



Descriptive Analysis of Applied Ethics Indicators for Young Athletes Based on SWOT Analysis and Determination of Ethical Strategies in the Future

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ABSTRACT

This study was a mixed study conducted qualitatively and quantitatively. In order to develop ethical strategies, 19 ethics and sports experts were selected as the research participant. The basic question was, what are the strengths and weaknesses of young athletes in terms of ethics?, and what are the threats and opportunities for the development of ethical values in the future?. To evaluate and rank the results obtained from the qualitative section, 46 sports experts were selected based on their expertise and experience. Data were analyzed using SWOT analysis, environmental assessment matrices and QSPM, as well as Friedman's test in SPSS software package. The results showed that the components of practical ethics for young athletes have 20 strengths and 18 weaknesses, with 13 opportunities and 15 threats fall under the WO position. 8 long-term goals and 12 WO strategies for ethic development of young athletes were identified and confirmed. The results showed that the ethical components have weak points in terms of the internal environment and opportunities in terms of the external environment in compiling practical ethics indicators for young athletes. Based on this, the identified opportunities to cover the weaknesses should be taken into consideration. Identified opportunities to address weaknesses should be considered.

Introduction

Due to the positive functions and consequences of individual, organizational and social, ethical behaviours have always been considered by researchers, educators and managers of organizations and societies to maintain and improve their level (Provencio, 2022). Ethics is a system of accepted beliefs that governs behaviour. All athletes, especially young athletes, must adhere to a code of ethics. All sports clubs and organizations must pay attention to the principles of fair play (Provencio, 2022). Sports ethics is defined as a set of fundamental principles based on the correct behavior of athletes in competitions, with respect to the characteristics of equality, justice, chivalry, and sportsmanship, based on the laws and values governing sports. (Scherer & Koch, 2010). All sports have specific rules and regulations, and players should not ignore or disregard the rules of that sport. Following these rules promotes fair play and behavior on the field of play and the development of ethical behavior in sports environments. Today, with the increasing spread of professional sports and the fading of the spirit of sports, the issue of weak ethics in sports is also

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raised. Although relativity should be paid attention to in defining sports, in defining ethics in sports, attention should also be paid to the desired characteristics of each society regarding the observance of ethical matters in sports. In its general definition, it can be said: "Sports ethics is a commitment to prioritizing justice and cooperation in a competitive sports environment" (Szedlak et al., 2020). Ethical issues in the philosophy of sport predominantly centre on athlete behaviour to the rules of the game, other athletes, spectators, external factors such as socioeconomic issues among supporters and communities, and issues of doping (Rowe, 2015). Issues of doping in sport such as steroid use focus on the ethics of medical intervention on athletic performance: what is acceptable versus what is not, and how boundaries can be drawn. Particular attention is given to the question of what factors ought to be taken into consideration when banning certain medical interventions (Stefansen et al., 2019). Some professional organizations may define their ethical approach in terms of a number of discrete components. Typically, these include honesty, trustworthiness, transparency, accountability, confidentiality, objectivity, respect, obedience to the law, and loyalty. Most sports clubs have internal codes that club members must follow to prevent customer abuse and maintain the club's integrity and reputation. This is not only for the benefit of the athletes but also for the benefit of those who belong to that club (Szedlak et al., 2020). For example, disciplinary codes allow sports clubs to define a standard of conduct and ensure that individual practitioners meet this standard, and discipline from the professional body if they do not. This allows those conscientious professionals to practice in the knowledge that they will not be commercially undermined by those with less ethical qualms. It also maintains public confidence in the profession and encourages people to seek their services (Ehlen et al., 2018). In cases where professional clubs regulate their ethics, there are possibilities for such bodies to become self-serving and fail to follow their ethical code when dealing with renegade members. This is particularly true of professions in which they have almost a complete monopoly on a particular area of knowledge (Doherty & Cuskelly, 2019). As attending college after high school graduation becomes a standard in young people's lives, colleges and universities are becoming more commercial in their expectations of students. Although people have mixed opinions about how effective it is, surveys indicate that it is the overall goal of university administrators. Creating a business-like atmosphere helps students adjust from a more relaxed environment, such as high school, to what is expected in the business world after college (Roderick & Allen-Collinson, 2020). Social ethics, the main focus of which is human relations with others and social relations, arises in the context of socializing with others and social life, such as kindness, respect or insult to others. Environmental ethics relates to the duties, responsibilities and human rights of nature and the environment (Paxton et al., 2022). Individual, organizational and extra-organizational or environmental factors affect the formation of ethics. Individual factors include individual ethics, self-knowledge and self-control as the main leaven of creating ethical management in sports clubs. For clubs that want to evaluate their ethical principles or establish new principles, criteria have been proposed that are considered the essence of the guiding principles of global federations in all sports and have been promoted as the global ethical charter of sports. This charter includes 8 principles of trustworthiness, ownership, credibility, transparency, status, fairness, citizenship and sensitivity (Rowe, 2015).

One of the ways to develop sports ethics is to use strategic planning in the field of ethics. Usually, the strategic plan has different components, some of which are mentioned in this section according to the objectives of this research. Goals are desirable points in the future that sports clubs want to achieve. Long-term goals in amateur sports are ethical outcomes and behaviors that sports federations strive to achieve their mission. These goals are essential for success in sports because they determine the direction of the sport. Environmental monitoring in sports is monitoring, evaluating and disseminating information about the organizational environment among key and effective people in sports federations, and it is also a means to avoid it. Strategic challenges and ensuring long-term health in sports (Morrison & Misener, 2021). One of the main activities of strategic management is to implement strategies that strengthen internal strengths and eliminate or improve internal weaknesses. Opportunity is any good situation that the environment provides to the club for the successful realization of goals. Threat or danger is a new situation that makes the achievement of the club's goals difficult or impossible. External opportunities and threats are economic, social, cultural, ecological, environmental, political, legal, governmental, technological,

and competitive events and trends that can greatly benefit or harm sports environments in the future (Denison et al., 2015). Sports federations should seek to develop strategies to take advantage of external opportunities and avoid or reduce the effects of external threats. One of the most important physical education activities in the last few years has been the purposeful interaction with the World Sports Council. Sport has spread in various forms and levels of public, educational, championship and professional in the world and one of the determining issues in it is sports ethics (Bailey et al., 2013). Sports ethics systematically express the ethical responsibilities of individuals involved in sports and is a description of behaviour by norms, rules and expectations (by the individual or group) in the field of sports. Sports ethics is a broad category in the field of sports that includes participants and affiliates in the field of sports, including athletes, coaches, referees, fans and sports managers (Scherer & Koch, 2010). The ultimate goal of sports ethics is to make high human norms and values more tangible and operational in sports settings. One of the important issues in this field is fair play, which is a demonstration of the attitude towards sports behaviours and the belief that sports are accompanied by ethics (Kretchmar & Latash, 2022). For fair play, principles such as following the rules and regulations, loyalty to the team, keeping yourself ready, maintaining composure, avoiding violence in the game and competition, not being arrogant when winning, being strong when losing and having a clear rational mind in a healthy body have been raised. Athletes and coaches seem to face issues and problems in the field of sports ethics. Research and programs have been reported in this regard. In many countries, sport refers to issues such as the emphasis on winning at any cost, favouring or supporting certain individuals, unnecessary criticism of officials, bad language, the choice of athlete or team, and the lack of consistent management of athletes. Canada's sports ethics strategy is the participation of Canadians and excellence in sports in the form of ethics based sports system. The first goal of this program was to increase opportunities to raise awareness and understanding of sports ethics to empower key participants to create ethical sports and the second goal was to increase the commitment and capacity of key members to create ethics sports in society. (Xie et al., 2020) reports that cheating, violence, hooliganism and bribery are among the current ethics problems of the sport. (Mullane, 2020) reports that there are sports in the Olympics and there are problems such as just focusing on winning and thinking about winning and losing and that they, in turn, call for the development of an ideal ethic. (Qian et al., 2020) in the study of sports ethics with a fair approach among athletes, coaches, referees, spectators and the media, reported that the observance of the rules of the game along with the implementation of the game in a real and fair way can and should be the first step towards the development and advancement of ethical sports. In this study, with emphasis on fair play, the ethical decision-making of athletes while playing was considered an important factor that is very effective in the process of proper and fair formation of sports activities. Unethical actions are the result of wrong decisions and consequently the wrong actions of the athlete, which obscures the spirit and health of fair play. The result of (Kretchmar & Latash, 2022) study on evaluating the performance of sports coaches in promoting sports ethics in athletes of national youth teams showed that coaches performed well in developing fair behaviours and fair play; But in commitment to the sport, social responsibilities and the rejection of mere slavery thinking did not perform significantly well. The results of Mullane's research (2020) showed that blasphemy and false pride and inconsistency between speech and action are among the most important ethics problems of educators (Mullane, 2020). Attention to issues that cause challenges in the sports environment, lack of attention to appearance, lack of attention to athletes' health, discrimination and lack of fairness in coaching activities, destruction of competitors, emphasis on winning at any cost and criticism of the spirit in competitions were reported. Players have the kind of ethics skepticism that drives revenue in professional sports like football. Day by day, this issue is moving towards more situations or less absolutism. Unethical actions are considered to be the result of wrong decisions and as a result the wrong performance of the athlete, which darkens the spirit and health of fair play. This research includes the analysis of internal factors i.e. the strengths and weaknesses of sports federations and the analysis of external factors i.e. the opportunities and threats facing them in the field of ethics for young athletes. Analysis of external factors, i.e. opportunities and threats in the future. Part of realizing the concept of the "good life" as a material value is the responsibility of sport, although the ultimate goal should be a clean life. The ethics values of sports have always been more important than the biological

values of sports. Undoubtedly, ethics gives an educational and human direction to sports. In this research, based on the SWAT model, experts were asked about young athletes' ethics strengths and weaknesses. And what are the threats and opportunities for developing ethical values and behaviors?

Methodology

This research is of an applied type. According to the method of gathering information, it is descriptive-analytical research that has been done in the field of strategic studies. The research has been done qualitatively and quantitatively. The qualitative part based on the SWOT model included internal factors (weaknesses and strengths) and external factors (threats and opportunities) regarding the ethics of young athletes. In this research, types of ethics for young athletes were classified into four categories religious, personal, social and practical ethics based on documents and research results. Ethical goals and strategies of young athletes were compiled by interviewing 19 experts (3 ethics experts, 3 international coaches, 3 international referees, 4 club managers, and 6 national team athletes). The selection of experts was done purposefully and based on (expertise and experience). In this research, the types of ethics of young athletes were classified into four categories of religious, personal, social and practical ethics based on the documents and research results. Ethical goals and strategies of young athletes were compiled by interviewing 19 experts (3 ethics experts, 3 international coaches, 3 international referees, 4 club managers and 6 national team athletes). The selection of experts was done purposefully and based on (expertise and experience). The basic question of the research that was asked to the experts: In your opinion, what are the strengths and weaknesses of young athletes according to the four divisions? What opportunities are there for ethical development? What are the threats to athletes and what is your suggestion for the development of ethical behavior of young athletes? The interviews lasted about thirty minutes and were recorded with the permission of the experts and the codes were extracted. The ranking of identified cases was done quantitatively. The statistical sample of the research in the environmental analysis department included 46 experts who were selected purposefully. In the quantitative part of the research, an environmental analysis questionnaire was used to investigate the current state of ethics of young athletes. A questionnaire was prepared in four sections (strengths, weaknesses, opportunities and threats) regarding the ethics behaviour of young athletes. Questionnaires were distributed among experts in consultation meetings. The face and content validity of the questionnaires were checked by 10 university professors and sports experts, which were confirmed with minor changes. Questionnaire answers were based on a five-point scale (very high, high, medium, low, very low). To achieve the reliability of the questionnaire, in a preliminary study, these tools were distributed among 30 members of the statistical community. The reliability of the strengths, weaknesses, opportunities and threats questionnaire as well as the whole questionnaire was obtained as 0.926, 0.985, 0.854, 0.914 and 0.948 respectively, which indicates high reliability. The level of agreement in the long-term goals section was 91.89% and in the section on developing ethical strategies of athletes, it was equal to 88.88%. Finally, the components of the research were checked and confirmed. To describe the data of frequency tables, mean and standard deviation, and analyze data from SWOT analysis, TOWS analysis, environmental assessment matrices and QSPM², as well as the Friedman test in the software package. SPSS version 16 software was used.

Results

In the environmental analysis of athletes' ethics, strengths and weaknesses as well as opportunities and threats were identified. This part was conducted qualitatively and through interviews, during which 113 items were identified. Some of the expressions raised by the interviewees were:
Athletes have a spirit of patriotism and strive to make the country's sports proud.
"Some athletes pay little attention to maintaining sports equipment and places"
"There are many sources in the general culture of the society for learning and role models in the field of ethics and sports behaviour"

² - the quantitative strategic planning matrix applied

"Unfortunately, we are witnessing inappropriate behaviour in some sports, which may be transferred to other sports in the country."

After the final approval of the environmental analysis items, the importance of each of the strengths was checked through a binomial test. The results of this test showed that all 20 items were important according to the participants. In addition, as the results of Friedman's test in Table 1 show, things like having athletes with faith and trust in God in affairs, athletes with love for the country and striving for the country in international sports arenas, and respect for the value of Humans have been ranked highest by athletes respectively. In addition, the difference in the ranking of the items was statistically significant (Chi-square = 241.06, significance level = 0.001).

Table 1. Ethics Strengths of Athletes

Priority	Average rank	Phrases	Code
1	12.83	Having athletes with faith in God	S1
5	10.95	Responsibility and accountability of athletes for their ethics performance	S2
14	10.18	Having athletes with the spirit of cohesion and teamwork in sports activities	S3
10	10.41	Having athletes with self-confidence and self-esteem in sports	S4
16	9.88	Loyalty of athletes to sports teams	S5
11	10.33	The value of motivating athletes for ethics problems in sports	S6
3	11.54	Athletes appeal to religious symbols in sports fields	S7
7	10.53	Observance of fair play by athletes in fields and sports competitions	S8
15	10.13	Helping the athletes to the injured athlete of the opposing team in the event of an accident	S9
13	10.21	The presence of decency, chastity and chastity of athletes in different fields	S10
20	9.26	Having athletes who are secretive and protect the privacy of others in the field of sports	S11
18	9.54	The existence of a spirit of appreciation in athletes for the efforts of relevant officials in sports	S12
12	10.32	Having athletes with a spirit of commitment and work conscience and avoiding lack of work in sports	S13
2	12	Love for the country and striving for the country in athletes in international sports arenas	S14
17	9.64	Athletes' attention to the physical, emotional and social aspects of themselves	S15
4	11.07	Athletes' respect for religious values	S16
6	10.86	Existence of success-seeking spirit and competitiveness of athletes in sports competitions	S17
8	10.54	Athletes' respect for coaches and sports veterans	S18
9	10.51	Athletes participate in sports competitions with appropriate clothing and appearance	S19
19	9.39	The efforts of athletes to preserve the environment in various fields of sports	S20

First, the weak points of athletes' ethics and the importance of each of them were examined through a two-sentence test. The results showed that 20 items, two items No. 17 and 20 were unimportant in the opinion of the participants and the other 18 items were important. As the results of Friedman's test show in Table 2, things like lack of transparency in sports financial contracts of some athletes, fault-finding and absence of others by some athletes, carelessness of some athletes in maintaining sports equipment and places, as well as arrogance and pride Some athletes were ranked respectively if they won. In addition, the difference in the ranking of the items was statistically significant (Chi-square = 117.94, significance level = 0.001).

Table 2. Weaknesses of Athletes' Ethics

Code	Phrases	Average rank	Priority
W1	Doing mental violence with opponents and teammates	9.43	14
W2	Prevalence of cheating and cheating among athletes in training and competitions	9.78	6

Code	Phrases	Average rank	Priority
W3	Use of illegal energy-boosting substances by athletes	9.06	16
W4	Ethnic and racial discrimination by athletes	9.47	13
W5	Magnifying your abilities during financial contracts with the club	10.25	1
W6	Athletes disrespecting referees in sports competitions	9.36	15
W7	Athletes resorting to bad language and cursing in competitions	8.57	11
W8	Athletes engaging in collusion and illogical trading in sports	9.37	12
W9	Some sportsmen's initiative to find fault and absence of others	10.16	2
W10	Athletes become proud when they win	10.11	4
W11	Smoking and drug use by athletes	8.35	17
W12	Athletes neglecting their social responsibilities	9.59	10
W13	Inability to control your emotions when you fail in sports	9.74	8
W14	Negligence of athletes in maintaining sports equipment and places	10.16	3
W15	Irregularity and indiscipline of some athletes in various sports activities	9.93	5
W16	Some athletes resorting to physical violence against their opponents in sports fields	8.36	18
W17	Prevalence of lying among athletes	9.78	7
W18	Destroying the rights of others in sports training	9.67	9

In examining the opportunities of athletes' ethics, the importance of each of them was first examined through a two-sentence test. The results of the test showed that all 13 items were important according to the participants. In addition, as the results of Friedman's test in Table 3 show, things like the role of sports in creating ethics patterns and models in society, the role of the family in the ethics education of athletes, in sports competitions, and the emphasis of the system officials on maintaining and observing ethics values have been ranked highest respectively. In addition, the difference in the ranking of the items was statistically significant (Chi-square = 90.07, significance level = 0.001).

Table 3. Opportunities for Athletes' Ethics

code	Phrases	average rank	Priority
Q1	Education level of athletes and their families	6.76	9
Q2	The existence of ethics symbols in the country's national culture for example	7.09	6
Q3	Code of ethics for sports clubs and leagues	7.45	4
Q4	Conducting regular training workshops on ethics	6.36	13
Q5	Monitoring the strict implementation of the code of ethics	7.03	12
Q6	Social control	6.92	7
Q7	Legal gender equality in sports	7.54	3
Q8	The existence of the media to promote ethics in the sports of athletes	7.12	5
Q9	The role of sports in creating ethics patterns and patterns in society	7.68	1
Q10	The existence of universities to develop and promote sports ethics	6.84	8
Q11	The existence of education for the development of ethics in sports from elementary ages	6.68	10
Q12	The role of the family in the ethics education of athletes	7.63	2
Q13	Holding mass camps	6.67	11

In the investigation of sports ethics threats, first the importance of each of the threats was investigated through a two-sentence test. The results of the test showed that among the 18 items, three items No. 4, 14 and 17 were less important and 15 items were more important in the opinion of the participants. The results of Friedman's test in Table 4 show the prevalence of result orientation in the country's sports, the poor performance of some disciplinary committees in dealing with the wrong athletes in the country's sports federations, the lack of a scientific view on the category of education and sports ethics at the country level and also, the lack of meritocracy in the selection of athletes has the highest rank in the country. In addition, the difference in the ranking of the items was statistically significant (Chi-square = 122.79, significance level = 0.001).

Table 4. Threats to Athletes' Ethics

Code	Phrases	Average rank	Priority
T1	Prevalence of doping in sports and its effect on athletes' behavior	7.51	13

Code	Phrases	Average rank	Priority
T2	The spread of brokering in sports and its effect on the financial behavior of athletes	7.86	10
T3	Lack of scientific view on education and sports ethics	8.59	3
T4	Lack of necessary transparency in athletes' financial contracts and its possible psychological and behavioral impact on athletes	8.21	6
T5	Resistance to change and its negative impact on athletes' Behaviors	8.15	7
T6	Prioritizing financial results over ethics issues and its negative impact on athletes' behavior	8.31	5
T7	The lack of meritocracy in the selection of athletes and its negative impact on athletes' behavior	8.45	4
T8	The lack of ethical programs and charters in most sports organizations and its negative impact on athletes' behaviors	8.11	9
T9	Lack of proper evaluation of ethics performance	7.65	12
T10	Existence of some insecurities in sports venues and its negative impact on sportsmen's behavior	6.51	14
T11	Lack of ethical approach by clubs regarding spectators	8.15	15
T12	The spread of result orientation in sports	8.78	8
T13	The spread of lawlessness and its negative impact on sports	8.63	1
T14	Poor performance of some disciplinary committees in dealing with athletes	8.19	11

Table 5. Long-term Programs of Athletes' Ethics

Row	Types of ethics	Long term plans
1	Religious ethics	Promotion of: Aesthetic ethics virtue ology ethics ontology ethics
2	Individual ethics	ethics traits such as: patience in the face of failures, self-confidence, self-esteem
3	Social ethics	Promotion of ethics (life, virtual space, cyberspace)
4	Applied ethics	Promotion of: Respect to (teammates-opponent team-spectators-referees and coaches and everyone) Increasing athletes' awareness of rules and regulations Civil responsibilities in sports International sports ethics Institutionalizing the principles and values of public ethics in the sports environment

The long-term programs of athletes' ethics are shown in Table 5. In Table 8, the main goal is confirmed in detail in the four components of religious, personal, social and practical ethics. Based on environmental analysis (SWOT), the TOWS matrix was used to formulate these ethics strategies for athletes, the results of which are shown in Table 6. 12 strategies have been developed in this field.

Table 6. Conservative Strategies (WO) of Athletes' Ethics

Weaknesses (W)	Internal factors
W1-W2-W3-W4-W5-W6-W7-W8-W9-W10-W11-W12-W13-W14-W15-W16-W17-W18.	External factors
Strategies WO	
WO1 -Promoting the principles, values and ethics virtues based on the ethics code in athletes' programs	O1-O2-O3-O4-O5-O6-

W2-W6-W7-W9-W10-W18 -O1-O2-O4-O6	07-08-09-
WO2 -Promoting educational and psychological principles in athletes' programs	010-011-
W1-W7-W16 O1-O10-O11-O12	012-013.
WO3- Promotion of rule of law and discipline among athletes : W15-O3-O5-O6	
WO4- Obtaining the relative satisfaction of athletes: W11-O13	
WO5- Requiring athletes to fulfill their social responsibilities: W12-O9	
WO6- Fighting collusion to change the results of matches: W2-W8-O5-O6	
WO7- Fighting discrimination and racism: W4-O1-O3-O5-O6	
WO8- Long-term planning to promote the principles of social ethics: W1... W19- O1-O6-O10-O11-O12-O13	
WO9- Clarify financial contracts of athletes: W5-W8-O3-O5-O6	
WO10- Control and serious fight against doping: W3-O3-O5-O6	
WO11- Requiring athletes to maintain sports facilities and equipment: W12-W14-O3-O5-O6	
WO12- Fighting alcohol and smoking among athletes: W11-O3-O5- O6	

In order to identify the strategic position of athletes' ethics, the evaluation matrix of internal factors, the evaluation matrix of external factors, and the evaluation matrix of internal and external factors were used. In the first step, the evaluation matrix of internal factors related to sports ethics was compiled and the total score of this matrix was equal to 2.41 (less than 2.5). Therefore, the ethics of athletes are weak in terms of internal factors. In the second step, the evaluation matrix of external factors related to sports ethics was compiled and the total score of this matrix was equal to 3.005 (less than 2.5). Therefore, athletes' ethics have an opportunity to grow in terms of external factors. In the third stage, the matrix of internal and external factors was used. To form this matrix, the scores obtained from the evaluation matrices of internal and external factors are placed in horizontal and vertical dimensions in order to determine the strategic position of sports clubs or the desired subject in the houses of this matrix so that an appropriate strategy can be adopted for it (Figure 1). Figure 1 shows athletes' ethics are in a conservative strategic position (WO). In other words, it has weaknesses in terms of internal factors and opportunities in terms of external factors. Therefore, clubs should prioritize such solutions to improve the ethics of athletes. Clubs usually choose their strategies according to the region of placement in one of the houses of the evaluation matrix of internal and external factors. That is, the strategic position of the club in any region, usually the club should prioritize the strategies of the same strategic region. Despite this, club strategies can also be chosen in combination.

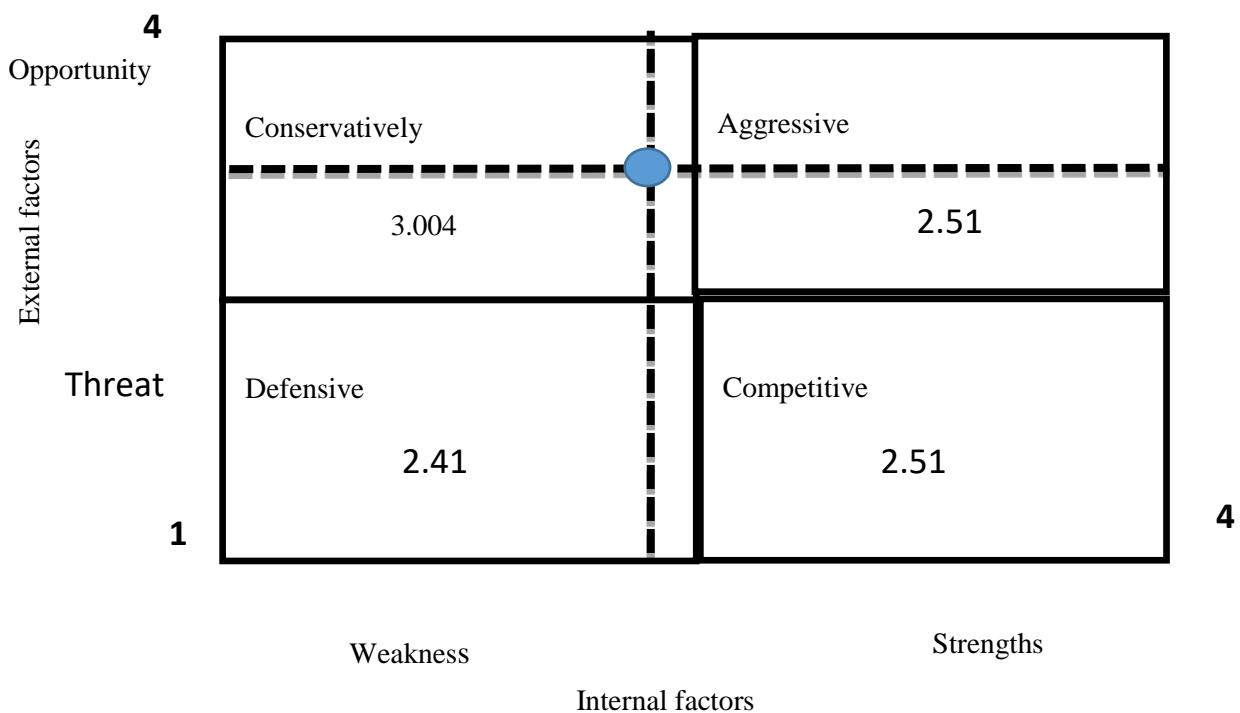


Figure 1. The Strategic Position of Athletes' Ethics

A quantitative Strategic Planning Matrix (QSPM) was used to prioritize sports ethics strategies based on the strategic position of athletes' ethics. First, the calculations of this matrix regarding internal factors, external factors and prioritization of strategies were done. As seen in Table 7, promoting educational and psychological principles; Promoting ethics principles, values and virtues, requiring athletes to fulfill their social responsibilities; Long-term planning for the promotion of sports ethics, promotion of rule of law and discipline among athletes have been given higher priority.

Table 7. Results of Quantitative Strategic Planning Matrix (QSPM) of Athletes' Ethics

Code	Strategies	The sum of attractiveness scores of internal factors	Sum of attractiveness scores of external factors	Total	Priority
W1	Promoting ethics principles, values and virtues based on the ethics charter	2.981	3.04		2
W2	Promoting educational and psychological principles in athletes' programs	3.04	3.29		1
W3	Promoting law and order among athletes	2.848	2.736		5
W4	Trying to get the relative satisfaction of athletes	2.08	2.326		11
W5	Requiring athletes to fulfill their social responsibilities	3.081	2.736		3
W6	Fighting collusion to change the results of matches	2.211	2.961		7
W7	Fighting discrimination and racism	2.156	2.612		9
W8	Long-term planning to improve athletes' sports ethics	2.457	3.221		4
W9	Clarify financial contracts of athletes	2.397	2.682		8
W10	Control and serious fight against doping	2.382	2.896		6
W11	Trying to globalize sports culture	1.862	1.856		12
W12	Combating smoking, drug and alcohol use among athletes	2.163	2.536		10

Discussion and Conclusion

The purpose of the research was to analyze the environment and compile ethical strategies for athletes. According to the results of the research, 20 strong points were identified regarding athletes' ethics. Having athletes with self-confidence and faith, having love for the country and striving in international competitions, responsibility and accountability of athletes for their ethical performance, having athletes with a competitive spirit in sports competitions and observing fair play. They were the highest rank which is consistent with the results of the research (Jeffrey et al., 2021). Ethics strengths also indicate ethics cases in which athletes have appropriate performance. The findings of the research show that athletes have significant strengths in the dimensions of practical ethics, personal ethics and social ethics. Fortunately, such cases have been compiled in the ethical and behavioural guidelines of the International Olympic Committee which is consistent with the results of research (Booth, 2022). According to the results of the research, it seems that efforts should be made to maintain the strengths that had the highest rank. In addition, to strengthen other strengths, including maintaining secrecy and privacy of others by athletes; Athletes' efforts to preserve the environment in the field of sports; Appreciation of the athletes for the managers' efforts; Athletes' attention to the physical, and emotional and social aspects of themselves and their teammates; and athletes' loyalty to sports teams, necessary measures should be taken. Strengths should be maintained and increased through the application of appropriate strategic management. According to the results of the research, 18 weak points were identified regarding athletes' ethics which is consistent with the results of research (Feddersen, 2023). Lack of transparency in sports financial contracts of some athletes, fault-finding and absence of others, negligence of some athletes

in maintaining sports facilities and facilities, pride in winning, disorder and indiscipline, some athletes turning to fraud and deception in Training and competition, lying among some athletes and inability of some athletes to fail in sports were respectively ranked highest. Weaknesses include having low-impact facilities, programs, and activities, or the unfavorable condition of the club compared to its competitors in all cases. There are cases in which the club does not perform well or the resources it should have but does not have which is consistent with the results of research (Ehlen et al., 2018). Weaknesses should be reduced or eliminated through appropriate strategic management. The findings of the research indicate that athletes have weaknesses in the dimensions of practical ethics, personal ethics, social ethics and especially sports ethics. The development of ethical behaviours among athletes, the institutionalization of human values, in thought and action, the strengthening of ethics and spiritual virtues in the individual, group, and social behaviour of athletes, and the development of the spirit of equality, cooperation, public participation, and empathy are achieved. Ethical weaknesses also indicate ethics cases in which athletes do not perform well. In addition, it is necessary to reduce other weaknesses, such as destroying the rights of others; Neglecting one's social responsibilities; Using bad language, cursing and destroying the competitor; Collusion and trading relationships in sports; Ethnic discrimination, racism in sports; committing mental violence such as humiliating slogans, making rumours and arguing with the audience; disrespect to the referee; doping and use of illegal energy-generating substances; smoking and drug use; And to deal with physical violence such as harming the opponent in sports fields. Probably, reducing and eliminating these weaknesses can help to improve the ethics environment of athletes and their sports ethics. According to the results of the research, 13 opportunities were identified for athletes from an ethical point of view which is consistent with the results of research (Morrison & Misener, 2021). In this regard, things such as the role of sports in creating ethical standards and models in society, the role of the family in the ethics training of athletes, the emphasis on monitoring the implementation of the provisions of the code of ethics, the existence of media to promote ethics in sports, the existence of ethical and heroic standards In the national culture of the country, the emphasis of international sports organizations on the observance of ethics in sports and the existence of universities for the development and promotion of ethics in sports were respectively ranked highest which is consistent with the results of research . Opportunities are positive factors that are beyond the control of the clubs, but the club can benefit from them. Most likely, there are areas in the external environment of athletes that have positive effects on athletes' ethics and they can use them to comply with their ethics and behavioural guidelines. The ethical opportunities of athletes also include opportunities in the external environment of sports such as social, political, cultural, social, economic and legal environments; their timely and appropriate use can help to maintain and strengthen the strengths as well as reduce or eliminate some existing ethics weaknesses of the athletes. According to the results of the research, 15 threats to the athletes were identified from an ethical point of view, such as the prevalence of result orientation in the country's sports, the poor performance of some disciplinary committees in dealing with errant athletes in the country's sports federations, the lack of a scientific approach to the category of training and Sports ethics at the country level, the lack of meritocracy in the selection of athletes at the country level, prioritizing financial results over ethical issues among the country's athletes, the lack of necessary transparency in the financial contracts of athletes at the country level, the lack of an ethical approach by clubs Regarding fans and lack of monitoring of ethical charters, they had the highest rating. Threat or danger is a situation that makes it difficult or even impossible to achieve the goals of the organization and includes negative factors beyond the organization's control that should be minimized through the application of appropriate strategic management. The ethics threats of athletes also include the risks in the external environment of sports such as social, political, cultural, social, economic and legal environments which is consistent with the results of research (Denison et al., 2015). Avoiding and avoiding them or dealing with them in time can help to maintain and strengthen the strengths as well as reduce or eliminate some of the ethics weaknesses of the athletes. It is necessary to reduce the effects of other threats such as the prevalence of brokering in sports and its impact on athletes' financial contracts; The prevalence of lawlessness in the country and its negative impact on sports; lack of proper evaluation of the ethics performance of members of the sports community; The spread of doping and energizing substances in the country's sports;

Prevalence of some ethics and behavioural abnormalities in the sports level of the country which is consistent with the results of research (Kretchmar & Latash, 2022); And the existence of some insecurity in some sports fields and places should be provided. Probably, reducing the effects of these threats on athletes' ethics can help to improve the ethics atmosphere of sports. According to the results of the research, 8 long-term goals for athletes in terms of sports ethics and behaviour include promoting the religious ethics of athletes, promoting the human or individual ethics of athletes, promoting the social ethics of athletes, promoting the professional ethics of athletes, increasing the awareness of athletes in sports ethics, and reducing malpractice which is consistent with the results of research (Bailey et al., 2013). All sports clubs should have a code of ethics and strive to implement its provisions. Ethical behavior is important for the physical and mental health of young athletes. Respect for players, coaches, spectators, and respect for opposing players and referees is essential and should be observed as an important principle in sports environments. These guidelines have been prepared and compiled based on the communication of cultural and spiritual policies in sports by the global culture of sports and by the principles and materials contained in the disciplinary regulations of the International Olympic Committee. The long-term goals of sportsmen's ethics in the current research are formulated in four components religious, personal, social and especially professional. In sum, the research results showed that sports ethics has strengths, weaknesses, opportunities and threats from an environmental point of view; So it is in a conservative position from a strategic point of view. Based on this, he should take advantage of the mentioned opportunities to overcome his weaknesses in this field. For this purpose, the development of a long-term vision and goals of athletes' ethics based on the four components of public ethics of society, individual, social and professional, and using these platforms, environmental analysis, upstream programs, and human foundations with a consistent approach 12 strategies were formulated and prioritized in this field. It is hoped that by formulating an appropriate action plan in this field, it will be possible to help improve and improve the ethics status of athletes and resolve some ethics and behavioural problems in this field.

Ethical Considerations

Compliance with ethical guidelines: Ethical points have been observed.

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Conflict of interest: There is no conflict of interest.

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