

# Winning Medals at Olympic Games: Socio-economic, Demographic, Political and Environmental Influences

**Kalansooriyage Jayantha**

Index No: M.com/2007/066

ප්‍රවේශ අංකය:	919
විච්ඡිද්ධ අංකය:	

***Master of Commerce***

Faculty of Commerce and Management Studies

University of Kelaniya, Sri Lanka

2007

## Abstract

This particular study titled “Winning Medals at Olympic Games: Socio-economic, Demographic, Political and Environmental Influences” was carried out with special reference to 2000, 2004 and 2008 Olympic Games. This study was thoroughly undertaken by the researcher by focusing on the problem of why countries show different performance in Olympics. There are four objectives set to be achieved by this study, of which the key objective was to examine the influences of factors affecting the Olympic performance.

The researcher carried out an extensive literature review to provide a conceptual background of the study, to develop a conceptual model, and to formulate hypotheses for the study. Altogether three different Olympic Games, 80, 74, 87 countries and 921, 929, 958 medals respectively were selected for the survey. In addition, a formal methodological choice was made in this context further purpose of getting the study systematic. Accordingly, sample selecting, data collecting processing, conceptualization, and operationalization were made in a scientific manner. Having tested the hypotheses a sound analysis of data was made here. From the analysis made the researcher was able to make certain vital findings, which have been revealed at the end. Based on the findings made it was able to reach a better conclusion which paved the path to make recommendations and suggestions for future research.

Certain conclusions were made from the study after carrying out detail scientific analysis of data using appropriate statistical tools. The conclusion was based on the factors affecting to Olympic performance such as size of population of countries, GDP *per capita*, HDI, communist background and host city advantages of particular countries in particular Olympic years. In all Olympic Games showed weak relationship between these variables and Olympic performance. Based on the findings of the study number of recommendations were made to the sport authorities and researchers in the field of sport to improve sport performance in their countries in future. Resulting from implementations, the respective benefits will be yielded by not only Sri Lankan sport, but aggregate Sri Lankan economy also at last.