THE IMPACT OF INFORMATION TECHNOLOGY ON THE DEVELOPMENT OF THE SPORTS MANAGEMENT OF IRAQI FOOTBALL'S PREMIER LEAGUE CLUBS

Azhr Handhal Farhan
University of Thi – Qar, College of Basic Education
azhar.h.f@utq.edu.iq

Abstract

Through analysis on impact of information technology on the development of the sports management of Iraqi football's premier league clubs, and so on, this paper explores the functions and effects of information technology in the development of sports management, deepening either theoretical basis or the practical basis for the information technology used in the sports management of Iraqi football's clubs. Furthermore, on the basis of practice, the specific measures for full-used information technology in the sports management of Iraqi football's clubs were proposed. Studies show that information technology in physical education help to improve the quality of sports management, which is to achieve an effective means of scientific management.

Keywords: Information Technology, Sports Management, Premier League.

1.   Introduction

This century was see a dramatic rise in the development of multimedia and network technologies, which are at the heart of information technology. These technologies was have a profound impact on all aspects of society. Our society is currently transitioning from an industrial economy to an information economy, and every aspect of our lives is shifting from a capital, physical-intensive to an intellectual and technologically-intensive focus. Technology has emerged as a critical component in the expansion of the economy, and the accumulation of knowledge has emerged as the dominant pattern underlying the growth of both the global economy and society. In this scenario, the significant influence that information technology will have on education would result in significant shifts in the educational system's goals, organisational structure, subject matter, and tools, as well as in the evaluation of teachers' performance.

In the 21st century, the multimedia technology and network technology, as the core of information technology, develops beyond imagination, and plays an important role in all fields and sectors of society. The whole society is now in the critical period of changing from industrial society to information society, and all walks of life is transforming from the capital, physical-intensive to the knowledge, intellectual and technology-intensive. Technology has become a decisive factor of economic growth; information has become the common trend of the development of world economy and society. In this case, education, with the strong impact of information technology, will have an important change in educational objectives, structure, content, tools as well as teaching evaluation. With a focus on future generations, several wealthy countries are speeding up the use of technology in sports. European club management used well-known for information technology, which has a significant impact on sports due to its vast coverage and particular focus on the growth of football club management. European clubs have good quality in information technology, they have made full use of resources. European clubs and lraqi have a huge difference with each other, for they have less use to information technology. In general, the traditional sport model boycotts the use of information technology, leading to an increasingly gap between the sports management; there are some creative l development to information technology drives the sports management development. Sports management in Europe is significantly more advanced than in lraq because of the role of information technology. Depending on the club's requirements, they offer different services. Every now and again, the field of sports administration undergoes an evolutionary shift, and the core of sports management is shifting from basic abilities to the use of technology. The clubs have a different reaction to information technology. It is becoming increasingly common for successful sports management to be based on the use of information technology. As a result of the traditional sports management's refusal to employ information technology, there has been a widening gap between Iraqi football's top league teams and European and even Arabic clubs. However, there are certain sports managers who have used information technology in sports management. Sport clubs, are still in the early stages of development because of their limited use of information technology. Because of their individuality, sports teams have a unique way of dealing with technological change. As technology advances, a new club model called the "global clubs model" is taking form. Real sport economies like Qatar's prioritise information

technology since they have limited Humanity resources. According to the strategic plan, all clubs have a high degree of information technology that has a significant impact on the sports management process and adheres to rules. The lack of information technology on sports management affects the athletic and technical level at an early stage. With the perfect technical level of access, European athletic clubs have a strong partnership with information technology. Sports management software is the primary use for information technology in Iraq's premier league clubs, which has only recently begun thinking using it.

1.2 Information Technology And Sports Management

Sports management is the science and experience for all of humanity, whether it be in their performances, professions, or societies, that involves the output, stimulation, advertising, or classification of any physical exercise that is related with an interest or product (Ilkım, Çelik & Mergan, 2021). Management in sports allows for the maturation of the sports themselves, as well as common design operations in the various sport areas, the process of implementing policies for the development of human resources, and the decision-making process for implementing the solution that is the most appropriate (Terason, Yang & Kulwanich, 2022). In today's world of sports management, not only are debates, publicity, and underwriting involved, but there are also a number of assistances. Having and governing information is a common guiding principle in both management and sports, as well as a guiding principle for success and competitive advantage (Masterman, 2010). Sports management as an unstructured skill for the experience of outstanding managers who emerge from athletes and teams when professional sports organisations are formed. The rise of the sports management industry may be traced back to the rise of organised physical activity as a vocation (Chelladurai & Kim, 2022). Educational sports, leisure sports, and accomplishment sports are the three main categories into which sports activities can be divided (Wang et al.,2002). For educational purposes, sports education is a sport activity designed to instil sports values and raise knowledge about the benefits of physical activity for one's health and well-being (González-Hernández et al.,2019). Recreational sports are activities that are meant to bring people joy, happiness, and a sense of well-being. However, sports achievement is a type of sport in which participants strive for high levels of performance in the sports that are carried out (Tholander & Nylander, 2015). Sports administration is a rapidly expanding field of knowledge, certifications,

and skills. A sizeable proportion of those who are interested in sports view it as an alternative occupation. From the orientation of management activities to differentiate in order to perform the functions of the sports process to holistic supervision, where all facets of governing sports as a profession must be installed in daily operational occupations that frequently occur in a collection of sports equipments (Andrew, Pedersen & McEvoy, 2019). Sport illustrates an evolutionary facet of contemporary human life from the perspective of supervision. The organisational structure of sports management is founded on procedures, constitutions, conceptual, international, and global concepts.

1.3   The Role Of Information Technology In Sports Managemen

Sports Management refers to all persons, activities, enterprises, and organisations that are involved in the production, facilitation and promotion of products that are related to sport, fitness, and recreation (Chelladurai & Kim, 2022). Sports management's primary goal is to build strong sports teams and clubs. It is important for clubs to understand a wide range of sports management principles and theoretical knowledge, and to use a wide range of information technology tools and methodologies (Irwin, Sutton & McCarthy 2008). Management sport should strive to maintain the fundamental purpose and path of sports clubs; to mitigate the impact of economic downturns; and to effectively improve management sport for employees so that they have opportunities to participate in it throughout their working lives; in doing so, we can improve the overall management sport quality and help the clubs sports industry become more prosperous (Fletcher & Arnold, 2011). Information technology in sport management; Information is that individuals can utilise contemporary electronic information technology and other ways, by expanding their own development and making intelligent use of information resources, to promote economic development and social advancement (Hoye et al., 2018). Information is the overarching concept that encompasses contemporary communication, computerization, and rationality. information about sport management is used in traditional football clubs' computers as well as in other information technologies that are integrated into education at all levels (including the environment, resources, and activities). These technologies support the training, management, and sport life, and are therefore full of information (Barneva & Hite, 2017). The growth of resources is at the heart of network construction in sports management information technology (Lussier & Kimball,

2009). In order to establish the basic data and facilities for sports information, the many functional areas of a club's information management system must provide business information resources (Swayne & Dodds, 2011). Traditional management models need to be reformed, and the information management work flow needs to be transferred information, and quantified processes, so that the sports information management process may exercise effective control and efficiency (Chadwick, 2009). There have never been more opportunities or challenges for the advancement of sports administration as there are now in the information and network societies. Clubs are now required to offer IT training as part of their employee benefits package (Byers, Slack & Parent, 2012). Competition in the modern sports arena can no longer rely on the scale of competition, but on the comprehensive many aspects, and use information to promote the modernization of sports management, sports management to accelerate the pace of information technology, through information technology to promote the overall management of sports management reform, to improve the overall quality of sportas clubs, and ultimately improve the sports management quality and level of physic (Furley, 2019). To understand the modernization of sports management, it is necessary to look at the foundations of sport modern society, which are directly tied to the smooth implementation of fitness programmes as well as the sport's information technology growth, which information plays a crucial role on. Sports management information is a demand in the information era, it is a combination of modern information technology and sport. Traditions of education and training are undergoing radical transformation in the age of information thanks to the widespread use of cutting-edge technologies (Rowe, 2003). The management should be reasonable in developing a widely used physical education programme of information technology, increasing the development and application of sports management software, sports training supporting software, and sports management software, focusing on the integration and utilisation of information resources, and maximising the benefits of Internet technology in order to speed up the development of sports management information. Information technology in sports administration will contribute to the enhancement of sport quality, the development of athletes' inventiveness and practical skills. Information technology is essential for completing sports management tasks (Siedentop, Hastie & Van der Mars, 2019).

2. Methodology

2.1 Research Approach: The researcher used the qualitative method to the objectives of the study. Qualitative research tries to gain a deeper understanding through first-hand accounts, accurate reporting, and direct quotes from genuine dialogues. It seeks to comprehend how participants obtain meaning from their environment and how this meaning drives their behaviour.

2.2. Research community: The administrators research community of the institutions of the sports football clubs playing in the premier league.

2.3 Research sample: A society for the study of field-collected data is considered to be a part of the whole in the sense that a specific percentage of the original community's members thereafter disseminate the results of the study to the entire community (Hennink & Kaiser, 2021). To acquire access to outcomes that exceed precision, objectivity, and alignment with reality, a sample of (115) administrators working in sports football clubs participating in the premier league was selected. Where we have depended solely on the administrative officers of the permanent staff, there are questions in the questionnaire regarding the assets of the means of communication, computer technology, and the internet within the administrative office of each individual volunteer. Moreover, the sample was chosen at random, with employees from varied positions and interests in the administration serving as the selection criteria, thus choose to return for two reasons:

First, The selection of the random sample provides equal possibilities for all individuals because it does not discriminate, exempt, or consider any other non-search-identified characteristics.

The second: Use a random sample because it is the simplest way to select samples.

2.4 The study Instruments: We've developed a form questionnaire with 20 questions from the administrators focused on

2.5 Questionnaire Design: Turska-Szybka et al (2018) Know the questionnaire that:" model includes a group questions addressed to the individuals in order to obtain information on the subject or a problem or situation, and the implementation of the questionnaire through a personal interview or to send to the respondents by mail " The field research was based on a structured questionnair. It was built by adapting existing scales in the information technology and sports management, as well as clubs football's. After an extensive review of IT research, we concluded to 20 items.

The first axis: Questions about the availability of information technology and the extent of the need for each administrative level at his office and the department to look at this.

The second axis: Questions about the availability of information technology and the importance of these associations, technical assistance when the Chief Administrative Officer and the role of the administration toward this technology.

The third axis: Special questions the extent to cope with the use of the chief administrative officer to modernize this technology are future solutions of our management Sports in Iraqi football's premier league clubs especially as we entered the world of professional sports.

2.6   The study Instruments Credibility

The validity of the study instrument was determined by presenting it to ten (10) arbitrators consisting of experts and specialists in education and specialists in the field of continuing education. The arbitrators made a number of observations and amendments to the questionnaire, resulting in its final form of twenty (20) an item. The researcher additionally administered the exploratory questionnaire to a sample of (12) professionals from outside the study sample, using the application and reapplication method of the test, and analysed the results using Pearson's equation of correlation, as shown in table (1).

Table 1: Showe honesty and consistency

Axis	Coefficient of Honesty	Honesty Consistency
	0.87	0.91

2.7   Application of the study: On 10/12/2013, the researcher distributed the questionnaire to the research sample, which amounted to (115) questionnaires (100%) and then collected and unloaded them in preparation for statistical processing.

3.   Results

3.1   View and discuss the results

First question: What is the role of information technology in the sports field? After classifying and processing the data using duplicates and percentages, the results appeared as indicated by the data of Table 2 below.

Table 2: Showing the frequencies and percentages of the responses of the examiners to the role of information technology in improving sports management.

Items	Always		Frequently		Occasionally		Rarely		Never
IT provides the sports organisation with information which helps to manage it in accordance with the requirements of modern management.	100	%86.95	15	%13.5					
The decision-making process in sports is heavily influenced by the use of information technology.	87	%75.65	15	%13.04	13	%11.30			
The ubiquity of technical communication equipment in sports groups and institutions enhances the sharing of information between them.	89	%77.39	23	%20	3	%2.60			
It is the main engine of current management work in sports institutions.	50	%43.47	30	%26.08	20	%17.39	15	%13.04	
It serves as the foundation for all of the information that sports organisations maintain.	72	%62.60	40	%34.78	3	%2.60			
IT provides more information on sciences and international races and events.	96	%83.47	15	%13.04	4	%3.47			
Plans and policy-making in the sports sphere depends on the technology of information.	88	%76..52	13	%11.30	4	%3.47			
Information technology aids to enhancing the satisfaction of employees in sports institutions.	104	%90.43	11	%9.56					
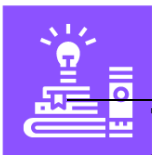
Statement										
The use of information technology helps administrators develop their leadership qualities.	79	%68.69	30	%26.08	6	%5.21				
IT provides in sports management employees the opportunities of research and development.	72	%62.60	25	%21.73	10	%8.69	5	%4.34	**3**	**%2.60**
The modern administrative control of athletic performance benefits from the use of information technology.	86	%74.78	25	%21.73	3	%2.60	1	%0.86		
The use of information technology to evaluate how well contemporary management is doing in running sports organisations.	70	%60.86	24	%20.86	9	%7.82	8	%6.95	**4**	**%3.47**
The provision of information boosts the professional performance of staff working for sports federations and clubs.	98	%85.21	20	%17.39	5	%3.34	2	%1.37		
Information technology boosts the modern management capacities of athletes.	76	%66.08	21	%18.26	6	%5.21	3	%2.60	**9**	**%7.82**
IT enables sports officials to communicate online with foreign athletes.	115	%100								
Information technology is the foundation of contemporary sports administration.	66	%57.39	40	%34.68	4	%3.47	2	%1.73	**3**	**%2.60**
Modern sports management contributes to raising the level of sports performance of players thanks to modern technologies.	109	%94.78	6	%5.21						

Statement										
Information technology works on the development of match management in the modern way.	97	%84.34	10	%8.69	8	%6.95				
Modern management in clubs and sports unions is boosted by the use of information technology.	88	%76.52	12	%10.43	7	%6.08	3	%2.60	**5**	**%4.34**
Modern means of communication have greatly improved the management work of sports institutions.	87	%75.65	15	%13.04	6	%5.21	7	%6.08		

It is noted from the data of Table (2) above out of (20) statements included in the axis of the role of information technology in improving sports management by (%100). Where the study adopted obtaining (50) and more to accept the item as a reliable criterion where the statement No (115) (IT enables sports officials to communicate online with foreign athletes), obtained the highest percentage of (100) percent in the first place, and came in second item No (17)(Modern sports management contributes to raising the level of sports performance of players thanks to modern technologies.)and by (%94,78). In third place came the item No (8) (Information technology aids to enhancing the satisfaction of employees in sports institutions.) and by (%90.43), and in fourth place came the item No (1) (IT provides the sports organisation with information which helps to manage it in accordance with the requirements of modern management) and in the percentage (%86.95), and in fifth place came the item No (13) (The provision of information boosts the professional performance of staff working for sports federations and clubs.) and by (%85,21). In sixth place came the item No (18) (Information technology works on the development of match management in the modern way) and by (%84.34), and in seventh place came the item No (3) (The ubiquity of technical communication equipment in sports groups and institutions enhances the sharing of information between them)and by (%77.39). In eighth place came the item No (7-19) (Plans and policy-making in the sports sphere depends on the technology of information and Modern management in clubs and sports unions is boosted by the use of information technology and by (%76, 52), and in ninth place came item No (2) (The decision-making process in sports is heavily influenced by the use of

information technology) and by the same percentage (%75.65). In tenth place came the item No (11) (The modern administrative control of athletic performance benefits from the use of information technology) (%74.78). This finding is consistent with the study of Li, Li, and Xiong (2021), information technology is crucial to the development of plans and policies in the sports industry. The study of Esmaeili and Ferdowsi (2021), which pointed out the existence of a positive relationship between information technology and organizational creativity, the study of Wu and Liu (2021), which pointed out the existence of a positive relationship between information technology and the prevailing institutional culture, the study of Zang and Zhang (2021), which pointed out the existence of a positive relationship between information technology and the internal work environment Enterprise design.

4.   Conclusions

Based on the data collected, processed, analysed and interpreted of this study, the study reached the following conclusions. That information technology has a role in the sports field is the following:

1. Additional information can be obtained through the use of IT.
2. The use of information technology helps administrators develop their leadership qualities.
3. IT enables sports administrators to communicate online with athletes from all around the world.
4. In sports organisations, information technology serves as the foundation for all of the information.
5. The widespread availability of technical communication devices within sports clubs and institutions makes it easier for members of those organisations to share information with one another.
6. The decision-making process in sports is where information technology really shines and shows its value.
7. There is a correlation between increased use of information technology and increased levels of job satisfaction and performance among individuals working in sports organisations.
8. The sporting clubs receives information from IT, which enables it to be managed in a manner that is consistent with the expectations of contemporary management.

9. Because of advancements in technology, modern sports management helps to raise the overall level of players' athletic performance.
10. The application of information technology is the most important factor in the modernization of management work in sports organisations.

4.1　Recommendations

The study suggests the following in light of the findings that were collected and the sample that was taken from the study area:

1.　The need to take care of information technology in the field of sports.
2.　Attention to the qualification of sports administrators in the field of modern technologies.
3.　Attention to the qualification of athletes development in the field of modern technologies.

References

1. Abed, A. Z., Sameer, S. A., Kasim, M. A., & Othman, A. T. (2019). Predicting effect implementing the jigsaw strategy on the academic achievement of students in mathematics classes. *International Electronic Journal of Mathematics Education*, *15*(1), em0558.
2. Al Behadili, H. J. H., & Kasim, M. A. (2022). Developing Ball Dribbling And Passing Skills Using The Integrative And Reciprocal Methods Of Emerging Footballers. *Eurasian Journal of Humanities and Social Sciences*, *11*, 76-82.
3. Al Behadili, H. J. H., & Kasim, M. A. (2022). Effects Of A Training Program For The Plyometric On The Harmonic Abilities And Muscular Ability Of Football Players. *European Journal of Interdisciplinary Research and Development*, 6, 60-69.
4. Andrew, D. P., Pedersen, P. M., & McEvoy, C. D. (2019). *Research methods and design in sport management*. Human Kinetics.
5. Barneva, R. P., & Hite, P. D. (2017). Information technology in sport management curricula. *Journal of Educational Technology Systems*, *45*(3), 326-342.
6. Byers, T., Slack, T., & Parent, M. (2012). *Key concepts in sport management*. Sage.
7. Chadwick, S. (2009). From outside lane to inside track: sport management research in the twenty-first century. *Management Decision*.

8.   Chelladurai, P., & Kim, A. C. H. (2022). *Human resource management in sport and recreation*. Human Kinetics.

9.   Chelladurai, P., & Kim, A. C. H. (2022). *Human resource management in sport and recreation*. Human Kinetics.

10. Esmaeili, M., & Ferdowsi, M. H. (2021). The effect of entrepreneurial marketing on the financial performance of sports products manufacturers with the mediating role of Information Technology. *Journal of Sport Marketing Studies, 2*(2).

11. Fletcher, D., & Arnold, R. (2011). A qualitative study of performance leadership and management in elite sport. *Journal of applied sport psychology*, *23*(2), 223-242.

12. Furley, P. (2019). What modern sports competitions can tell us about human nature. *Perspectives on Psychological Science*, *14*(2), 138-155.

13. González-Hernández, J., Gómez-López, M., Pérez-Turpin, J. A., Muñoz-Villena, A. J., & Andreu-Cabrera, E. (2019). Perfectly active teenagers. When does physical exercise help psychological well-being in adolescents?. *International journal of environmental research and public health*, *16*(22), 4525.

14. Hennink, M., & Kaiser, B. N. (2021). Sample sizes for saturation in qualitative research: A systematic review of empirical tests. *Social Science & Medicine*, 114523.

15. Hoye, R., Smith, A. C., Nicholson, M., & Stewart, B. (2018). *Sport management: principles and applications*. Routledge.

16. Ilkım, M., Çelik, T. A. L. İ. P., & Mergan, B. A. R. I. Ş. (2021). Investigation of Sports Management Students' Perceptions and Attitudes towards the COVID-19 Pandemic. *Pakistan Journal Of Medical & Health Sciences, Volume15*, (2).

17. Irwin, R. L., Sutton, W. A., & McCarthy, L. M. (2008). *Sport promotion and sales management*. Human Kinetics.

18. Kasim, M. A. (2022). Evaluation Implementing Cooperative Learning In Physical Education College Programs To Basic Handball Skills Learning In Universities Iraqi. *ResearchJet Journal of Analysis and Inventions*, *3*(04), 289-297.

19. Kasim, M. A. Effects Of Together Learning On University Students To Achievement Motivation. *JournalNX*, *8*(05), 57-65.

20. Li, Y., Li, F., & Xiong, Y. (2021). Urban public sports information-sharing technology based on internet of things. *Computational Intelligence and Neuroscience*, *2021*.

21. Lussier, R. N., & Kimball, D. C. (2009). *Applied sport management skills*. Human Kinetics.

22. Masterman, G. (2010). *Strategic sports event management*. Routledge.

23. Rowe, D. (2003). *Sport, culture and the media*. McGraw-Hill Education (UK).

24. Salih, M. M. M., Hashim, R. S., & Kasim, M. A. (2021). Forecasting Achievement Sports through Cooperative Learning in Handball Training in Physical Education. *Annals of Applied Sport Science*, *9*(3), 0-0.

25. Siedentop, D., Hastie, P., & Van der Mars, H. (2019). *Complete guide to sport education*. Human Kinetics.

26. Swayne, L. E., & Dodds, M. (Eds.). (2011). *Encyclopedia of sports management and marketing*. SAGE publications.

27. Terason, S., Yang, J., & Kulwanich, A. (2022). Virtual meetings experience in sports management organizations during the COVID-19 pandemic: A phenomenological inquiry. *Cogent Business & Management*, *9*(1), 2088636.

28. Tholander, J., & Nylander, S. (2015, April). Snot, sweat, pain, mud, and snow: Performance and experience in the use of sports watches. In *Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems* (pp. 2913-2922).

29. Turska-Szybka, A., Świątkowska, M., Walczak, M., & Olczak-Kowalczyk, D. (2018). What do parents know about the use of fluoride products in children? A questionnaire study. *Fluoride*, *51*(2).

30. Wang, C. J., Chatzisarantis, N. L., Spray, C. M., & Biddle, S. J. (2002). Achievement goal profiles in school physical education: Differences in self-determination, sport ability beliefs, and physical activity. *British Journal of Educational Psychology*, *72*(3), 433-445.

31. Wu, Z., & Liu, F. (2021, January). Design of an Intelligent Management System for Sports Activities Based on New Information Technology. In *2021 International Conference on Information Technology and Contemporary Sports (TCS)* (pp. 99-103). IEEE.

32. Zang, S., & Zhang, B. (2021, October). Development and Application of Sports Video Analysis Platform in Sports Training Based on Information Technology Processing. In *2021 3rd International Conference on Artificial Intelligence and Advanced Manufacture* (pp. 1820-1824).