



THE ROLE OF ADMINISTRATIVE VALUES IN SPONSORING SPORTS TALENT FOR SOME DEPARTMENTS OF SPORTS ACTIVITIES IN THE IRAQI MINISTRY OF EDUCATION

Dr. Hussein Obaid Majhool Kareem

Department of Theoretical sciences , College of Physical Education and Sports Sciences , University of Thi-Qar ,
Thi-Qar, 64001,Iraq
husein.majhool@utq.edu.iq

Abstract

This study aimed to know the role of administrative values in developing the sports talent available in some sports activities departments of the Iraqi Ministry of Education in southern Iraq.

The study sample consisted of (75) individuals, as the sample varied between employees, media professionals, administrators and players of sports activities departments. The survey descriptive approach was applied because it is the appropriate approach that achieves the objectives of the study, and the data was collected using the questionnaire tool for administrative values, as it consisted of two axes: the first axis (administrative values), which consisted of (11) phrases, and the second axis was (sports talent), which It consists of (8) phrases.

The researcher concluded through this study to the weakness of sports talent, with the weakness and lack of sports programs specialized in the topics of sports talents.

This study concluded the necessity of establishing an Iraqi satellite channel specialized in sports affairs, presenting investment opportunities in it, and conducting interviews and dialogues with specialists in the field of investment.

Chapter one

1- Defining the research:

1-1 Introduction to the research and its importance:

Through rapid development, through which societies interacted, and the importance of these interactions between peoples increased, and regardless of the existing vocabulary of interaction, administrative practices through what is chosen or restricted from administrative vocabulary to be a criterion for this interaction.

Administrative values are the strong foundation on which the culture of societies in general and administrative organizations in particular is built, to



reflect a highly complex emotional interdependence, as individuals argue, compete and even die sometimes for the sake of a certain value.

From a linguistic point of view, administrative values are the price of a thing by evaluation, and it is interpreted by philosophers in two ways. From the subjective point of view: it is the characteristic that makes something desirable to a person or a sect. As for the objective aspect: the term “value” is applied to what distinguishes it from the characteristics that make it worthy of appreciation, more or less, and the term “value” in ethics is applied to what indicates the word “good¹.”

The importance of the current study lies in its dealing with administrative values in the development of sports talent within the sports institution of the southern region in Iraq. The Sports Foundation will direct her to develop athletic talent .

1-2 The problem of the study

The researcher found through his dealings with the departments of sports activities in the Ministry of Education in Iraq, and despite the influential role of administrative values in the performance of administrators, they did not take their place in the interest in sports talent, as we note that there is a turbulent climate within sports activities and the great lack of interest from Governments in this place, being the seed for champion athletes in all sports, until the values are disturbed, interests conflict, and the gap widens between the members of the departments. their values and needs.

Objectives of the study- :

The main objectives of this study are defined in the following points:

- 1- Identifying the administrative values in the development of sports talent in the sports activities departments in southern Iraq.
- 2- To identify the impact of academic values on the development of athletic talent in the departments of sports activities in southern Iraq.

1-3 Hypotheses of the study- :

There is a statistical significance between administrative values and athletic talent for sports activity in southern Iraq.

¹ Ibn Manzoor: Lisan Al-Arab, Volume 3, Beirut Publishing House, Beirut, 1995.



1-4 Study Terms:-

- 1- Administrative values: - are the relatively stable beliefs of the manager, which represent a specific preference for a form of behavior or a goal of life².
- 2- Sports Talent: Developing successful sports talents in teams that have been able to continuously produce a high level of athletes based on their young players, and provide them with resources to deal with future transformations.

1-5 Fields of Study:-

1. The human field: heads, administrators, employees and media figures of some Iraqi sports activities departments in southern Iraq.
2. Time range: the period from 20/9/2021-3/10/2022
3. The spatial field: the headquarters of the sports teams.

Chapter two

2- Research methodology and field procedures:

2-1 Study Curriculum:

The researcher used the descriptive survey method because it is the appropriate approach that achieves the objectives of the study, and relies on studying the phenomenon as it actually exists in reality, and is also concerned with describing it as an accurate description.

2-2 Study sample- :

The research sample chosen by the researcher randomly consisted of (75) and as shown in Table (1)

Table (1) shows the distribution of the total sample and the percentage

#	samples	The number of the sample	percentage
1	Heads of sports activities and administrators of sports activities in southern Iraq	35	46%
2	Players and athletes specialized in sports activities	25	33%
3	Journalists of sports activities in southern Iraq	15	21%
	the total	75	100%

2-3 Steps To Carry Out The Research:

The researcher carried out several scientific procedures to achieve the objectives of the study, through the following:

² Bill, Karen, "Sport Management", first ed. Inc., Learning Matters Ltd.,UK.,2009



1. Preparing the expressions of the questionnaire domains related to the subject of the research under study in its initial form, and presenting them to the experts, Appendix (1), to express their opinions, as the experts agreed to divide the questionnaire into two domains, which are the field of (administrative values), and the field of (sports talent), as the phrases reached The first domain has (11) phrases, while the second domain has (8) phrases, bringing the total number of questionnaire phrases to (19) phrases.
2. Applying the exploratory experiment to ensure its suitability for the research sample and making appropriate adjustments to it.
3. Conducting scientific transactions for the scale in terms of scientific conditions.
4. After completing the process of building the questionnaire, the researcher applied the final questionnaire to the research sample. Data collection and statistical processing for the purpose of obtaining results.

2-4 Research tools:

The researcher used to collect the data for this study through:

1. Arabic and foreign sources and references specialized in sports media.
2. HP laptop and its accessories.
3. SPSS Statistical Bag.
4. Measurement tool (questionnaire) pivotal administrative values.

2-5 Exploratory experience:

To verify the suitability of the questionnaire's expressions, the researcher applied the questionnaire to a survey sample consisting of (12) members of the heads, administrators, players and media professionals of football sports clubs for the period from (10/0/2021) to (15/9/2021).

The exploratory experiment is a preliminary experimental study that the researcher conducts on a small sample before conducting his research. It aims to choose the methods and methods of research.

1. Ensure the validity of the statements of the questionnaire domains
2. Identify the difficulties that the sample faces during the application.
3. Finding scientific transactions.
4. Find out the time it takes to fill out the scientific questionnaire



2-5-1 Calculating the validity coefficient of the questionnaire:

The researcher used the following methods to calculate the validity of the scale:

1. Verify the content
2. Believe in internal consistency

The researcher applied the questionnaire to the survey sample through the exploratory experiment, and the researcher used the validity of the internal consistency to calculate the sincerity of the questionnaire statements by finding the correlation coefficient between the statements and each domain separately, as shown in Appendices (1 and 2).

It is clear through the first axis (the reality of administrative values) that all paragraphs are statistically significant at the level of significance (0.05), as the correlation coefficient ranged between (0.48 - 0.84), which is greater than the tabular value of (R) at (0.05), which equals (0.27). , as it became clear through the second field (the reality of mathematical talent) that all the paragraphs are statistically significant at the level of significance (0.05), as the correlation coefficient ranged between (0.49 0.88), which is greater than the tabular value of (R) at (0.05), which is equal to (0.27).

b) Calculating the stability coefficient of the resolution:

The stability coefficient was calculated by verifying the internal consistency of the statements of the two axes of sports media using Cronbach's alpha coefficient for the survey sample of (12) individuals, as shown in Table (2).

Table (2) Stability coefficient (Cronbach's alpha) for the resolution axes n-12

#	domains	number of phrases	Cronbach's alpha value
1	The reality of administrative values in the departments of sports activities	11	0,73
2	The reality of sports talent in the sections of sports activities	8	0,62
	the total	19	0,86



table (3)

It shows the stability of the two axial statements of the questionnaire and its self-validity n = 12

#	the field	constancy	Self honesty
1	The reality of administrative values in the departments of sports activities	0,73	0,85
2	The effect of athletic talent in the sections of sports activities	0,62	0,79
	the total	0,86	0,93

2-6 Objectivity of the questionnaire:

Objectivity is moving away from self-judgment and relying on the consensus of the arbitrators for a subject. The questionnaire was presented to a group of experts in the field of sports management, where they explained that it measures the goal for which it was set and that it is clear and easy by the members of the research sample and that it is far from bias, subjectivity and evaluation for this The questionnaire under study is highly objective.

2-7 Method of calculating the scale

In its final form, the scale consisted of (19) items, and the five-point scale was used (strongly agree, agree, somewhat, disagree, totally disagree) and the scores for these dimensions were (5, 4, 3, 2, 1) on respectively, and thus the response of the individual takes either approval or opposition, so if the degree is (3) then he is neutral towards the phrase, and if it is (5, 4) then his attitudes are positive, and if it is (1, 2) then his attitudes are negative.

Positive trends increase as the degree increases, and negative trends increase as the degree decreases. The maximum degree of the domain is the highest response multiplied by the number of domain phrases, while the lowest score is the lowest estimate multiplied by the number of domain phrases.

As for the maximum score of the scale, it is the number of the scale statements multiplied by the highest estimate of the response which is (5) so that $19 \times 5 = 95$ degrees. As for the minimum degree, it is $19 \times 1 = 19$ degrees, meaning that the degrees of the scale range from (19 to 95) degrees.

2-7-1 The five-point Likert scale:

The distance between the options was calculated (strongly agree - somewhat agree - disagree - totally disagree).



It is an ordinal scale with weights (5-4-3-2-1).

The length of the period was calculated first, and it is a result of dividing 4 by 5, where 4 represents the number of distances (from 1-2 a first distance - from 2-3 a second distance - from 3-4 a third distance - and from 4-5 a fourth distance) representing the number of The options, when dividing 4 by 5, results in the length of the period (0.80), and the distribution is according to Table (4): Table (4) shows the distribution of levels of the five-point Likert scale

weighted average	the level
From 1 to 1.79	Not agree at all
1.80 to 2.59	not agree
2.60 to 3.39	To some extent
3.40 to 4.19	OK
4,20 to 5	Strongly Agree

2-8 Statistical treatments:

The researcher did the statistical treatment of the study data using the SPSS statistical program.

Chapter three

3- Presentation, analysis and discussion of the results:

3-1 Determine the level of administrative values for the sports activities departments:

3-1-1The first aspect: the reality of administrative values

To identify the reality of administrative values, the researcher used the calculation of frequencies, percentages, the arithmetic mean, standard deviation, and ranks of the study's response to the first domain phrases. As in Table No. (5)

Table No. (5) Analysis and discussion of the results of the questionnaire

#	phrases	Strongly Agree	Agree	To some extent	Not agree at all	Standard deviation	Value	rank	The result	rank



1	Those who rely on themselves can make their way in life successfully	7	9	22	23	14	2.26	1.19	0	Not agree	7	
2	Working with a group is better than working in isolation	4	13	17	32	9	2.61	1.07	0	not agree To some extent	2	
3	Success means having enough time for recreational activities	3	11	24	26	11	2.58	1.04	0	Not agree	3	
4	In our society there is a class of professional administrators who actually practice administrative work	2	3	13	15	42	1.77	1.05	0	Not agree at all	10	
5	A person can learn from his work if he has the desire and activity better than if he follows the advice of others	0	9	11	34	21	2.10	0.95	0	Not agree	9	
6	Work should allow the individual to use his human capabilities	6	4	10	32	23	2.17	1.04	0	Not agree	8	
7	One has to be sincere in his work in order to be satisfied with the results achieved	4	12	23	25	11	1.78	1.26	0	Not agree at all	11	
8	One must work hard to improve the prestige of the work group to which one belongs, even if he sacrifices some personal gain	3	2	8	17	45	2.64	1.38	0	not agree To some extent	1	
9	Management is still far from understanding the needs of workers	2	4	9	16	44	2.32	1.15	0	Not agree	6	
10	Workers should be more effective in	0	14	18	27	16	2.40	1.02	0	not agree	4	



	making key decisions in teams								15	To some extent	
11	Employees must be represented on the team's board of directors	12	17	12	23	21	2.33	1.12	0	Not agree	5
First field result								2.26		not agree	

3-2 Discussing the first area of administrative values:

Through the special results in the first field, it is clear that the study sample does not agree with the reality of (administrative values), with an average of (2,26).

It is an average located in the second category of the five-scale categories from (1.80 to 59.2), which is the category that indicates the option (not agreeing) to administer the study.

It is clear from the results that the value of "K" for all the statements was statistically significant at the level of significance of 0.05 or less, which indicates the divergence of the views of the members of the study community on these statements, except for the statement (10) about which the views of the members of the study community agreed.

As it is clear from the results, there is a discrepancy in the agreement of the study individuals on the first axis, as their averages of agreement about the reality of administrative values ranged between (1.68 to 2.64), which are averages that fall in the second category of the five-scale categories, which indicates (disagree) On the study tool, where it became clear from the results that the study individuals do not agree with (the reality of administrative values) as follows:

The phrase No. (8) ranked first in terms of the study's approval with an average of (2.64), the phrase No. (2) ranked second in terms of the study's approval with an average of (2.61), and the phrase No. (3) ranked third In terms of the study individuals' approval of it with an average of (2.58), the statement No. (10) ranked fourth in terms of the study individuals' approval of it with an average of (2.40), and the phrase No. (11) ranked fifth in terms of the study individuals' approval of it with an average of (2.40). 2.33), the statement No. (9) ranked sixth in terms of the study's approval with an average of (2.32), the statement No. (1)



was the seventh in terms of the study's approval with an average of (2.26), the statement No. (6) ranked eighth in terms of the study individuals' approval of it with an average of (2.17), phrase No. (5) ranked ninth in terms of study individuals' approval of it with an average of (2.10), and phrase No. (4) ranked tenth in terms of approval. The study individuals agreed on it with an average of (1.77), and phrase No. (7) ranked eleventh in terms of the study's approval of it with an average of (1.68), and these results agree completely. Continuous environmental changes require permanent organizational changes to achieve the required adaptation and adaptation to the environment. On the other hand, the need to achieve organizational stability increases, whether in activities and jobs, or in individuals and organizational relationships, in order to prevent confusion and imbalance.

Oversight may indicate that the error is in the objectives set (plans) and not in the organizational relationships represented in the powers and responsibilities, and that the problem is due to the patterns of dealing between managers and workers, such as patterns of domination and provocation of workers from the perspective of a traditional administrative style. You know them the best management style³.

3-2-1 Determine the level of athletic talent for the sports activities departments:

1-2-3The second field: - The impact of the role of administrative values

To identify the effect of administrative values, the researcher used the frequencies, percentages, arithmetic mean, standard deviation, and ranks of the study's response to the first domain phrases. As in Table No. (6)

³ Iyad Abdel-Karim and Ibrahim, Marwan Abdel-Majeed (2002): Educational and Mathematical Sociology, 1st edition, Dar Al-Thaqafa for publication, Amman.

Table No. (6) Analysis and discussion of the results of the questionnaire

#	phrases	Strongly Agree	Agree	not agree To some extent	Not agree at all	average Arithmetic	standard deviation	Values	k 2	The result	rank
1	Those who rely on themselves can make their way in life successfully	7	9	22	23	14	2.26	1.19	0	Not agree	7
2	Working with a group is better than working in isolation	4	13	17	32	9	2.61	1.07	0	not agree To some extent	2
3	Success means having enough time for recreational activities	3	11	24	26	11	2.58	1.04	0	Not agree	3
4	In our society there is a class of professional administrators who actually practice administrative work	2	3	13	15	42	1.77	1.05	0	Not agree at all	10
5	A person can learn from his work if he has the desire and activity better than if he follows the advice of others	0	9	11	34	21	2.10	0.95	0	Not agree	9
6	Work should allow the individual to use his human capabilities	6	4	10	32	23	2.17	1.04	0	Not agree	8
7	One has to be sincere in his work in order to be satisfied with the results achieved	4	12	23	25	11	1.78	1.26	0	Not agree at all	11
8	One must work hard to improve the prestige of the work group to which one belongs, even if he sacrifices some personal gain	3	2	8	17	45	2.64	1.38	0	not agree To some extent	1
9	Management is still far from understanding the needs of workers	2	4	9	16	44	2.32	1.15	0	Not agree	6



10	Workers should be more effective in making key decisions in teams	0	14	18	27	16	2.40	1.02	0.15	not agree To some extent	4
11	Employees must be represented on the team's board of directors	12	17	12	23	21	2.33	1.12	0	Not agree	5
First field result							2.26	not agree			

The tabular value of (k2) is at (0.05) = 0.275

3-2-2 Discussing the second axis, the impact of the role of administrative values:

Through the results shown for the second axis, it is clear that the study sample does not agree with (the effect of administrative values) with an average of (2.15), which is an average that falls in the second category of the five-scale categories from (1.70-2.62), which indicates the option (Disagree) on the study tool. It is clear from the results that the chi-square value of all the statements was statistically significant at the significance level of 0.05 or less, which indicates the divergence of the views of the members of the study community on these statements. It is also clear from the results that the study individuals do not agree with the expressions of the influence of administrative values, which were arranged in descending order according to the approval of the study members as follows:

To identify the reality of administrative values, frequencies, percentages, arithmetic averages, standard deviations, and ranks were calculated for the responses of the study individuals to the phrases of the first axis. It is clear from the results that the value of "K" for all the phrases was statistically significant at the level of significance of 0.05 or less, which shows the divergence of the views of the members of the study community on this. The statements except for the statement (10) on which the points of view of the members of the study community agreed on. As it is clear from the results that there is a difference in the approval of the study members on the first axis, as the averages of their agreement about the reality of administrative values ranged between (1.68 to 2.64), which is Averages fall in the second category of the five-scale categories,



which indicate (disagree) with the study tool, as it became clear from the results that the study individuals do not agree with (the reality of administrative values) as follows:

The phrase No. (7) ranked first in terms of the study individuals' approval of it with an average of (2.62), the phrase No. (6) ranked second in terms of the study individuals' approval of it with an average of (2.53), and the phrase No. (5) ranked third In terms of the study individuals' approval of it with an average of (2.44), the statement No. (1) ranked fourth in terms of the study individuals' approval of it with an average of (2.21), and the phrase No. (4) ranked fifth in terms of the study individuals' approval of it with an average of (2.21). 13.2), the statement No. (3) ranked sixth in terms of the study individuals' approval of it with an average of (1.84), and the phrase No. (8) ranked seventh in terms of the study individuals' approval of it with an average of (1.73), and the phrase No. (2) Ranked eighth in terms of approval by the study individuals with an average of (1.70). Sport works to create common positive attitudes among the working individuals, through which the required goals required by the social interest and required by the nature of the society system are achieved⁴.

As for the trainers, they find it difficult to disengage from the group's rules of behavior when making a change, and this is evidence of the existence of good social relations between them, which subject them to group standards⁵.

These results are entirely consistent with the findings of Al-Rubaie's study in delegating authority to workers in the sports field, each in his field of specialization, and involving them in decision-making by bypassing the approved administrative structures, which allows for great flexibility in work as well as courage in decision-making and in associating words with deeds, whatever the difficulties and obstacles. The sports media is the first supporter of sports institutions and clubs in terms of advertising and promotion, dissemination of information and news about them, and the sports and economic topics contained in these institutions.

⁴ Rego, Ronald: Introduction to Industrial and Organizational Psychology, University House for Printing and Publishing, Alexandria, 1990..

⁵ Hassan, Muhammad Harbi: Organizational Science, Conditions, Development and Integration, Directorate of Dar Al-Kutub for Printing and Publishing, University of Mosul, 1990.1990.



References

- 1- Ibn Manzoor: Lisan Al-Arab, Volume 3, Beirut Publishing House, Beirut, 1955.
- 2- Iyad Abd al-Karim and Ibrahim, Marwan Abd al-Majid: Educational and Mathematical Sociology, 1st Edition, Dar Al Thaqafa for Publishing, Amman, 2022.
- 3- Hassan, Muhammad Harbi: Organizational Science, Conditions, Development and Integration, Dar Al-Kutub for Printing and Publishing, University of Mosul, 1990.
- 4- Rego, Ronald: Introduction to Industrial and Organizational Psychology, University Press, Alexandria, 1990.
- 5- Muhammad Qasim: A Study of Individual and Collective Human Behavior in Administrative Organizations, 1st Edition, The National Library for Publication, Amman, 1980.
- 6- Bill, Karen, "Sport Management", first ed. Inc, Learning Matters Ltd., UK, 2009
- 7- Boddy, David & Paton, Steve, "Management: an Introduction", 5th.