

SPORT MANAGERS AND INFORMATION AND COMMUNICATION TECHNOLOGY IN CROSS RIVER STATE, NIGERIA

Eyam, David Enighe

Department of Human Kinetics and Health Education, Faculty of Education, University of Cross River State, Calabar

Abstract

The purpose of this study is to determine the extent to which sport managers apply information and communication technology (ICT) skills, in Cross River State, Nigeria. Survey research design was adopted for the study. The population of the study was drawn from the sport managers/administrators in Cross River State. The research instrument was the researcher questionnaire while the validity of the instrument for the study was carried out by 3 experts. Cronbach's alpha was used to test reliability of the instrument. The reliability coefficient was 0.92. To analyze the data, the descriptive statistical tests, Kolmogorov-Smirnov and Pearson correlation coefficient were used and one sample T- test. Results show that all variables related to ICT are lower than the desired level; ICT and sports management have significant relationship. As a result of the unsatisfactory level of information technology in the government sports agency of Cross River State significant impact of ICT on improving the sports managerial performance is necessary for sustainable sports development.

Keywords: Sports managers, information and communication technology, managerial performance, sports development

Introduction

Information and communication technology (ICT) has brought the whole world into a global village. It has proved to be a driving force in all sectors of the economy, industries, education and indeed sports (Iheanacho, Rufus & O'Neill, 2013). An educated population leads to a productive workforce. ICT has become an integral part of education globally. It has become a term used to describe communication devices or applications that are used for the gathering, processing and dissemination of information (Mavellas, Wellington and Samuel, 2016). The survival of modern organizations depends on how they embrace change and measures to improve their services and increase their competitiveness. As humans and higher

animals, we try to succeed to increase managerial capacities in our complex world of constant change, rapid advances in technology, widespread social variation and increased competition. In this regard, researchers have achieved to the extent that increasing the learning capacity of organizations is sacrosanct if it must remain in the competitiveness and changing world (Alikhamis, 2012).

In fact, in today's world, organizations need to increase their competitive advantage in professional environments and continuous dynamic capability and organizational levels need among members. In fact, the capabilities of the sports managers in the organization need to learn and realized this by taking advantage of

the changing organizational concept. They must learn better and faster the successes, failures and permanent change to become a learning organization. This among the sports service-providing organization is more important; in fact, these organizations should be able to keep pace with the development of knowledge and technology, better service provided to clients and prevent the creation of dissatisfaction (Eshratbadi, Kamali, EsmailMnape and Meri, 2013).

An organization that intends to establish her relevance must therefore, fully use from knowledge, capacities of development of the organization, change in behavior and qualified personnel (Eshrat Abadi Mahjub, Mir Kamali, Esmail and Mehri, 2013). Accordingly, the sports organization is where people continually expand their capacity to study results from performances in sports activities in compliance with international best practices especially that they are in competitive atmosphere. This organization can change function, structure and working environments at the right time and for her benefit and interest.

Therefore, the introduction of ICT to sports managers will identify opportunities for learning and promote sustainable sports development. The application of these technological strategies for knowledge development and learning will provide better services and enhance better service delivery in compliance with international best practices. Therefore, the skills from the information and communication technologies are up to date and efficient from the basic necessities of modern organizations especially that they are data-driven. From the foregoing, the sports agency in Cross River State, Nigeria can utilize ICT, like other sectors face with rapid changes in science and technology. Thus, the introduction of the concepts and principles of learning in public and private sports organizations is imperative.

In contemporary organizations, little research regarding the impact of these technologies, on the emergence and development sports organization has taken place. The sports

managers are the major drivers of this mission in the sports sector. Applying Technology that is now available will be able to effectively set up, manage and evaluate sports activities through the network. Information systems using information technologies, can be both direct and indirect influence on the sports managers activities. On the other hand, Information Technology in sports organization can enhance communication between employees and more rapid exchange of information between people (Feiz, Zarei, and Karimi, 2013). The experts posited that knowing technology in addition to major subsystems will be of greater advantage. Regarding the relationship between technology and sports managers, a school of thought believes that the increasing power of technology and its growing ability to learn depends on the workplace. It is clear that information technology is the acquisition and distribution of information at different levels of the organization which has indispensable role. The issue of poor ICT skills among sport managers has been a cause for concern to all and sundry in the sports industry. This is because most sports managers and staff generally while in schools do not understand the relevance of the critical aspect of ICT in learning. Thus, ICT is very indispensable in sports management. Personal observation reveal that most managers do not have the required skills in ICT that could have aided their job effectiveness for quick service delivery.

Based on the aforementioned studies on the impact of ICT-related components, on the sports managers and the need to benefit from research findings, gives a clue to gaps and how such gaps can be filled. That is the crux of this study. This paper is therefore, aimed at determining the impact of ICT on the sports managers /administrators from the sports agency in Cross River State.

Methods

The design was the descriptive survey research design. The population for the study was all the 66 sports managers/administrators in Cross River State Sports Commission. The census

sampling technique was applied giving rise to a sample for the study as 66. The instrument used for the study was a questionnaire titled Sport Managers and Information and Communication Technology Skills (SMICTS). Validity of the questionnaire for the study was approved by 3 experts. To test the reliability of research tools

Cronbach's Alpha was used from where 0.92 was obtained. To analyze the data, the descriptive statistical tests, Kolmogorov-Smirnov and Pearson Correlation Coefficient were used.

Results:

Table 1: Information and communication technology skills

Variables	Mean	SD
Systems within the organization	12.32	0.254
Computer operation skills	4.28	0.214
Internet skills	3.39	0.365
Using Information Technology	4.01	0.841
Networking/Communications	14.23	0.451

To check the status of the ICT in sport organization in Cross River State, independent t-

test was used and results were presented in Table 2 below.

Table 2: Evaluation of the significant information and communication technology skills compared to average

Variables	T Score	P_Value
Systems within the organization	-0.521	0.099
Computer operation skills	-0.254	0.562
Internet skills	-2.125	0.526
Using Information Technology	-0.254	0.418
Networking/ Communications	-0.154	0.089

According to Table 2 above, it was observed that all variables related to information and communication technology, compared to desired level which were lower than optimal

levels are not higher. To investigate the relationships between variables Pearson correlation coefficient was used and results were presented in Table 3 below.

Table 3: Effects of managerial skills on ICT

Variables	Correlation coefficient	P_Value
Continuous Learning	0.325	0.001
Conversation	0.154	0.001
Team work	0.187	0.001
Empowerment	0.236	0.001
Strategic Leadership	0.284	0.001

The result on Table 3 above show that all components of managerial skills were significantly associated with ICT in organizations.

To investigate the relationship among ICT skills with sports managerial skills, Pearson correlation coefficient was used and results were presented in Table 4 below.

Table 4: Comparism of the components of ICT with managerial skills

Variables	Correlation coefficient	P_Value
Systems within the organization	0.364	0.001
Computer skills	0.236	0.001
Internet skills	0.187	0.001
Using Information Technology	0.329	0.001
Networking/Communications	0.199	0.001

The results on Tables 3 & 4 reveal that all components of ICT have a positive and significant relationship with sports managers; and each affects the other.

Findings/Discussion:

This study targeted at investigating the relationship between sports managers and ICT skills. It was conducted among sports managers/administrators in Cross River State. From the results above, the following findings were made:

1. The level of sports management in sports organization of Cross River State is significantly lower than is desirable. Meaning that sports management of Cross River State has not developed much. In other words, Cross River State Sports Commission has not done enough.
2. The findings also showed that, the information and communication technology is significantly lower than the levels expected.
3. The sports administrators of Cross River State, have decent knowledge about ICT but the use of ICT in terms of the development is not significant. These findings are consistent with findings of Ghahfarokhi & Abzari (2012) and Mostafavi, Mohammadzadeh, Ahmadi & Rohani (2012) that posited that in some of the organizations, the development of ICT is in their agenda, but sports organizations have not been able to gain this ability. This follows that ICT is being ignored. Due to this problem, sports management and information and communication technology in the sports organizations cannot be developed.

4. Sports managers skills have positive relationships with the development of information and communication technology in sports organizations.
5. Also, ICT is positively correlated with sports managers skills.
6. One of the most important learning tools is information technology (IT), and development of information and communication technology across the sports organization. This will empower employees and develop their skills, requires learning tools for training and improving their knowledge, as well as increase their knowledge in the Information Technology, their working ability increases, and enhance the ability to provide services to clients' staff.
7. Team work with information and communication technology development permanent and temporary between work teams will expand the horizon of sports organizations.

Recommendations

Due to the unsatisfactory level of information technology in the governmental sports agency in Cross River State and meaningful impact of this variables on improving organizational performance, it is necessary for Cross River State Sports Commission to make efforts to implement principles of sports managers skills related to information technology and communications and thus improve their performance to facilitate service delivery in accordance with international best practices. This will ensure sustainable sports development in Cross River State. Accordingly, therefore, the following recommendations are projected.:

1. A blue print for the development of functional variables should be developed and implemented.
2. Sports managers/administrators in Cross River State should develop the use of ICT in their organizations.
3. Computers should be provided for staff as working tools.
4. Internet should be provided for staff use in the office.
5. There should be networking within the office for communication and reporting as well as storage of information for record purposes.
6. The sport agency should conduct special training and by the way, their organizational performance, and therefore, Cross River State will promote more sports and exercise.
7. Cross River State Sports Commission should host a website to reach out to the world with her programmes.
8. To encourage team work, staff should be shared into different groups and encouraged to work as a team rub minds together and proffer solutions to problems before reporting to higher /vertical authorities up the ladder in the line staff of the organization.
9. Sports managers in the Cross River StateSports Commission should imbibe a change in their mindset in welcoming an innovation such as information and technology.

References

- AliKhamis, A. (2012) Academic staff's perceptions of characteristics of learning organization in a higher learning institution. *International Journal of Educational Management*, 26(1), 55-82.
- Asgharzadeh S. & Nouri, S. (2012). Measuring organizational learning level. *Journal of Public Administration Perspective*, 3(11), 51-71.
- Eshrat Abadi Mahjub, H., Mir Kamali, S.M., Esmail Mnape, Sh., Mehri, D. (2013). Study of the Barriers of Development of Information and Communication Technologies (ICTs) in Comprehensive Universities and Their Solutions: the case of University of Tehran. *Journal of Information Technology Management*, 5 (4), 139-160.
- Feiz, D., Zarei, A. & Karimi, B. (2013). Study of Information and Communication Technology Effect on Entrepreneurship in small and Medium Enterprises (Survey on Small and Medium Enterprises of Semnan Industrial Park). *Journal of Information Technology Management*, 5 (2), 151-170.
- Ghahfarrokhi Sattari, M. & Abzari, M. (2012). Building The Learning Organization Based On Marquardt's Model In Shahrekord University Of Medical Sciences. *Journal of Payavard Salamat*, 6(4), 265-274.
- Iheanacho, S. B. C., Rufus, O. & O'Neill, C. B. (2013). Information and communication technology and implication for sports management in Nigerian Universities Sports Organizations in the 21st Century. *Mediterranean Journal of Social Sciences*. Published by MCSER-Sapienza University of Rome, 4(5), pp 113 – 118.
- Mavellas, S., Wellington, M. & Samuel, F. (2016). Assessment of the availability and utilization of ICTs for teaching and learning in secondary schools – Case of a High School in Kwekwe, Zimbabwe. *International Journal of Scientific and Technology Research*, 5(4), 282-288.
- Mostafavi, S., Mohammadzadeh, M., Ahmadi, F. & Rohani, H. (2012). Analysis of the Application of Learning Organization Components in Jihad-e Agricultural Economics and Development, 43(1), 49-61.
- Ismaeelzadeh, M.R., Bidel, T., Doostmohammadi, H. & Ghassabi, H. (2017). The Effect of ICT of Managers on Organizational Learning Skills in Sports Organizations of Razavi Khorasan Province. *International Research Journal of Applied and Basic Sciences*, 11 (1), 95-99.

