnaire with a reliability coefficient of 0.81. Data were collected from presidents, sports managers, and administrators (n=116) of thirty (30) selected sports federations in South Africa and Zimbabwe, fifteen (15) per country. The findings revealed that the perceived socioeconomic conflicts between South Africa and Zimbabwe are very high (83.3%). They indicated a strong relationship between sports diplomacy efforts particularly sports communication (70%), bilateral sports competitions (29.9%), negotiation meetings (33.5%), image management (43.2%), and policy implementation (23.3%) with conflict resolution between South Africa and Zimbabwe. In particular, effective communication in sports events (51.7%), positive narratives (79.3%), peaceful interaction by sports governing bodies of the two countries during sports negotiation meetings (79%), and enhancing the international image of the countries (79.3%) were the most influential in peacemaking and cooperation. Moreover, sports diplomacy independently accounted for 49.8% of the variations in conflict resolution, indicating that it is not fully being utilized and accounting for other factors, such as economic policies, trade, and political relations, influencing interstate relations. The study found critical challenges weakening the role of sports diplomacy such as ineffective policy implementation, mistrust between sports governing bodies, inexistence of open dialogue, lack of collaboration efforts to address the challenges, lack of constant organization of bilateral sports competitions, and limited media engagement to foster positive diplomatic narratives. The study concludes that the effectiveness of sports diplomacy in conflict resolution can be strengthened through enhancing open dialogue and trust-building sports programs between South Africa and Zimbabwe thus enhancing positive diplomatic relations. It recommends the inclusion of sports in conflict resolution frameworks and foreign policy strategies at national and regional levels, strengthening media campaigns about sports diplomacy, structured sports diplomacy policy implementation, and collaboration between the sports governing bodies of South Africa and Zimbabwe with their diplomatic institutions. It also recommends the governments of South Africa and Zimbabwe integrate sports diplomacy with economic and political strategies to maximize its potential as a conflict resolution tool.

Key Words: Conflict Resolution, Sports Diplomacy, Sports Governing Bodies, South Africa, Zimbabwe

THE ROLE OF SPORTS IN SOCIALIZATION AND YOUTH DEVELOPMENT IN NAMIBIA

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SPORT MANAGEMENT AND POLICY DEVELOPMENT

Sports play a vital role in fostering socialization and youth development, offering avenues for personal growth, leadership, and community integration. This study focuses on understanding how sports contribute to these dimensions among Namibian youth. The objectives were to evaluate the current state of youth sports development, identify barriers to access, and assess the role of sports in promoting social behaviours, leadership, and gender equality, while also analysing its economic implications. The study employed a mixed-methods research design, combining quantitative surveys and qualitative interviews. The sampling strategy included youth participants aged 15-45, coaches, and policymakers from diverse regions of Namibia. Data analysis incorporated statistical tools for relation and regression to quantify relationships between sports participation and developmental outcomes, alongside thematic analysis for qualitative data. Key findings revealed a strong positive correlation ($r = 0.72$, $p < 0.01$) between sports involvement and leadership skill development. Regression analysis indicated that access to structured sports programs significantly predicted improvements in social behaviour ($\beta = 0.65$, $p > 0.01$). Barriers such as financial constraints, gender biases, and infrastructural limitations were identified as significant challenges. The study underscores the transformative impact of sports on youth by enhancing self-confidence, resilience, and social cohesion. It recommends targeted policies, enhanced community-based initiatives, and the integration of life skills education into sports programs to overcome barriers and maximize the developmental potential of sports. These findings have significant implications for policymakers, educators, and sports organizations aiming to leverage sports as a medium for social and economic development.

Key Words: Sports socialization, youth development, Namibia, life skills, gender equality, community integration.