

# Analysis the Development of Sports Organization Management

**Dr. Praveen Kumar Singh Jadon\***

Assistant Professor, Physical Education, K.A. P.G. College, Kasganj, Uttar Pradesh

**Abstract – This paper is analysis that was conducted to establish a method for managing a sports organisation that was the medical management of football clubs. Diagnosis control of football clubs was done by way of a questionnaire-based survey & SWOT study. Analyzing the findings found by the current case management framework & strategic directions defined are considered essential for the implementation of a praxiological organisational growth plan The examination illustrates the need for an opinion recommending a redesign of the reviewed study management method to maximise company success control in order to accomplish sport. The problems faced by sports organisations can be strengthened & rely on the ability manager (strategist with an economic strategy & information management) to decide the vital position of science management, maintaining optimal conditions for the sustainability & growth of all clubs.**

**Key Words – Sports Management, Organizations, SWOT Analysis**

## INTRODUCTION

Sports may also be a leisure activity. The same sport may be performed as a team sport or health exercise (for example, swimming or cycling). Different audiences are approaching athletics similarly. For others, it's a career, although for others, it's only a way of leisure & health. Sport may be an indoor sport or an outdoor game. It may be a squad activity (e.g. cricket and hockey) or an independent activity (e.g. squash). Although most sports are synonymous with some type of physical exercise, certain sports, such as chess, do not include strenuous physical activity. There are a vast variety of sports around the globe, and each can be performed in different styles. For eg, volleyball may be played on the field, on the lawn or on the sand. Cricket can also be played in one-day, match & 20-over formats. Several other sports had also received international recognition, while others can be country-specific, regional & even local, played by a limited number of people. Sports identification, classification & formats can differ across countries. Both sports need some sort of facilities, but standards differ from one sport to another. For eg, team sports such as football, cricket and hockey need facilities, whereas chess can be played in a chessboard place. Likewise, all sports need some sort of sporting commodity. For eg, an individual will keep active by running a running shoe for which he requires a running shoe or skipping a rope for which he requires to skip. Cricket, hockey & tennis activities include tools such as sticks, balls, knee pads, specialist shoes & racquets. Most sports such as shooting & motor racing need advanced facilities & technology-

oriented, costly machinery, whereas sports equipment such as football, badminton and tennis are accessible at all price points and are simpler to buy & shop. Overtime, all games, equipment has become more advanced. Lightweight metal sticks, for example, have already substituted wooden hockey sticks. Many sporting equipment / goods have been unbranded in the past, but with enhanced complexity & research and growth, brands and specific product suppliers have appeared.

Government policy can lead to increase in sports participation, awareness, and availability of infrastructure and training facilities. In countries like China, Australia and India, the government is responsible for developing sports infrastructure. In China and Australia, the sports sector got a boost due to conducive government policies. In China, for example, in 1995, the government enacted the "Physical Fitness Act of the People's Republic of China" aimed at developing a framework of sports & fitness facilities for the general population. Previous to the 1990s, China's sports industry had been entirely government-funded, but has been corporatized. This has helped to professionalize sports and improve the sports environment in China. In Australia, the government's focus on sports development was driven by Australia's poor performance in the 1976 Montreal Olympic Games. The government adopted a policy of 'Using sport to build healthy and active communities' and commissioned various studies. Despite political opposition, a regulatory agency named the Australian Institution of Sports (AIS) was set up in 1981 to implement a targeted infrastructure to promote the

growth and preparation of Australian sportsmen & women. In 1989, the government agreed to set up the Australian Sports Commission (ASC) and combine it with the AIS to ensure a comprehensive growth. The ASC is one of the most involved global organisations in the advancement of grassroots sports as well as in the preparation & growth of sportsmen.

## THE IMPORTANCE OF SPORTS

The regulation of the sports is thus an effort to exploit on the achievements and achievement of every opportunity to spread and develop the sports while strengthening communities. "It will provide the background that will support an environment in which there will be increased participation among all citizens, Infrastructure & human capital growth to encourage increased connectivity and the fostering of innovation, organised sports policies that facilitate the welfare of athletes and the enhancement of high performance & economic progress and stability through the creation of sport by action taken by the Head of Institutions. Head of organisation leadership is important to ensure that sport and physical activity are integrated into sports growth & foreign partnership strategies and regulations. The strategic role of sport in achieving the priorities of sport creation and national growth cannot be overstated. It is critical that the organisation be constructive in leveraging any opportunity to diversify and grow the economy while improving the communities (Hanks & Eckland, 1976). & The leader of the sporting organisation is dedicated to establishing goals and invites serious & fruitful relationships at all levels to ensuring that the sporting structure works in an open, coordinated and efficient manner. "It is a revolutionary strategy that encourages and enables mutual leadership and cooperation between all partners in order to achieve the objectives of greater engagement, economic growth & stability through sport, improved physical & social capacity & more organised & interconnected sports environment." In creating this system, this would entail a stronger focus on policies that improve human resources at all levels, by retaining our good record on the growth of sport in educational institutions & societies, and by enhancing the standard of education and training. "The head of the university is dedicated to giving importance to cross-cutting concerns of sport & environmental security and evolving problems linked to accelerated climate change to upholding a clear stand against cheating in sport & safe behaviours and good practices for all students, and also eliminating structural obstacles to the complete involvement of those with special needs." Eventually, we need strategies in effect that understand the importance of sport as a valid form of conflict reduction & peace building and growth (Alwin & Luther, 1977).

## LITERATURE REVIEW

**MeJohnston et. al. (2016)** In recent decades, referendums were used to persuade tender decisions on large sporting events. Recognizing referendums

as a way of participating the population in a significant sporting event, the purpose of this research was to explore the determinants of support for involvement in referendums. A group of 603 New Zealanders answered a questionnaire (a) expected to engage in such a referendum. Premised on the exploratory factor study evaluating (b) their approval for a referendum on their city's offer to host the Commonwealth Games & civicism, civic duty, event status & participation have influenced voter support for the referendum, while political indifference, civic duty, political engagement, event status & participation have influenced their votiveness. The findings have consequences for potential host cities, sports administrators, decision makers and everyday people.

**Moran (2015)** The intricacy, urgency, and predefined beginning, middle, and end of a SE defines it. Since SEs are often held in public, it is important to balance the needs of several parties (including competitors, officials, volunteers, spectators, organisers, sponsors, locals, and the media). The unpredictable nature of weather is an additional complicating factor in outdoor sports. Further, most SEs, including the Olympic Games, World Cup, and International Sports Federation Championships, are held at specified intervals; they must meet athletes' competition schedule and assigned media times; hence, they cannot be simply altered.

**Gareis, (2016)** A total of 1,210 distinct PM approaches were identified via interviews with 236 project managers. There are 61 universal PM techniques that were proposed by in his worldwide PM guidebook. These techniques were broken down into six categories: initiating the project (milestone plan, project name), coordinating the project (meeting minutes, to-do lists), controlling the project (progress reports, score cards), handling project disruptions (disruption definition, root-cause analysis), wrapping up the project (closing report, closing cost centre), and planning the PM process (kick-off meeting, project workshop). To guarantee that the complexity of management is commensurate with the complexity of the project, all of the specified techniques were categorised as either "can" or "must" ways and were suggested for usage in both small and big projects.

**Rutherford Silvers (2018)** It has been established that project management (PM) and the use of PM methods are prevalent in complex construction, engineering, financial, IT, manufacturing, R&D, and software development projects. It has also been established that a successful project implies a clear definition of the mission and the project team, which must be supported by the organisation itself throughout all phases. Since SEs are projects in and

of themselves, the usual project stages that stem from conventional project management lingo also apply to these occasions.

**Pielichaty et al. (2017)** In order to establish the project's procedures and goals, stressed the significance of applying project management theories and practises to the event industry. There is a lack of study on project management (PM) for SEs, despite the fact that empirical studies for many sectors have demonstrated that the adoption of PM and PM approaches helps to project success.

**Cserhádi and Szabó (2018)** To reiterate, "project management methods and techniques are essential in the definition and planning phases of an event" , questioned representatives from 71 sports organisations. Finally, the need of understanding the resources available for tracking and responding to the incident was stressed. No (empirical) research has, however, yet commented on the PM approaches actually employed in SEs, at least to the best of our knowledge.

The following concepts were established as key considerations for the effectiveness of any public health action at the Olympic and Paralympic Games: thorough preparation of deliverables; pre-identification of essential performance indicators; risk management; comprehensive mitigation preparation; and complete pre-event review of all preparations. The 2012 Olympic Games will be an interesting task for public health professionals and organisations. Preparation includes early thorough coordination of strategies, protocols and on-site health education programmes, in addition to helping to set up tracking and tracking structures that would document public health practices alongside medical operations. Learning from the literature review will facilitate the recognition of key success drivers and help to establish guidelines that will enable for effective usage of public health interventions. Both strategies include maximum expenses in advance, sponsored by domestic and foreign government departments, charitable organisations and supporters. Risk evaluation can be conducted as part of the preparation phase contributing to risk control strategies to minimise known future risks. Both security and control technologies, messaging, policies and procedures may need complete training before the Games begin.

## PROBLEM STATEMENT

This study integrated a broader research aimed to improve a strategy sports organization. Research on diagnosing sports organization management was performed using questionnaire-based survey and using SWOT analysis. A questionnaire-based assessment aimed at evaluating the management method. The questionnaire produced for this reason

consisted of 10 objects, closed questions based on the management structure & characteristics of the elements were measured on a scale from 1 to 5. The SWOT review contributed to the diagnosis of the internal & external climate of the sporting organisation from which we defined the capabilities, limitations, prospects and challenges of the sporting organisation. Regarding a diagnostic management method investigated by the football team, we built matrix strengths, vulnerabilities, openings, risks (MFSOA) centred on the established directions for the implementation of the club management system.

**Table 1. MFSOA Matrix (matrix strengths, weaknesses, opportunities& threats)**

<b>INTERNAL</b>	<b>Strengths:</b> - Train workers employed correspond to the organization; - The quality of human resources meets the job description; - Information flows are consistent with the objectives of the club; - Own sports facility development.	<b>Weaknesses:</b> - Insufficient information subsystem defined; - Information Activity poorly organized.
<b>EXTERNAL</b>	<b>Development Strategies:</b> - Organizing the promotion and development of football activity for children and youth at the local level. - Organization of programs for professional and cultural exchanges. - Organization of competitions in order to increase the area of selection. - Attracting new funds within private sector organizations.	<b>Growth strategies under risk:</b> - Attracting local authorities to support the organization's activities. - Informing and stimulating public about the objectives, outcomes and scope of the organization. - Facilities for access to information within the organization.
<b>Opportunities:</b> - Engage local authorities to support sports activities in children and youth; - Interest in developing and supplying the sports; - Relationship with local government department for sport; - Raising funds from the private sector; - Collaboration with other sports organizations in the same field of activity; - Support to the University "Wallachia" in Targoviste and the School Inspectorate Dâmbovită.	<b>Threats:</b> - Decreasing financial support from the generalized economic crisis local authorities.	<b>Strategy shift:</b> - Redesigning the information subsystem of the sports club. - Increasing the share of local budget funds.

## PURPOSE OF STUDY

Research has been devoted with a view to defining the current issues in the management framework elements, and understanding of the internal & external context of the organisation is deemed a requirement for maintaining the growth policy of the management of sporting organisations.

## HYPOTHESIS

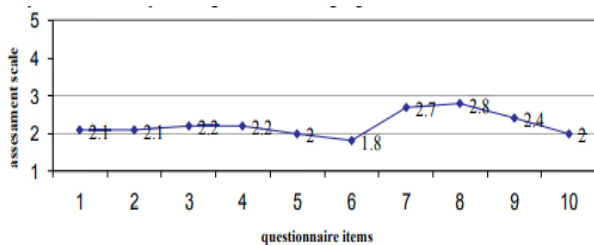
We assume that, through utilising the SWOT analysis and the basic method of science management, an internal & external condition occurs; this methodology is deemed essential in order to establish a plan for the creation of sporting organisations.

## METHODS

The study methodology has been used as testing instruments centred on the questionnaires & SWOT review, analytical methods to collect the knowledge it finds essential from the viewpoint of our studies. I equate their methodological & mathematical approaches with the usage of arithmetic mean values for the collection and evaluation of questionnaire data.

## RESULTS

The results of data processing of the questionnaire enabled us to demonstrate them in the figure below.



**Figure 1. Results of the analysis**

The analysis carried out on the basis of the data collected (2.1) indicates that the mechanism & structural arrangement of the club is not compatible with the goals of the company. In this way, we may conclude that managers rethinking the organisational structure are needed. The findings of the study have demonstrated that the sports club may not rely on the knowledge structure. Its components are found to be a responsive satisfactory sample with a value of 2.2. From a methodological point of view, the findings indicate that the club has a reasonable interest (2.4) in the usage of management processes and procedures, which imply that changes may be produced by examining the approach of the subsystem management framework. The appraisal illustrates the need for an opinion needing a restructuring of the reviewed sample control framework to improve company performance improvement in order to accomplish sport. After the diagnosis of the internal and external climate of the sports organisations, the capabilities, limitations, opportunities & challenges of the sport association have been established which have contributed to the description of potential strategic directions in order to increase the management practices of the group. The findings of the investigation utilizing specialised analytical management methods have culminated in the following strategic priorities:

- Strengthening the strategic & procedural management of the community in order to accomplish the planned goals & objectives;
- Modernization of the club's knowledge component;
- The creation of technical knowledge of advanced sports training for particular jobs within the organisation;
- Establishing alliances to help the operations of the football club;
- Maximizing sales by raising funds from a range of markets.

## CONCLUSION

Analysis showed that the usage of the SWOT analysis contributes to the evaluation of sport organisation management goals for the creation of claims illustrating the technique of praxiological organisational development. Examination of the internal & external world in relation matrix is MFSA

target considerations for the implementation of the sport technique. Examination of the internal & external climate in the interaction matrix MFSA is an analytical consideration for the implementation of the sport strategy. The obstacles faced by sports organisations can be strengthened and rely on the ability manager (an economic concept & information management strategist) to play a key role in science management, maintaining optimal conditions for both clubs' sustainability & growth.

## REFERENCES

- [1]. Art Gowan J. Jr., Mathieu R. G. (2018). The importance of management practices in IS project performance: An empirical study. *Journal of Enterprise Information Management*, 18(2), 235–255.
- [2]. Moran D. S. (2015). Potential applications of heat and cold stress indices to sporting events. *Sports Medicine*, 31(13), 909–917
- [3]. Besner C., Hobbs B. (2013). Contextualized project management practice: A cluster analysis of practices and best practices. *Project Management Journal*, 44(1), 17–34.
- [4]. Bowdin G. A. J., Allen J., O'Toole W., Harris R., McDonnell I. (2015). *Events management* (3rd ed.). Butterworth-Heinemann; Elsevier..
- [5]. Gareis R. (2016). Project management: A business process of the project-oriented company. In Cleland D., Gareis R. (Eds.), *Global project management handbook: Planning, organizing and controlling international projects: Planning, organizing, and controlling international projects* (pp. 21–26). McGraw-Hill
- [6]. Farrell J. M., Johnston M. E., Twynam G. D. (2015). Volunteer motivation, satisfaction, and management at an elite sporting competition. *Journal of Sport Management*, 12(4), 288–300.
- [7]. Rutherford Silvers J. (2018). *Risk management for meetings and events*. Butterworth-Heinemann.
- [8]. Halbwirth S., Toohey K. (2014). The Olympic Games and knowledge management: A case study of the Sydney Organising Committee of the Olympic Games. *European Sport Management Quarterly*, 1(2), 91–111.
- [9]. Mel Johnston, a Michael Naylor, a Geoff Dickson "Determinants of support and participation in a major sport event referendum", *Sport Management Review* Available online 10 September 2016 In Press,

Corrected Proof What are Corrected Proof articles?

- [10]. Mayring P., Fenzl T. (2016). Qualitative Inhaltsanalyse [Qualitative content analysis]. In Bauer N., Blasius J. (Eds.), *HandbuchMethoden der empirischenSozialforschung* [Handbook methods of empirical social research] (pp. 543–556). Springer.
- [11]. Myers M. D. (2014). *Qualitative research in business and management*. Sage.
- [12]. O'Toole W. (2017). *Events feasibility and development: From strategy to operations*. Butterworth-Heinemann; Elsevier.
- [13]. Pielichaty H., Els G., Reed I., Mawer V. (2017). *Events project management*. Routledge.
- [14]. Cserháti G., Szabó L. (2018). The relationship between success criteria and success factors in organisational event projects. *International Journal of Project Management*, 32(4), 613–624.
- [15]. Taks M., Chalip L., Green B. C. (2014). Impacts and strategic outcomes from non-mega sport events for local communities. *European Sport Management Quarterly*, 15(1), 1–6.
- [16]. Thomas R., Thomas H. (2018). What are the prospects for professionalizing event management in the UK? *Tourism Management Perspectives*, 6, 8–14.
- [17]. White D., Fortune J. (2016). Current practice in project management: An empirical study. *International Journal of Project Management*, 20(1), 1–11.

---

**Corresponding Author**

**Dr. Praveen Kumar Singh Jadon\***

Assistant Professor, Physical Education, K.A. P.G. College, Kasganj, Uttar Pradesh