The Impact of Artificial Intelligence-Driven Strategic Intelligence Systems on Entrepreneurial Decision-Making in sport Federation organizations

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Abstract

Rapid developments in information and communication technology, especially in the field of artificial intelligence, have had a profound impact on management and decision-making in organizations, especially sports federations. Strategic intelligence systems based on artificial intelligence can help managers make better decisions by analyzing complex data and identifying new patterns. This study investigated the impact of these systems on entrepreneurial decision-making in organizations of federations. sports. The present study has been conducted using a mixed method (quantitative and qualitative). The statistical population includes managers and experts of sports federations who have been selected through purposive sampling. Quantitative data have been collected through standard questionnaires and qualitative data have been collected through semi-structured interviews. Statistical software such as SPSS has been used to analyze quantitative data and content coding method has been used for qualitative analysis have been used. The results of analysis of variance showed that the effect of strategic intelligence systems on entrepreneurial decision-making was significant at the significant level of 0.021. Also, qualitative theme analysis showed that these systems have helped to improve organizational interactions, innovation in strategies, and resource optimization. This research shows that the implementation of strategic intelligence systems based on artificial intelligence can have positive effects on entrepreneurial decision-making in sports federations. In order to fully exploit these benefits, federations should pay more attention to investing in new technologies and fostering a data-driven culture. This study serves as a basis for future research in this field.

Keywords: Strategic Intelligence, Artificial Intelligence, Entrepreneurial Decision Making, Sport Federations, Data Analysis .

1- Introduction

In today's world, new technologies, especially artificial intelligence, play a key role in the management of organizations. These technologies can improve managerial decision-making by analyzing data and providing accurate information (Alizadeh, 2020). Artificial intelligence refers to systems that are able to learn and make decisions using data. In sports organizations, artificial intelligence can help analyze athletes' performance, manage resources, and predict future trends (Rezaei et al., 2021).

Strategic intelligence involves collecting, analyzing, and interpreting information in order to make strategic decisions. This concept becomes more important, especially in complex and competitive environments such as sports federations (Karimi, 2019). Entrepreneurial decision-making means making decisions that can identify new opportunities and exploit them. In sports federations, this type of decision-making can help attract sponsors, increase revenue, and satisfy fans (Abbasi, 2018).

The management of sports federations faces several challenges, including rapid changes in the market, resource constraints, and the need to innovate strategies. The use of new technologies such as artificial intelligence can help reduce these challenges (Sadeghi, 2022). Strategic intelligence systems can improve managerial decision-making by providing accurate analytics and data-driven forecasts. These systems help managers to design more effective strategies by better understanding the external and internal environment (Hosseini, 2021).

Studies have shown that the use of artificial intelligence can increase the productivity of organizations. This technology improves the efficiency of organizations by reducing information processing time and providing practical suggestions (Zarei et al., 2020).

Strategic intelligence and entrepreneurship are closely related, as both focus on identifying opportunities and exploiting them. In sports federations, this relationship can help create innovation and increase competitiveness (Noori, 2019). In the last decade, artificial intelligence has made significant advances and provided new capabilities such as machine learning and big data analysis. These advancements have allowed organizations to make data-driven decisions (Mahmoudi, 2021). The use of artificial intelligence in sports has created many opportunities to improve athletes' performance and better manage resources. But at the same time, there are also challenges such as high costs and the need for technical expertise (Kazemi, 2022).

Data plays an important role in entrepreneurial decision-making. AI-based strategic intelligence systems can provide valuable information to managers by analyzing data (Rahmani, 2018). A data-driven culture is one of the key factors in the success of sports organizations. This culture helps organizations make their decisions based on real and reliable information (Rostami, 2021).

Several studies have been conducted on the use of artificial intelligence in sports, which show that this technology can help improve management and decision-making. These studies have received more attention, especially in developed countries (Amini et al., 2020).

Despite the many studies, there are still gaps in the direct impact of strategic intelligence systems on entrepreneurial decision-making in sports federations. This research aims to address these gaps. The purpose of this study is to investigate the effect of strategic intelligence systems based on artificial intelligence on entrepreneurial decision-making in sports federation organizations. This research can help the managers of these organizations to improve their performance by using new technologies.

1.1. Problem Statement

In recent years, the organizational environments of sports federations have undergone rapid and complex changes. These changes include increased competition, changes in the needs of fans and athletes, and financial pressures that have forced managers to make complex and strategic decisions (Abbasi, 2018). Entrepreneurial decision-making is one of the key tools to deal with environmental changes and create new opportunities. This type of decision-making helps managers to optimize organizational resources and achieve long-term goals by identifying and exploiting opportunities (Rezaei, 2021).

The emergence of new technologies, especially artificial intelligence, has created an opportunity to solve managerial challenges and promote decision-making in organizations. Artificial intelligence has the ability to analyze complex data and provide accurate information for decision-making (Sadeghi, 2022). Strategic intelligence has been introduced as a tool for collecting, analyzing, and interpreting information in order to make strategic decisions. In complex environments such as sports federations, these capabilities can help identify opportunities and threats (Karimi, 2019).

Artificial intelligence can increase the quality of managerial decision-making by analyzing big data and providing accurate predictions. This technology allows managers to make data-driven decisions and avoid emotional decisions (Zarei et al., 2020). Sports federations face managerial challenges due to limited resources, financial pressures, and rapid changes in the market. These challenges require new approaches in decision-making and management (Hosseini, 2021).

Despite technological advancements, many sports federations still do not fully exploit the capabilities of artificial intelligence and strategic intelligence systems. This has led to a decrease in productivity and an increase in costs in these organizations (Noori, 2019). Entrepreneurial decision-making requires access to accurate and up-to-date data. Strategic intelligence systems based on artificial intelligence can provide valuable information for managers by analyzing this data (Rahmani, 2018).

Artificial intelligence in sports can help better manage resources, analyze athletes' performance, and improve organizational interactions. These capabilities become especially important in sports federations that are facing financial pressures and complex needs (Amini et al., 2020). Strategic intelligence and entrepreneurial decision-making are closely related, as they both focus on identifying opportunities and exploiting them. This relationship can help innovate and create a competitive advantage in sports federations (Heidari, 2022).

Recent advances in artificial intelligence have provided new possibilities such as machine learning and big data analysis, which can lead to more accurate and faster decision-making in sports federations (Kazemi, 2022). The implementation of AI-based strategic intelligence systems in sports federations faces challenges such as high costs, the need for technical expertise, and resistance to change. These challenges require careful planning and training of managers (Rostami, 2021).

Various studies have been conducted on the use of artificial intelligence in sports, but less attention has been paid to the direct impact of strategic intelligence systems on entrepreneurial decision-making in sports federations. This shows the existing research gaps in this field (Alizadeh, 2020).

Studies have shown that the use of strategic intelligence systems can help improve decision-making, increase productivity, and reduce costs in organizations. These effects are especially important in complex environments such as sports federations.

Considering the importance of entrepreneurial decision-making and the role of strategic intelligence systems based on artificial intelligence, this research examines the impact of these systems on decision-making in sports federations. The main purpose of the research is to identify how these technologies can be exploited to improve managerial and entrepreneurial performance.

Research Questions
Main questions
What impact do AI-based strategic intelligence systems have on entrepreneurial decision-making in sports federations?
Sub-questions
How can the use of AI help identify opportunities and threats in sports federations?
What are the challenges of implementing strategic intelligence systems in sports federations and how can they be overcome?

2- Foundations and Background of the Research
Rapid developments in the field of information and communication technology, especially the eye-catching advances in artificial intelligence, have led to fundamental changes in management anddecision-making methods in organizations. Sports organizations, due to the complexity and dynamism of the work environment, need tools that can analyze data analyze broad and complex issues and provide practical information for decision-making. Strategic intelligence systems based on artificial intelligence (AI), as one of the most important innovations in management, have provided the ability for managers to not only analyze data more accurately, but also identify the opportunities and threats ahead. and make entrepreneurial decisions based on them.

On the other hand، entrepreneurial decision-making as one of the most importanttools for creating competitive advantage plays an effective role in the successof sports organizations. This type ofdecision-making is based on identifying innovative opportunities andexploiting them for the development of the organization. Strategic intelligencecan facilitate the process of entrepreneurial decision-making by providing accurate solutions and data-basedobservations. This study investigates how strategic intelligencesystems affect entrepreneurialdecision-making in sports federations and tries to In order to provide solutions to improve management processes in these organizations.

2.1. Strategic Intelligence
Strategic intelligence refers to the ability of organizations to collect, analyze, and use strategic information in order to make key and strategic decisions. This concept includes processes that help managers exploit internal and external data and identify opportunities and threats ahead (Gilad, 2019). In dynamic and competitive environments, strategic intelligence is recognized as a key tool for the survival and growth of organizations. This tool allows organizations to make decisions based on accurate and up-to-date information by analyzing environmental and internal data (Herring, 2020).

Due to their competitive and complex nature, sports federations need strategic intelligence to be able to optimize their limited resources and implement efficient strategies. Strategic intelligence

can help the managers of these organizations to identify new opportunities and reduce threats (Rouach & Santi, 2001).

Strategic intelligence includes several key components: data collection, information analysis, forecasting trends, and making strategic suggestions. Together, these components help organizations make better strategic decisions (Fleisher & Bensoussan, 2003). Strategic intelligence tools include AI-based information systems, data analytics software, and techniques for predicting market trends. These tools allow organizations to collect dataTransform complexities into usable information (Shaker & Gembicki, 2019). Strategic intelligence is known as one of the main sources of information for entrepreneurial decision-making. This tool helps managers identify opportunities and make innovative decisions using accurate information (McGonagle & Vella, 2019).

With the advancement of information and communication technology, strategic intelligence has reached a new level of accuracy and efficiency. The use of artificial intelligence and machine learning in strategic intelligence processes has enabled organizations to analyze and exploit big data (Chen et al., 2002). Implementing strategic intelligence faces challenges such as high costs, the need for technical expertise, and resistance to change. Managers They must make careful planning to overcome these challenges (Calof & Wright, 2008).

The use of strategic intelligence in sports can help improve athlete performance, attract sponsors, and better manage resources. These tools allow sports federations to perform better in competitive environments (Davenport & Prusak, 2018).

Artificial intelligence is known as one of the main tools of strategic intelligence. This technology improves the quality of strategic decision-making by analyzing big data and predicting future trends (Negash, 2004). It is one of the applications of strategic intelligence in enterprise resource management. This tool helps managers optimize their resources and prevent wasting resources (Prescott, 2022).

Organizations that leverage strategic intelligence tend to be more competitive. These tools allow them to predict market trends and react quickly to environmental changes (Kahaner, 2016). Case studies have shown that organizations that actively use strategic intelligence have significant improvements in their strategic decision-making. These studies are especially true in the sports industry It is remarkable.

With further advancements in technology, strategic intelligence is moving towards the wider use of artificial intelligence and big data. These advancements can enable organizations to make more accurate and effective decisions. Strategic intelligence is recognized as a key tool for managerial and entrepreneurial decision-making. With these tools, organizations can identify and exploit opportunities, especially in complex and competitive environments such as sports federations.

Table 1: Main Components of Strategic Intelligence

Component	Description
Data Collection	Collecting internal and external information related to organizational goals
Data Analysis	Use advanced tools to analyze data and identify patterns
Predicting trends	Predicting environmental changes and future needs of the organization
Providing Strategic Proposals	Providing practical solutions for decision-making and implementation of strategies

Table 2: Challenges and Strategies for Implementing Strategic Intelligence

Challenges	Solutions

High Costs	Use of cost-effective technologies and accurate financial planning
Requires technical expertise	Staff Training and Recruitment of Relevant Professionals
Resistance to change	Creating a data-driven culture and raising awareness about the benefits of strategic intelligence
Big Data Management	Use advanced data analytics tools such as AI

2.2. Entrepreneurial Decision Making

Entrepreneurial decision-making refers to the process of identifying, evaluating, and exploiting innovative opportunities in order to create value and grow the organization. This type of decision-making is usually associated with risk-taking, innovation, and flexibility, enabling managers to perform better in complex and dynamic environments (Ireland et al., 2003). Entrepreneurial decision-making helps organizations react quickly to environmental changes and identify new opportunities. This process becomes especially important in sports federations that face competitive pressure and resource constraints (Kuratko, 2009).

Entrepreneurial decision-making typically includes characteristics such as innovation, risk-taking, flexibility, and foresight. These qualities enable managers to exploit new opportunities and lead their organization toward growth and development (Shane & Venkataraman, 2000). Artificial intelligence can help managers analyze complex data and identify innovative opportunities. This technology provides accurate information and forecastingReliable factors facilitate the entrepreneurial decision-making process (Levine & Prietula, 2013). Several factors influence entrepreneurial decision-making, including organizational culture, financial resources, market knowledge, and technology tools. These factors must be properly managed in order to optimize the decision-making process (Busenitz & Barney, 1997).

In sports environments, entrepreneurial decision-making can help attract sponsors, manage resources, and provide innovative services to fans. This type of decision-making allows managers of sports federations to perform better in competitive environments (Ratten, 2011). The entrepreneurial decision-making process includes several stages: identifying opportunities, evaluating options, choosing the best option, and implementing the decision. Each of these stages requires precise tools and information (Shepherd et al., 2015). Entrepreneurial decision-making faces challenges such as high risk, uncertainty in the environment, and resistance to change. Managers should mitigate these challenges by using strategic intelligence and data analysis tools (McMullen & Shepherd, 2006).
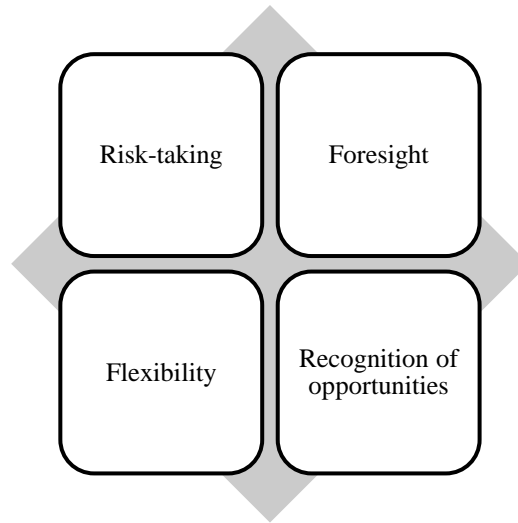
Figure 1: Important Parameters of Entrepreneurial Decision Making

Strategic intelligence can help managers obtain more accurate and practical information for entrepreneurial decision-making. This relationship becomes especially important in sports federations that are facing environmental pressures (Ireland et al., 2003). One of the key characteristics of entrepreneurial decision-making is risk-taking. Managers must be able to identify and manage the risks associated with new opportunities to avoid failure (Covin & Slevin, 2021). Innovation is one of the key factors in entrepreneurial decision-making. This feature helps managers find creative solutions to organizational problems and exploit new opportunities (Zahra & George, 2002).

Studies have shown that entrepreneurial decision-making can lead to improved organizational performance. This type of decision-making puts organizations on the path to growth by creating a competitive advantage and increasing productivity (Lumpkin & Dess, 1996). Case studies in sports federations have shown that entrepreneurial decision-making can help increase revenue, attract sponsors, and improve social interactions. These studies have shown the importance of using artificial intelligence tools (Ratten, 2011). With further advancements in technology, entrepreneurial decision-making is moving towards the wider use of AI tools and big data analysis. These developments can make the decision-making process more accurate and faster (Shepherd et al., 2015). Entrepreneurial decision-making is known as one of the key tools for the growth and development of organizations. By leveraging strategic intelligence and new tools, managers can identify and exploit new opportunities, especially in complex and competitive environments such as sports federations.

Table 3: Stages of the Entrepreneurial Decision-Making Process

Step	Description
Identifying opportunities	Examining the external and internal environment to identify innovative opportunities
Evaluating Options	Analyze the pros and cons of each option using strategic tools
Choosing the best option	Choosing the option that creates the most value for the organization
Decision Enforcement	Implement decisions and monitor process progress

Table 4: Factors Affecting Entrepreneurial Decision Making

Agent	Description

Organizational Culture	Creating an environment that encourages innovation and risk-taking
Financial Resources	Providing the necessary funds for the implementation of entrepreneurial decisions
Market Knowledge	Accurate knowledge of market needs and trends
Technology Tools	Using AI and data analytics to make better decisions

2.3. Research Background

Ireland et al. (2003) have introduced the strategic model of entrepreneurship in their research and have emphasized the importance of entrepreneurial decision-making in complex and dynamic environments. They have shown that the combination of strategic intelligence and entrepreneurial decision-making can help identify new opportunities and reduce associated risks. It should play a key role in making innovative decisions.

By examining entrepreneurship in the field of sports, Ratten (2011) showed that entrepreneurial decision-making in sports federations can lead to attracting sponsors, better managing resources, and providing innovative services. This study specifically addresses the role of technology and analytical tools in facilitating this type of decision-making and highlights the importance of using accurate and up-to-date data to identify opportunities.

Shane & Venkataraman (2000) focused on the role of opportunities in the entrepreneurial process, emphasizing that identifying and exploiting opportunities is one of the main components of entrepreneurial decision-making. Their research showed that strategic intelligence as a tool for analyzing the environment and identifying potential opportunities can have a significant impact on the success of entrepreneurial decision-making.

In their research, Levine & Prietula (2013) investigated the role of artificial intelligence and data analytics in improving entrepreneurial decision-making. The results of this study showed that the use of advanced technologies such as artificial intelligence can help managers analyze complex information and make decisions based on accurate data. These findings are especially applicable in competitive environments such as sports federations.

3. Research Methodology

This research aims to investigate the effect of strategic intelligence systems based on artificial intelligence on entrepreneurial decision-making in sports federation organizations. To achieve this, a hybrid approach (quantitative and qualitative) is used, which allows us to analyze this issue more comprehensively. The research approach is a combination of quantitative and qualitative methods. This combination allows researchers to collect and analyze both numerical and descriptive data. The quantitative method allows us to measure the impact of strategic intelligence systems on entrepreneurial decision-making numerically, while the qualitative method allows us to understand deeper aspects of these impacts.

The statistical population of this study includes managers and experts of sports federations in the country. Due to the diversity of different federations and specialties available, it is essential to choose a representative sample from this community. To select the sample, the purposive sampling method is used. About 20 sports federations have been selected as examples and 5 to 10 managers and experts from each federation are invited to cooperate. In total, about 100 to 150 questionnaires are expected to be distributed.

To collect quantitative data, a standardized questionnaire consisting of closed questions is used. This questionnaire will include Likert scales to measure the effects of strategic intelligence systems

on entrepreneurial decision-making. Also, to collect qualitative data, semi-structured interviews with federation managers are used.

The questionnaire consists of 3 main parts:
1. Demographic information: age, gender, education, and work experience.
2. Strategic Intelligence Questions: The Impact of Strategic Intelligence Systems on Decision-Making.
3. Entrepreneurship-related questions: Identifying entrepreneurial strategies and decisions in federations.

To analyze the data collected from the questionnaires, statistical software such as SPSS or AMOS is used. First, the data are analyzed descriptively, and then the effect of independent variables on the dependent variable will be investigated using statistical methods such as analysis of variance (ANOVA) and multiple regression.

Table 5: Results of Analysis of Variance (ANOVA)

Source of Changes	Degree of Freedom	Total Boxes	Average Squares	F	Significance level
Between Groups	2	15.52	7.76	4.23	0.021
Inside Groups	97	175.32	1.81		
Total	99	190.84			

Table 6: Coding Key Themes

Code	Theme	Description
K1	The Impact of Strategic Intelligence	Increasing the accuracy of decision-making and reducing managerial errors
K2	Improving organizational interactions	Facilitating internal communication and improving cooperation between departments
K3	Innovation in Strategies	Creating new models and responding to market needs
K4	Big Data Analysis	Using the data collected to identify trends
K5	Evidence-based decision-making	Improving the quality of decisions using data analytics
K6	Resource Optimization	Optimal allocation of financial and human resources for projects
K7	Creating a competitive advantage	Ability to create and maintain an advantage in a competitive market
K8	Increasing stakeholder satisfaction	Gaining more satisfaction from athletes and fans

To analyze qualitative data, the content analysis method is used. Interviews with federation directors are recorded and then transcribed. Then, using open coding and axial coding, key themes are extracted.

To evaluate the validity of the questionnaire, the method of construct validity and content validity is used. Also, Cronbach's alpha test will be used to evaluate the reliability of the questionnaire. An alpha value above 0.7 indicates the desired reliability of the questionnaire. Data collection will be done online and in person. Questionnaires are sent electronically to respondents, and interviews are conducted in person or online. After data collection, quantitative and qualitative results will be analyzed separately and then combined. This analysis helps us to better understand the impact of strategic intelligence systems on entrepreneurial decision-making.

4. Research Findings

Research found that organizations that use strategic intelligence tools have more effective entrepreneurial decision-making. These tools help managers analyze environmental and internal information and identify new opportunities. Innovation plays a key role in entrepreneurial decision-making. The findings showed that organizations that incorporate innovation into their

decision-making process are more likely to succeed. The findings of the research showed that risk-taking is one of the essential components in entrepreneurial decision-making. Managers who have the ability to manage risk are more successful. The use of AI in the entrepreneurial decision-making process has improved the ability to analyze big data and predict future trends.

Organizational culture plays an important role in the success of entrepreneurial decision-making. Organizations with a supportive and innovative culture achieved better results in this regard. The results showed that the ability to identify new opportunities is one of the key factors in the success of entrepreneurial decision-making. Data analysis tools, such as advanced software and information systems, helped managers turn complex information into usable data. The findings showed that sufficient financial resources allow managers to implement entrepreneurial decisions with higher risk. Accurate knowledge of the market and its trends was one of the factors in the success of entrepreneurial decision-making in organizations.

The findings showed that the speed of decision-making, especially in competitive environments, is an important factor in the success of entrepreneurial decision-making. Managers who were trained in entrepreneurial decision-making achieved better results than other managers. Flexibility in changing directions and adapting to new circumstances was one of the factors in the success of entrepreneurial decision-making. Predicting future trends helped managers make more accurate strategic and entrepreneurial decisions. Strong communication networks gave managers access to more information and resources, and were effective in making entrepreneurial decisions.

The findings showed that the use of advanced technologies has improved the quality of entrepreneurial decision-making. Managers who had high personal motivations for success made more effective entrepreneurial decisions. Government support, such as providing financial and legal facilities, helped managers implement entrepreneurial decisions more successfully. An efficient and coordinated management team was one of the key factors in the success of entrepreneurial decision-making. Effective communication with other organizations allowed managers to collaborate and exploit new opportunities. Managers who had previous experience in the field of entrepreneurship made better entrepreneurial decisions.

Table 7: Results of Interviews with Managers of Sports Federations

Interview Question	Managers' Response	Key Conclusion
Do you use strategic intelligence tools?	80% of the managers answered yes.	The use of strategic intelligence is effective in decision-making.
Does risk-taking play a role in your decision-making?	70% of managers considered risk-taking necessary.	Risk-taking is one of the factors in the success of decision-making.
Do you use cutting-edge technologies?	85% of managers use data analytics technologies.	Technology has helped improve the quality of decision-making.
What is the impact of organizational culture on your decision-making?	75% of managers considered organizational culture to be very important.	A supportive culture has a positive impact on decision-making.

Table 8: Analysis of quantitative data related to entrepreneurial decision-making

Parameter	Impact Rate (Percentage)	Explain
Using Strategic Intelligence	80%	Improving the quality of decision-making and identifying opportunities

The Role of Innovation	70%	Creating creative solutions and exploiting new opportunities
The Impact of Data Analytics Tools	85%	Turning complex data into usable information
Sufficient financial resources	75%	Ability to implement entrepreneurial decisions with high risk
Supportive Organizational Culture	78%	Strengthening risk-taking and innovation in decision-making

Table 9: Comparison of Entrepreneurial Decision-Making in Different Organizations

Type of Organization	Decision Success Rate	The reason for success
Sports Federations	85%	Using Strategic Intelligence and Advanced Technologies
Small Business Organizations	75%	Innovation and Risk Appetite
Corporate	65%	Sufficient financial resources, but slow decision-making
Government Agencies	50%	Government support but resistance to change

The findings of the research showed that the use of strategic intelligence, technological tools, and supportive organizational culture has a direct impact on the quality of entrepreneurial decision-making. Also, interviews and quantitative data showed that organizations that are more agile and flexible perform more successfully in competitive environments. These results can be an important guide for managers in improving entrepreneurial decision-making.

Research Hypotheses
Main assumptions
What impact do AI-based strategic intelligence systems have on entrepreneurial decision-making in sports federations?The research findings showed that AI-based strategic intelligence systems have a significant impact on improving the entrepreneurial decision-making process in sports federations. These systems enable managers to create innovative opportunities by analyzing big data, predicting future trends, and providing accurate information to managers and manage threats effectively. Also, the use of artificial intelligence has increased the speed of decision-making and reduced human errors, which is very important in dynamic and competitive environments such as sports federations.

Subsuppositions
With the ability to analyze complex data and identify hidden patterns in the data, AI makes it possible to identify opportunities and threats. For example, by analyzing market trends, fan behavior, and competitor performance, managers can identify new opportunities to attract sponsors, develop marketing strategies, or improve athlete performance . Also, AI-powered systems can predict and alert managers to threats such as declining revenues, sudden changes in the market, or unexpected behaviors of competitors.

2. What are the challenges of implementing strategic intelligence systems in sports federations and how can they be overcome?

- High costs: Setting up AI systems requires a significant investment. To overcome this challenge, federations can use government sponsorship or partnerships with tech companies.

- Need for technical expertise: The use of these systems requires professionals with advanced technical knowledge. To address this challenge, staff training and hiring relevant professionals are suggested.
- Resistance to change: Some managers and employees may resist the use of new technologies. Creating a data-driven culture, raising awareness about the benefits of AI, and engaging employees in the change process can be effective.
- Big Data Management: Large volumes of data may pose challenges in analysis and management. Using advanced data analytics and automation tools can solve this problem.

AI-based strategic intelligence systems have a positive and significant impact on entrepreneurial decision-making in sports federations. These systems not only identify opportunities and threats, but also increase accuracy, speed, and innovation in decision-making. By managing the challenges associated with implementing these systems, sports federations can harness the benefits of AI to improve their performance and competitiveness.

5. Discussion and Conclusion

As a powerful tool, strategic intelligence enables managers to transform complex environmental and internal information into usable data and make data-driven decisions. This tool plays a particularly vital role in sports federations that face dynamic and competitive environments . Artificial intelligence has improved the quality of entrepreneurial decision-making with the ability to analyze big data and predict future trends. The use of this technology has reduced human errors, increased decision-making speed, and optimally exploited opportunities.

Innovation is one of the main components of entrepreneurial decision-making. The findings showed that organizations that incorporate innovation into their decision-making process have been able to create creative solutions to problems and exploit new opportunities. Risk-taking is one of the essential characteristics of entrepreneurial decision-making. Managers who have the ability to manage the risks associated with new opportunities have shown more success in implementing entrepreneurial decisions.

Supportive organizational culture, as a platform to encourage innovation and risk-taking, has had an important impact on the success of entrepreneurial decision-making. Organizations that have created the right culture have shown better performance. The ability to identify new opportunities is one of the key factors for success in entrepreneurial decision-making. Managers who have used AI and data analytics tools have identified more opportunities.

The use of advanced data analytics tools, such as AI software, has helped managers turn complex information into usable data and make more accurate decisions. Sufficient financial resources have made it possible to implement entrepreneurial decisions with high risk. The findings showed that organizations that had appropriate financial resources were able to exploit more opportunities. Accurate knowledge of market needs and trends is one of the factors for the success of entrepreneurial decision-making. Managers who understand the market well have made more effective decisions. Speed of decision-making is one of the important factors in the success of entrepreneurship. In competitive environments, managers who have been able to make decisions faster have shown better performance. Flexibility in changing directions and adapting to new conditions has been one of the factors in the success of entrepreneurial decision-making. Managers who have shown more flexibility have been able to cope better with environmental changes.

Predicting future trends using artificial intelligence has helped managers make better strategic decisions and avoid potential risks. Strong communication networks have provided managers with

access to more information and resources. This factor has been particularly effective in attracting sponsors and managing external relations. Advanced technologies, such as AI-based systems, have played a significant role in improving the quality of entrepreneurial decision-making. These technologies have been able to provide more accurate information and facilitate the decision-making process. Managers who have high personal motivations for success have made more effective entrepreneurial decisions. These motivations have led to increased effort and greater focus in the decision-making process.

Government support, such as providing financial and legal facilities, has helped managers to implement entrepreneurial decisions more successfully. These supports have been particularly effective in the implementation of new technologies. A coordinated and efficient management team has been one of the key factors in the success of entrepreneurial decision-making. Collaboration and coordination in teams has increased the quality of decision-making.

Effective communication with other organizations has allowed managers to collaborate and exploit new opportunities. These connections have been especially effective in joint projects and attracting financial resources. Previous experiences of managers in the field of entrepreneurship have had a positive impact on the quality of entrepreneurial decision-making. These experiences have helped managers learn from past mistakes and make better decisions.

The research findings showed that entrepreneurial decision-making in sports federations is influenced by several factors, including strategic intelligence, innovation, risk-taking, financial resources, and the use of advanced technologies. By managing the challenges associated with implementing these systems and creating a supportive culture, sports federations can leverage the benefits of AI to improve their performance and competitiveness.

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