

MANAGEMENT AND SPORTING ACTIVITIES

PROFESSOR MONICA DELIA BÎCĂ
UNIVERSITY “CONSTANTIN BRANCUSI” IN TARGU-JIU
e-mail:monica91rmb@yahoo.com

DOBRE GRIGORE

Abstract

“Using applied science in sport management as creates opportunities for rationalization and systematization of sports activity, relying on the knowledge and application of the laws that control the dynamics and phenomena. Management is on the border between art and science. Arts management is manifested by "science" as opposed to use and harness the creative compromise that can produce increased efficiency and effectiveness.”

Keywords: education, management, marketing, performance, sport.

JEL Clasification : M40, M41

In the Romania sport field, since 1989, management has become an important word value, being seen as a way to solve problems. The fact that it was more a profession than a myth explains why it was not the key to success.

The lack of an efficient management of education services, training and advice had led to a negative results in what concerns the real possibilities of management. The legislative vacuum and the vacuum of ideas lowered the level of sport and its performance level. Inefficient management of Romanian sport has led to a slow adaptation to new socio-economic conditions in which sport requires new guidelines.

The transition period requires a cultural change in the communities extended training based on a system of values in which the application of methods, techniques and management tools to improve efficiency at the organizational level.

Thus, in Romania, development of managerial capacity is more than obvious, both among managers and among non-managers, as a socio-cultural problem that requires major concerted action.

Using management as applied science in sport creates opportunities for rationalization and systematization of sports activity, relying on the knowledge and application of the laws and phenomena that control the dynamics.

The aim of our study is reduced to mitigate the impact of sports management in Romania, the development of new strategies in the management development would contribute to the development of sport at a systemic treatment issues in sport management.

The purpose is necessary to resolve achieving the following objectives:

- Systemic approach to sport and sporting achievements in determining the weight management.
- Treating complex subsystems sports management in Romania.
- Evaluate the situation of sport in Romania according to statistics surveys and opinion polls.
- Establishing diagnoses of sport management system based on the opinion of specialists studying.
- Highlight the impact in sport management system.
- Addressing issues of sport in the context of transition to market economy and orientation towards integration into European economic structures.

Management concept

From the etymological point of view the word management derives from the Latin „manus” (hand), transformed in the Italian „mannegio” and the French „manage”, later to be borrowed by English as a form of the verb „to manage” which means to lead. It appears as derived words „manager” and „management” means leader and leadership.

The management concept is based on three meanings:

- Management as a process.
- Management as a management team.
- Management as a scientific discipline.

Thus, management is seen as:

- Means guiding the systems in the context of a dynamic, efficient operation and accurate aiming of socially legal.

- Practice and profession whose goal is economic efficiency, which requires a manager to effectively lead in this direction – so it is a complex process that involves professionalism.

Management ranks among primordial science, relying on principles, concepts and theories of their own aimed to make the transition from theory to practice through people and other resources of the organization.

Management is at the border between art and science. Arts management is manifested by „science” as opposed to use and harness the creative compromise that can produce increased efficiency and effectiveness.

Acceptance theory and practice of management in sport.

Broadening the scientific basis of modern sport was made on the basis of management – as applied sport science.

The relationship between sport and science was the subject of much research management specialists. Souciers Daniel observed differences between leadership and management opined that an individual can be a leader without the manager. The issue is complex and difficult managerial leadership. P. Chelladurai view that the relevance of effective leadership is great for organizations providing sports and physical activity related to skills training, performance, shape or curative maintenance.

There are still a lot of controversy about the concepts and methods of research management. Likert Rensis, in his „The human organization: It’s managements and value” appereared in 1989, noticed that the exercise leadership on human component is the most important responsibility in organizations, because it depends on almost everything.

Hence, the techniques of management of the manager have in influencing people and their performance in sports organizations.

Peculiarities of management in sport

In recent decades substantial changes occured in sport given the dynamic development of sport which has expanded its activities both locally, nationally and internationally. Broaden the participation determined the conceptual change of how business development which required the adoption of means to guide the organization and functioning of the structures by achieving performance sport growing. In these circumstances, the use in sport management has become indispensable to achieve specific targets in the context of changing conditions. Current trends of sport require functional needs, using management to ensure interconnection, structures and activities. This makes the management to play a key role in ensuring a specialization sport pronounced tackle the key issues and sustainable.

Management applied in sport contribute to be a better functioning of sports structures, the large masses of people, a plurality of means and skills.

With sports management are coordinated efforts of individuals or groups of people (teams) to achieve a common goal, complicated and difficult process due o divergent aspects that always, through it, are transformed in ensuring mobility issues converging objectives.

Under the management of sporting activities, coordination and training of the individual or groups of individuals are ensure to improve the physical and spiritual comfort by providing an organized framework of sports training. Such specializations constitue management by controlling all the activities carried out by the assessment provided by the sports competition to influence sporting performance continuously. Sports management is a catalyst in both the sports structures and specific activities such as contributing to achieving efficiency by detecting, encourage and stimulate people with special skills for sport through the selection process by providing them with an environment psychosocial encouraging and rewards those that surpass continuously achieve higher performance.

Management in sport as a factor for profit

The situation is which the Romania sports system founds is due to a mismanagement that did not obtained profit from sports and recreational activities. Resolving this issue requires a reshaping of the management system of sports structures, all its subsystems (organizational, informational, methological, human resources, decision).

In our opinion, in order to exploit the maximum potential of Romanian sport (relevant being the exceptional sporting performance), Romania should try to become a „profit centred” by promoting by promoting recreational sports activities, such as:

- Organizing sporting galas.
- Organizing major international or reginal competitions and their orientation towards show business (the US model).
- Competitions.
- Economic development of sport.
- Development of sport tourism – offers challenging: bike trails and fishing.
- Creation of sports facilities with modern facilities – built by the state and put into use (administration) fee or rented.
- Creating jobs.
- Modern infrastructure to meet the new requirements of sportsmanship.
- Intensifying efforts to strengthen school sports – youth component of quidelines for sport (physical education expansion creates important prerequisites for the formation of ethical and physical skills that provide greater health and longevity Romanian society.
- Introducing sport as compulsory and not optional.

- Increasing the number of hours of physical education per week.
- Testing and targeting children by one more branches of sports and their specialization.
- Achieve inter-school competitions scheduled default and the obligation of each schools to enroll at least one team sport at least one branch.
- Schools hire their own sports ground any sport that can engage a large number of practitioners and students of that institution.

Sports marketing management

The transition to a market economy, the Romanian sports system has been adopted a new concept – namely sports marketing. Adoption of sports marketing in Romania, became unwieldy because of issues related objectives: educational and structural goals, lack of specialized personnel, inappropriate legislative framework, early capitalism, etc. Currently, sports marketing has become more prosperous. Unfortunately, we see a change in mentality of sports managers in terms of sports marketing orientation and observe, sadly, very few sports structures have their own marketing departments or personnel trained in this regard. Therefore, we consider it appropriate for generalized system geared to Romanian sports marketing.

Because the tools of marketing need not be chaotic and lead the chance to achieve those objectives, recourse must be had to their association with managerial practice. Bringing together those marketing management practices will make the sport to know a planned development based on consistency and accuracy, which may ensure uniformity, continuity and longevity. Delivering a „entities” homogeneous between management and marketing gave rise to the phrase – sports marketing management.

This correlation management – marketing has made its presence felt in economic theory where and forming new discipline, the object of study „planning, direction and control of a firm’s marketing activities for achieving and maintaining profitable changes”.

Overcoming simplistic approach to marketing was done so by its correlation with the management so that the marketing or marketing activity to be done to obtain maximum efficiency in terms of satisfying consumer needs increasingly larger and more demanding. From this perspective, many promotional campaigns carried out in sport and through sport can become more efficient in attending work or use / purchase by new customers, or by thicker use existing ones by improving marketing. This requires a greater discipline on the management confers any area where applicable.

Conclusions:

- To meet the current requirements to promote and develop sport requires in terms of dynamism and diversity of socio-economic life, a comprehensive view of the processes and elements that interact in time and space through a systemic approach that ensures a mechanism upright running. In those circumstances, the heads athletes must learn that the system of sports management in Romania through its subsystems (decision-making, organizational, informational and human resources) is a set of processes and management relations in sport, which by their interaction lead to achieving the greatest possible efficiency.
- Subsystem for solving human resources necessary to initiate a reform process based on scientification that will lead to achieving superior performance. The process of management and functional capacity, with a direct impact in improving sports performance.
- For the management of sports structures to be more effective they need to adopt marketing. Expanding the use of sports marketing Romanian is imposed forcefully at the moment because, through it, will improve the character prospective sport organizations, will enable knowledge of market developments sport and their potential in relation to it, generating a reaction rate higher in taking timely decisions to achieve success.

REFERENCES

- [1]Cergez, N., Mateescu, E. – *Elements of school management*, Iași, 1998
[2]Chelladurai, P. – *Leadership in sport organizations*, Canadian Journal of Applied Sport Sciences, 1980
[3]Chelladurai, P. – *Sport Management. Opportunities and obstacles*, Journal of Sport Management, 1992
[4]Chelladurai, P. – *Sport Management. Defining the Field*, European Journal for Sport Management, 1994
[5]Chelladurai, P. – *Total quality management in sport industry*, Journal of Japan Society of Sport Industry, 1995
[6]Dragnea, A. – *Theory of physical education and sports*, Editura Cartea Școlii, București, 2000
[7]Dragnea, A. , Bota, A. – *Theory activities motric*, Editura Didactică și Pedagogică R.A., București, 1999
[8]Hoffman, A. –*Sports structures*, Editura Fundației România de Mâine, București, 2004

- [9]Hoffman, A. –*Human resources in physical education and sports activities*, Editura Fundației România de Măine, București, 2004
- [10]Iacob, I. – *Sports management*, Iași, 2004
- [11]Iacob, I., Lazariuc, I. – *The management of sports organizations*, Iași, 2004
- [12]Iosifescu, Ș. (coordonator) – *Educational Management for educational institutions*, Institutul de Științe ale Educației, București, 2001
- [13]Iosifescu, Ș. (coordonator) – *Educational Management for educational institutions*, Institutul de Științe ale Educației, București, 2000
- [14]Joița, E. – *Educational Management. The teacher – manager roles and methodology*, Editura Polirom, București, 2000
- [15]Luca, G. – *General Management*, Iași, 1993
- [16]Necolau, A. – *Leaders in group dynamics*, Editura Științifică și Enciclopedică, București, 1976
- [17]Panaite, N. – *Management organizations* Iași, 2004
- [18]Pitariu, H.D. – *Human resources management – professional performance*, Editura All Beck, București, 2000
- [19]Prodan, A. – *Successful management*, Editura Polirom, Iași, 1999
- [20]Rensis, L. – *The Human Organization. Its Management and Value*, Administrative science quarterly, New York, 1967
- [21]Oprea, D., Meșniță, G. – *Project management*, Iași, 2004
- [22]Todea, S.F. – *Management of physical education and sport*, Editura Fundația România Mare, București, 1999
- [23]Voicu, A. – *Management and sport organizations*, Cluj-Napoca, 1998
- [24]Zamfir, C. – *Psychology of organization and management*, Editura Politică, București, 1974