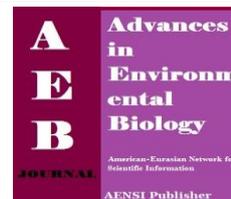




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Experts' Evaluation of Iran Sports Heads Performance In Terms of Financial Development, Sport Playgrounds Development, Public Sport Development and Medals Wining During 1978- 2013

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ABSTRACT

This study aims to experts' evaluation of Iran sports heads performance in terms of financial development, sport playgrounds development, public sport development and medals wining during 1978- 2013. Research methodology is a mixed method (descriptive and qualitative). A questionnaire was used with content reliability approved by the group of experts. In the quantitative part descriptive statistics such as frequency and percentiles as well as inferential statistical methods were used. In inferential statistics, quantitative Likert scale to transform the opinion of the repliers from qualitative to quantitative and normalizing observations. One-sample non-parametric statistical sign test method and Kruskal-Wallis one-way analysis of variance was used. Statistical population in qualitative section consists of Iran sports heads. Statistical population in survey consists of sport department heads and staff, journalists and sports professors. 225 subjects have been selected according to Morgan formula using stratified sampling method correspondent to the volume. The Kolmogorov – Smimov test was used to determine the normality of variables. Results showed that there is a significant difference in the evaluation of Iran sports heads performance in terms of financial development, sport playgrounds development, public sport development and medals wining during 1978- 2013.

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INTRODUCTION

In the current era, the great changes of knowledge management has made the existence of an evaluation system inevitable, so the lack of assessment of the various dimensions including evaluation of resources, employees, objectives and strategies is considered as the symptoms of organizational deficiency. Performance evaluation has been the concern of researchers and users for many years [1]. Business organizations used financial indicators as sole tool to evaluate the performance in the past. Evaluating and analyzing management accounting systems, Kaplen & Norten clarified many the inefficiencies of this information to evaluate the performance of organizations [2]. The inefficiency is due to the increasing complexity of organizations, environment dynamics, and market competitiveness. Each organization needs to be assessed to determine the degree of acceptance and the quality of their work, especially in complex and dynamic environments [3]. Lack of systematic evaluation and control system means the lack of communication with internal and external environments by the organization, consequently aging and death of the organization [4]. Although humans may not be able to determine that strength and durability of a system is related to the existence of evaluation and control system due to deficiency of knowledge [5]. Experts and researchers believe that the performance is main issue at all organizational analysis and it will be difficult to imagine an organization that is not subject to evaluation and performance measurement. Accordingly, they state that considering "organizational performance" would lead to the development of organizational theory and performance as the main subject in a practical environment. As a result, this discussion has attracted researchers, economists and executive's attention. Evaluation and performance measurement, leads to intelligent systems and motivated individuals towards a desired behavior. The main issue in formulation and implementation of policy in performance management systems development their methods in different organizations is a branch manager empowerment and accountability in the context of discussing the principles and concepts of management to achieve the

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organizational goals in a form of executive plans. Another factor for continuous success of every organization is managers' skills and competencies. Management effectiveness and productivity requires managerial skills situated in organizational various settings to achieve goals. Peterson [6] argues that managerial skills improve management performance and help organizations achieve their objectives. Sports with a professional approach are one of the functions of today's professional approach to sport. The capability of sport in providing jobs and income in the community is one of sport aspects which are currently being considered in our country. Investors are guiding sport in Iran. Because none of the investors have the necessary knowledge and expertise in this field, not only professionally but also other aspects of the sport is face with incommutably deviations. It is essential that sports heads powerful enter in this field in the country with valuable experience in the conduct of scientific management and the elimination of some problems applying strategies with the help of appropriate specific monitoring of consultants and assistants providers. Most sport heads state their functions as success, but there are various views; accordingly, the most important step in understanding the facts in order to make appropriate decisions is cognition enhancement regarding the affairs. Regarding decision theory it can be said that all activities and actions that are carried out in all respects is achieved by decision making. In terms of modern management, decision making is a process related to problem solving and hence, mostly of the decision making is called problem solving, as well [7]. Simply, a problem becomes apparent in state of mind when a desired position is reached, so the individual is going to change the situation or condition toward achieving their desired results. In other words, all management duties come from potentiality to actuality in the form of a decision to resolve the problem. Head of Physical Education Organization or the Minister of Sport and Youth is the most influential body on developing the necessary attention to the various components of the sport. Based on the systematic classification of sports development system, sports are divided into four main components: educational, public - recreational and championship and professional. Educational sport or school sports are managed by educational institutions and universities in two sections of physical education and extracurricular programs. Public - recreational physical activity is to create the possibility of physical activity regardless of gender and age and is being managed by municipal and rural sport managers. Championship sport is the medal winning sport that is being managed by federations and sports delegations.

The final component is professional sport that is followed by clubs and sports delegations [8]. There are a lot of possible causes to take important steps in understanding the facts in order to make appropriate decisions in the field of professional sports and championship and lack of attention to basic infrastructure. Sport heads performance is of the challenging issues in sport management in the country. The difference between professional sports and championship is that championship sports development includes managerial planning and expertise planning to succeed in global competition and Olympic games held by the country sport organization, while professional sports consists of job and revenue creation through sports that is the main concern of the government and private sector in terms of contexts available. To develop sport in every country it is necessary to pay proper attention to any of the components. The results of various studies indicate that there are imbalance and unequal attention to different components of sport in Iran.

Empowering the movement from hierarchical system of decision making by managers is to reduce the hierarchy control and the increase decision making by down of hierarchy [9]. If performance evaluation is done systematically allows the authorities to carefully follow continuous control and improvement activities. The importance of this study is a step towards developing a comprehensive system design and performance evaluation of physical education to enable the directors of the decision to get appropriate information. The current study provides the opportunity to improve process knowing weaknesses, strengths, threats and opportunities. In total, by doing this research, managers will be able to identify the existing and desired as well as their strengths and weaknesses to develop their strategies according to the outcomes and objectives of physical education organization to improve and maintain the quality of the performance gain. For the development of sport in each country proper attention should be paid to different aspects of physical components. Various studies show that there are imbalance and unequal attention to different components of sport in Iran. Alizadeh [10] conducted a similar study in the field of studies conducted in Physical Education Organization and found the same result. Alizadeh [10] indicates that the maximum number of research conducted on Physical Education Organization (59%) is devoted to championship sports and the next is public sport issue (33%). Ghasemi *et. al.* (2011) in their study concluded that there is no significant difference among the Physical Education Organization heads point of view in term of physical activities with championship or professional approaches. But there are significant differences in their views on physical activities with education or public - recreational approaches.

Due to the high volume of perspectives offered regarding professional and championship sports and the role of Head of Physical Education point of view in providing attitudes and efforts in these regards it seems that there is need for more focus and attention of the authorities to speak about public – recreational sports. Bazyari and Amir Tash (2005) in a study entitled to appoint managers with terms of meritocracy in Physical Education Organization of Iran, which is an analytical and conducted using questionnaires, based on meritocratic criteria studied the issue. 67 managers and 81 experts responded to a questionnaire survey as a random sample. The

results indicate that there are significant differences between the optimal mean of the tasks, roles and management skills of middle managers and operating managers. Also, there is a significant difference between experts to evaluate the performance of their managers, and managers evaluating themselves.

There are no specific criteria for the appointment of senior managers in the organization. Brand aji *et al* [11] in a study titled Evaluation of Sport Management by Sports Management Magazine Content Analysis showed that areas of coverage are inequality distributed among researchers with researches focused on organizational skills as well as sports business and marketing. Social, cultural, and economical importance of physical education and sport in the country, on the one hand and ,the diversity of it on the other hand, requires that managers and trustees to exercise the knowledge, skill and experience in planning, organizing and conducting the affairs related to sports. One of the most effective bodies on developing the necessary attention to the various components of physical activity is the Head of Physical Education Organization.

Thus, the general question arises. Since the sports' heads performance is always a challenging topic in sports management in the country, the question arises for researchers that" how sports' heads evaluate their performance on different aspects of sport". And are there any differences on the opinions of experts, academics, and journalists in the regard to sports' heads performances.

MATERIALS AND METHODS

This study uses mixed strategy (Qualitative – descriptive), with the interview - survey execution path, with the practical purpose and data collection method is (quantitative - qualitative).

Study population: Participants in the qualitative section are Iran Sports' department heads (n=11) in survey section are Sports staff and managers (n = 300), sports reporters (n = 100), physical activity professors (n=120).

Sample: Sample in the qualitative part is of the whole number and is a non-random and targeted in survey (experienced and expert).

Data Collection Methods:

In this study, three methods of library, field and interviews were used data collection. Interviews have been conducted in the qualitative section by appointment, and referring to previous sports' heads data were collected. In quantitative section the reference population has been reviewed and those with good track record and experience in the areas selected purposefully, then the questionnaires were distributed among them and data were collected.

Data Collection Tools:

Statistical Methods:

A questionnaire with reliability and validity determined by supervisors was used to collect data. In the quantitative section, descriptive statistics methods as frequencies and percentiles and also methods of inferential statistics for comparison have been used. Cronbach's alpha and the questionnaire reliability were done using SPSS software.

RESULTS AND DISCUSSION

1) What is the financial performance of Iran Sport Heads from 1978 to 2013?

Financial performance of Iran Sport Heads variable distribution is not normal; accordingly the one-sample non-parametric statistical sign test method is used for each of the questions.

Table 1: Sign Test for Financial Performance of Iran Sport Heads Variable.

Significance level	median	Number out of median			Management Course
		more	equal	less	
0.99	2	0	88	137	Hossein Shah Hosseini
0.99	2	12	55	17	Mostafa Davodi
0.99	2	0	65	160	Esmail Davodi Shamsi
0.99	3	40	92	93	Ahmed Dargahi
0.44	3	89	50	86	Hassan Ghafori Fard
0.0001	4	170	55	0	Seyed Mostafa Hashemi Taba
0.0001	4	170	46	9	Mohsen Mehr Alizade
0.0001	4	146	48	31	Mohammad Ali Abadi
0.0001	3	87	100	38	Ali Saeed Lu
0.46	3	58	111	56	Mohammad Abassi

According to Table 1, the significance level of sign test is less than 0.05 during the period of Seyed Mostafa Hashemi Taba, Mohsen Mehr Alizade, Mohammad Ali Abadi, and Ali Saeed Lu implying that financial performance is above expectations. But, during the period of Hossein Shah Hosseini, Mostafa Davodi, Esmail

Davodi Shamsi, Ahmed Dargahi and Mohammad Abassi, the significance level of sign test is higher than 0.05, implying that financial performance is less than expectations.

2) *What is the medal winning performance of Iran Sport Heads from 1978 to 2013?*

Medal winning performance of Iran Sport Heads variable distribution is not normal; accordingly the one-sample non-parametric statistical sign test method is used for each of the questions.

Table 2: Sign Test for Medal Winning Performance of Iran Sport Heads Variable.

Significance level	Median	Number out of median			Management Course
		more	equal	less	
0.99	2	0	78	147	Hossein Shah Hosseini
0.99	2	0	47	178	Mostafa Davodi
0.99	2	9	96	120	Esmail Davodi Shamsi
0.99	2	32	80	113	Ahmed Dargahi
0.54	3	52	121	52	Hassan Ghafori Fard
0.0001	4	156	69	0	Seyed Mostafa Hashemi Taba
0.0001	4	152	30	43	Mohsen Mehr Alizade
0.0031	3	67	120	38	Mohammad Ali Abadi
0.0044	3	81	94	50	Ali Saeed Lu
0.0001	4	146	67	12	Mohammad Abassi

According to Table 2, the significance level of sign test is less than 0.05 during the period of Seyed Mostafa Hashemi Taba, Mohsen Mehr Alizade, Mohammad Ali Abadi, Ali Saeed Lu and Mohammad Abassi implying that medal winning performance is above expectations. But, during the period of Hossein Shah Hosseini, Mostafa Davodi, Esmail Davodi Shamsi, Ahmed Dargahi and hassan ghafori fard, the significance level of sign test is higher than 0.05, implying that medal winning performance is less than expectations.

3) *What is the sport playgrounds development performance of Iran Sport Heads from 1978 to 2013?*

Sport playgrounds development performance of Iran Sport Heads variable distribution is not normal; accordingly the one-sample non-parametric statistical sign test method is used for each of the questions.

Table 3: Sign Test for Sport Playgrounds Development Performance of Iran Sport Heads Variable.

Significance level	Median	Number out of median			Management Course
		more	equal	less	
0.99	2	0	17	208	Hossein Shah Hosseini
0.99	2	0	51	174	Mostafa Davodi
0.99	2	0	76	149	Esmail Davodi Shamsi
0.99	3	18	111	96	Ahmed Dargahi
0.0039	3	94	71	60	Hassan Ghafori Fard
0.0001	4	182	43	0	Seyed Mostafa Hashemi Taba
0.0001	3	78	109	38	Mohsen Mehr Alizade
0.99	3	46	106	73	Mohammad Ali Abadi
0.0003	3	76	111	38	Ali Saeed Lu
0.0008	3	68	122	35	Mohammad Abassi

According to Table 3, the significance level of sign test is less than 0.05 during the period of Seyed Mostafa Hashemi Taba, Mohsen Mehr Alizade, Ali Saeed Lu, Mohammad Abassi and Hassan Ghafori fard implying that sport playgrounds development performance is above expectations. But, during the period of Hossein Shah Hosseini, Mostafa Davodi, Esmail Davodi Shamsi, Mohammad Ali Abadi, and Ahmed Dargahi, the significance level of sign test is higher than 0.05, implying that sport playgrounds development performance is less than expectations.

4) *What is the public-sport development performance of Iran Sport Heads from 1978 to 2013?*

Public-sport development performance of Iran Sport Heads variable distribution is not normal; accordingly the one-sample non-parametric statistical sign test method is used for each of the questions.

According to Table 4, the significance level of sign test is less than 0.05 during the period of Seyed Mostafa Hashemi Taba, Mohsen Mehr Alizade, Ali Saeed Lu, Mohammad Abassi and Hassan Ghafori fard implying that Public-sport development performance is above expectations. But, during the period of Hossein Shah Hosseini, Mostafa Davodi, Esmail Davodi Shamsi, Mohammad Ali Abadi, and Ahmed Dargahi, the significance level of sign test is higher than 0.05, implying that Public-sport development performance is less than expectations.

Conclusion:

One of the important tasks of sports heads is the preparation of various bases for people participation in sport activities and institutionalization of sport in society. But as can be seen, the findings indicate that in studied cases sports heads have not shown proper functions. A very important aspect of sport management tasks

is the financial development. Evaluating financial performance of sports heads shows that Seyed Mostafa Hashemi Tabataba, Mohsen Mehr Alizade, Ali Saeed Lu and Mohammad Ali Abadi had financially higher performances. But Hossein Shah Hosseini, Mostafa Davodi, Esmail Davodi Shamsi, Ahmed Dargahi and Mohammed Abassi due to low budgets and lack of investment performances were less than expected. Also, evaluating the performance of sports leaders in terms of sport playgrounds one of the biggest problems in large cities is due to lack of proper distribution of sporting spaces in each region, as well as lack of financial resources.

Table 4: Sign Test for Public-sport Development Performance of Iran Sport Heads Variable.

Significance level	Median	Number out of median			Management Course
		more	equal	less	
0.99	2	12	66	147	Hossein Shah Hosseini
0.99	2	31	0	194	Mostafa Davodi
0.99	2	9	75	141	Esmail Davodi Shamsi
0.99	3	35	92	98	Ahmed Dargahi
0.0017	3	76	106	43	Hassan Ghafori Fard
0.0001	4	156	69	0	Seyed Mostafa Hashemi Tabataba
0.0001	4	128	76	21	Mohsen Mehr Alizade
0.889	3	59	94	72	Mohammad Ali Abadi
0.0001	3	89	98	38	Ali Saeed Lu
0.0001	3	89	119	17	Mohammad Abassi

Each day the number of people participating in sport is increasing and this space per athlete must be prepared, managers should pay special attention to this case.

Many studies have been done in this regard indicating the reality and the critical needs of people in relation to recreational areas and sporting grounds.

According to the findings of this study Seyed Mostafa Hashemi Tabataba, Mohsen Mehr Alizade, Mohammed Abassi, Hassan Ghafori fard, Ali Saeed Lu paid more attention to construction of sport facilities. However, Hossein Shah Hosseini, Mostafa Davodi, Esmail Davodi Shamsi, Ahmed Dargahi and Mohammad Ali Abadi did not act appropriately and the situation has been undesirable, then.

Championship medal winning as a showbiz domain has led heads points toward the issue.

According to statistics, heads of physical education pay acceptable attention to sports championship as a managerial concern. research results indicate that the state of medals winning by athletes have been more satisfactory during Seyed Mostafa Hashemi Tabataba, Mohsen Mehr Alizade, Mohammad Ali Abadi, Mohammed Abassi and Ali Saeed Lu. According to studies, we observed that during the above chairmen administration more medals have been won in comparison to during Hossein Shah Hosseini, Mostafa Davodi, Esmail Davodi Shamsi, Ahmed Dargahi and Hassan Ghafori fard course of administration. This indicates that in the course of the above Ministers, Federations, athletes and sports were addressed with more attention and discovering the talents is of more importance.

The research results are consistent with that of Alizadeh [10] in regard to the championship and medal winning sports. Encouraging people to exercise and investment in order to bring about large-scale facilities for all people are very important aspects of physical education and sports management tasks in all countries. Low cost and accessible public athletic facilities are one of the most management protocols in developed countries. Usefulness of fun and healthy physical activity is obvious. Physical activities in public environments are done for some reasons. First they maintain physical health participating in favorite physical activities under the supervision of experts. Second, in the interaction with other people mainly peers in a happy and joyful environment maintain their mental health.

Studying the performance of managers in this case we conclude that there was more attention to public sport during Hassan Ghafori-Fard, Seyed Mostafa Hashemi Tabataba, Mohsen Mehr Alizadeh, Mohammad Saeed Lu and Mohammad Abassi, than that of Hossein Shah Hosseini, Mostafa Davodi, Esmail Davodi Shamsi, Ahmed Dargahi Mohammad Ali Abadi.

Accordingly, there is a significant difference regarding the current research results and results obtained by Ghasemi *et al* (2001) on sport heads perspectives in terms of sport with educational, public-recreational approach considering that there should be more emphasis on sport heads public speeches regarding educational, public-recreational approaches to sport. It seems necessary for presidents of the Physical Education Organization to act strongly with exercising scientific management regarding their valuable experience to overcome problems applying appropriate professional strategies consoling with their consolders and deputies.

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