

Building the administrative management standard for administrative leaders to manage the sports activity Sports clubs

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Introduction and Research Problem:

The various public and private institutions of different types, sizes and tasks face a common challenge. These institutions need to upgrade their performance so that they can adapt to the requirements of rapid change. Administrative innovation is the hope to solve many of the problems facing these institutions through remarkable efforts to Leaders and employees to show their creative abilities and exploit them to reflect positively on their morale, which leads to enthusiasm to work and seek solutions to the problems that face them creatively leading to the improvement of performance and development.

Kamal Darwish (2011) points to the lack of sports institutions of different types between sports clubs and youth centers to modern management concepts that move from simple business processes to innovative management processes, innovation and change of the importance of innovation in management, which increases the ability of these institutions to compete, Survival and development in the era of globalization and technology. (8)

Sanger & Levin (2003) points out that innovation is essentially a change, and change is a vital requirement for many administrative institutions. In a rapidly changing and changing environment, the institution needs to innovate so that it can offer what is new and to be able to survive. Dynamic Environments and Creativity The institution can not only survive, but it can compete, offer what is new, and thus be able to grow and thrive. (161: 11)

Juman, Carol (2012) and Tariq Suwaidan (2011) agree that innovation is the basis of administrative innovation for any institution. Management scholars agree that the contemporary institution is living in changing circumstances, which makes it in urgent need of administrative innovation. Generate ideas, keep pace with modern technological developments, solve problems and participate in making the right decisions in a timely manner.

Both Jofta, Pravin (2012) and Fathi Jarwan (2010) point out that managerial creativity represents the state leading to the introduction of something creative. This means that creative work must appear in an original form that was not previously known, whether in production Scientific or technical in all its forms.

Administrative Creativity is defined as "everything related to procedures, roles,

organizational structure, rules and redesign of work, as well as creative activities that develop and improve cooperation, staff interaction and excellence in their relationships to reach the results desired by the organization to which they belong." (33: 10)

As administrative creativity is an important tool and skill that enables administrative leaders to manage sports activity in sports clubs to meet the various and accelerating challenges, crisis management is necessarily working to raise the efficiency of employees in the institution and to improve the performance of administrative units. The ability to innovate is one of the most important requirements for administrative work. It is through the experience of the researchers and their direct contact with the workers in the management of sports activity in sports clubs noted that most administrative practices rely on bureaucracy, centralization and quick decisions that are not studied and individual in many cases, Without the need to launch a comprehensive thinking and attention to creative solutions, create the best conditions for creativity, and collective work within the General Assembly to increase the ability of the institution to cope with and keep pace with successive changes in order to increase the quality of its work and the development of the performance of the staff. The research aims to build a measure of administrative creativity in order to determine the level and degree of managerial creativity among the administrative leaders by managing sports activity in sports clubs.

Search aims:

The current research aims at building a measure of administrative creativity in the management of sports activity in sports clubs.

Previous studies :

A study was conducted to investigate the prevalence of creative practices among university administrators in the state of California, USA. The researcher used the descriptive approach using the survey method. The study sample consisted of (593) faculty members from (48) A division of three universities in the state of California, and the study tools Ohio University to describe the creative behavior, and the most important results: the degree of creative practices among university administrators in the state of California came to a medium.

Ohangia (2007) (10) conducted a study aimed at revealing the relationship between the creative behavior of the heads of the scientific departments and the morale of faculty members in three universities of Texas, and the tools of the

study questionnaire of creative behavior, and the most important results is a positive correlation between creative behavior of heads Scientific departments and the morale of the teaching staff as the practice of creative behavior to a large extent.

A study was conducted to identify the degree of administrative creativity in the educational leaders in the directorates of education in Jordan. The researchers used the descriptive approach according to the survey method. The study sample consisted of (264) educational leaders, and the study tools were questionnaire The level of administrative creativity, and the results indicated that the level of administrative creativity among the educational leaders in the directorates of education in Jordan is high.

Sweeshel (2007) (12) conducted a study aimed at revealing the manifestations of administrative innovation and its relation to the total quality in the Spanish colleges and universities. The researcher used the descriptive analytical method. The sample consisted of 17 college colleges. The results of the study showed the relationship of administrative innovation to total quality, and the degree of management creativity is high.

While Sabriya Al Yahyaoui (2007) (4) conducted a study aimed at identifying the elements of administrative creativity among female principals and teachers in the public secondary schools for girls in Madinah. The researcher used the descriptive method according to the survey method. The sample included all female teachers in government secondary schools for girls in Madinah The tools of the study identified the elements of administrative innovation, and the results showed the elements of managerial creativity among the female teachers in secondary government schools for girls in Madinah, The researcher used the analytical descriptive method. The sample of the study consisted of (48) educational supervisors, and the number of ((48) educational supervisors) 488). In order to achieve the objectives of the study, a questionnaire was used for the level of administrative innovation. The most important results were: The level of managerial creativity among the principals was medium from the point of view of the educational supervisors.

Search procedures :

The researchers used the descriptive approach.

The research sample :

The sample was randomly chosen by the administrators of Zamalek, Al-Ahli, Al-Shams, Al-Jazira, Al-Seid, October 6 and Wadi Degla. The sample size was

115.

Data collection tools:

The researchers have built a measure of administrative creativity for the administrative leaders in sports activity, through the problem of research and its objective: The following steps have been followed to this:

- Determination of the basic dimensions of the scale: This selection was based on the opinion of a group of specialists as well as access to previous studies and some scientific sources related to the subject of research, has been identified (5) dimensions in the field of administrative innovation, namely:

- 1- Originality. 2 – Pioneers 3- Flexibility. 4. Sensitivity to problems.
- 5-Accept risk

A number of statements were formulated as behavioral indicators expressing these aspects totaling 23 words. The researchers presented the scale in its preliminary form to a number of (5) specialists in the field of sports administration at the Faculty of Physical Education for Boys at Helwan University. Identify the following:

- 1-Whether the phrases belong to dimension?
- 2 - The adequacy of the statements under each dimension and the opinion of deletion or addition?

The authors have modified some of the terms that the arbitrators have agreed to change in order to become clearer to the standardization sample. A tripartite scale of assessment (highly agreeable, moderately agreeable) The arbitrators.

Table (1) The number of phrases in each dimension of the scale

Number of phrases	Name dimension	م
٥	originality	١
٤	Fluency	٢
٥	Flexibility	٣
٤	Allergy to problems	٤
٥	Accept the deduction	٥
٢٣	Total	

Table (1) shows the number of phrases in each dimension of the dimensions of the inspirational driving scale, which is the number of phrases (61) words.

The scientific coefficients of the administrative creativity scale: The researchers

investigated the validity and stability of the scale through the responses of the sample members with the proper statistical analyzes that achieve the objective, during the period from 1/4/2017 to 15/5/2017 as follows:
A / Validation of the scale:

The researchers performed the initial steps in constructing the scale, which were mentioned in the steps of the measurement of the scale. The researchers verified the validity of the scale as follows:

- Consistency of internal consistency:

The researchers verified the validity of the scale by using the validity of the internal consistency as an indicator of the validity of the scale by finding the binary correlation between the degree of each individual and the total score of the dimension to which it belongs by applying the dimensions of the scale to 115 individuals. As follows:

Table (2) Correlation coefficients between the degree of each position and the total score for each dimension of the administrative innovation scale (n = 115)

Accept the deduction		Allergy to problems		Flexibility		Fluency		originality	
Correlation	ρ	Correlation	ρ	Correlation	ρ	Correlation	ρ	Correlation	ρ
.,348	.1	.,528	.1	.,551	.1	.,711	.1	.,442	.1
.,452	.2	.,417	.2	.,431	.2	.,319	.2	.,389	.2
.,279	.3	.,394	.3	.,569	.3	.,314	.3	.,710	.3
.,384	.4	.,508	.4	.,717	.4	.,350	.4	.,300	.4
.,778	.5			.,177	.5			.,290	.5

The value of the t "t" at the level of (0.05) = 0.195

It is clear from Table (2) that the values of correlation coefficients between the degree of each position and the total score of each dimension of the administrative innovation scale were all statistically significant at (0.05) except the number "5" Phrases, so that the number of "22" is an acceptable degree of truth.

B / reliability of the measure of administrative innovation:

The researchers investigated the reliability of the scale by extracting alpha reliability values for each of the dimension of the administrative innovation scale according to the Kuder and Richardson equation and according to the Cronbach adjustment. These results are shown in Table (3):

Table (3) Alpha coefficient values to reduce the measure of administrative creativity

value of the Alpha coefficient	The dimension	ρ
0,521	originality	.1
0,718	Fluency	.2
0,711	Flexibility	.3
0,560	Allergy to problems	.4
0,602	Accept the deduction	.5
0,580	Total	

* T value of the t-table at the degree of freedom (113) and the level (0.05) = 0.195

It is clear from Table (3) that the values of the coefficients of alpha- reliability are between 0.521 and 0.711 indicating that the scale is an acceptable degree of reliability .

C) Standard levels of the managerial innovation scale:

T.Cores, or Derived Standard Scores, have been extracted to calculate the parameters from the raw grades. This procedure allows for accurate interpretation of the scale on the scale. The following table shows the raw grades of the standardization sample of the administrative management measure and its T or normative interviews.

Table (4) Raw grades and the standard and T - score of the sample of the research on the scale of administrative innovation

ρ	Raw score	Standard score	T score
1.	28	10,2-	31,0
2.	32	11,2-	36,0
3.	34	9,2-	38,0
4.	35	8,2-	39,8
5.	37	7,2-	42,3
6.	41	2,2-	47,3
7.	42	1,2-	48,0
8.	43	0,2-	49,8
9.	44	0,8	51,0
10.	45	1,8	52,2
11.	46	2,8	53,0
12.	48	4,8	56,0
13.	49	5,8	57,2
14.	50	6,8	58,0
15.	51	7,8	59,7
16.	52	8,8	61,0
17.	53	9,8	62,2
18.	54	10,8	63,0
19.	55	11,8	64,7
20.	57	13,8	67,2
	Mean 43,200 =	Std.Deviation 1,10 =	

Table (5) Estimated levels of administrative management scale scores

Grade Level	Level	Number of Individuals	Percentage
فاكثر (٥٢)	excellent	١٩	١٦,٥
(٥٢ - ٤٦)	Very good	٢٥	٢١,٧
(٤٥ - ٣٧)	Average	٤٦	٤٠,٠
(٣٦ - ٢٩)	Accepted	١٥	١٣,٠
فاقل (٢٨)	Less weak	١٠	٨,٧
Number and percentage		١١٥	

Table (5) shows the estimated levels of the results of the research sample on the inspirational driving scale, which included (6) levels of estimation and comparing the average score of (43.200) at the previous levels, it was found at (37-45)

Conclusions:

It was possible to reach the building of the administrative management standard of the administrative leaders in the management of sport activity in sports clubs, which consists of (22) words spread over (5) dimensions were as follows:

1. The administrative management standard for administrative leaders in sport clubs was built in its final form according to the statistical distribution which consists of (22) words divided into five dimensions:

First dimension: originality. The number of expressions of this dimension reached (5) Fluency, and the number of expressions of this dimension (4) phrase - the third dimension: flexibility - the number of expressions of this dimension (4) phrase. The fourth dimension:

sensitivity to problems The number of expressions of this dimension (4) phrase, the fifth dimension: accept the risk, - The number of expressions of this dimension (5) phrases.

(5). The average level of the scale, which reached (43.200) degrees at the previous levels, was found to be at the level (37-45) and in front of the "average"

Recommendations:

- The researchers recommend the concerned bodies in the sports clubs to apply this measure because it is important in the recognition of the availability of the characteristics of administrative creativity of the administrative leaders.

- Develop a future scientific plan to reveal the creators of young administrative

leaders, and training them to provide qualified administrative leaders able to exercise administrative creativity, and invest the energies of creative workers to develop the performance of sports institutions.

- Encouraging the administrative leadership in the sports institutions to experiment with the modern management methods and highlighting the creative ideas, and continuing the development and training programs for the employees in order to raise the degree of administrative creativity
- The researchers hope that this research will be a new addition and a modest contribution in the field of sports management

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