Improvement of Managerial Communications in Sports Clubs

Gheorghe JINGA[1]
Adrian IACOBINI[2]

Abstract

Organizational decisions are highly dependent on the quality and quantity of information being exchanged. Poor or incomplete information can negatively impact a manager's ability to successfully make decisions.

Due to the nature of the work in sports clubs the teachers perform (activity in sports stadiums, travel for competitions, etc.), usually they are not in the same building with their management. This fact requires modifying the communication of information through one accessible. As techniques and technology have invaded our lives the most optimal way is the communication of information throw technical devices. Nowadays almost everyone has a cell phone, which he carries all the time. Thus, communication using the smart phone is effective, fast and safe.

Keywords: *management communication, sports communication, sport management, sports club management, smarth phone*.

JEL Codes: J53; M12, M54

Introduction

The communication is defined as the process of sending and receiving messages. When we talk, write or make gestures, we send messages, and when we listen, read or watch, we receive messages. Non-verbal messages given through body language and other components (equipment, spatial positioning, etc.) transmit visual images that express the communication, perception, analysis, judgment, answers. The words are used to express ideas that exist in our minds. To express ideas in words is called encoding. The other whom we talk to attributes a sense to the words used. This process is known as decoding (understanding). Feed-back indicates whether the message was well understood, and it can be received in several ways: through individual behavior, through verbal confirmation, through another person (Dozier, 1995:14).

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[1] **Gheorghe JINGA,** Bucharest University of Economic Studies,
 E-mail: Jingagh06@yahoo.com
[2] **Adrian IACOBINI,** Bucharest University of Economic Studies,
 E-mail: Adrian.iacobini@gmail.com

Whether working for a manufacturer, restaurant, service firm, hospital, or software developer, somewhere between 70-90% of a manager's time is spent communicating. Organizational decisions are highly dependent on the quality and quantity of information being exchanged. Poor or incomplete information can negatively impact a manager's ability to successfully make decisions. A subordinate will be unable to perform his or her job without accurate information relating to the work that needs to be completed, who is involved in the process, and when the deadline is. (Hartzell, 2012:Leson 1)

It is necessary for managers to follow to subordinates, but also to themselves, changes of attitude towards "science of communication" through awareness of positive and negative effects of their own communication style and communication skills. A competent manager should not communicate randomly, but according to communication strategies that support organizational strategy implementation. Communication styles used by managers generate specific organization communication climate, and the performance and productivity depend on this climate.

A study made by Iacobini Adrian in 2012 showed the difficulties encountered my sports club managers in Romania, when having to transmit fast and efficient messages, since sports clubs have several separate sections, often quite far from the administrative and management zone, time is lost in transmission of information or decisions using the current system by posting notices on the bulletin board or secretary.

Since during the meetings, many of the essential data are overlooked because of the large amount of information, while providing information via e-mail is difficult because many of the teachers and coaches of sports clubs don't have all the necessary knowledge to use ICT, and in addition, the nature of the coach-teacher positions him in the gym or stadium, place that can't have permanent access to a computer.

The study aims to highlight the effectiveness of communication using new communication technologies (SMS) as to optimize the management element in the clubs.

The hypothesis of the study is based on the idea that if one implement this communication system, (sending news, tasks and decisions throw SMS to each employee), this can lead to improved management communication in sports clubs. Optimizing communication will be visible in tasks that require deadlines and in attendance of meetings.

1. Organizing the study

The research was conducted as a longitudinal and ascertaining study, on 40 subjects divided into two groups - an experimental group of 20 people, coaches and teachers of Sports School Club no. 4 of Bucharest and a control group of 20 people, coaches and teachers of Sports School Club no. 6 of Bucharest. The study was conducted from September 2011 to June 2012.

During the study:

The control group received information from the management of the club, normally by the secretary office ads on bulletin board, e-mail or faculty council meetings.

The experimental group received information by classical methods - announcements from the Secretariat, the staff bulletin board or council meetings - and SMS notifications on their mobile phone.

The composition of each group is in the following tables:

a) **Control group - CSS5 teachers**

Table 1 The composition of groups 1

No.	Initial of Name and Surname	Age	Teaching grade	Seniority (years)	Specialization
1	C. S.	64	I	41	Fighting
2	B. M. G.	66	I	43	Judo
3	C. M.	60	I	23	Handball
4	D. S. L.	60	I	29	Judo
5	E. D.	53	I	18	Bodybuilding
6	F. G.	46	I	11	Fighting
7	H. C.	37	II	14	Box
8	I. D.	50	I	19	Fighting
9	I. M.	56	Completed	35	Basketball
10	M. I.	62	I	26	Fighting
11	M. A.	43	Completed	14	Handball
12	M. I. N.	44	II	11	Bodybuilding
13	N. D.	46	I	15	Basketball
14	P. A. L. C. R.	27	Completed	4	Volleyball
15	P. C.	32	II	9	Judo
16	S. I. E.	37	II	11	Karate
17	S. M. M.	34	I	12	Athletics
18	S. F.	62	I	35	Volleyball
19	S. G.	43	debutant	5	Fighting
20	T. D.	45	I	10	Fighting

The following table shows the 20 teachers from the Sports School Club no 5 Bucharest that took part in the survey all of them do their trainings a long way from the main administrative offices.

b) **Experimental group - CSS4 teachers**

Table 2 The composition of groups 2

No.	Initial of Name and Surname	Age	Teaching grade	Seniority (years)	Specialization
1	A.R.	63	I	41	Judo
2	A.A.	54	I	32	Canoeing

No.	Initial of Name and Surname	Age	Teaching grade	Seniority (years)	Specialization
3	A.N.	62	I	40	Athletics
4	B.S.	64	I	42	Basketball
5	C.D.	55	I	33	Field Hockey
6	D.M.	50	I	28	Karate
7	G.I.	64	I	42	Football
8	G.A.	36	I	14	Fighting
9	I.C.	42	II	20	Handball
10	M.I.	59	I	37	Batminton
11	M.C.	30	II	8	Basketball
12	M.A.	31	I	9	Karate
13	M.S.	38	Completed	16	Fighting
14	M.F.	34	II	12	Football
15	N.M.	38	Completed	16	Football
16	P.C.	68	I	46	Athletics
17	R.N.	40	Completed	10	Fighting
18	S.P.	39	Completed	17	Swimming
19	S.S.	36	II	14	Handball
20	T.D.	36	II	14	Athletics

The following table shows the 20 teachers from the Sports School Club no 4 Bucharest that took part in the survey all of them do their trainings a long way from the main administrative offices.

2. Results and interpretation

During the experiment we watched as monitoring records and questionnaires all the joint ads that the managers of the two educational units sent and decided that there were 26 joint communications (teaching council – 7, methodical commission – 6, ISMB conferences – 2, planning realization – 2, training course enrollment – 1, union contribution payment – 5, self-assessment – 1, achieving self-evaluation report - 2). The results every item mentioned above were processed and graphical and mathematical interpreted to validate the hypothesis.

After analyzing the monitoring records by quantifying the results, in terms of the duties imposed by management communication, we obtained results in table 3.

As we can see there is a big difference between the control group and the experimental group, the response from the teachers from Spots School Club no. 4 is clearly better, most of them improved their results in the club and the communication with the management board was improved.

Table 3 The results

No.	Control group		Experimental group	
	Initial of Name and Surname	Results	Initial of Name and Surname	Results
1	C. S.	10	A.R.	21
2	B. M. G.	7	A.A.	21
3	C. M.	11	A.N.	20
4	D. S. L.	10	B.S.	24
5	E. D.	17	C.D.	19
6	F. G.	10	D.M.	25
7	H. C.	12	G.I.	21
8	I. D.	7	G.A.	17
9	I. M.	14	I.C.	20
10	M. I.	12	M.I.	21
11	M. A.	12	M.C.	24
12	M. I. N.	19	M.A.	18
13	N. D.	12	M.S.	24
14	P. A. L. C. R.	16	M.F.	20
15	P. C.	15	N.M.	23
16	S. I. E.	11	P.C.	23
17	S. M. M.	14	R.N.	21
18	S. F.	20	S.P.	19
19	S. G.	18	S.S.	23
20	T. D.	13	T.D.	14

Conclusions

The objective aimed on optimizing the management communication in sports clubs was reached in the 2011-2012 school year in the Sports School Club no. 4. Its results were visible in accomplishing the tasks requested by the manager and in participating at the methodical meetings inside the institution, ISMB's or teachers conferences.

The objective of implementing a new system of management communication was conducted in the Sports School Club no. 4 by informing teachers of news, events that should participate and tasks to be fulfilled via SMS on their mobile phone.

The objective of presenting the results and their transformation into final conclusions and proposals was achieved by subsequent processing and interpretation of the information obtained.

Following statistical processing of data validation hypothesis we concluded with a probability of 95% to 8 of 9 followed items. Thus we can say that the implementation of a communication system based on news, tasks and decisions via SMS to each employee, lead to improved management communication in sports clubs.

Conclusions on data processing: the experimental group have received information faster.

Motions

I propose the implementation of this managerial communication system in which the news are transmitted to teachers / coaches via SMS on their mobile phone. Thus even if they do not reach the secretariat or bulletin board of the institution, given the nature of their work, they will receive the notifications so that they can achieve their tasks in the time required. This avoids that they forget to note the deadlines if they were communicated orally or omit information provided on the notice board, because by SMS, they remain in memory, plus it prevents that a subordinate to say he didn't received the information in time, which can now be shown by the report manager sending / receiving SMS.

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