

A Proposed strategy for applying the electronic management to the sports activity at the two universities of Tripoli and Al Zayttona as an entrance to the performance quality

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Introduction and research problem:

The current age witnesses a lot of rapid developments and consequence changes as a result of the knowledge eruption and information and communication revolution that imposes an important transient phase on the communities. During this phase there are deep, radical and comprehensive transitions in all fields.

With the increase of using the potentialities of internet (the world communications networks) and invading all fields alongside the other modern communications means, the gradual transition from the traditional means of management to the electronic means has begun.

The world has become in front of an important problem, namely, how can we contain and perceive the increasing in information volume through using the known traditional means in storing the information, treating it and how we get use of it. The matter which makes this problem more complicated is that the characteristics that distinguish the information are powerful and effective and intervene with the different aspects of the human life.

In fact, the educationalists see that the electronic means are very important through achieving many advantages, from which that the electronic means contribute in making the instructor as information and knowledge designer, and they also work as motivator to the instructors to use this

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information and knowledge positively, which in its turn, makes the instructor effective and positive all the time and motivate him to develop the skills of research, investigation, self-learning, social skills and thinking skills through collecting the information and categorizing them, and selecting the knowledge and using it that leads to improve the education level and develop the thinking abilities.

The research goal

The research aims to design a proposed strategy for applying the electronic management to the management of the sports activity at the two universities of Tripoli and Al Zaytona as an entrance to the performance quality through knowing the following:

- 1- The obstacles of applying the electronic management to the management of sports activity at the two universities of Tripoli and Al Zaytona.
- 2- Studying the fields of applying the electronic management to the management of sports activity at the two universities of Tripoli and Al Zaytona.
- 3- Knowing a proposed vision for the possibility of applying the electronic management to

the management of sports activity at the two universities of Tripoli and Al Zaytona.

The research questions:

- 1- What are the obstacles of applying the electronic management to the management of sports activity at the two universities of Tripoli and Al Zaytona?
- 2- What are the fields of applying the electronic management to the management of sports activity at the two universities of Tripoli and Al Zaytona?
- 3- Trying to for a proposed vision for the possibility of applying the electronic management to the management of sports activity at the two universities of Tripoli and Al Zaytona as an entrance to the performance quality?

The research procedures:

First: The research methodology:

The researcher used the descriptive methodology because it is appropriate to the nature and procedures of the research.

Second: The research community:

The research community is represented in the personnel at the management of the

sports activity at the universities of Tripoli and Al Zaytona whose number is (53). Table (1) shows the description of the research community.

Third: The research sample:

The research sample was chosen in random way from the personnel at the management of the sports activity at the universities of Tripoli and Al Zaytona whose number is (36).

Results:

Through the statistical treatments to the data of the research, the two researchers

could show the results and discuss them for investigating the research goals through answering the following question as follows:

A- For answering the first question: What are the obstacles of applying the electronic management to the sports activities at the management of the sports activity at the universities of Tripoli and Al Zaytona? The two researchers follow the following:

Table (1)

The estimated degree and percentage of the sample responses as a whole regarding the axis of the obstacles of applying the electronic management to the sports activities at the management of the sports activity at the universities of Tripoli and Al Zaytona

Ser.	The axis	The whole sample (N= 36)		The order
		Estimated degree	Relative weight	
1	The technical obstacles	595	68. 86 %	The first
2	The administrative and legal obstacles	662	68. 10 %	The second
3	The human obstacles	667	61. 75 %	The third
4	The material obstacles	577	59. 36 %	The fourth
	The whole form	2501	64. 32%	accepted

Table (1) shows that the percentage of the research sample responses regarding the axis of the obstacles of applying the electronic management to the sports activities management at the

universities of Tripoli and Al Zaytona ranged from (59. 63% to 68. 86%) for the whole sample, whereas the percentage of the whole sum of the axis related to the obstacles at the

universities of Tripoli and Al Zaytona reached (64.32 %). To answer the second question: **what are the fields of applying the electronic**

management to the administrations of the sports activities at the universities of Tripoli and Al Zaytona?

Table (2)

The estimated degree and percentage of the whole sample's responses regarding the axis related to applying the electronic management to the administrations of the sports activities at the universities of Tripoli and Al Zaytona

Ser.	The axis	The whole sample (N= 36)		The order
		Estimated degree	Relative weight	
1	The execution mechanisms	408	41. 47 %	The first
2	The application philosophy	385	39. 60%	The second
3	Determining the goals	374	38. 47%	The third
4	The administrative development	303	31. 17 %	The fourth
5	The following up and evaluation	289	29. 23 %	The fifth
	The whole form	1759	36. 19%	

Table (2) shows that the percentage of the research sample responses regarding the axis related to applying the electronic management to the administrations of the sports activities at the universities of Tripoli and Al Zaytona ranged from (29. 23% to 41. 47%) for the whole sample, whereas the percentage of the total sum of the axis related the obstacles at

the universities of Tripoli and Al Zaytona (36. 19%).

Third: The proposed strategy for applying the electronic management to the management of the sports activity at the universities of Tripoli and Al Zaytona:

A- The proposed strategy:

The proposed strategy seeks to develop the systems of the administrative work inside the administrations of the sports

activity at the universities of Tripoli and Al Zaytona, and seeks to determine the duties and responsibilities and to activate the role of controlling the functional performance inside each administration, which in its turn reflects on the upgrading of the personnel performance and the ways of providing the services with the required speed and efficiency.

b- The message of the strategy: to prepare and qualify the personnel at the administration of the sports activity at the universities of Tripoli and Al Zaytona with all necessary knowledge and experiences for applying the electronic management with the assurance of the continuous development for the performance of the individuals and the administration as whole, whether technically or administratively.

c- The concept of the proposed strategy:

This strategy is based on providing sound and integrative management to the sports activity through applying the electronic management inside each administration. The two researchers hope that through applying this strategy we can

get rid of all old administrative practices, work on limiting the violations and to keep the interests of the beneficiaries and those who provide the services.

The two researchers also hope that this strategy will work as an immunity and protection system and work on activating the methods of the modern administrative performance. They also hope that this strategy will control the movement, set the direction, protect and guarantee the safety of all behaviors fairly inside each administration of the administrations of the sports activity.

d- The strategy philosophy:

The philosophy of the suggested strategy is based on many basic points:

1- The higher administration's convincing and its adopting to the concept and philosophy of the electronic management as modern administrative direction in the management.

2- The electronic management has basic principals on which it is built. The electronic management also is based on understood and applicable philosophical basis and it is necessary to apply it inside each administration of the

sports activities
administrations.

3- The higher administration of the universities of Tripoli and Al Zaytona works on achieving the balance in the interests of the higher administration and the sub-administration with ensuring the obligatory to the moral behavior in applications of the administration work.

4- Achieving the transparency during providing the data and information to the beneficiaries from the service.

5- Activating the roles of the beneficiaries or the parties sharing the performance or activating their roles for the success of the administrative work.

6- The presidents and the members of the higher administration of the universities of Tripoli and Al Zaytona should play their roles and responsibilities towards the personnel ideally, so the personnel feel trust and rest and this will affect positively on their work and their endeavors towards the progress and the idealist application of the electronic management.

e- The goal of the proposed strategy:

1- To develop the management in general through using the

modern digital technologies (The electronic management) which develop the administrative work, accordingly, upgrade the efficiency and productivity of personnel and create new generation of cadres who are able to deal with the modern technologies.

2- Fighting and resisting the bureaucracy and get rid of the complexes of the daily work.

3- Providing the data and information for the decision-makers quickly and on time and upgrading the level of the censoring process.

4- Improving the administrative relationships with all institutions, internally or externally, through the developed mechanisms existing in the related institutions through the following:

- Discovering the problems through the observation and working on limiting and reducing these problems during dealing with the low experience employee.

- The successful preparation to the administrative works through the electronic administration.

- Limiting and reducing the paper dealings and using the

electronic archiving and electronic observation systems.

f- The requirements of applying the proposed strategy:

1- The interesting of leaderships and higher administration in the spread of the electronic culture among the personnel and at the level of the authority through making integrative plans for applying and concentrating on the technical abilities.

2- Establishing the infrastructure is the first pillar on which the basis of the electronic management system is based.

3- The proper training for the personnel on the systems and programs of the electronic management, so they have skills, awareness and abilities to deal with the system successfully.

4- The periodic meetings at the level of the administration and branches, through which all problems are discussed and solved.

5- Seeking of help from the experienced and specialized persons from the other bodies and making them participate in the application processes and put the plan necessary for the system success.

6- The organizational development for the individuals, groups and the administration in order to develop the goals and policies through putting the proper structures and manners.

g- Applying the proposed strategy: the mechanisms of the proposed strategy include the followed steps and procedures to achieve the targeted development of the performance of sports activities administrations at the universities of Tripoli and Al Zaytona, these mechanisms and steps include the following procedures:

1- Pre- preparation stage:

This stage includes the accurate determination to the extent of the need to apply the electronic management inside the administrations of the sports activities through the study and evaluating the current situations to realize the positive and negative aspects and to know the difficulties and problems to pave the way to put future vision for applying the electronic management inside the administrations of the sports activity in the light of the general principals of the management.

Through this strategy, we can define the obstacles that may obstruct the execution process, through doing this; we have put the first infrastructure to apply the proposed strategy.

2- The preparation and adaptation stage:

This stage includes paving the way to spread and show the new ideas through preparing the proper climate for accepting the renewal ideas. This step makes it is necessary to the higher administration to realize these ideas and principals with convincing with the necessity of applying these ideas within each administration of the administrations of the sports activities.

3- The planning stage:

This stage aims to draw the future lines of the management performance in the light of applying the principals of the electronic management, this makes it is necessary to follow the following steps:

- Putting the goals of the administrative policies for managing the sports activity in the light of the electronic management principals.
- Putting the goals in order according to its importance that may be more focusing on

improving the quality of the administration performance.

- Measuring the needs and knowing the desires, needs and tendencies, so the measuring of needs is fulfilled in the same time of beginning to apply this strategy at the beginning and at the end of each year.

- Putting written plan for the executing in the light of the pre-determined goals, then this plan is discussed during the meeting of the administration chairs and the sub-administration at the colleges. Then, the plan's dimensions are shown with determining the stages of executing this plan and the responsible for carrying out and observing this plan.

4- The training program:

In this stage we train all personnel and chairmen working in the management on how to apply the made plan to the electronic management and we also put the proposals for solving the problems that may face the applying of the proposed strategy and work on preventing its collapse in accordance to the principal of preventing the error before its occurrence.

5- The execution stage:

This stage includes carrying out the necessary plans for applying the proposed strategy for working with the electronic management in the light of the general principals for the electronic management. The higher administration at the university forms work team inside each administration of the administrations of the sports activity at the colleges to carry out the targeted plans.

6- The observation and evaluation stage:

In this stage we know the weakness and strength points of the administrative policies applied inside each administration of the administrations of the sports activity. During this stage also we define the gap existed between the current policies and what is the necessary image of the modern policies in the light of the principals of the electronic management according to the proposed strategy.

We also, during this stage, work on supporting the positive aspects during applying the new strategy of the electronic management. This means that during this stage we emphasize on the guarantee to continue to

improve the quality and distinguishing in the performance during establishing and founding the principals and rules of the electronic management inside each administration of the sports activity administrations at the universities of Tripoli and Al Zaytona.

The conclusions:

a- the conclusions relate to the obstacles of applying the electronic management to the administration of the sports activity at the universities of Tripoli and Al Zaytona.

1- The lack of the human element qualified for applying the electronic management inside the administrations of the sports activity at the universities of Tripoli and Al Zaytona.

2- The disability of most personnel to deal with the computer equipment because of their weak language and the few training programs which qualify them to deal with the requirements of the electronic work.

3- The personnel's adhering to the old regularities and system and the lack of flexibility in the processes of applying the electronic management inside

the administrations of the sports activity.

4- The lack of the technical and skilled workforce that are trained on the ways of maintaining the systems and programs of the electronic management.

5- The lack of programs specialized for the training and qualifying the personnel to deal with the systems and programs of the electronic work.

6- There are no rules or laws that ensure the confidentiality of the information and the ways of work with the system of the electronic management.

7- The rareness of the electronic networks obstructs the conduct of the work in accurate way.

8- The used equipment inside the sports activity doesn't keep pace with the processes of transition into the electronic work.

9- The infrastructure of the sports activity administration doesn't allow understanding any development towards working with the electronic work.

b- The conclusions relate to the fields of applying the electronic management to the administration of the sports

activity at the universities of Tripoli and Al Zaytona:

1- The spread of the electronic culture and putting the plans and programs to the administrations of the sports activity lead to accelerate of applying the work with the electronic management for managing the sports activity.

2- Help to create the integration and correlation inside the administration itself.

3- Using the electronic management in the observation and evaluation process regularly helps to achieve the general goals of the sports activity administration.

4- Working with the electronic management system helps to achieve the principal of work division and confession with specialization and inter-coordination with putting in mind the administrative order inside the administrations of the sports activity at the university.

Second: the Recommendations:

1- Interesting in training the personnel at the sports administration inside the university on the programs and systems of the electronic management in order to

upgrade the personnel's levels for improving their performance.

2- The higher administration's interesting in providing what the beneficiaries get among the advantages of applying the electronic management.

3- Designing long- term plans for many concerned bodies to apply the electronic management inside the university and working on upgrade the work of personnel at the administration of the sports activity in the university.

4- Re-consideration of the current organizational structures inside all sports administrations at the university in order to be appropriate to the applications and expectations to the work with the electronic management which develops continually.

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