

Motivation and competitive orientation of corporate league participants: the case of Corporate Basketball League in Turkey

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Aim of paper

Corporate basketball leagues (CBL) are organised in many countries for business professionals who love to play basketball. Corporate Leagues are considered as an ideal place for networking, socialisation, branding, team building and recruiting (Fickenscher, 2004). CBL had been established in Turkey in 2009; and today many global brands are competing with each other in this league. The aim of CBL is to bring employees from different companies together, get away from stressed business environment and do sport in a healthy and fair atmosphere. Therefore, the purpose of this study is to measure the impact of motivational and competitive factors on participants.

Literature review

Corporate Leagues are organised in different sports with corporate participants. Even though corporate sport organisations are gaining more popularity each year, research on why employees participate and compete in such events is limited. Fickenscher (2004) put forward the motivations for participation in such corporate leagues as networking, recruiting, job hunting and team building. Other researchers added socialisation, leisure time activity and brand recognition as motivation factors of participation (Clarke, 2005; Taylor, 2008). Gill and Deeter (1988) developed the Sport Orientation Questionnaire (SOQ), which is a sport-specific measure of individual differences in sport achievement orientation. The three separate, but related subscales of SOQ are competitiveness, win and goal orientation. Spinks and Lukins (2004) utilized SOQ in corporate games, and collected 293 (221 males, 82 females) questionnaires for individual and team sports participants. Lee, Kwon, Kim and Kim (2015) studied employee's engagement in corporate sport initiative and organizational performance in an annual charity football tournament.

Methodology

CBL is organised in two different cities in Turkey. This research was realized in 2015-2016 season in Istanbul, where fiftyfive companies and more than 500 basketball players are participating. The study is based on a mixed methods approach with a combination of in-depth interviews with sponsors and organisers, and questionnaires completed by participants. It has been planned 8-10 interviews with sponsors and organisers to identify motivational factors. For measuring the impact of competitiveness it has been planned 150-200 questionnaires with participants. The qualitative and quantitative data will be analyzed with a holistic perspective. In-depth interviews are used to get qualitative information from organisers and sponsors about motivation to support that kind of organisations and the aim of the organisers. The questionnaires for sport

orientation and motivation of participation will be completed by corporate players. The qualitative data will be analyzed using content analysis. For quantitative data, descriptive statistics are used to understand correlations between various types of participant groups; furthermore, cluster analysis will be used to determine different classes at participants level.

Discussion and implications

Data gathering and analysis is ongoing. The qualitative and quantitative data will be presented showing the emergent themes with detailed description and quotations. The findings from this study will offer new insights for corporate event organisations and initiatives. Early results are promising for academicians and practitioners who are interested in corporate sport events. In this study, it is expected to open new discussions on employee commitment and leisure time activities, especially from the motivational and competitive perspective. Well organised sport organisations motivate corporations to encourage their employees from various levels of management to participate and represent their brands in the organisation. It is also important to understand the motivations of participants to create a better atmosphere and higher level of satisfaction. Full results and implications will be accounted for in full paper submission and potential conference presentation.

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