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Abstract: *The most recent studies have highlighted the connection between management and sports, giving the field of sports management a new meaning and potentially enhancing the scientific content of sports. Management defines the sports phenomenon as a systemic activity focused on achieving some social-professional goals in the sports sector, based on particular concepts and research methods and a particular scientific typology. The study of sports management focuses on the processes and relationships of management within them with the goals of discovering the laws and principles that govern them and developing new management systems, techniques, and systems to obtain, maintain, and increase competitiveness. In this manner, the significance of the board science is given by the investigation of the executives connections and cycles.*

Key Words: management, sports, science, sports management, management relationships, processes.

The development of a suitable framework for the growth of these kinds of activities has been necessary for the first modern forms of sports activity organization.

One could say that the way sports teams are run is like a science, and their performances have the power to turn science into art in leadership.

The concept of management is advanced by the organizational theories. F. Taylor (1911) has maintained that management is a science-the science of effective leadership-since the turn of the century. The consistency and performance are not random; The management science led to their development.

The management defines the sports phenomenon as a systemic activity oriented toward the achievement of specific socio-professional goals in the sports area by employing specific investigation methods and concepts and presenting a characteristic scientific typology (Cristea, 2000).

Organizational structures based on systems, laws, and theoretical principles, as well as on national and international institutions and authorities aiming to create and improve the biological, material, and emotional aspects of sports practitioners and participants, make sport an evolutionary component of modern social life from a management perspective. It also has its own national and international structure, a specific material base, and a large group of specialized technical staff.

Because it fulfills the fundamental requirement of having its own research field and employing scientific methods to organize its object of activity, sports management is a distinct subfield of sports science.

The novelty of the paper lies in the fact that it brings the topic of modern management in sports organizations to the attention of Romanian researchers. Albeit, in the contemporary society this issue is an effective one, the games associations in Romania scarcely partner sports the executives with science. The subject did not represent a major theme, and the activity of the sport organizations has been developed within overcome parameters and stereotypes. There are very few Romanian researchers in this field.

Performance management strategies for scientific analysis- Management strategies- The performance aspect is implied by the management strategies' approach of organizational efficiency.

As a result, performance strategies can be defined.

These are broken up into: innovation strategy, quality strategy, and efficiency strategy.

The fundamental structure of the management process: Strategies of the management process Strategic management is a complicated process that is planned and carried out in accordance with the particulars of each organization. The structure of the strategic management process remains the same regardless of how it is carried out.

Figure 1 depicts Br?tianu's (2004) synopsis of the management procedure:

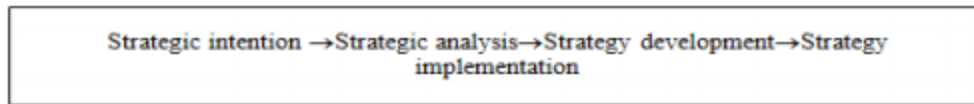


Fig.1. The management process (after Br?tianu, 2004)

According to figure 2, the same author synthesizes the fundamental components of the management procedure.



Fig.2. The management process (after Br?tianu, 2004)

The founders' vision of the organization they want to build is the process's starting point. Their goal is to meet customer demands through the creation of value.

Although vision is a virtual projection into the future, it must have realistic odds of success and be satisfactory. According to Cowley & Dom (1997), other experts in the field endorse the same strategy. The organization assumes a specific mission in relation to the founders' vision, consumer demands, and social requirements regarding sports organizations once it is established. The mission can be thought of as a system law or an existential law that tries to make sense of everything the organization will do. An organization's vision and mission are taken into consideration throughout its existence. Setting strategic objectives is how they come to fruition over the next four to five years. The organization's driving forces and the motivation for the strategies' development, implementation, and evaluation are generated by their achievement. However, a realistic understanding of the current competitive environment and its dynamics in the areas of the organization's interest is necessary before developing strategies.

Analyses of the external environment paint a picture of the field's greatest potential. For predicting the development of the organization in the future, it is essential to understand its potential in various forms. Marketing plays a crucial role in this process of analyzing the external environment. M. Porter's theories combine this aspect (Porter, 2001).

The internal environment analysis concludes the external environment analysis and should reveal the organization's future growth potential. A picture of the organization's intangible and tangible resources, capabilities, and core competencies will emerge from this analysis. Rosen also shares this opinion (1995). A SWOT analysis will be carried out when the internal and external environments collide. It makes it possible to strike a balance between the organization's advantages and disadvantages and the opportunities and threats presented by the external environment.

In order to meet the strategic goals in a timely manner, the organization should develop development strategies following these management and marketing analyses. However, the strategies' practical methods of implementation and evaluation are critical to their success. Strategies are designed to be adaptable, able to meet the new demands of the external environment while taking advantage of the organization's new resources and capabilities. The strategic management process has a fundamentally different structure than scheduled planning. The strategic management process will be looked at in terms of its particular parts and dimensions.

Sports organizations' policies and strategies- Managerial policies- Within an organization, the implemented management policy renders a generic option that is difficult to explain and argue with senior management.



This policy corresponds to a system of values that includes more philosophical elements than performance indicators and reflects the motivational area of the important decisions. One thing that managers acquire through education, culture, and talent is the hard thing to explain in management policy. It is based on the past and directs the decision-making process more by preserving particular organizational values than by inventing new ones. In order to gain a competitive advantage, management policy is not expected to encompass organizational resources with their capabilities or meet a strategic objective within a certain time frame.

While the strategy is connected to strategic management, the policy of the organization, and in particular the policy of quality, is intrinsically linked to the institutional culture of the organization. For those businesses that have strong organizational cultures, this nuance is very important. An organization's policy has a significant impact on the formation of thought patterns and attitudes that are able to provide the necessary motivational support for the creation and implementation of a particular strategy.

Not only are new policies required, but they are also required. The emphasis placed on the process of renewal ought to be expressed simultaneously with the transition from static, linear, and deterministic-based bureaucratic management to dynamic, nonlinear, random, and creative strategic management.

Management strategies aim to achieve strategic goals through intricate decision-making and sequential processes. Therefore, strategies are processes of making decisions that are geared toward the future but are still in their infancy in the current work. These decision-making procedures demonstrate the significant organizational options for the growth and achievement of strategic competitiveness. They are based on strategic thinking. Smart plans that provide information on how the organization will achieve the assumed mission and achieve strategic objectives are one way in which decisions can be made. The term "strategic plans" refers to these plans, which must be developed over the course of four to five years.

The creation of strategies is a top priority for every organization. The way strategies that can meet a certain strategic competitiveness are selected from the existing ones is more important than the number of built strategies. The significant difference between strategies may fluctuate between success and failure. Therefore, top management must have a thorough understanding of the organization's internal context, its external situation, and especially the dynamics of the external forces in order to develop optimal strategies and achieve a stable dynamic equilibrium between internal and external forces at the lowest cost to the organization.

Fulfilling the organization's mission, which involves the three stages that are typical of any strategy, is the means by which the strategic objectives are attained:

- * THE STAGES OF DEVELOPMENT,
- * IMPLEMENTATION, AND
- * EVALUATION

Taking into account all of these factors, a successful strategy necessitates effective creative thinking, an organization that is open to change and contributes to the strategy's successful implementation, and an appropriate evaluation that can weigh the benefits and costs. Any kind of organization can come to this conclusion. This aspect is emphasized in Burnes' (1996) investigations.

The place and function of research in improving performance management quality- Therefore, strategic management is the management of sports organizations within the framework of strategic thinking. In its simplest sense, strategy is the art and science of using an organization's political, economic, and psychological tools to create the most favorable context for adjusting its policies. The organization's targets are the objectives, and strategies are the tools used to achieve them. The organization's strategies are the decisions and directions it takes to meet its standards or quotas.

By definition, strategic management is a managerial procedure for expressing and implementing strategies. An organization, from this vantage point:



- * determines its role, fundamental objectives, and degree of fulfillment
- * determines the actions required to achieve the goals within a specified time frame and in a dynamic external environment
- * determines the actions to be carried out and ensures the necessary conditions to change these actions if necessary
- * recognizes the accomplishments and success

The presence of strategic thinking and organizational culture in support of change and performance in a competitive external environment is primarily what determines the strategic dimension of management. The managerial procedure by which an organization achieves strategic competitiveness in a competitive environment is known as strategic management.

Any business can benefit from applying strategic management. Regardless of the strategy, there are three clearly defined stages to the achievement of the organization's strategic objectives and implicitly its mission: evaluation, implementation, and development

When putting a plan into action, there may always be some resistance. In order to overcome these resistances with the least amount of effort and time required, it is crucial to identify them. Mentality is a very powerful form of resistance.

A matrix and a reference system that has been accepted and recognized since the strategy development stage are used to estimate a strategy. In order to be able to intervene when necessary to correct and adapt the strategy to new conditions and requirements of a competitive external environment, the development is done rigorously throughout the entire period of strategy implementation. The adoption and execution of a strategy necessitates a plethora of internal and external shifts. It is impossible to make changes to the external environment without first making changes to the internal environment.

The projection of an organization's functional and control structures enables the achievement of the proposed objectives and a competitive advantage in the external environment when a strategy is put into action. As a result, the organizational structure is the mechanism by which an organization's management staff coordinates all activity and employees carry out a variety of tasks that combine to produce consumer services. In order to achieve the assumed goals, integration is the process of coordinating both people and functions within an organization. The control and cooperation systems of the organization's various departments, divisions, and decisions make use of integration mechanisms.

The process by which managers monitor and evaluate all of an organization's activities to determine whether they are carried out effectively and efficiently is known as strategic control. If necessary, corrective action is taken to ensure that the required performance is delivered.

Closing Comments- Today, sports are at the base of a source that generates economic profit. This source needs to be well managed, and those who participate in sports should benefit from clear contracts that are agreed upon and overseen by sports managers.

According to management science, sport is a significant social and economic phenomenon.

"Organizational management lies in the study of management processes and their relationships, in order to discover regularities and principles that govern them, and in the design of new systems, methods, techniques, and ways of managing, in order to ensure the attainment, maintenance, and growth of competitiveness," summarizes the statement. Therefore, "the study of relations and management processes is the essence of management science" (2008) (Nicolescu and Verboncu).

The purpose of this paper is to open up new perspectives on the contemporary approach to organizational management and to contribute to existing studies in this field. The paper offers a global perspective on management implementation and theoretically contributes to the phenomenon of organizational management research.



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