

**ABSTRACT OF THE DOCTORAL THESIS BY
MR. BERECHE CONSTANTIN**

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Thesis Advisor: **Prof. Univ. Dr. Ing. ADRIAN GAGEA**

Thesis Title: **CONTRIBUTIONS REGARDING THE
MANAGEMENT OPTIMIZATION IN FOOTBALL AT PUBLIC
SPORTS CLUBS**

The research aims to collect and to process relevant and reliable information about football practices in sports public clubs. Through this research

we try to find appropriate solutions to streamline football management in sports

public clubs (School Sports Clubs- named still- CSS, Clubs of National Authority

for sports and youth- named still ANST Clubs and local councils or county clubs)

according to the opportunities and county conditions of practising sports in

general and football especially.

The research will take place especially for CSS, which have the best organizations, ANST clubs don't have football sections, so they don't subsidize

this sports industry and the clubs belong to local councils or county are

especially monosports, not having a good organization.

MAIN OBJECTIVES OF THE WORK ARE:

- Identify the main issues which local public sports clubs welcome;
- Developing a new strategy to local public sports clubs level of

Teleorman

county.

Because the author is also coach beside being a teacher at School Sports

Club Rosiorii de Vede and Executive at county Directions for Sports and Youth

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Teleorman, through this research tries a modest contributions, but truthful

information required to optimize football management in local public sports

clubs.

Research subject is represented by management process of sports

organization with football specific, educational content for athletes in public local sports clubs.

The research purpose is to offer an accessible introduction of the main ideas in theory development.

The experimental ground of the research were the resources specific to public organizations, respectively School Sports Clubs in Teleorman county.

Scientific innovation of the work is represented by the issue approach strategic routing of sports organization with football specific by innovational consolidation.

Theoretical significance of the work is to develop and to argue management strategies implemented in football sports organization by innovational consolidation.

Practical significance of the research is represented by the factors identification that converge to streamline the process of sports management.

The research results were verify and implemented in the process of School Sports Clubs Management in Rosiorii de Vede, Alexandria , Turnu Magurele and not only these.

RESEARCH SUBJECT

In order to establish a new methodology of determining the capacity of

sports organizations to innovate we designed a diagnostic process realised from

a study of main effects taken from a number of 8 managers from public

institutions in Teleorman county, 3 profile sports organizations , respectively 3

School Sports Clubs managers, 1 County School Sports Clubs manager, 4

3 school units managers and 26 couches-managers, of which 18 football

specialists and 87 sports, enrolled in 3 performance groups, at football

discipline.

Taking into considerations our specific step, we appeal to determine the following assumptions:

ASSUMPTION 1: harnessing the managerial potential of staff decision at public sports clubs through innovative forms and communication forms individual appropriate can contribute to the improvement of sports and behavioral results.

ASSUMPTION 2: by applying the scientific methods of stimulating creativity it can be optimized public sports clubs management, and through this we get an efficient feed-back to skills and managerial competences of the coaches-managers.

CONDUCTING RESEARCH

The research was conducted in three phases:

The first phase were carried out the theoretical and practical observations

on the content of managerial strategies used in sports organizations: Rosiorii de

Vede School Sports Club, Alexandria School Sports Club, Turnu Magurele

School Sports Club, in the year of study 2008-2009 and to evaluation forms

used by football coaches.

At this phase, the conclusions of pedagogical observations allowed us to

establish the low level of knowledge in managerial fields of coaches from

public sports clubs. This fact was reflected by sports results.

This phase ended by identifying factors that can determine the optimization

of strategic management in public sports organizations.

In the second phase, held in the year of study 2009-2010, pedagogical

research aimed implementing proposals regarding the optimisation of the

football training management to performance groups in Rosiorii de Vede School

Sports Club(experimental group 1) and Alexandria School Sports Club (experimental group 2) vs. Turnu Magurele School Sports Club (control group).

During this phase were carried out: quality checks of implemented proposals through strategic management, content checks, form and the achieving conditions.

It was found that the introduction of managerial training innovational consolidation is efficient, which allowed us objective appraisal of managers theoretical knowledge level.

In the third phase, year of study 2010-2011, the research targeted evaluation process, verification of the results obtain by coaches-managers and sports which attended to this experiment of using innovational consolidation and proposal implementation regarding strategic management training.

It was necessary to elaborate some "Guidelines on strategic management in football training"

THE RESEARCH RESULTS AND ITS INTERPRETATION

THEORETICAL CONCLUSIONS

- The manager is the main character of organization, regardless of hypostasis that is: general manager, president, executive director, vice president, department executive coach, etc. He exercise management processes with variable intensity, according to hierarchical position that he deal in structural configuration of organization , that mean he's decisions influences others actions and decisions.
- Among the competences of a genuine sports manager, the participative subjects place on top the sports and personal motivation, communication skills and staff evaluation.
- Communication has an important role in human relationships. In the organizations where is communication , enthusiasm, the results are notable.

PRACTICAL CONCLUSIONS

All sports managers attach great importance to financial resources, team budget.

Number 1 hypothesis of the study is well verified by comparison charts which show that the recovery of managerial potential of the decisional staff contribute to better sports results, increasing investigated sports clubs performance.

The managers that understand to adopt a new leadership style , whose objective is no longer control, but partnership will succeed higher performance in the club...

School Sports Clubs lack of financial resources to acquire players, their mission being to increase as value these players to promote them in superior echelons.

In what concerns the second hypothesis of the study this is supported in a convincing way through analysis charts , which show the positive influence of innovative management style on sports managers performance, exemplified through an efficient feed-back to managerial level skills of managers-coaches.

In this respect can be drawn the following conclusions:

- The most important aspects of sports management with impact in club performance is the players motivation, attracting sponsor and growth of valuable players.
- Establish partnership with televisions, mass -media, etc for attracting sponsors and spectators to support the teams, default performance is almost mandatory.

Research results led inevitably to the formulation of some proposal with practical character in order to improve the activity carried out in Teleorman's

county public Sports Clubs, such as:

- Continuing action selection both urban areas but, especially in rural areas,

unexploited

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- Work intensification guidance and control in football sections
- Guidance and support athletes in school activity for decrease abandonment of performance activity
- The participation of coaches to training and to methodical training strategies but, also to scientific sessions organised local, national, international
- Attracting new financial resources, a larger number of sponsors but also

supporters in order to achieve their income

- Structural fundraising for material development
- Maintenance, rehabilitation, improvement and modernization of sports

The general feature of school sports clubs activity must be expressed by

increasing, every year the value of athletic performance, the number of sections

who prepared and promoted competitive athletes in national groups.

*Public sports clubs need a **creative manager, flexible in thought and***

***action**, receptive to all activities of the organization and very well prepared both*

in management, as well as the psychosocial.