

## Elucidating the Digital Transformation Model in Corporate Social Responsibility (CSR) of Corporate-Sponsored Sports Clubs in Kerman Province

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### Abstract

Corporate Social Responsibility (CSR) constitutes a foundational mechanism through which organizations contribute to community well-being, public health, and social cohesion — priorities that lie at the heart of sport science and social health scholarship. Within this framework, digital transformation has emerged as one of the most consequential strategic forces reshaping organizational structures, managerial functions, and social responsibilities in contemporary institutions. This study aims to elucidate a grounded model of digital transformation within the CSR framework of industrial sports clubs in Kerman Province, Iran — an institutional setting that has, to date, received insufficient scholarly attention.

Employing a qualitative design grounded in Grounded Theory methodology (Strauss & Corbin, 1990), the study conducted in-depth, semi-structured interviews with 18 purposively selected experts comprising senior club managers, academic scholars in sport management, and information technology specialists. Data analysis proceeded through open, axial, and selective coding, yielding over 120 initial codes consolidated into 18 sub-categories and 6 main categories organized within a paradigmatic model encompassing causal conditions, contextual factors, intervening variables, strategies, and consequences.

The findings indicate that digital capabilities, technological infrastructure, and data-driven governance constitute the primary antecedents of enhanced CSR performance. Clubs exhibiting higher levels of digital maturity demonstrated significantly superior outcomes in social program delivery, informational transparency, and stakeholder engagement. The resulting model confirms that digital transformation functions not merely as a technological instrument but as a strategic organizational process capable of substantively elevating CSR effectiveness — and, by extension, social health outcomes — in industrial sports organizations.

**Keywords:** digital transformation; corporate social responsibility; industrial sports clubs; grounded theory; Kerman Province; stakeholder engagement; social health



## 1. Introduction and Problem Statement

Digital transformation (DT) represents one of the most consequential and disruptive forces confronting contemporary organizations, fundamentally redefining managerial functions, operational processes, and stakeholder relationships. In the sports industry, corporate-sponsored clubs — by virtue of their access to substantial financial resources and embeddedness in extensive institutional networks — bear amplified social responsibilities relative to other organizational types. Corporate Social Responsibility (CSR) has emerged as the primary framework through which such organizations respond to these obligations, generating shared social value and contributing directly to public health, community cohesion, and social well-being (Carroll, 2021). The nexus between CSR and social health is particularly salient in sport organizations, where community-facing programmes in health promotion, youth development, and environmental stewardship constitute core dimensions of institutional mandate.

Concurrently, the proliferation of digital technologies — encompassing social media ecosystems, big data analytics, and intelligent platforms — has inaugurated novel opportunities for enhancing transparency, strengthening stakeholder engagement, and elevating the effectiveness of CSR initiatives (Vial, 2019). Empirical evidence indicates that more than 70 percent of organizations globally are engaged in some form of digital transformation program, with direct and measurable consequences for the execution of social responsibility mandates (World Economic Forum, 2023). Kerman Province — home to a notable constellation of industry-affiliated sports clubs — constitutes a contextually rich environment in which to investigate this emergent phenomenon. The present study accordingly seeks to elucidate the relationship between digital transformation and CSR within this specific setting, addressing a gap of considerable theoretical and applied significance.

## 2. Theoretical Framework

### 2.1 Digital Transformation: Conceptual Foundations and Theoretical Sensitizers

In the present study, extant scholarship on digital transformation (DT) is employed as a theoretical sensitizer rather than as a predetermined conceptual framework imposed upon the data. Following Strauss and Corbin (1990), theoretical sensitizers serve to direct initial analytical attention without constraining the inductive emergence of categories from field data. The literature on DT — which broadly addresses the application of digital technologies to engender fundamental alterations in organizational structures, processes, and value creation mechanisms (Vial, 2019) — informed the construction of the initial interview guide and sensitized the researcher to potentially relevant domains. DT, as treated in the scholarly literature, transcends mere digitalization and encompasses deep-seated changes in organizational culture, business models, and stakeholder interaction modalities. Recurrent themes across this body of work — including technology infrastructure, digital capabilities, technology-driven innovation, and digital governance (Warner & Wäger, 2019) — were held as sensitizing orientations; their salience, empirical

articulation, and interrelationships within the specific context of industrial sports clubs in Kerman Province were treated as open questions to be answered by the data.

In the sports domain, prior empirical work has documented associations between DT and enhanced fan engagement, managerial decision-making quality, and organizational transparency (López-Carril et al., 2020). Resource-based perspectives position digital capabilities as strategic assets capable of generating sustainable competitive advantage (Barney, 1991; Rahimi & Mousavi, 2022), while more recent scholarship links higher digital maturity to superior social performance and stakeholder relations (Dwivedi et al., 2021). These prior findings are treated as theoretical orientations alerting the researcher to analytically relevant possibilities; they did not predetermine the categorical structure of the emerging grounded model.

## 2.2 Corporate Social Responsibility (CSR): Conceptual Foundations and Theoretical Sensitizers

Analogously, the literature on Corporate Social Responsibility (CSR) functions in this study as a sensitizing conceptual lens rather than as a fixed dependent variable. Carroll's (1991, 2021) foundational taxonomy, which delineates economic, legal, ethical, and philanthropic dimensions of organizational responsibility, and Freeman's (1984) Stakeholder Theory, which foregrounds the normative imperative of responsiveness to diverse stakeholder communities, provided orienting frames for the design of interview instruments. CSR is broadly understood as the commitment of organizations to address the economic, social, and environmental impacts of their operations on broader society (Carroll, 2021). In the sports industry, industry-affiliated clubs occupy a dual institutional position as both sporting entities and community-embedded social institutions, amplifying the scope and salience of their responsibility obligations. Consistent with grounded theory epistemology, however, the specific dimensions, indicators, and mechanisms through which CSR manifests and is shaped by digital transformation in the study context were treated as empirically open questions, to be inductively derived from participant accounts rather than deductively imposed from the extant literature.

Empirical evidence drawn from this literature consistently documents that effective CSR implementation yields improved organizational image, enhanced public trust, and strengthened social capital (Anagnostopoulos et al., 2018). Representative CSR activities in the sports context include public sport development, support for economically marginalized populations, and environmental sustainability programs. These documented patterns informed the researcher's theoretical sensitivity without foreclosing the possibility of novel or context-specific categories emerging from the grounded analysis.

### 3. Research Gap

*A systematic review of the extant literature reveals that, although multiple bodies of scholarship have independently examined digital transformation and CSR, these two domains have rarely been investigated within an integrated theoretical framework. Specifically, there is a conspicuous absence of comprehensive models capable of explicating the pathways through which DT shapes the various dimensions of CSR within sports organizations (Vial, 2019). Moreover, the preponderance of existing research has been conducted in developed-country contexts and within large commercial enterprises, with considerably less attention devoted to local and regional settings, particularly in developing economies (Jamali & Karam, 2018).*

*Within the sports management literature, the prevailing focus on professional leagues has left industry-affiliated clubs — despite their significant social roles — substantially understudied (Anagnostopoulos et al., 2018). Furthermore, emergent dimensions such as digital transparency, online stakeholder participation, and data-driven governance in CSR have not been systematically modeled. These lacunae collectively underscore the imperative for a comprehensive study aimed at constructing a contextualized, grounded model of DT in CSR for industrial sports clubs in Kerman Province.*

### 4. Research Objectives and Questions

*The primary objective of this research is to elucidate a grounded model of digital transformation in the CSR of industry-affiliated sports clubs in Kerman Province. The study seeks to: (1) identify the dimensions and indicators of digital transformation as the independent variable; (2) explicate the dimensions and components of CSR as the dependent variable; and (3) map the pathways through which DT influences CSR improvement and development. The corresponding research questions are:*

*RQ1: What are the dimensions and indicators of digital transformation in industrial sports clubs?*

*RQ2: How are the dimensions and components of CSR conceptualized in these clubs?*

*RQ3: How does digital transformation affect the enhancement and development of CSR?*

### 5. Research Design and Methodology

*This study is classified as applied research employing a qualitative approach grounded in Grounded Theory methodology (Strauss & Corbin, 1990). The research is exploratory in nature, aiming to inductively derive patterns and theoretical propositions from field data. The research environment encompasses the operational context of industrial sports clubs in Kerman Province, with data collected in naturalistic settings through direct engagement with domain experts. The theoretical framework is anchored in Stakeholder Theory (Freeman, 1984) and the Dynamic Capabilities perspective as applied to digital transformation (Teece et al., 1997).*

*Data analysis was conducted through the three-stage coding procedure of open, axial, and selective coding, identifying causal, contextual, and consequential relationships among emergent categories. Rigor was ensured through member checking, constant comparative analysis, and investigator triangulation (Saeidi & Nazari, 2023).*

### 5.1 Population and Sample

*The research population comprised all experts and specialists in sport management, senior managers of industry-affiliated sports clubs, and domain authorities in digital transformation and CSR operating in Kerman Province. Purposive sampling guided by snowball referral was employed to identify individuals possessing requisite experience and knowledge. Sample size was determined by the theoretical saturation criterion; data collection continued until no new conceptual information emerged from successive interviews, yielding a final sample of 18 participants. Evidence of saturation was monitored systematically throughout data collection: the rate of new code generation declined markedly after interview 13, with interviews 14 through 16 producing no new substantive codes and interviews 17 and 18 confirming the stability of all categories through redundancy. This saturation trajectory is consistent with recommendations in the grounded theory literature for qualitative samples of expert informants (Strauss & Corbin, 1990). Inclusion criteria required a minimum of five years of relevant managerial or research experience and demonstrated familiarity with DT or CSR concepts. Demographic characteristics of participants are summarized in Table 4.*

### 5.2 Instruments and Data Collection

*The primary data collection instrument consisted of in-depth, semi-structured interview guides developed on the basis of a systematic literature review and the study's theoretical framework. Interview questions were organized around three thematic domains: dimensions of digital transformation, CSR implementation practices, and the interactions between these constructs. Content validity was established through expert review by academic specialists in sport management and information technology. Inter-rater reliability was confirmed through coder agreement procedures. Qualitative data were organized, coded, and analyzed using MAXQDA software. All interviews were audio-recorded with participants' informed consent and subsequently transcribed verbatim.*

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Table 4. Demographic Characteristics of Research Participants (N = 18)

| No. | Role                | Specialization             | Experience<br>(yrs) | Education | Code |
|-----|---------------------|----------------------------|---------------------|-----------|------|
| 1   | Senior Club Manager | Sport Management           | 12                  | PhD       | P01  |
| 2   | Senior Club Manager | Sport Management           | 9                   | MSc       | P02  |
| 3   | Senior Club Manager | Business<br>Administration | 11                  | PhD       | P03  |
| 4   | Academic Scholar    | Sport Management           | 15                  | PhD       | P04  |
| 5   | Academic Scholar    | Sport Management           | 13                  | PhD       | P05  |
| 6   | Academic Scholar    | CSR &<br>Governance        | 10                  | PhD       | P06  |
| 7   | IT Specialist       | Digital<br>Transformation  | 8                   | MSc       | P07  |
| 8   | IT Specialist       | Information<br>Systems     | 7                   | MSc       | P08  |
| 9   | IT Specialist       | Digital<br>Governance      | 9                   | PhD       | P09  |
| 10  | Policy Authority    | Sport & Industry<br>Policy | 14                  | PhD       | P10  |
| 11  | Senior Club Manager | Sport Management           | 10                  | MSc       | P11  |
| 12  | Senior Club Manager | Physical Education         | 8                   | MSc       | P12  |
| 13  | Academic Scholar    | Sport Management           | 12                  | PhD       | P13  |
| 14  | Academic Scholar    | Sport Management           | 9                   | PhD       | P14  |
| 15  | Academic Scholar    | CSR &<br>Governance        | 7                   | MSc       | P15  |
| 16  | IT Specialist       | Digital<br>Transformation  | 6                   | MSc       | P16  |
| 17  | IT Specialist       | Information<br>Systems     | 5                   | MSc       | P17  |
| 18  | Policy Authority    | Sport & Industry<br>Policy | 11                  | PhD       | P18  |

Source: Research Findings (2024)

## 6. Research Findings

### 6.1 General Overview

*The findings demonstrate that digital transformation exercises a determinative influence on the enhancement of CSR in industry-affiliated sports clubs in Kerman Province. Analysis yielded in excess of 120 initial codes organized into 18 sub-categories and 6 main categories within a paradigmatic framework, producing a comprehensive model comprising causal conditions, contextual factors, intervening conditions, strategies, and consequences — consistent with the Strauss and Corbin (1990) analytical framework.*

### 6.2 Findings Pertaining to RQ1: Dimensions of Digital Transformation

*Data analysis revealed that digital transformation in industrial sports clubs is explicable through four principal dimensions: (1) technology infrastructure, encompassing access to information systems, online platforms, and advanced communication tools; (2) digital capabilities, including human competencies, technological knowledge, and effective data utilization; (3) technological innovation, referring to the creative application of technology for novel social services; and (4) digital governance, pertaining to data and information policy and management. Frequency analysis of coded data established that "digital capabilities" registered the highest occurrence rate (approximately 35 percent of coded references within this category group), designating it as the most salient dimension. These findings are summarized in Table 1.*

*The centrality of digital capabilities was corroborated by participant accounts across all three stakeholder groups. A senior club manager (P03) articulated the relationship between human competency and digital performance as follows: "Without people who truly understand both technology and sport management together, no digital platform will make a real difference. The system is only as capable as the people operating it." Similarly, an academic scholar in sport management (P05) underscored the governance dimension: "In our clubs, data is collected but rarely used strategically. Digital governance means having a clear policy about what data is collected, how it is used, and who is accountable — without that, digital transformation stays superficial." An IT specialist (P08) further elaborated on the infrastructural prerequisites: "Many clubs are trying to digitalize their communications and programs, but the foundational IT infrastructure is not there yet. You cannot build advanced digital services on an unstable network or outdated hardware."*

Table 1. Frequency Distribution of Digital Transformation Dimensions and Their Indicators

| Digital Transformation Dimension | Key Indicators                                     | Frequency (%) | Priority Rank |
|----------------------------------|----------------------------------------------------|---------------|---------------|
| Digital Capabilities             | Human skills, data literacy, technology adoption   | 35%           | 1             |
| Technology Infrastructure        | IT systems, online platforms, smart tools          | 28%           | 2             |
| Technological Innovation         | Creative digital services, AI-powered programs     | 22%           | 3             |
| Digital Governance               | Data policy, information management, cybersecurity | 15%           | 4             |

Source: Research Findings (2024); Grounded Theory Open Coding Analysis

### 6.3 Findings Pertaining to RQ2: Dimensions of CSR

Examination of the CSR dimensions in the clubs under study revealed that corporate social responsibility is organized around four principal dimensions: economic, social, ethical, and environmental. The social dimension — which encompasses activities such as public sport development, support for economically disadvantaged populations, and community health promotion — attracted the greatest frequency of attention, underscoring the centrality of social health outcomes in these organizations' responsibility agenda. The economic dimension pertains to financial resource allocation for social programs and creation of added value for stakeholders. The ethical dimension foregrounds transparency, accountability, and adherence to professional standards. The environmental dimension encompasses ecological conservation initiatives and reduction of the negative environmental footprint of sports activities.

Data analysis further indicated that clubs employing digital instruments — including social media platforms and information management systems — demonstrated markedly superior performance on transparency and accountability indicators. The conceptual framework of CSR dimensions is presented in Table 2, and the paradigmatic model is illustrated in Figure 1.

Participant accounts across all three stakeholder groups were consistent in foregrounding the social dimension as the primary axis of CSR activity in the clubs studied. An academic scholar specializing in CSR and governance (P06) articulated this as follows: “The most important thing these clubs do for society is not about profit or image — it is the programmes they run for youth, for people who cannot afford sport, for communities that have nothing. That is where CSR becomes real and tangible.” The role of digital tools in enhancing the ethical dimension — particularly

transparency and accountability — was highlighted by a policy authority (P10): “When a club publishes its CSR reports online, when stakeholders can see the budget and the outcomes in real time, trust increases immediately. Digital reporting is not just a tool — it is a signal of institutional integrity.”

Table 2. CSR Dimensions, Key Activities, and Digital Enhancement Mechanisms

| CSR Dimension | Activities / Indicators                                             | Digital Enhancement Mechanism                       |
|---------------|---------------------------------------------------------------------|-----------------------------------------------------|
| Economic      | Financial resource allocation, stakeholder value creation           | Digital budgeting platforms, FinTech tools          |
| Social        | Public sport development, underprivileged support, health promotion | Social media campaigns, online engagement portals   |
| Ethical       | Transparency, accountability, professional standards                | Digital reporting dashboards, open-data systems     |
| Environmental | Environmental conservation, ecological impact reduction             | Green-tech monitoring, environmental data analytics |

Source: Research Findings (2024)

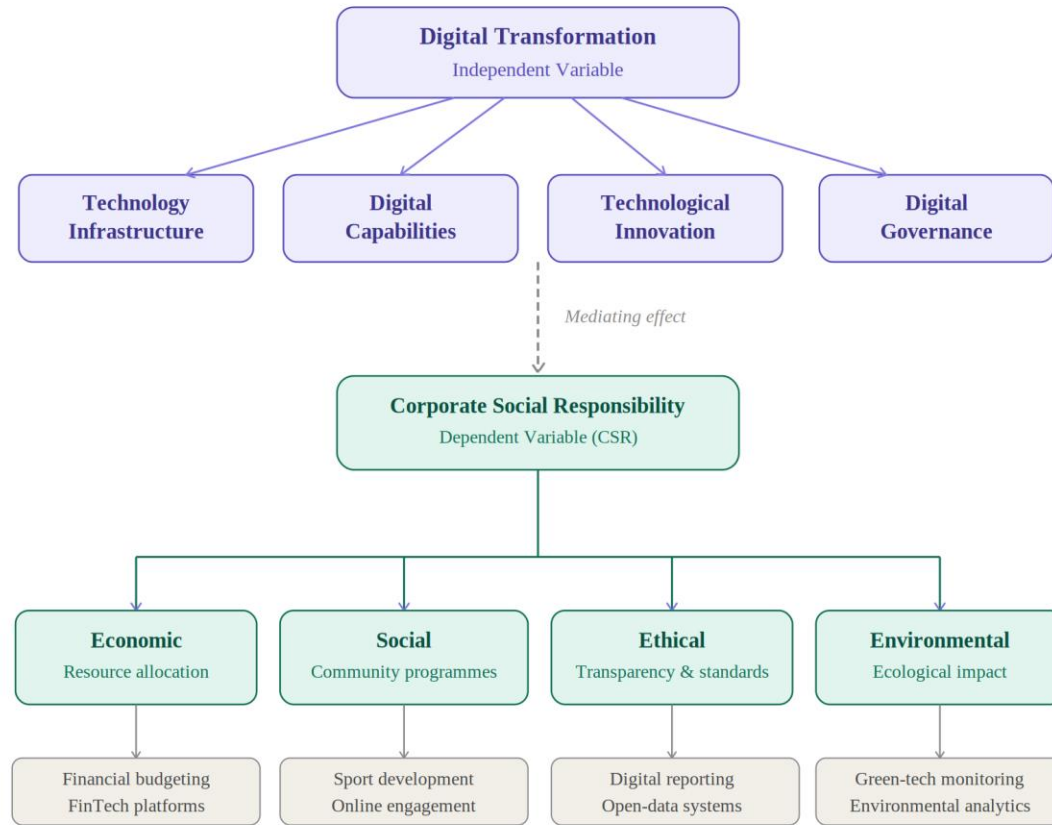


Figure 1. Conceptual Model of CSR Dimensions in Industrial Sports Clubs and the Mediating Role of Digital Transformation  
(Source: Research Findings, 2024 — Grounded Theory Analysis, N = 15–20 Expert Interviews)

Figure 1. Conceptual Model of CSR Dimensions in Industrial Sports Clubs and the Mediating Role of Digital Transformation (Source: Research Findings, 2024 — Grounded Theory Analysis, N = 18 Expert Interviews)

#### 6.4 Findings Pertaining to RQ3: Impact of Digital Transformation on CSR

In response to the third research question, the findings confirm that digital transformation exerts a positive and substantively meaningful influence on CSR improvement, operating through several principal pathways. First, digital technologies have substantially augmented informational transparency and public accessibility of CSR activities. Second, digital platforms have enabled active stakeholder participation and reinforced bidirectional engagement. Third, data analytics and intelligent systems have enhanced decision-making quality in the design and implementation of social programs.

The findings additionally demonstrate that intervening factors — particularly organizational culture and the level of managerial endorsement — moderate the magnitude of this effect. The integrative paradigmatic model, presented in Figure 2, depicts these multi-directional relationships holistically. The structure of the paradigmatic model is further detailed in Table 3.

The moderating function of managerial endorsement emerged as a recurrent theme across participant groups. One senior club manager (P01) described the organizational dynamics as follows: “When senior management genuinely believes in digital transformation and supports it with resources and decisions, the whole organization moves forward. But if top management is passive or skeptical, even the best technology investment produces nothing.” A policy authority with expertise in sport and industry governance (P10) further addressed the structural constraints that mediate the DT–CSR relationship: “Financial constraints are real, but they are not the only barrier. Sometimes it is a culture that resists change, a fear that transparency will expose weaknesses. Digital transformation forces accountability, and not everyone is ready for that.”

Table 3. Components of the Paradigmatic Model: Categories and Representative Codes

| Paradigm Component     | Categories Identified                                                                      | Representative Codes (N) |
|------------------------|--------------------------------------------------------------------------------------------|--------------------------|
| Causal Conditions      | Digital infrastructure; Digital capabilities; Technological innovation; Digital governance | 38                       |
| Context Conditions     | Organizational support; Industrial policy; Organizational culture                          | 24                       |
| Central Phenomenon     | Digital transformation in CSR of industrial sports clubs                                   | —                        |
| Intervening Conditions | Managerial support level; Financial constraints; Digital maturity; Stakeholder resistance  | 21                       |
| Strategies             | Online stakeholder engagement; Data-driven CSR design; Digital transparency reporting      | 22                       |
| Consequences           | Transparency; Social trust; Stakeholder participation; Organizational legitimacy           | 18                       |

Source: Research Findings (2024); Selective Coding — Strauss & Corbin Grounded Theory

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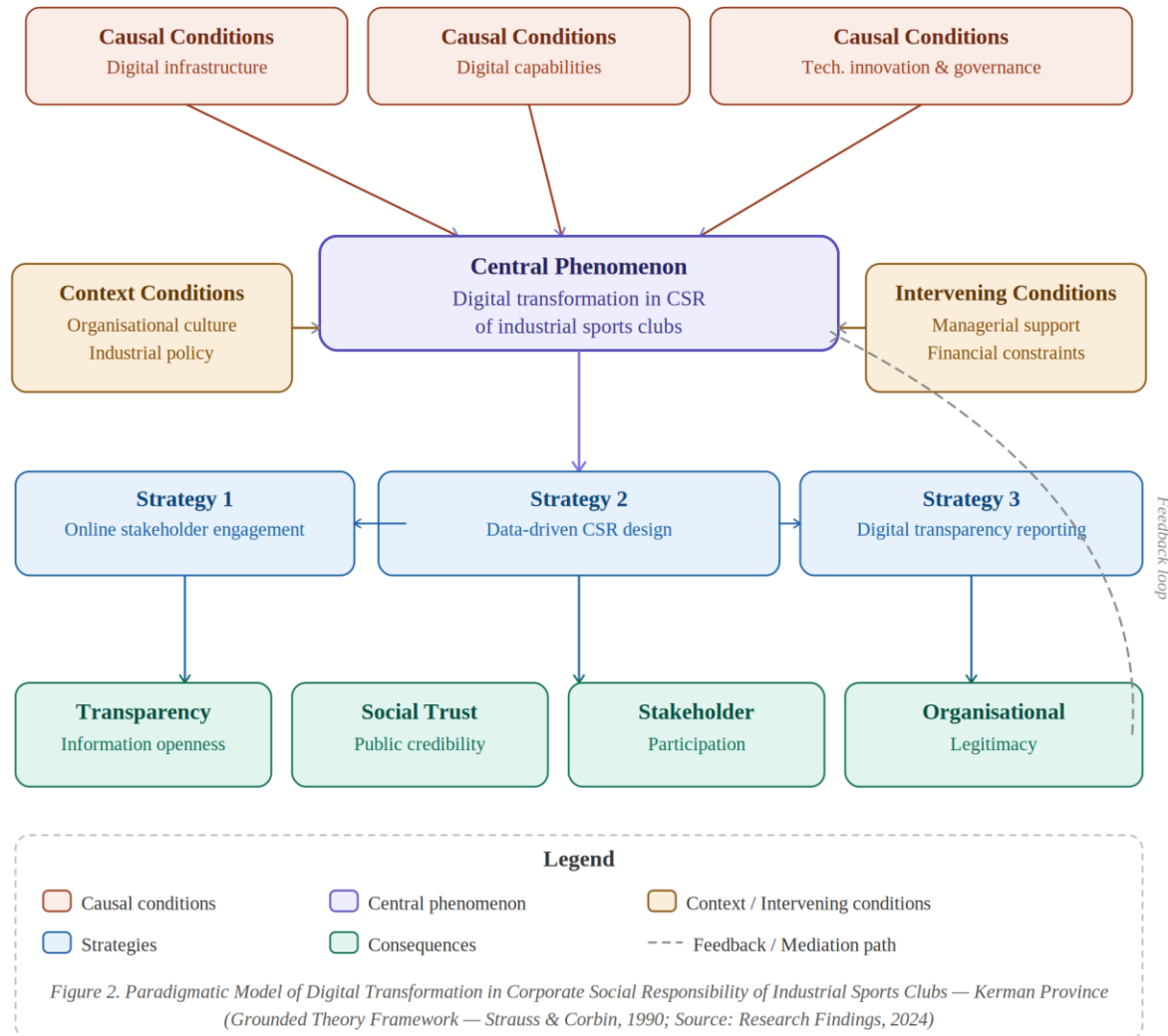


Figure 2. Paradigmatic Model of Digital Transformation in Corporate Social Responsibility of Industrial Sports Clubs — Kerman Province (Grounded Theory Framework) (Source: Research Findings, 2024)



## 7. Discussion and Interpretation

*The findings of this research demonstrate that digital transformation plays a pivotal role in elevating CSR performance in industry-affiliated sports clubs, a relationship explicable through the multi-dimensional paradigmatic model developed in this study. Digital capabilities, technological infrastructure, and data-driven governance not only improve clubs' operational efficiency but also create the conditions for enhanced transparency, accountability, and effective stakeholder engagement. Clubs with higher digital maturity demonstrate more favorable social performance outcomes across all four CSR dimensions examined — including the social dimension most directly linked to community health and social well-being.*

*The moderating role of contextual and intervening factors — particularly organizational culture and managerial support — underscores that digital transformation is not a purely technological phenomenon but an organizational and strategic process. These results are broadly consonant with prior scholarship: the positive impact of DT on organizational and social performance aligns with the conclusions of Vial (2019) and Dwivedi et al. (2021). Similarly, the salience of stakeholder participation and informational transparency resonates with Stakeholder Theory (Freeman, 1984) and findings from the sport management literature (Anagnostopoulos et al., 2018). The present study advances the field by focusing on industry-affiliated clubs within a local developmental context — thereby addressing a gap in research that has predominantly privileged large commercial organizations in developed economies.*

## 8. Limitations and Future Research Directions

*Notwithstanding its contributions, this study is subject to certain limitations. First, the qualitative methodology and purposive sampling may constrain the generalizability of results to other regional or organizational contexts. Second, the geographic and sectoral focus on Kerman Province may limit transferability across different cultural and economic settings. Third, data derived from expert informants introduces the possibility of response bias.*

*Future research should employ quantitative or mixed-methods designs to test the proposed model in larger, more diverse samples. Attention to mediating and moderating variables — including digital culture, transformational leadership, and macro-level policy environments — would further enrich the framework's explanatory power. Comparative cross-provincial or cross-national studies would additionally enhance generalizability and theoretical robustness.*

## 9. Conclusion

*The present study confirms that digital transformation constitutes a strategically significant driver of CSR enhancement across multiple performance dimensions in industry-affiliated sports clubs in Kerman Province. The identified dimensions of DT — technology infrastructure, digital capabilities, technological innovation, and digital governance — exercise direct and indirect effects on the economic, social, ethical, and environmental dimensions of*

CSR. The development of digital capabilities demonstrably leads to improved transparency, expanded stakeholder participation, and greater social program effectiveness, with consequent benefits for community health and social well-being.

The paradigmatic model integrates causal, contextual, and consequential relationships, providing a comprehensive account of the mechanisms through which digital transformation shapes CSR in industrial sports organizations. At the applied level, these findings offer actionable guidance for sports club managers and policymakers seeking to leverage digital infrastructure as a vehicle for elevating social performance. Future quantitative investigations testing this model across broader populations, and incorporating mediating and moderating variables, will further consolidate and refine the theoretical framework proposed here.

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تبیین مدل تحول دیجیتال در مسئولیت اجتماعی شرکتی (CSR) باشگاه‌های ورزشی تحت حمایت صنایع در استان کرمان

باشگاه‌های ورزشی تحت حمایت صنایع در استان کرمان (CSR) تبیین مدل تحول دیجیتال در مسئولیت اجتماعی شرکتی

#### چکیده فارسی

مسئولیت اجتماعی شرکتی (CSR) سازوکار بنیادینی است که از طریق آن سازمان‌ها به رفاه جامعه، سلامت عمومی و انسجام اجتماعی کمک می‌کنند؛ اولویت‌هایی که در قلب علوم ورزشی و پژوهش‌های سلامت اجتماعی قرار دارند. در این چارچوب، تحول دیجیتال به عنوان یکی از بنیادی‌ترین نیروهای تحول‌آفرین در سازمان‌های معاصر، نقش راهبردی تعیین‌کننده‌ای در بازتعریف ساختارهای مدیریتی و مسئولیت‌های اجتماعی ایفا می‌کند. پژوهش حاضر با هدف تبیین مدل تحول دیجیتال در CSR باشگاه‌های ورزشی وابسته به صنایع در استان کرمان انجام پذیرفته است. این مطالعه با بهره‌گیری از رویکرد کیفی مبتنی بر نظریه داده‌بنیاد (Strauss & Corbin, 1990)، از طریق مصاحبه‌های نیمه‌ساختاریافته عمیق با ۱۸ خبره هدفمند شامل مدیران ارشد باشگاه‌ها، اساتید مدیریت ورزشی و متخصصان فناوری اطلاعات صورت گرفته است. تحلیل داده‌ها از طریق کدگذاری باز، محوری و انتخابی انجام شد و بیش از ۱۲۰ کد اولیه در قالب ۱۸ مقوله فرعی و ۶ مقوله اصلی در چارچوب مدل پارادایمی سازمان‌دهی گردیدند. یافته‌ها نشان داد که قابلیت‌های دیجیتال، زیرساخت‌های فناوری و حکمرانی داده‌محور، عوامل علی اصلی ارتقای عملکرد CSR محسوب می‌شوند و باشگاه‌های با بلوغ دیجیتال بالاتر، عملکرد برتری در ابعاد سلامت اجتماعی و تعامل با ذی‌نفعان داشتند.

**کلیدواژه‌ها:** تحول دیجیتال؛ مسئولیت اجتماعی شرکتی؛ باشگاه‌های ورزشی صنعتی؛ نظریه داده‌بنیاد؛ استان کرمان؛ مشارکت ذی‌نفعان؛

سلامت اجتماعی