MANAGEMENT OF SPORTS ORGANIZATIONS AND COMMUNICATION

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Abstract
The danger to sports organizations today is not another sports organization, no other sports branch, no social environment, no athletes, not even critics or its opponents: the number one enemy is the organizational structure and the sports organization itself.
Due to this inertia, sports organizations tend to lose some of the members, due to promoters offering them better opportunities through a solid marketing structure. Nowadays, people need three basic conditions to play a sport and take part in sports competitions: material support (opportunities and infrastructure), organizational support (planning and programming) and professional management (information within the organization and a very good managerial process).

Keywords: organizations, management, communication, sports

Clasificare JEL :

1. Introduction and context of the study

Management, organization and administration are the driving forces of sports organizations in any country. They must work together for an association, club, league, event organizer or regional sports organization, to achieve the highest level of efficiency and solve the problems that arise.

A viable organization forms a coherent structure of interdependent and interactive units, sections or departments, which operate within a system. In any country, sporting activities need a good organizational structure for athletes, clubs, teams to participate in events easily. To achieve this goal, the units of a sports organization must work together to achieve well-defined goals.

2. Communication in sports organizations

The present communication concept gives managers the tools needed to achieve the organizational objectives through an appropriate communication system. The communication keeps the members of the organization informed, motivated, confident. An adequate communication of the following characteristics [1]:
- communicates the mission / vision of the organization with its members;
- integrates all efforts to achieve the common goal, everyone working in one direction;
- maintain a healthy group, where each member is valuable and each manager is trustworthy;
- make intelligent decisions allowing the organization to react effectively to opportunities and threats;

All these are required for effective communication and each element contributes to the welding of the joint effort of the management and the employees to reach the purpose of the organization. If these conditions are met, then the organization will achieve maximum results in the activity

Communicating the vision / mission of the organization of its members

Communicating or stating the mission of the organization means that all members, employees, officials of this organization identify themselves with the goals, plans, identity of the organization

and their desired image. This occurs when individuals identify with the organization, and their attitudes reflect the following:
- receptivity in detecting any opportunity or threat from the external environment, which can be facilitated by the free flow of information;
- focus on the plans to fulfill them and their pursuit;
- willingness / willingness to assume responsibility for the success of the organization.
Communication channels
Communication channels follow the hierarchy and structure and are of several types [2]:
- vertical channels, from top management to subordinates
- horizontal channels - located at the same level of the organization
- diagonal channels - from managers to specific departments
- the contact with the base constitutes the contact of the managers with the members of the organization, the athletes, the referees,
coaches, local members, in a family atmosphere.

These are a basic perspective on communication, a very broad field. The specialized literature mentions a model of strategic communication in sports, whose authors highlight the communication process and divide it into three major components: personal and organizational communication, sports media, services and support for sports communication [2]. The model offers the first concept of communication in sports and describes the impact it has.
Management is one of the most dynamic areas of activity because it must agree and at the same time try to anticipate the changes that take place at the level of the socio-economic system [4].
Strategic communication in sports considers the following topics:
- the history, development and definition of communication in sports, including here various trends, pioneering and dynamic growth of the sports industry;
- career options in the field of sports communication, self-assessment, education, marketability, network communication, experimental learning, job search;
- the intersection of sports communication with sociology and culture issues related to the possibilities of recreation, the marketability of violence, etc .;
- the ability of sports communication to reflect, create, strengthen and support myths, values, perceptions, power structures, socialization and beliefs in society;
- analysis of the history and impact of the relationship between athletes and the press;
- the legal rights of those in the field of sports journalism to gather, report, publish information related to athletes and sports entities;
- the impact of technology on legal issues in the field of sports communication;
- the technological impact on the communication in the field.
Examining the areas of interference, the sub-domains in communication were delimited, and of these we mention:
- study of sports management and communication in sport: this includes the recognition of the size of the sports industry, the study of sports management, the study of communication in the field, preparation for a career in sports communication, the increase of marketability through ancillary activities;
- career in sports communication: includes various career opportunities in sports management, in sports media, in support services, in recreational activities, presents the methods of entering the field;
- the history and development of sports communication, which refers to the beginnings of sports journalism, to the golden age of sport, to today's communication;
- the strategic model of sports communication and communication focuses on defining it within sports organizations, on examining the theoretical framework of communication, on identifying the elements of sports communication, on communication theories that have an effect on the general public, on analyzing this model;

- personal communication in the sports field considers personal communication in the field, characterizing the interpersonal communication, identifying the elements of the interpersonal communication process in sports, communicating through non-verbal messages, through verbal messages, improving the communication in the field;

- interpersonal communication and leadership in sport deals with understanding communication in sports organizations, recognizing the three characteristics that affect communication, examining forms of communication in sports organizations, assessing communication in the field;

- publications and communication in printed format in the field of sport considers books, sports newspapers, technological advancement and opportunities offered by it, sports magazines, career as a sports journalist;

- visual and electronic communication studies the experience of sports through radio, television, recognition of the influence of cable television, presentation of sports activities through films and documentaries;

Management science is relatively new compared to other sciences. This was born and developed a good time in the economic field. The social evolution has forced the extension of the application of the concepts of management science in the non-economic fields, among which also the sport [3].

Stroboscopic method, with which to obtain strobociclograma contains a single image such as pennant attack on a black background and allows observation sequences that swings moments. Thus we can see and analyze in detail how it was done at the hip and knee flexion, it is synchronized correctly wrist carrying forward path turn, upon reaching pennant etc. [8].

Great many theories assume that the capacity for leadership is inherent – that great leaders are born, not made. These theories often portray great leaders as heroic, mythic and destined to rise to leadership when needed. The term "Great Man" was used because, at the time, leadership was thought of primarily as a male quality, especially in terms of military leadership. Learn more about the great man theory of leadership. Similar in some ways to "Great Man" theories, trait theories assume that people inherit certain qualities and traits that make them better suited to leadership. Trait theories often identify particular personality or behavioral characteristics shared by leaders. If particular traits are key features of leadership, then how do we explain people who possess those qualities but are not leaders? This question is one of the difficulties in using trait theories to explain leadership.[5]

For any sports venue, the advantage is that athletes and the rest of the employees who are informed have the opportunity to think in the style of the organization, then they can show initiative and get involved in the decision-making processes of the organization. Therefore, teamwork is encouraged, but the effort made by the employee can also increase, such as increased accountability. From this point of view, the concept of communication at the level of a sports organization implies the flow of information within the organization that allows the internal team to evolve to the highest standards.[6]

The managerial part of the sport is applied to most forms of sports activities, sports disciplines, which leads to an organized participation that leads to superior results in sports competitions. The management ensures a skill and training of the individual or a group of individuals towards an improvement of the physical condition and the comfort through which an organized framework of the sport training is ensured.
Such a specialization of the management makes that through the control realized through the set of evaluation actions offered by the sports competition to continuously influence the sports performances.

The management applied in sport can be found both within the sports structures and in their specific activities because it contributes to achieving an efficiency by detecting, encouraging and stimulating people with special aptitudes for sports through the selection process ensuring a psycho-social and encouraging climate. rewards to those who continually outperform themselves in

achieving superior performance. Also, sports management has a contribution to the optimal constitution and sizing of sports activities and individuals involved in this process, ensuring the recruitment, employment and promotion of individuals on criteria of professional competence, generating consensus and creating optimal conditions for achieving a favorable climate that ensures a major impact on achieving efficiency in the field of sport.

If we look at sports organizations as a system, we can say that through the management processes the functioning of their components is realized, a connection between the one from the management and the system driven. In sports organizations management is a continuous process that appears with the setting of objectives and it is continued with the elaboration of the decisions and the tracing of the tasks that contribute to the achievement of the managerial performance objectives.

The greater the ability of the individual to use a multi-level interconnection in which all the encoded information acting in the stimulus-response state is stored and the accuracy of processes in the nervous system are more accurate, the more the learning and execution of new swimming-specific skills will be accomplished in a short time. The personal archive of multiple individual intelligences consists of a genetic part and an acquired part, the acquired part being directly under the influence of the family, the individual's living environment, the level of knowledge, age, etc. The formation and improvement of as many skills as possible is a permanent open process, regardless of age, in which the volitional side has a dominant role and contributes to the individual building and structuring of each person. .[9]

The management process is cyclical and includes a set of specific activities carried out by managers. The transition from the theoretical to the practical part requires an ordering of them in management positions.

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 aut in sport and through sport can became 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.[7]

Types and forms of organizations

A. One of the most well-known and used types of organization is made according to the degree of structuring:
• Informal organizations - they are constituted in groups of people characterized by the existence of spontaneous, flexible or clearly defined relationships. The organization is poorly structured or more explicitly structured. This organization also includes an informal structure, precisely because of the advantages: contribution to the achievement of the organizational purpose, facilitating the tasks of the manager, producing job satisfaction, using it as a means of protecting

the emotional implications of the employees, providing a feeb-back for the manager. Informal organizations also have the capacity to transform over time into formal organizations.

• Formal organizations - refers to the type of organization with a clearly defined structure, describing the norms, positions and values specific to the relationships between the members of this organization. The organization structure states the hierarchy of objectives, the relationships of authority, power and responsibility, the communication channels. Formal organizations are stable and relatively inflexible. Just as informal organizations can be transformed into formal organizations, the opposite is possible. [4]

B. Another classification of the forms of organization is proposed according to the degree of emotional involvement of the members and generates two major types: primary and secondary.

• Primary groups are characterized by personal, direct, spontaneous, face-to-face relationships, which involve a great deal of emotional involvement. They are primary in several ways, but mainly because they are fundamental in shaping the social nature and ideals of the individual.

• Secondary groups are characterized by formal and impersonal relationships, of contractual type, constituting themselves as organizations. The interaction between the members of the organization is determined by an explicit contract or agreement that specifies both the interaction mode and the expected performances for the achievement of the purpose. [4]

C. A third type of classification is made according to the specific objectives that the different organizations fulfill:
• Economic organizations that provide goods and services
• Social organizations whose purpose is to meet the social needs of people by mutual support, identification, contact with other people. [4]

Procedural organization

The procedural organization consists, in essence, in establishing the main categories of work, of the processes necessary to achieve the set of objectives of the organization. The result of the procedural organization is mainly the functions, activities, tasks and tasks.

- The function aims to achieve an ordering of the activities within the organization, a delimitation and systematization of them by groups of homogenous, specialized activities.

- The function is divided into several activities. The activity includes work processes with a higher degree of homogeneity or similarity. In fact, it consists of all the homogeneous tasks performed by employees who possess knowledge from a narrower field.

- Attraction thus represents the precise work process, which is executed periodically, which requires specialized knowledge to achieve a specific objective. An assignment can be divided into several tasks.

- Pregnancy is a basic component of a work process that contributes to achieving an individual objective. [4]

CONCLUSIONS

Inertia along with the lack of organizational structure, the absence of administrative procedures, the inability of managers, not only will destroy the organization, but also the sports movement in the form known today. For these reasons, the most appropriate forces of action are sought to avoid these situations.

Online communication in sports and new media studies the interactivity issues and possibilities offered by the Internet, examines the use of the Internet in sports, examines the introduction of a model for online communication in sports, explores new media and communication channels;

Advertising in sports aims to understand the historical perspective, identifies the characteristics and objectives in the field, recognizes the value of sponsorship in the sports field, addresses the use of athletes' names for various advertisements;

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