

Determining the Competencies of Sports Event Managers

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Abstract

The aim of this study was to analyze and compare the viewpoints shared by university professors and the managers holding sports events of federations on the competencies of sports event managers. The study was a descriptive survey conducted as a field research. The statistical population included all university professors with more than three years of experience of teaching courses related to management of sports events ($N=39$) and managers involved in holding sports events of federations ($N=50$). The statistical sample was equal to statistical population ($n=89$). The data were collected by the COSEM questionnaire of the competencies of sports event managers (Toh, 1997) consisting of 65 closed questions. The content validity of the questionnaire was confirmed by university professors, and its reliability coefficient was 0.87. The inferential statistics of confirmatory factor analysis with varimax rotation and Kolmogorov-Smirnov and independent t tests were used. The results showed the most important competencies of sports event managers included event planning and management techniques, sports facilities management, and event marketing management. Also, there was no significant difference between the viewpoints of university professors and the managers holding sports events of federations.

Keywords

competency, event manager, sports event, sport federations, university professors.

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Job Expectations of Physical Education Students of Their Job and Job Prospect in Tehran Azad Universities

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Abstract

The present study was conducted to examine the job expectations of postgraduate physical education students of Azad Universities ($N=512$) of their job and job prospect in 2010. The methodology applied was descriptive and the study was conducted as a field. The statistical sample consisted of 223 postgraduate physical education students of Tehran Azad Universities who were selected by stratified relative random sampling method. A researcher-made questionnaire was used to collect data. The face validity of the questionnaire was confirmed by sport management professors and the reliability was approved in a pilot study. The results showed that the physical education students expected their future jobs to provide them with the proper grounds in order to act freely and to demonstrate their potentials and capabilities. A few participants considered theoretical training to be effective in their job prospect. In addition, they emphasized that economic requirements had to be met by providing low-interest loans, health services and facilities to continue their studies. The results showed that finding a job in the future was a major concern and problem for the students and they stressed that the government had to intervene to provide the graduates with proper jobs.

Keywords

job expectations, job prospect, occupation, physical education, students.

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Determining the Situation of Organizational Citizenship Behavior in the Sport Organization of Tehran Municipality

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Abstract

The aim of this study was to determine the situation of organizational citizenship behavior (OCB) in the Sport Organization of Tehran Municipality. The method of the study was descriptive-analytic and it was conducted as a field study. The population consisted of sport experts of this organization ($N=90$). The sample equaled the population. Netmeyer's (1997) questionnaire of Organizational Citizenship Behavior was used in this study ($\alpha=0.75$). For data analysis, K-S test, one-sample t test, independent t test and one-way ANOVA were used ($\alpha=0.05$). The results showed that OCB was fairly suitable (3.6 ± 0.42) and only the sportsmanship dimension was unsuitable. Furthermore, there were no significant differences in the OCB mean with regard to work experience, gender and age of the experts ($P>0.05$). It can be concluded that authorities can set up and perform their programs in order to promote OCB without any consideration for the above mentioned variables. Also, given the unsuitable situation of sportsmanship, it is necessary to pay more attention to the indexes of this dimension. Finally, based on the findings of this study, some suggestions are offered for the authorities.

Keywords

altruism, civic virtue, conscientiousness, experts, sport organization, sportsmanship, Tehran municipality.

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The Study of Self-Citation of Physical Education Professors in “Olympic” and “Harakat” Journals (2003-2009)

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Abstract

The aim of this research was to study the self-citation of physical education professors in “Olympic” and “Harakat” journals from 2003 to 2009. The amount and number of papers with self-citation, the ratio of self-citation authors to all authors, number of self-citation and its amount, self-citation distribution according to the year of publication and the ratio of self-citation to the type of degree were studied in two journals of Olympic and Harakat. The method of this research was descriptive. Findings showed that the amount of self-citation papers in Harakat and Olympic was 24.2% and 31.7% respectively. The mean self-citation of each paper was 0.36% and 0.48% in Harakat and Olympic respectively. Both journals did not have a regular ascending or descending growth in self-citation amount during these years. In both journals, the highest percentage of a document used in self-citation of the authors was previous published journals. Nowadays, as university promoting committees count the number of citations and identify the impact factor of journals to evaluate the efficiency of their faculty members and their scientific competencies, this subject has a special importance.

Keyword

citation, faculty member, Harakat journal, Olympic journal, self-citation.

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The Role of International Sporting Goods and Equipment Fair in Developing Sport Market with an Emphasis on Marketing Mix (5Ps)

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Abstract

The aim of this study was to investigate the role of international sporting goods fair in developing sport market regarding marketing mix (5ps). The study used a descriptive and field method and was conducted as a survey. The statistical population included all sporting equipment and goods producers who participated in the international fair (N=72 companies) and the sample equaled the population. A questionnaire was prepared by the researchers with an emphasis on theoretical basis and similar researches and the validity and reliability of the questionnaire were approved. Descriptive and inferential statistics such as Pearson and Kendall correlation coefficients were used. Results showed that participating in fair develops the sport goods market. Proper employment of marketing mix of price, location, product and promotion increases selling and domestic and foreign contracts. But, the marketing mix of public relations and proper information did not play a role.

Keywords:

equipment, fair, marketing, mix, sport

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The Relationship between Emotional Intelligence of Coaches and Team Cohesion of Athletes in the 5th Olympiad of Female Students of Payame Noor Universities in 2011

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Abstract

The aim of the present study was to investigate the relationship between emotional intelligence of coaches and team cohesion of athletes in the 5th Olympiad of female students of Payame Noor universities in 2011. The method of this study was correlation, and application regarding the aim which was conducted as a field study. The population consisted of all coaches ($N=86$) and athletes ($N=1068$) Participating in the 5th Olympiad of female students of Payame Noor universities. Based on Morgan scale, 70 coaches and 258 athletes were selected as the sample by random sampling method. The data were collected by two questionnaires of Emotional Intelligence of Shrink Sybrya and Team Cohesion of Caron. Validity of the questionnaires was confirmed by 8 professors of sport management and reliability was obtained by Cronbach's alpha coefficient as 0.79 and 0.81 respectively. For data analysis, descriptive and inferential statistics (Spearman correlation coefficient and multiple regression) were used. Results showed a positive and significant relationship between all components of emotional intelligence and team cohesion.

Keywords

emotional intelligence, Olympiad, relationship, sports team, team cohesion.

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Presenting a Model of Key Factors of Knowledge Management Success to Increase Organizational Creativity and Learning in Ministry of Sport and Youth of the Islamic Republic of Iran

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Abstract

The present study aimed at presenting a model of knowledge management success in order to increase organizational creativity and learning in the Ministry of Sport and Youth of Iran. The study was a survey which used a correlation method. The statistical population consisted of expert staff of the ministry and 160 subjects were randomly selected by stratified random sampling method. A research-made key factors of knowledge management success questionnaire was used to collect data. The validity of this questionnaire was approved by sport management professors and the reliability was calculated as 0.90 by Chronbach's alpha coefficient. The results showed that all seven key factors of knowledge management success had a positive effect on organizational creativity and learning, but when the interaction and relationship of these factors and the effects of independent variables on dependent variables were analyzed, only two factors of knowledge-oriented strategies and policies and human resources management increased organizational creativity and learning simultaneity. It can be concluded that organizational creativity and learning can be improved in the Ministry of Sport and Youth through the development of knowledge management related factors.

Keywords

creativity, knowledge, learning, organization, staff.

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The Relationship between Advertising by Celebrities and the Willingness to Purchase Sports Shoes

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Abstract

Advertising has always played an important role in growing process of various products and celebrities attract more people to sport and sports goods purchase. This research studied the relationship between advertisement by celebrities and the willingness to buy sports shoes in Tabriz. This survey was conducted through a researcher-made questionnaire. The validity of this questionnaire was confirmed by professors and the reliability was confirmed as $\alpha=0.93$ using Cronbach's alpha. The sample consisted of 600 customers of sports shoes determined by Cochran formula. The data were first arranged using descriptive statistics and then analyzed using Kolmogorov-Smirnov test and Pearson correlation coefficient ($\alpha=0.01$). The results showed a positive and significant relationship between the employment of sports celebrities and customers willingness to buy sports shoes ($r=0.75$). The coefficient of determination ($r=0.56$) showed that the employment of celebrities had a relationship with 56% of variance of dependent variable (i.e. willingness to buy sports shoes).

Keywords:

advertising, celebrities, sport, sports shoes, willingness to buy.

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An Investigation of the Effect of Management Dimensions of Fan Relationship on Fan Lifetime Value in Iran Football Premier League

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Abstract

The aim of this study was to investigate the effect of management dimensions of fan relationship on fan lifetime value in Iran football premier league. The research method was developmental with regard to the aim and exploratory considering the nature of the study. The data were gathered through interviews, observation, review of the related literature and questionnaires. The statistical population consisted of football fans over the age of 16 and 527 fans were used as the sample. Descriptive and inferential statistics including Kolmogorov-Smirnoff test, Pearson correlation, regression and path analysis were used to analyze the data. The results showed that service quality (0.763) and knowledge management (0.543) had direct effects and organizational support had an indirect effect on fan lifetime value (0.475). In general, results indicated that football clubs need to reform customer-based strategic programs, to pay attention in order to create knowledge and information and to promote service quality in order to increase fan lifetime value.

Keywords:

fan, football, lifetime value, relationship management, sport club.

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An Examination of Sport Commitment Model in Women Participating in Sport Activities

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Abstract

The aim of this study was to examine sport commitment model in women participating in sport activities. The population of this study consisted of all women ($N=6000$) who participated in sport activities in Mashhad Municipality. 526 subjects were studied as the sample. The demographic and sport commitment model (Scanlan, 1993) questionnaires were used to collect the data. Findings indicated that sport commitment and sport enjoyment had a positive and significant relationship with involvement opportunities, personal investment, health attitude and social constraints, but no relationship with involvement alternatives. Path analysis test showed that social constraints, involvement opportunities, involvement alternatives, personal investments and sport enjoyment had direct and indirect effects on sport commitment, but health attitude just had an indirect effect on sport commitment. In this model, sport enjoyment played a role as a mediator variable. Also, the section of total effect indicated that involvement opportunities had the largest effect on sport commitment ($\beta=0.38$). R-square of endogenous variables indicated that %60 and %61 of sport enjoyment and commitment variances respectively was predictable by exogenous variables. Finally, the model showed a good fit to the data.

Keywords:

sport enjoyment, health attitude, involvement alternatives, personal investments, social constraints.

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