Research on the management of sports organizations
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Abstract

This study is a part of a broader research approach that was undertaken to develop a strategy for developing sports organization, which was the diagnosis management of football clubs. Diagnosis management of football clubs was achieved by using a questionnaire-based survey and the SWOT analysis. By analyzing the results we found existing case management system and strategic directions identified are considered prerequisites to develop route praxiological organizational development strategy The assessment highlights the need opinion requiring redesign investigated sample management system to optimize business performance management to achieve sports. The problems facing sports organizations can be improved and depend on the capacity manager (strategist with economic vision and knowledge management) refer the crucial role of scientific management, ensuring favorable conditions for both clubs survival and for their development.

Keywords: management, sports organizations, SWOT analysis;

1. Introduction

Sports organizations should be addressing the position of any organization regardless of their field of activity. This statement is based on the universality of management. It is revealed early in the twentieth century when Taylor, F., W., in the provision made to the Select Committee of the House of Representatives of the U.S. Congress in 1912, said ".... The same principles can be applied same success in all kinds of activities decided at the helm.... our farms to conduct commercial operations by small and large merchants in organizing our churches, charitable institutions, the university, state organs". [Vague, P., Stegăroiu, I., 1998, p.20]. Although at first, Drucker, P., not agreed with this management approach manner, by participating in the XV Congress of the International Management held in 1916 in Tokyo, he has reconsidered emphasizing the universal
nature of management, every organization has its own management. From this perspective, the system of physical education and sport is a management system that is characterized by specific variables (activities, organizations, interactions and purposes). Lately in sport substantial changes were due to the dynamics of development of sports. Expanding horizons and changing participation has led the way for the development of conceptual work that required the adoption of means to guide the organization and functioning of sports bodies to achieve increasing performance. In this context, the use of sports management has become a necessity in order to achieve specific purposes. Quality management is particularly important for sports organizations, which must take place often with limited resources. Such constraints limit the organization's ability to engage in training, although it is known positive correlation between the degree of training of athletes and the organization performance.

Quality management is seen as a multidimensional concept based on the interference of several disciplines in seeking knowledge of the functioning of sports organizations. Current development in line with the paradigm of complexity science knowledge prompted Mouchot, C., to say "you have to consider that the world is suffering multiple social economic rationality themselves evolving and that involves learning new ways to approach sport phenomenon" [Mouchot, C., (1996), p.82].

2. Problem Statement

This study integrated a broader research aimed to develop a strategy sports organization. Research on diagnosing sports organization management was performed using questionnaire-based survey and using SWOT analysis. Questionnaire-based survey aimed at assessing the management system. The questionnaire developed for this purpose comprised of 10 items, closed questions focused on the management system and component characteristics were assessed on a scale from 1 to 5. Using SWOT analysis led to the diagnosis of the internal and external environment of the sports organization through which we identified the strengths, weaknesses, opportunities and threats sports organization that led to the delineation future strategic directions in order to improve the management activity of the club.

Following diagnosis management system researched the football club we developed matrix strengths, weaknesses, opportunities, threats (MFSOA) based on identified directions driving the development of the club management system.

| Table 1. MFSOA Matrix (matrix strengths, weaknesses, opportunities and threats) |
|---------------------------------|---------------------------------|---------------------------------|
| **INTERNAL**                     | **Strengths:**                  | **Weaknesses:**                  |
| - Train workers employed correspond to the organization; | - Insufficient information subsystem defined; |
| - The quality of human resources meets the job description; | - Information Activity poorly organized. |
| - Information flows are consistent with the objectives of the club; | | |
| - Own sports facility development. | | |

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<tr>
<th><strong>EXTERNAL</strong></th>
<th><strong>Opportunities:</strong></th>
<th><strong>Development Strategies:</strong></th>
<th><strong>Growth strategies under risk:</strong></th>
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<td>- Engage local authorities to support sports activities in children and youth;</td>
<td>- Attracting local authorities to support the organization's activities.</td>
<td>- Attracting new funds within private sector organizations.</td>
<td>- Facilities for access to information within the organization.</td>
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<td>- Interest in developing and supplying the sports;</td>
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<td>- Relationship with local government department for sport;</td>
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<td>- Raising funds from the private sector;</td>
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<td>- Collaboration with other sports organizations in the same field of activity;</td>
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<td>- Support to the University &quot;Wallachia&quot; in Targoviste and the School Inspectorate Dâmbovița.</td>
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3. Purpose of Study

The research was initiated in order to identify existing problems in the components of the management system, knowledge of the internal and external environment of the organization is considered a prerequisite in order to sustain the development strategy of the management of sports organizations.

4. Hypothesis

We believe that by using SWOT analysis as well as the specific method of scientific management, we identify internal and external situation exists, this approach is considered necessary to develop a strategy for the development of sport organizations.

5. Methods

The research approach was used as research tools based on a questionnaire survey and SWOT analysis, methodological tools to obtain the information it deems necessary from the perspective of our research. I associate their statistical and mathematical methods for processing and interpreting the results of questionnaires, using the arithmetic mean values.

6. Findings

The results of the questionnaire data processing allowed us to highlight them in the chart below.

![Fig. 1. Results of the questionnaire](image)

The study conducted by the data obtained (2.1) that the process and structural organization of the club is not consistent with the objectives club needs. In this sense, we can say that the managers rethinking organizational subsystem is requir

The research results showed that the sports club does not focus on information subsystem. Its components are considered as sensitive satisfactory sample by the value obtained 2.2.

From the methodological point of view, the results indicate that the club, people show a sufficient interest (2.4) in the use of management methods and techniques, which suggests that improvements can be made by reviewing subsystem management system methodology.

The assessment highlights the need opinion requiring redesign investigated sample management system to optimize business performance management to achieve sports.

After diagnosing the internal and external environment of sports organizations have identified the strengths, weaknesses, opportunities and threats sports organization that led to the delineation future strategic directions in order to improve the management activity of the club.

The results of the investigation done by using specific instruments of scientific management have resulted in the
following strategic goals:

- Improving the structural and procedural organization of the club to achieve the proposed remit and objectives;
- Modernization of the information component of the club;
- Development of professional skills of specialized training sports specific job within the organization;
- Developing partnerships to support the activity of the football club;
- Enhancing revenue by attracting funds from various sources.

7. Conclusions

Research reveals that the use of SWOT analysis leads to the diagnosis sport organization management objectives for developing arguments highlighting the route praxiological organizational development strategy. Analysis of the internal and external environment in relation matrix is MFSOA objective factors for development strategy sports organization. Analysis of the internal and external environment in relation matrix is MFSOA objective factors for development strategy sports organization.

The problems facing sports organizations can be improved and depend on the capacity manager (a strategist with economic vision and knowledge management) refer the crucial role of scientific management, ensuring favorable conditions for both clubs survival and for their development.

The research led to the identification of measures that can be adopted within sport organizations to streamline management activity:

- To identify management problems, finding solutions and recommendations, can call on management consultancy;
- Given that the human factor is the only resource that competition can not imitate is required strategic management of human resources;
- The need for a scientific management organization, which requires rigorous management metodologizare;
- Can be used in the current management system redesign.

By identifying features sports clubs management and program of measures aimed at raising awareness of decision-makers on the contribution of football clubs in the formation of children and youth footballers nucleus that can grow in high performance, contribution can not be sustained only through scientific management thereof.

References
