



ORIGINAL ARTICLE

Studying the Reasons for Weakness in Communication and Not Having a Seat in the International Football Federation

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KEY WORDS

Weakness in communication;
A seat in the Asian Football Confederation;
Sport international relations;
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ABSTRACT

In this study, we investigate the reasons for the weakness in communication and not having a seat in the football federation at the international level. Research method: In terms of the purpose of the research, it was part of applied research, and in terms of descriptive nature and from the perspective of variables, it was a mixed research. The statistical population in the qualitative section includes 12 experts in the field of sports diplomacy and international relations (Appendix 1); The members of the academic staff of sports management in the country and the officials of international relations of the football federation were selected by the criteria method; And in the quantitative part, based on Morgan's table, 125 people from the governors and the football board of the provinces and experts in charge of the football federation were selected as a statistical sample. The analysis of the findings of the qualitative part was done based on theme analysis with Max Kyuda 10 software and the quantitative part was done based on the structural equation model based on Lisrel analysis software. The quantitative part confirmed all the qualitative parts based on the model of the structural equation model. Totally, it was specified that communication with well-known persons in international football, appropriate relationships with Asian Confederation, and taking national and club hosting are appropriate strategies to gain and retain powerful seats in Asian Football Confederation.

Introduction

As the most favorite sport all around the world, football game has attracted the interest of many studied to explore and discover useful and attractive information about this sport. Scientific network and graph-based methods have been applied previously to study the importance of football teams and players (Li & Mateos, 2022)

Football (which is known as football or football association too) is the most favorite sport in the world

that attracts billions of fans all around the world who practice it regularly and follow professional competitions. That develops around the world and involves more than 200 countries (Gonzales, 2022).

It can be said that in the current century, the sport has penetrated in the persons' life, and among sports, football constitutes one of the biggest sport populations due to its special attractiveness and it possesses a unique position, in such a way that, it is

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transformed into a comprehensive and global phenomenon and no limitation and restriction can be known for it. Due to having social, economical, political, and economic dimensions, football exited from a simple game state. This point causes special attention to football and efforts to improve it in the world (Garcia Sanchez, 2007).

Despite this importance, although Iran's football has progressed in recent years from a technical viewpoint in Asia it always had problems at the international level and in the relations and interactions with Asian Football Confederation.

Participation in sports supports the maintenance of a healthy and clean environment. Practicing a sport is a critical element for the growth and development of the youth, nurturing their mental and physical health and creating social valuable communication. This provides an opportunity for them to play and express themselves, which is especially in favor of the youth who are less privileged. Meanwhile, sport is a healthy alternative to harmful activities such as drug misuse and committing or participating in different crimes and physical education is a requirement for high-quality football boards. Physical education programs not only promote physical activities but it is approved remove the obstacles, which separate the communities. This makes the sport a powerful tool symbolically at the global level as well as practically within the communities to prevent disputes and efforts to make peace (Richard *et al.*, 2018).

Iran's International communication in sports is weak, especially regarding football and it is required that new managerial patterns be applied in this regard.

For example, the decision of the Asian Football Confederation to hold the game between Iran and Saudi Arabia team in a neutral country has faced a weak reaction from Iran's Football Federation. The main reason for Saudi Arabia football not presenting in Iran was the attack of the invaders on Arabia's embassy in recent months and of course decision of the government of this country not to allow citizens of this country to travel to Iran. However, Iran's Football

Federation never tried appropriately in the sessions held in this regard to persuade decision-making members about this issue.

It seems that Iran's Football Federation, which was entangled with managerial issues and problems and intervened in them, did not have the necessary concentration to take its indisputable right and surly did not indicate a strong stand for probable boycotting of the matches and AFC decision-making cost.

It should be noted that although previously Ali Kafashian was in the position of the vice president of the Asian Football Confederation, which this time is given to Mahdi Taj in an election without a competitor, in addition, to have nine other seats in different committees of AFC it seems that none of these seats have not guaranteed the interests of the football's country up to now and in most sensitive parts and events have not been able to make valuable achievement for the country.

First, we should see what situation should have an Iranian person who wants to enter into an international position. Fluency in colloquial language, having knowledge and information and rules of each course, penetration at international communities, ability to make facilities in that sport course and communication with different countries is very important. Different guidelines exist to become a member of international communities and gain a seat, which is not enough at all. Membership in some posts is especially important but some others are ceremonial.

Study's literature

From social sciences viewpoint, football acts as a channel to connect different countries and different continents and most importantly, people with different backgrounds all around the world. Recent estimations indicated that more than half of the world's population consider themselves football fans (Saw, 2017). For example, more than 30 billion people (accumulated "audience") watched World Cup 2006 held in German. Football is the most popular sport in

Qatar. At the same time as the discovery of the first oil reserves in 1940, football was introduced to Qatar by migrant oil workers, and the first official Qatar football match was played between oil workers. Qatar Football Federation was established in 1960 and joined FIFA in 1970.

Qatar played its first official match against Bahrain and lost 2-1. In 1981, Qatar's under-20 national football team became the runner-up in the under-20 football world cup after accepting a 4-0 defeat in the final, but the country of Qatar has not been able to participate in the world cup in the adult age group until now, and it was the first He experiences his presence in the 2022 Cup at home.

In 1988 and 2011, Qatar hosted two rounds of the Asian Nations Cup. Qatar's national football team reached the finals of the 2019 Asian Cup hosted by the United Arab Emirates for the first time in its country's history. Qatar's national football team, nicknamed Anabi, represents the country in the 2022 World Cup and is currently ranked 49th in the FIFA ranking. The country of Qatar is the host of the 2022 World Cup, and because of this, it was able to make its way to the selected teams of the World Cup and experience its first appearance in this tournament. Khalifa International Stadium and Jassim Bin Mohammed Stadium are the home stadiums of the Qatar national team, and the home games of the Qatar national team are held in these two stadiums.

Due to the policies of the country of Qatar in attracting foreign talents, most of the people in the Qatar team are made up of non-native players; In addition to the presence of non-native players, Qatar's good investment in football has made the Qatari team make significant progress in recent years.

In 1993, Qatar's national football team managed to rank 53 in FIFA and beat Saudi Arabia for the first time under the leadership of Sebastian Lapula. In 1998, Qatar advanced to the World Cup in France in the preliminary stage of the Asian region, but after defeating China and Iran in their last match, they lost against Saudi Arabia and were eliminated. More than

one billion fans turned in to watch the final of the World Cup 2014 was held in Brazil and was one of the biggest TV audiences of competition in all sports courses. Football goes beyond the sports borders and collects people from different points of the globe. As discussed (Foer, 2004) in his study football is beyond a game or even a lifestyle. It is an excellent window to the cross-currents of today's world with all of its states of happiness and grief. Changes in the world can affect the football global perspective. For example, Football World Cup in 1942 and 1946 in which Germany and Brazil were seeking to gain its hosting was concealed due to the Second World War and its consequences. On the other hand, football itself can cause social, economic, and political changes in the world. For example, more than 20 million fans surged to German during the World Cup 2006 not only accompanied by sporting success but also empowered the economy, politics, and safety (DW sports, 2006).

Literature review

Keshavarz *et al.*, (2014) in their study "Factorial Analysis of the strengths, weaknesses, opportunities, and threats of Iran's athletic sport development" relieved that there are 10 strengths, 15 weaknesses, 6 opportunities, and 16 threats for athletic sport development. Paying attention to these strengths and weaknesses can promote relationships at the international level and developing defensive strategies to prevent the worsening of the current situation is a requirement for us.

Nader Nasab *et al.* studied the current situation of the Islam Republic of Iran's football and determined the strategic status of the football of the country in 2011 and compared the situation of the other countries with the Islamic Republic of Iran. They specified that studying developing football and the status of the competitors such as New Zealand and China indicated that they have a better situation compared to our country and it is necessary to formulate defensive strategies to prevent the worsening of the current situation.

Lee and Mateos (2022) in a study titled “International Football Networks” while studying the communities, evolution, and globalization of the game, expressed that in this study for the first time macro transformation of the football society has been studied from a complex network viewpoint. Football game records are collected in more than one century time window and are expressed in the form of the diagram where the participated teams are indicated with the nodes of the diagram and the matches between them are the diagram edges. We have conducted the detection of the society and time analysis to reveal dynamic features and the community’s structures embedded in the football network and to provide evidence of a continually developing football society. Time-place analysis is conducted to reveal time states, which indicated the stages of the distinct development in the history of football. Our analysis indicated that the evolution of the game takes influenced significantly not only by great football events but also by several social and political events. The football game and its evolution reflect historical transformations and important milestones and can provide a new perspective to study the progress of globalization all around the world.

Materials and Methods

This study has been conducted using the Fuzzy-Delphi method.

Fuzzy- Delphi method was invented by Gupta & Kaufmann in 1980 (Lin & Chang). It is applied to take a decision and reach a consensus on the issues, in which their objectives and parameters are not clear explicitly and leads to very valuable results. The feature of this method is the provision of a flexible framework that covers many barriers related to lack of clarity and accuracy. Often there is uncertainty in the experts’ opinions. Therefore, it is better data are indicated by fuzzy numbers instead of definite numbers and fuzzy sets are used to analyze experts’ opinions. The operational stages of the Fuzzy Delphi method are indeed a combination of conduction of the

Delphi technique and analyzing data using the definitions of the fuzzy sets that are as follows:

- 1- Selecting the experts and explain the problem to them.
- 2- Interviewing with the experts.
- 3- Preparing a questionnaire and sending it to the experts.

Taking experts’ opinions and analyzing them: in this stage, the questionnaire is sent to the members of the expert group, and their agreement on every given component and proposed and amended viewpoints are summed up. Given the questions of the questionnaire and linguistic variables defined in the questionnaire, the fuzzy average of each component is calculated given below equations (Lin & Cheng, 2002).

$$A^i = (a_1^{(i)}, a_2^{(i)}, a_3^{(i)}, a_4^{(i)}), \quad i = 1, 2, 3, \dots, n \quad (1)$$

$$A_{ave} = (m_1, m_2, m_3, m_4) = \left(\frac{1}{n} \sum_{i=1}^n a1^{(i)}, \frac{1}{n} \sum_{i=1}^n a2^{(i)}, \frac{1}{n} \sum_{i=1}^n a3^{(i)}, \frac{1}{n} \sum_{i=1}^n a4^{(i)} \right) \quad (2)$$

In Eq (1), A^i represents the opinion of the i^{th} expert and in Eq (2), A_{ave} represents the average of the experts’ opinion. a_1, a_2, a_3, a_4 represents fuzzy numbers.

- 4- In this stage the previous viewpoint of each person and their difference with the opinion of the other experts are sent again with the questionnaire of the next round for the experts.

- 5- After conducting the new round of surveying, given to the provided viewpoints at the first stage and comparing them with the results of the new round if the difference between the two stages was lower than 2% threshold limit, surveying process is stopped. Threshold limit value is calculated as:

$$s(A_{m2}, A_{m1}) = \left| \frac{1}{4} [(a_{m21} + a_{m22} + a_{m23} + a_{m24}) - (a_{m11} + a_{m12} + a_{m13} + a_{m14})] \right| \quad (3)$$

If the difference between the two stages were higher

than the threshold limit, we will return to stage 4.

If the difference between the two stages were lower than the threshold limit, the Fuzzy Delphi process is terminated (Yazdi, 2014).

Results

Delphi- Fuzzy analysis is conducted in two stages as follow (Table 1):

First stage survey

Table 1. The fuzzy value.

Criteria	Very high	High	Moderate	Low	Very low
Numerical value	9	7	5	3	1
Fuzzy value	(8.5, 9, 9.5)	(6.5, 7, 7.5)	4.5, 5, 5.5)	(2.5, 3, 3.5)	(0.5, 1, 1.5)

In table, the fuzzy value is provided against the numerical value.

Below formula is used for the definite fuzzy numbers

$$\lambda = M + \frac{U_j - L_j}{4}$$

Every triangular fuzzy number for each criterion is indicated as:

$$\tau_j = (L_j, M_j, U_j)$$

$$L_j = \min(X_{ij})$$

$$M_j = \sqrt[n]{\prod_{i=1}^n X_{ij}}$$

$$U_j = \max(X_{ij})$$

i index represents the expert in such a way that we have:

X_{ij} : The amount of ith expert assessment of the jth criterion

L_j : The minimum amount of assessments for the jth criterion

M_j : The geometric average of the experts' assessment amount of the jth criterion performance

U_j : The maximum amount of assessments for the jth criterion

(Chong et al. 2009, Wu & Fang, 2011, Sue & Chen, 2011)

The first section (Criteria)

First stage survey

In this stage, the questionnaires with a description of the sub-factors are sent to the members of the expert group and the amount of their consensus with the taken factors and their proposed and amended viewpoints are categorized. Obtaining a definite average indicated the intensity of the experts' agreement with each study component.

The results of these calculations are provided in Table 2.

Table 2. The results of the first round survey in addition to the average of the experts' opinion

Factors	No.	Linguistic value	Very high	High	Moderate	Low	Very low	Min	Mod	Max	De-fuzzed average of the experts' opinion
		Numerical value	9	7	5	3	1				
		Sub-factors, fuzzy value	(9.5, 9, 8.5)	(7.5, 7, 6.5)	(5.5, 0.5, 4.5)	(3.5, 3, 2.5)	(1.5, 1, 0.5)				
Conducted factors to improve human communication	1	creativity	7	2	1	0	0	9.5	8.30	6.30	8.18
	2	Personal knowledge	6	2	2	0	0	9	7.80	5.80	7.70
	3	Conducted measurements to Improve recordable communication in the week	0	0	1	1	8	9.5	8.50	6.50	8.37
Taking national and club hosting	4	Data base	0	3	4	2	1	7	5.20	3.20	5.18
	5	Knowledge application	0	1	1	3	4	9	7.50	5.50	7.42
	6	Strategic value	0	0	1	2	7	9.5	8.20	6.20	8.08
Conducted actions to communicate with the Asian Football Confederation officials	7	Innovation achievement	0	2	4	3	1	7	4.70	2.75	4.71
	8	Innovation mechanism	0	1	2	3	4	5	3.20	1.60	3.27
Selection of the communication improvement	9	Occupational growth and development	0	1	2	4	3	9	6.80	4.80	6.75
	10	Increasing organizational power	0	0	0	4	6	9.5	8.30	6.30	8.19
Assessment of the communication improvement	11	Improving managerial systems	0	0	0	5	5	9.5	8.10	6.10	8.01
	12	Adding organizational value	0	0	0	6	4	9	7.90	5.90	7.83
Discovering and exploring of the conducted actions to communicate with the Asian Football Confederation officials	13	Interaction with the developers of the improvement communication books	0	0	2	1	7	9	7.90	5.90	7.79
	14	Interaction with the other organizations, authorities and sportsmen	0	0	1	4	5	9.5	8.70	6.50	8.60
Replacement of the conducted actions regarding communication improvement	15	Substitution of the conducted action regarding communication improvement	0	0	1	3	6	9	8.10	6.10	7.99
Cost of operation	16	Cost of operation	0	0	0	4	6	9.5	8.30	6.30	8.19
Profitability	17	Profitability	0	0	0	4	6	9.5	8.10	6.10	8.01
Governmental regulations	18	Governmental regulations	0	0	0	6	4	9	7.80	5.80	7.73
Accessing to the specialized human force	19	Accessing to the specialized human force	0	0	0	2	8	9.5	8.60	6.60	8.47

The second survey

In this stage, the second questionnaire is prepared and resent to the members of the expert group with the previous viewpoint of each person and the amount of their differences with the opinion of the other experts.

In the second stage, the members of the expert group replied to the provided questions given to the viewpoints of the other members of the group that its results are provided in Table 3.

Table 3. The results of the second round of the survey in addition to the average of the experts' opinions

Factors	No.	Linguistic value	Very high	High	Moderate	Low	Very low	Min	Mod	Max	De-fuzzed average of the experts' opinion	The difference between the averages of the first and second questionnaires	Result
		Numerical value	9	7	5	3	1						
		Sub-factors, fuzzy value	(9.5, 9, 8.5)	(7.5, 7, 6.5)	(5.5, 0.5, 4.5)	(3.5, 3, 2.5)	(1.5, 1, 0.5)						
Conducted factors to improve human communication	1	Creativity	0	0	0	3	7	9.5	8.40	6.40	8.27	0.11	Accepted
	2	Personal knowledge	0	0	1	2	7	9.5	8.20	6.20	8.08	0.37	Next
	3	Conducted actions to improve recordable communication in the week	0	0	0	2	8	9.5	8.60	6.60	8.47	0.10	Accepted
Taking national and club hosting	4	Data base	0	3	4	3	0	7	5.10	3.10	5.10	0.08	Rejected
	5	Knowledge application	0	0	1	3	6	9	8.00	6.00	7.90	0.47	Next
	6	Strategic value	0	0	1	2	7	9.5	8.30	6.30	8.18	0.10	accepted
Conducted actions to communicate with the Asian Football Confederation officials	7	Innovation achievement	0	3	5	2	0	7	4.90	2.90	4.90	0.18	Rejected
	8	Innovation mechanism	3	3	3	1	0	5	3.20	1.50	3.25	0.02	Rejected
Selection of the communication improvement	9	Occupational growth and development	0	0	1	4	5	9	7.90	5.90	7.82	1.07	Next
	10	Increasing organizational power	0	0	1	2	7	9.5	8.30	6.30	8.18	0.01	Accepted
Assessment of the communication improvement	11	Improving managerial systems	0	0	0	4	6	9.5	8.20	6.20	8.10	0.09	Accepted
	12	Adding organizational value	0	0	0	5	5	9.5	8.10	6.10	8.01	0.17	Accepted
Discovering and exploring of the conducted actions to communicate with the Asian Football Confederation officials	13	Interaction with the developers of the improvement communication books	0	0	1	2	7	9.5	8.30	6.30	8.18	0.38	Next
	14	Interaction with the other organizations, authorities and sportsmen	0	0	1	3	6	9.5	8.80	6.60	8.70	0.11	Accepted
Replacement of the conducted actions regarding communication improvement	15	Substitution of the conducted action regarding communication improvement	0	0	1	3	6	9.5	8.20	6.20	8.09	0.11	Accepted
Cost of operation	16	Cost of operation	0	0	1	2	7	9.5	8.30	6.30	8.18	0.01	Accepted
Profitability	17	Profitability	0	0	0	4	6	9.5	8.20	6.20	8.10	0.09	Accepted
Governmental regulations	18	Governmental regulations	0	0	0	5	5	9.5	8.10	6.10	8.01	0.26	Next
Accessing to the specialized human force	19			0	0	2	8	9.5	8.70	6.70	8.56	0.09	Accepted

If the difference obtained from the two questionnaires has been a maximum of 0.2 or less then the survey process is stopped. As the above table indicated the members of the expert group agreed on some factors and the difference in the first and the second stages was less or equal to the threshold limit of 0.2 then survey regarding the above factors was stopped. Among mentioned factors, Those whose non-fuzzy average according to experts was less than 8 were excluded from the conceptual model. At this stage, the review of 13 components was implemented. Of these 13 components, 3 were rejected and 10 were accepted. Finally, a survey should be conducted regarding the remaining 6 components, which was done in the third stage.

Third stage survey

In this stage in addition to imposing required changes in the components, the third questionnaire is prepared and resent to experts with the previous viewpoint of

each person and the amount of their difference with the average of the other experts' opinion that its results are provided in Table 4.

Table 4. The results of the third round of the survey with the average of the experts' opinion

Factors	No.	Linguistic value	Very high	high	moderate	Low	Very low	Min	mod	Max	De-fuzzed average of the experts' opinion	The difference between the averages of the first and second questionnaires	Result	
			Numerical value	9	7	5	3							1
			Sub-factors, fuzzy value	(9.5, 9, 8.5)	(7.5, 7, 6.5)	(5.5, 0.5, 4.5)	(3.5, 3, 2.5)							(1.5, 1, 0.5)
Conducted actions to communicate with the Asian Football Confederation officials	1	Innovation	8	0	2	0	0	7	9.5	8.001	4.5	9.24	Accepted	
	2	Personal Knowledge	8	2	0	0	0	5	9.5	8.55	6.5	9.3	Accepted	
Selection of the communication improvement	3	Occupational growth and development	4	5	1	0	0	9	9.5	7.48	4.5	8.71	Accepted	
	4	Increasing organizational power	8	2	0	0	0	9.5	9.5	8.55	6.5	9.3	Accepted	
Discovering and exploring of the conducted actions to communicate with the Asian Football Confederation officials	5	Interaction with the developers of the improvement communication books	6	3	1	0	0	9.5	9.5	7.87	4.5	9.11	Accepted	
Cost of operation	6	Cost of operation	8		0				9.5	8.55	6.5	9.3	Accepted	

As can be seen in the above table the amount of difference between the experts' opinions in the second and third stages is less or equal to the threshold limit of 0.2, and then the survey is interrupted in this stage.

In the following table, the effective factors and sub-factors in the screening and selection of actions taken to improve intellectual communication are mentioned (Table 5).

Table 5. factors and sub-factors effective in the screening and selecting of the conducted actions to improve intellectual communication

Factor	Sub-factor	Code
Conducted actions to improve human communication	Creativity	C11
	Personal knowledge	C12
To take national and club hosting C2	Conducted measurements to Improve recordable communication in the week	C21
	Data base	C22
	Knowledge application	C23
	Strategic value	C24
Selection of the communication improvement C3	Selection of the communication improvement , occupational growth and development	C31
	Effective communication of the human force with other agencies and industry	C32
Assessment of the communication improvement C4	Improvement of the managerial systems	C41
	Increasing organizational value	C42
Conducting communication improvement C5	Interaction with the developers of the improvement communication books	C51
	Interaction with the other organizations, authorities and sportsmen	C52
Substitution of the conducted action regarding communication improvement	Substitution of the conducted action regarding communication improvement	C6
Cost of operation	Cost of operation	C7
Profitability	Profitability	C8
Governmental regulations	Governmental regulations	C9

The second section (options)

The first stage survey

In this stage, questionnaires with a description of the sub-factors were sent to the expert group and their agreement with each factor was taken and their proposed and amending opinions were categorized.

The obtained definite average indicated the intensity of the experts' agreement with each option of the study. The results of these calculations are provided in Table 6.

Table 6. The results of the first round of the survey with the average of the experts' opinions.

No.	Linguistic value	Very high	high	moderate	Low	Very low	Min	mod	Max	De-fuzzed average of the experts' opinion
	Numerical value	9	7	5	3	1				
	Sub-factors, fuzzy value	(9.5, 9, 8.5)	(7.5, 7, 6.5)	(5.5, 0.5, 4.5)	(3.5, 3, 2.5)	(1.5, 1, 0.5)				
1	The general criterion of the conducted actions to improve human communication	8	2	0	0	0	9.5	8.55	6.5	9.3
2	The general criterion of the conducted actions to communicate with the Asian Football Confederation	7	3	0	0	0	9.5	8.346	6.5	9.1
3	The general criterion to take national and club hosting	7	2	1	0	0	9.5	8.07	4.5	9.32
4	The index of the conducted actions to communicate with the Asian Confederation officials	8	2	0	0	0	9.5	8.55	6.5	9.30
5	Screening and selecting conducted actions to improve human communication	5	5	0	0	0	9.5	7.937	6.5	8.69
6	Screening and selecting conducted actions to communicate with the Asian Confederation officials	7	2	1	0	0	9.5	8.07	4.5	9.32
7	The index to take national and club hosting	8	2	0	0	0	9.5	8.55	6.5	9.3
8	The integrated indices to conducted actions to improve human communication	8	0	2	0	0	9.5	8.002	4.5	9.25
9	The integrated indices to conducted actions to communicate with the Asian Confederation officials	6	4	0	0	0	9.5	8.139	6.5	8.89
10	The integrated indices to conducted actions to take nation and club hosting	7	3	0	0	0	9.5	8.346	6.5	9.1
11	The integrated indices to take national and club hosting	8	2	0	0	0	9.5	8.559	6.5	9.3

The second stage survey

In this stage, the second questionnaire was prepared and was sent with the previous viewpoint of each person and the amount of their difference with the opinions of the other experts for the members of the

expert group. In the second stage, the members of the expert group answered again to the provided questions given to the opinions of the other expert group members. Its results are provided in Table 7.

Table 7. The results of the Second round of the survey with the average of the experts' opinions

No.	Linguistic value	Very high	high	Mod.	Low	Very low	Min	Mod.	Max	De-fuzzed average of the experts' opinion	The difference between the averages of the first and second questionnaires	Result
	Numerical value	9	7	5	3	1						
	Sub-factors, fuzzy value	(9.5, 9, 8.5)	(7.5, 7, 6.5)	(5.5, 0.5, 4.5)	(3.5, 3, 2.5)	(1.5, 1, 0.5)						
1	The general criterion of the conducted actions to improve human communication	7	3	0	0	0	9.5	8.346	6.5	9.1	0.2	Accepted
2	The general criterion of the conducted actions to communicate with the Asian Football Confederation	7	3	2	0	0	9.5	8.346	6.5	9.1	0	Accepted
3	The general criterion to take national and club hosting	8	0	0	0	0	9.5	8.002	4.5	9.25	0.07	Accepted
4	The index of the conducted actions to communicate with the Asian Confederation officials	8	2	0	0	0	9.5	8.559	6.5	9.31	0.01	Accepted
5	Screening and selecting conducted actions to improve human communication	6	4	0	0	0	9.5	8.139	6.5	8.89	0.2	Accepted
6	Screening and selecting conducted actions to communicate with the Asian Confederation officials	8	2	0	0	0	9.5	8.559	6.5	9.31	0.01	Accepted
7	The index to take national and club hosting	8	2	1	0	0	9.5	8.559	6.5	9.31	0.01	Accepted
8	The integrated indices to conducted actions to improve human communication	7	2	0	0	0	9.5	8.07	4.5	9.32	0.07	Accepted
9	The integrated indices to conducted actions to communicate with the Asian Confederation officials	7	3	0	0	0	9.5	8.346	6.5	9.1	0.21	Accepted
10	The integrated indices to conducted actions to take nation and club hosting	7	3	0	0	0	9.5	8.346	6.5	9.1	0	Accepted
11	The integrated indices to take national and club hosting	7	3	0	0	0	9.5	8.002	4.5	9.1	0.20	Accepted

If the difference between the first and the second

survey is less or equal to 0.2 then the survey process

is stopped. As above table indicated all options are accepted and survey is interrupted.

Final model

In the following, the final communication model and position of the Iranian Football Federation is presented (Fig.1).

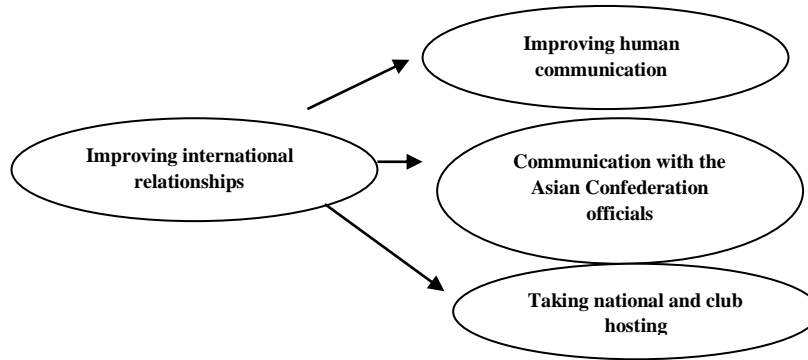


Fig. 1. The model of having a seat in the international assemblies and previous communication

Conclusions

In the provided diagram, it was specified that the appropriate organizational communication and taking a seat are affected by having good relationships with the Asian Confederation and having human appropriate communication with the influential individuals in Asian football on the other hand having a seat in the international assemblies leads to taking effective national and club hosting. In the opinion of the experts, the stages of improvement and development started with taking national and club hosting. After taking national and club hosting, it is required that having effective human relationships and an effective relationship with the Asian confederation be included in the working schedule.

Finally, it is clear that planning and having regular relationships, trying to take hosting and hosting in the best manner can lead to improving relationships with football international assemblies and obtaining a seat in the international assemblies. Acquiring, maintaining and promoting international prestige or credit is considered one of the main components of the national interests of countries. In fact, it can be said that governments try in different ways to have a high position and dignity in the international community and to be seen as respectable countries. As much as a government can show itself to be successful

in various fields (attracting the respect of other governments, having a favorable level of development, having good and equal relations with other governments, having the ability to show independence and defend itself and eliminate external threats, being among Successful and successful countries, access to advanced technologies, having economic, political, cultural and military capabilities, etc.) will undoubtedly have credibility. In general, international prestige means respect and dignity that a government enjoys in the international community and among other actors. Like individuals, governments also have different prestige, prestige and honor in the international community, and this is strongly dependent on their national power.

If we look at this issue based on the logic of profit and cost, government investment in sports is profitable in every way. If we ignore the functions of sports in increasing the physical and mental health of the society and the training of capable people, which alone shows the government's attention to sports in every logical and necessary way, achieving great victories in various sports fields in increasing national pride, strengthening national solidarity and Most importantly, increasing the credibility and prestige of countries at the international level and in competition

with other governments is very effective. Of course, gaining international prestige and credit is not only limited to the Olympics, and in various sports scenes, countries have tried to increase their credit among the countries of the world with the great successes they achieve. As it was said, during the Cold War period, among the various topics of competition between the two superpowers, sports also became the battleground for both sides, and each tried to improve their reputation and prestige with success and victory over the rival.

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Conflict of interests

There is no conflict of interest between the authors of the article.

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