



AN ANALYTICAL STUDY OF THE AVAILABILITY OF REQUIREMENTS FOR THE IRAQI PLAYER'S PROFESSIONALISM IN FOOTBALL ACCORDING TO THE DIMENSION OF SPORTS SPONSORSHIP FROM THE PLAYERS' POINT OF VIEW IN THE PREMIER LEAGUE

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Abstract

The importance of research is summarized in the fact that the phenomenon of sports professionalism in the foot of the foot is not the one that is intended to be the activity practiced by a person, but rather includes every work related to sports, and the research problem lies that the Iraqi player does not get external professionalism except through the national, youth or Olympic team therefore He gets an external contract, but most of the professionalism, and one of the goals of this research is to build and legalize the measure of the availability of the requirements of the professionalism of the Iraqi player from the point of view of the players in sports clubs in football and identifying the level of availability of the requirements of the Iraqi player from the point of view of the players in the sports clubs in football and Learn about the dimensions of the requirements of the Iraqi player's professionalism from the players 'point of view

In the sports clubs in football, the researchers used the descriptive approach in the survey style to suit it the nature of the research, and the research community consists of players of the Premier League football clubs for the football season (2021-2022), the sample was chosen in the intentional way and consisted of the players of the Premier League clubs (700) A player representing 20 clubs participating in the Premier League, and the total of those who underwent the experience reached (460) players and was removed (240) players for not completing their answers and (25) players for the exploratory experience. Just do not exist at all and they are not present with the clubs, because support for clubs comes through institutions and the ministry in the process of



professionalism, then there is no care in the Iraqi league clubs in football. As for the most important recommendations of the researchers, it is necessary Where sponsorship is the mutual benefit between the shepherd and the club, as the contracts are provided to the club and the players in exchange for advertising for the logo or ads.

Keywords: availability of requirements ; professionalism in football; sports sponsorship .

1 -1 Introduction

1-1 Introduction and Importance of Research:

Sports has become a fertile land to attract investors, capital owners and large companies to invest their money in this spacious field, and the administration is a group of specialists in sports, legal and economic activity in order to manage the work with professionalism, commercial, financial and legal actions, and for that the concept of management is one of the pillars of the mission and basic at the level of clubs Sports has become the backbone of me any sports work aimed at success that should be relied upon in building, developing and succeeding in sports agencies that enhances the success of their departments, and that modern administration has a major role in the progress of technical jobs and purpose in accuracy with the progress of man across the various stages of his life and across The ages are in a widespread development and its quality that made sport great importance, that the traditional view of sports activities in football as it is a lifestyle that aims to develop physical development and develop the skill, psychological and social aspects, the professional player has become a commodity sold and buys in clubs to obtain profit from behind professional players 'contracts Therefore, the importance of professionalism is the conclusion of a contract between the player and the club, and the player offers all his physical capabilities with the club and not Obtaining money as a salary or reward as a means of living and that he is full -time to play for his club, and he is committed to not being associated with any work with any other party except with Nadia's approval to consider him as a player who has a professional and takes from the football game the basic profession and from here lies the importance of research because professionalism has become essential to the clubs The possibility of professionalism requires at the present time a great importance by officials, due to the high prices that professional players have



reached and in the value of the contracts in exchange for playing in proportion to the requirements of the level of physical, skill, planning and psychological players (Osama Kamel: 2006).

1-2- Research Problem:

The requirements for the professionalism of the Iraqi player are no longer just a conversation. The idea has become a proposed and with his strength that needs the availability of requirements and legislation of laws. The player's practice of this game is regular and continuous. It is necessary not to confuse the concept of professionalism and the concept of the usual, that is, between the professional and the amateur player, that the professional in the foot of the foot that plays the game for the sake Achieving a physical return and the amateur player shares for fame or entertainment, and professionalism needs culture that express the behavioral and cultural manifestations that the player must be elevated to the moral associated with the requirements of the contract and the administrative, professional and media aspects of that the Iraqi player may have the specifications of the professional player to enjoy sports capabilities and skills when it is In the team or the Olympic, hence the search problem lies that the Iraqi player does not get external professionalism except through the national or youth or Olympic team, thus getting an external contract, but most professionalism fails, so we find that professionalism in Iraqi clubs is a professional contract (by name) that is not available It contains the specifications of the professional player in need of one to the requirements of sports professionalism.

1-3 Research Objectives:

- 1- Building and legalizing a measure of the availability of the requirements for the professionalism
- 2- Knowing the level of availability of the requirements of the professionalism of the Iraqi football player according to the sporting care from the players' point of view in the Premier League

1-4 Research Areas:

- 1- The human field: football club players for the excellent degree in Iraq
- 2- The time field: the period from 16/1/2022 to 12/6/2022
- 3- 3- Spatial field: Club stadiums and headquarters are under study



2- Research Methodology:

2-1 Research Approach:

The researchers used the descriptive approach in the style of the survey and the correlation of this, because it was suitable for the objectives of the research and the nature of the problem, "The main purpose of descriptive research is to describe the variable as it is present at the present time without the intervention of the researcher" (Adnan Awad: 2008).

2 -2 Society and sample of research:

The sample is part of society that is chosen according to special rules for society to represent a correct representation (Abdul Majeed Abdel Hamza: 1989). And that the goals that the researcher sets for his" research and the procedures he uses will determine the nature of the sample that he will choose" (Raysan Khouribet: 1987). Therefore, the research sample was chosen in the (intentional) way from the players of the sports clubs participating in the Premier League in Iraq for the football season (2021-2022). The research sample included (700) players representing (20) clubs, as the total of those who underwent the experience reached (460) players By (65.71%), (240) players and (25) players were removed for the exploratory experience. As a result, the sample was divided into two parts: the first for procedures for designing and building the scale and the second for the purpose of applying the scale and as follows:

First: The sample of the construction of the scale: It included a number of players of the Iraqi Premier League clubs (Open) in Iraq, which numbered (248) players, with a percentage of (48.86 %) of the research community.

Second: The application sample: included (187) players. Where they reached (40.65%) a player from the research community.

2-3 The Devices, Tools and Means used in the Research:

2-3-1 Research Tools:

"The researchers needs different data to complete his research, and he must choose the appropriate tools for data collection, whether secondary or primary, knowing that there are many data collection tools that the researcher can choose what suits his research" (Fayez Juma and others: 2010).



The researchers used the following tools:

First: Note: By observing the researchers and their follow -up to the clubs, they defined the current study problem.

Second: The interview: "It is a hadith that a person conducted in a dialogue style about an event or issue, with the aim of reaching a specific conviction" (Bilal Khalaf: 2012). The researchers conducted a set of personal interviews with a number of experts and specialists to collect information related to the current study.

Third: The questionnaire: The researchers prepared the questionnaire form related to the subject of their research.

2-3-2 Data collection means:

- 1- Arab and foreign sources and references.
- 2- International Information Network (Internet).

2-3-3 tools and devices used:-

- 1-HP mobile computer.
- 2-Sony Counter.

2-4 field Research procedures:

It is "a set of basic steps that can be followed when building the test or scale and how to link the scale units to measure the total aspects of skill, characteristic, adjective or ability" (Muhammad Hassan Allawi and Muhammad Nasr Al -Din Radwan: 2002), and to achieve the goals of the study, the researchers made procedures and steps next :

2-4-1 Determine the phenomenon to be studied:

The phenomenon to be studied should be determined and that its concept and limits are completely clear, and the phenomenon is an element of sports professionalism.

2-4-2 The purpose of building the scale:

Before building the research tool (scale), the purpose of building this tool is clearly specifically and what is the need for this tool, and that one of the goals of the study is to build a measure in sports professionalism for the purpose of upgrading the Iraqi football player in the Premier League in all league clubs.



2-4-3 Preparing the initial formula of the scale:

The researchers relied on building the initial formula of the scale on personal interviews with experts and specialists in this field to learn about their opinions and obtain the largest possible amount of information that helps the researchers to formulate the scale paragraphs, as well It includes the way the paragraphs are formulated, after which the researchers formulated the vertebrae of the scale, and the researchers tried to take into account the ease and clarity of their content and the lack of difference in individuals in their interpretation and shortness, and thus the number of paragraphs reached its initial form of the care scale (12) proposed paragraph.

2-4-3-1 Determine the method and foundations of paragraphs:

The researchers relied on the drafting of the paragraphs on the style of (Laker), as it is one of the common methods of measurement because this method is characterized by the following: (Khair al -Din and Issam: 1997).

- Ease of use.
- The high degree of stability of the scale and its sincerity.
- Reduces the degree of guessing and coincidence.

(Shaker Mubadar) indicates that the (Likert) style is one of the best methods in predicting behavior and phenomenon (Shakir mbder: 1990).

2-4-3-2 View the vertebrae of the scale to the arbitrators:

After the number of the scale in its initial form, the researchers did the following:

First: The welfare scale consisting of (12) proposed paragraphs, to a group of experts and arbitrators of (20) arbitrators with experience and specialization in the field of mathematical and administrative sciences, in order to identify the validity of the paragraphs and the extent of their suitability to measure what was set for it as well Evaluating the paragraphs, modifying them and judging them in terms of formulation and accuracy in the content, as he asked each judge to express his observations about the statement of the validity of the paragraphs, their content, their safety, the main fields, and the association of each position in the field that follows it, as well as the realism of the situation and its representation of the characteristic that it measures, as well as express their opinion on the direction of the paragraph from As it is positive, with their observations and suggestions about the scale in general, and about the use of



the five -a -scale balance to estimate the degrees of the sample members, as the process of answering the arbitrators by placing a mark ($\sqrt{\quad}$) to the left of the phrase to determine the validity of the paragraph or not.

Second: After the arbitrators expressed their opinions and observations on the paragraphs, the researchers analyzed the results of the questionnaire, using the percentage as a standard for accepting the vertebrae or excluding them, if the agreed paragraphs accepted (75%) and more of the arbitrators as valid and suitable for the scale and this is what Bloom refers to (Blum) indicates to him To "The researcher should obtain approval by (75%) and more than the opinions of the arbitrators" (Bloom Benjamin and others), and the researcher obtained the percentage of agreement in the connotation of (Kai square), as it showed that (75%) or more is acceptable when the paragraph obtained it with knowledge The value of the (Kai Bishop) calculated at the level of significance (0.05) and the degree of freedom (1) is equal to (4.26), which is greater than its schedule and amounting (3.84), which indicates the morality of this percentage, which represents (15) experts out of (20) experts and why Any paragraph is excluded.

2-4-4 The vertebrae of the scale is correct:

The correction of the scale paragraphs is intended to obtain the total degree of the individual that is calculated by collecting the grades he gets on the estimate scale (from 1 to 5), and since the paragraphs were formulated in the negative direction, it was given weight to the vertebrae as in table (1).

Table (1) Weighing alternatives to the vertebrae of the measure of the availability of professionalism requirements

I always agree	I often agree	sometimes I agree	I rarely agree	I do not agree
1	2	3	4	5

2-4-5 Linguistic paragraphs:

Before the initial application of the exploratory sample, the scale was presented to a specialist in Arabic (A. Walid Omar Abdel -Wahab) to express his linguistic and expressive observations on the paragraphs in order for the paragraphs to be sound and free of linguistic errors, and the researchers took the observations and amendments he made, and thus the scale is empty From linguistic errors.



2--5 Exploratory Experience

After the scale became ready for the application, the researchers conducted the exploratory experience before the final application of the research in an appropriate time, through the application of the public relations scale and on a sample consisting of (25) players for the purpose of creating the reasons for success when applying the main test on the research sample for the purpose of ensuring that the sample understands the vertebra In order to avoid any errors or difficulties when applying during the main test of the research.

He asked the sample to observe each paragraph accurately and mark it with a mark (\checkmark) in the appropriate field, on 5/2/2022 AD, and this procedure was clarified:

- 1) The suitability of the scale paragraphs to the level of the research sample and its clarity.
- 2) There is no difficulty in answering the sample to the scale.
- 3) Training on the method of correcting the scale

2-6 The main experiment

The purpose of conducting this experiment is to apply the public relations scale in its final form with the aim of analyzing the statistically paragraphs and knowing the discriminatory force of the scale vertebrae and identifying the distinctive and unique paragraphs. For the sake of achieving this, the researchers followed the following steps:

2-6 -1 The initial application of the scale

The scale on (players) in the Iraqi Premier League clubs, and for the period of time from 3/3/2022 to 12/4/2022, and after restoring all forms all of them all checked to ensure that the instructions are followed and to ensure that all the scale paragraphs have been answered and the number of forms treated reached Statistically, it is (248) form

2-6-2 Paragraph analysis statistically

The aim of analyzing the scale statistics is to improve the quality of the test by discovering the weakness of the paragraph and then working to reformulate or exclude it if not valid (on Ajwa: 2001) and there are many methods and the researchers have adopted the analysis of the paragraphs the method of extremist groups.



2-6-2-1 Extremist groups style

The discriminatory force of paragraphs was extracted in the topic of statistically analyzing the paragraphs, and in the light of them, the researcher got acquainted with the paragraphs capable of distinguishing between individuals with high degrees and who have low grades and no paragraph of the scale was deleted (Muhammad Hussein: 2002)

- 1- Calculating the total score of the scale of all the degrees obtained by the laboratory for each poverty
- 2- Arrange the degrees that the sample members obtained in descending
- 3- The grades were divided into two groups of grades, one of which represents the individuals who got the highest grades

The second represents the individuals who obtained the lowest grades and each group represented (27%) of the sample individuals, and thus the researchers have two high and minimum groups, each of which is (62) players and to calculate the force of discrimination of the paragraph. For paragraphs the following results appeared that there are (3) paragraphs excluded from the scale.

2-6-2-2 Internal consistency laboratories

The discriminatory force of paragraphs does not determine the extent of their homogeneity in measuring the phenomenon established to measure it, as there may be close paragraphs in their discriminatory strength, but it measures different behaviors.

This method shows us the extent of homogeneity of paragraphs, as there may be close paragraphs, but they measure different dimensions, so it uses the inner consistency coefficient to achieve this purpose and many studies are the evidence of their use of this method, as it is characterized by several advantages: (Nuzha: 1987)

- 1- It provides us with a homogeneous scale in its paragraphs so that each paragraph measures the same behavioral dimension that measures the scale
- 2- The discriminatory force of the paragraph is similar to the strength of the discriminatory scale

The ability to highlight the interconnection between the vertebrae of the scale, and the researchers have worked for the correlation plants (Person) between the degrees of the sample members over each poverty and their degrees on the scale as a whole by the statistical bag (SPSS).



3-5 indicators of sincerity and stability of the scale:

2-6-3 Sincerity of the scale:

The concept of honesty is one of the most important basic concepts in the field of tests and measurement. The sincerity of the test defines it is the extent to which the measurement tool is beneficial to a specific goal. (Marwan Abdul Majeed: 1999).

And for the sincerity of several types, the researchers have verified the sincerity of the scale through:

- The arbitrators are sincere: This honesty is calculated after its presentation to a number of specialists and experts in the field on which the test is taking place. This type of honesty was achieved when the researchers presented the scale to a group of experts to approve its validity and estimate the extent of measuring each paragraph for the components of each field, and thus the paragraphs that obtained the approval of the experts were accepted and the unfinished paragraphs were omitted.

2-6-4 Stability of the scale:

The stability of the scale or the test is the extent of accuracy, mastery and consistency in which the phenomenon measures "with a high degree of accuracy, mastery, consistency and objectivity in what is set for its measurement, and the calculation of stability is one of the characteristics of the good measure because it indicates the consistency of the scale paragraphs in measuring what is supposed to be measured (Ahmed Suleiman: 1993)

There are several methods through which the stability coefficient can be extracted (Alpha kro nbakh). This method was used due to the fact that it is used in any type of objective and irreversible questions, as stability is extracted in this way by applying the equation (Alfa kron bakh) to members of the building sample It is (248) players using the statistical bag (SPSS), as it turns out that the value of the stability coefficient is equal to (0,954).

2-6-5 The final application of the scale:

After completing all the design requirements and procedures, the scale is permanent The forms for the scale have calculated the final degree of the collection of the grades obtained by the respondent from the sample on the



paragraphs on a scale, and they were statistically treated for the purpose of presenting the results in the fourth chapter ..

2-7 Statistical methods Statistics is "The Science that examines the collection, display, casual and analysis of data, and the use of results in prediction, report or investigation (Mohamed Hassan and Nasr Al-Din Radwan: 2002). For the availability of electronic programs, the researcher used the IBM SPSS 19 for statistical information and program Excel in an account

3 - Presenting, analyzing and discussing Results:

This research was designed, as mentioned in the first chapter, to achieve the objectives of the research. The first and second goal was achieved through the detailed review of the overall procedures carried out by the researcher in building and designing the scale of the availability of sports professionalism requirements according to the sponsorship, as shown in the third chapter of the research methodology and field procedures.

3-1 Presentation of the results of the extent of the availability and discussion of sports professionalism according to (sponsorship) and discussion

Table (2) shows the theoretical medium, the mathematical medium, the standard deviation, the calculated (T) value and the error rate of the field of care

The number of paragraphs	medium theoretical	medium arithmetic	Standard deviation	T value	calculated error sig
29	26	23.0276	8.52538	-6.373	0.000

Table (2) that the number of paragraphs of the field (care) of (9) paragraphs, in theoretical medium (27) and my account ((23.0267) and with a standard deviation ((8,52538), as the value of the (calculated) between the theoretical medium and the arithmetic milieu (6.373 -) was at a mistake. (0.000) What indicates its moral at the level of significance (0.01), and this means that there is a moral difference between the two centers and in favor of the theoretical medium, and the researcher attributes that care is support for an event, activity, person or organization or providing them with products and services in exchange for achieving benefit for both the supporter (Companies) and



supported, and given the great popularity of football in societies, and the huge television and media coverage that the athlete received, especially football, and its high degree of importance and attractiveness to companies sponsoring their ability to show the image of companies to the largest possible number of followers, became care for a ball team. The foot and the related competitions are among the most effective means to obtain a high degree of awareness, as they aim to achieve short-term goals such as influencing consumers and focusing on increasing sales, and long-term goals such as showing the company to care for its most prominent forms, and increasing awareness of the mark. The commercial of the company, so sponsorship has a positive role and its importance in the foreign leagues, the German, Italian, Iranian, Egyptian, Saudi, etc. They get care contracts with huge sums. Providing money, commodities and services in exchange for the pasture party (club- player- body- sports body) and it is clear that the care depends on the support of the activity that obtained support for him in exchange for supporting the sponsor, whether with cash, performance or service performance, with the aim of creating a good picture of the sponsor. In order to increase the scope of his fame, in tickets for the entry of players, slogans and pictures, and the care of the event is through the player's vanilla in placing the sponsor's name on the chest of the shirt or pants to reach their ads to millions. For sporting events, he searches for the successful entity through which he can promote its products perfectly in the interest of the club and brings the team strong deals either among the players or citizens, it is assumed in sponsorship that the benefit is mutual between the club and the sponsor, but the level of care was below the required level, and this has a clear impact on the Iraqi league in general and the players in particular, and this is what Kamal al-Din and Al-Saadani assured you ((it is clear that sports care has become a matter of change, understanding and awareness. In its sense and importance, after sport in the world became managed by the rotation of the wheels of the economy, its laws and its concepts)). (Hassan Ghali: 2017)

As for (Muslim Allawi: 2012), it indicates that sponsorship of sports clubs by certain government companies and began with another approach, which is the possession of clubs, that is, in other words, the clubs of government institutions and under general supervision by the Ministry of Youth and Sports, and that these institutions or ministries sponsoring these clubs are cutting off Funds from the salaries of workers in those institutions for the purpose of financing their affiliated clubs, which made the current management of clubs depend on



direct financing and reduce the chances of competition between companies, and companies must work in developing these clubs and improve the performance and the future view of the care of clubs or sports activities ((and contributes to The formation of long -term growth and improvement in the perspective of customers and internal operations and defines the most important factors for the current and future success and focus on three main sources: (people, systems, organizational procedures) and this explains the interest in the capabilities of workers and levels of their skills and information systems in a way that makes them suitable with the data of the times(Scannel: 1975)

4- Conclusions and Recommendations:

4-1 CONCLUSIONS:

One of the conclusions reached by the researchers:

- 1- The researchers concluded that sponsorship is not present in the Iraqi Premier League football and proved that sponsorship is only a name that does not exist at all and is not present with the clubs, because support for clubs comes through institutions and the ministry in the process of professionalism, so there is no care in the Iraqi league clubs in the football.
- 2- The researchers concluded that care in Iraqi clubs did not benefit from the experiences of international clubs and some Arab clubs in the side of public relations in securing good revenues for the club and a way to market to achieve the goal of the desired.
- 3- The researchers concluded that the public does not realize and does not understand anything about the care and the products of the sponsoring company and do not care about care because it does not provide material support to the pasture party (club- player- body- sports body) to display the brand and an explanation for the fame of the event from the player's vanilla defect..

4-2 Recommendations:

From the conclusions reached by the researchers, the following:

- 1- The researchers believe that it is necessary to pay attention to the care, because the sponsoring company provides services to the club and the players by increasing sales, as the care is the mutual benefit between the sponsor and the club, as the contracts are provided to the club and the players in exchange for advertising for the logo or ads.



2- The researchers believe that the sponsor must have a distinguished role in financing sports clubs, and this financing often reduces the burden on sports clubs from the lack of resources, and this financing and support will return with the best result to the clubs to provide sufficient funds, not the stature of training camps or as well as the sponsoring company You will have greater profits and sums of money by marketing their products, as well as your commercial propaganda and consolidating her name in the mind of the public in the process of professionalism .

3- The researchers see the features and features of the product must be shown through care that provides the opportunity, not stabilizing the characteristics of the product for more than one method during the distribution of the product within the sports authority or during the sporting event. The researchers recommend conduct other studies, including (conducting a comparative study between the reality of care in Iraqi clubs and European clubs Or Arabic, including the Gulf, which succeeded in the field of care).

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