

# The Reality of the Administrative Performance and its Relationship to the Competitive Advantage of the Members of Administrative Bodies in the Excellent Clubs Soccer in Iraq

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## **Abstract**

*This study aimed to shed light on the work of administrative bodies in sports clubs. The study aimed to identify the reality of the administrative performance and competitive advantage of the members of the administrative bodies of the elite football teams of the Iraqi league for the season (2017 2018) from the perspective of the training staff, as well as the correlation between the terms of the study. The sample consisted of (95) trainers distributed in (20) clubs, and was divided optimally into three samples of the exploratory experiment by (10.52), scientific transactions by (46.31), as well as the sample of the main experiment by (43.15). After examining the theoretical frameworks and the opinions of the experts, the study terms were defined, the paragraphs were prepared and all the statistical treatments were carried out. The final questionnaires were included (19) for the measure of administrative performance and 18 for the criterion of competitive advantage, Of the study content. The results showed that the work of the administrative body came to a mediocre level. It was concluded that the administrative bodies operate according to traditional frameworks that are not modern, in an atmosphere of routine, monotony, working with content and avoiding risk in the administrative decisions and the nature of providing suitable conditions for the team. Academics and specialists in administrative sciences and attract them to work in sports clubs. The study recommended the continuous evaluation of the work of the administrative bodies according to specific questionnaires in scientific ways to identify the strengths and weaknesses and address the failures that negatively affect the sports teams, and taking into account the competitive advantage basis to work to appear optimally with its competitors.*

**Keywords:** Administrative Performance, competition, administration, bodies, Clubs, Iraq

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## **Introduction**

The Department is the science of the active impact on society in general and in particular sports, and the content of the terminology to overcome emergency problems and improve the reality in sports clubs as a key demand to promote the level of administrative performance and crises and to overcome obstacles. Art and Science at the same time management tool is adopted for workers in sports clubs, but at varying according to experience and capabilities available to the nature of dealing with them within the sports club and the nature of dealing with the rest of the external actors. Each individual has the scientific and practical orientation, and the way the administrative functioning of the special circumstances of the adaptation to the nature of the work entrusted to him and how to control the reins to make persistent efforts to provide the best level of work. Whenever there is a possibility of high administrative and accommodate the work

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of the club, and the ability to optimize the administrative elements of the Chairperson properly, leading to achieve the desired objective of its implementation, taking into account the administrative assets and the economy of the time, effort and money. (Mohamed, 2011) Sports clubs always needs to develop and facilitate the proceedings before the difference and the nature of the managed by the administrative authority and fulfill its requirements to achieve good sports level and provide all the required supplies and activate their roles in a real club management and follow the methods and policies agreed upon in accordance with the club's general plan to employ them in practice to reality to overcome the obstacles and difficulties for the conduct of the work of the club. What calls for the need to search and inquire for sound estimates and insight and intelligence management, superiority often needs to continuity of survival in the summit within the sports system dominated by intense competition and admits only those who always be superior. Therefore, the competitive advantage refers to a characteristic of the club from the rest of the rival clubs, through modern and effective programs in the development of administrative performance. The importance of research in the nature of the administrative performance and policies in the work of the members of the administrative bodies of the excellent football league clubs, and practical techniques used in improving the administrative functions and upgrading expertise in the sports field, and the extent of their interdependence in the competitive advantage and looking forward to better access to optimal performance in the management of the clubs. (Rahman, 2011)

#### Literature Review

Administrative performance is the ability of the institution in the reorientation of activities and administrative functions entrusted to it by the scientific and practical decisions and practices to employ their resources optimally, and the competitive advantage they are capacity owned by the sports foundation for various periods to be able to achieve excellence in the field of work on its competitors of institutions working in the same field (Mahboob, 2007) a study to assess the current status of the administrative work of the sporting clubs, Saudi Arabia and requirements in the application of quality management in the sports side through a sample of members of the board of directors and managers and supervisors sports rose (152) Individual (8) Sports clubs superior class the researcher used the descriptive approach to the nature and circumstances of لملائمته Search for results and reached a weakness in the administrative work with sports clubs due to lack of support from senior management to apply modern concepts of quality management and recommended the need to embrace these concepts to improve administrative performance in sports clubs. (Bender, 2013) another study aimed at using the management talent to strengthen the competitive advantage of colleges as the modern trend of human resources management in achieving excellence through the strength of atwan (64) individual workers in the administrative divisions of the university performance (18) College distributed (5) Iraqi universities were selected randomly using a descriptive approach to لملائمته search conditions, the study found that there is a direct relationship between the management talent to strengthen the competitive advantage and recommended an increase in the culture of excellence for improvement and attention to the application of talent management based on the promotion of competitive advantage in any administrative act. (Gani, 2014)

#### Methodology

The important steps for research to identify the nature of the problem to determine the appropriate approach. The descriptive approach was selected scanning for fitting style and nature of the current problem. The descriptive approach is accurate perception of mutual relations between the community and trends and tendencies and desires and giving the search a picture of the reality of life and the development of indicators and future forecasts (zafer, 2012) have been identified and the research community in training cadres to excellent clubs from the Iraqi league football season 2017 - 2018, numbered (95) The coach of which represent (20) The club distributed on all the governorates of Iraq, as a community have been exploitation (100%) by dividing the samples according to the conditions of work and to communicate with them and fulfilling the requirements of the search.

Resolution: was found on a group of Arab and foreign sources on are running objectively search to identify all the findings of previous research and the views of the theorists in both theory and practice in achieving the desired goals for the end of the Chairperson in the development of the reality of the administrative performance and the competitive advantage. As well as the personal interviews to present a group of questions on terminology under research to identify trends and the views of the community in the nature of the administrative performance, competitive advantage and to obtain as much information as al Qaeda as the chairperson in the preparation of questionnaires and explore the nature of the work of the sports clubs. Select a group of paragraphs for my questionnaire researcher (administrative) rose (26) clause, and the competitive advantage) rose (22) clause.

## Results

The Analysis of the Results of the Measurements (administrative performance and competitive advantage):

Table (1) Shows the Median Standard Deviation and Value (T) and Center this Recognizes the Standard for Administrative Performance

The number of the sample	The Gauge	The median	The Standard Deviation	This recognizes Center	The value of T	The level of the Mistake	The Significance
41	The Administrative	50.756	2.852	57	16.915	0.000	Moral
	Competitive Advantage	46.439	3.074	54	15.747	0.000	Moral

Moral > of (0.05) the degree of freedom (40)

It is those degrees in the agenda (1) The comparison between the benchmarks showed that there were significant differences in the interest of this recognizes moral center. Recalling that the administrative bodies of the excellent football clubs in Iraq 2017 \* 2018 season, they have a limited level of administrative performance and the competitive advantage. This result is due to shortcomings in the administrative work, according to the concepts of modern administrative and business practice -dominated systems monotony does not agree with the prevailing developments in the current era, as this result shows the work of administrative bodies are still traditional transactions in the recruitment of administrative programs to complete its work in the light of the processes and outputs generated, including achieve efficiency objectives . This may affect the good feature of administrative bodies and competition in the level of the real criterion for the successful administrative work, including suitable for overriding objective in achieving the competitive advantage of the trade in highlighting its potential beneficiaries attract to serve the club and sports in general. The provision of appropriate atmosphere and adopt new ideas in the area of management pay clubs to success and keep pace with development (Qutaiba, 2013). the successful administrative bodies possess competitive advantage does not depend on specific parts of the administrative systems, but it works on employing all the possibilities that will help them achieve competitive advantage and ability to resist its competitors of sports clubs (Pfeffer, 2005), so the competitive advantage of the positive indicator returned to face difficult circumstances and occupation of the site better through comparison of the managerial performance of the size of the internal and external influences to overcome all difficulties and harmony distinctive administrative to achieve the best possible achievement and ensuring a healthy environment for the management of the administrative body to be the leading bodies in the field of specialization and strengthen its position in the sports long term (Ahmed, 2014).

The Overall Results of all Measurements:

Table (2) Shows the Results of Paragraphs of the Standard for Administrative Performance

T	Always	Often	Sometimes	Rarely	Never	The Standard Deviation	The weighted	The weight of the Centennial
1	2	26	54	32	0	.8210	2.78	55.6
	1.75	9.84	47.36	28.07	0			
2	0	34	57	20	0	.6790	2.70	54
	0	Was 30.63	51.35	17.09	0			
3	0	36	51	20	0	.6860	2.60	52
	0	33.64	25.97	18.69	0			
4	1	34	48	24	5	.8370	2.73	54.6
	0.89	30.35	42.85	21.42 degrees	4.46			
5	2	30	48	24	5	.8730	2.65	53
	1.83	Slipped 27.52	44.03	Comprised 22.01	4.58			

6	0	28	63	24	0	.6780	2.80	56
	0	24.34	54.78	Gained 20.86	0			
7	0	14	87	20	0	.5450	2.65	53
	0	11.57	\$71.90	16.52	0			
8	0	40	45	20	5	.7880	2.68	53.6
	0	\$36.36	\$40.90	18.18	4.54			
9	0	34	60	16	0	.6490	2.68	53.6
	0	30.90	54.54	14.54	0			
10	0	38	51	12	10	.8130	2.70	54
	0	34.23	45.94 percent	10.81	9.00			
11	2	38	57	4	0	.6360	2.46	49.2
	1.98	37.62	56.43	3.96	0			
12	0	40	48	16	0	.6660	2.53	50.6
	0	38.46	46.15	15.38	0			
13	2	46	42	8	0	.6660	2.39	47.8
	2.04	46.93	42.85	8.16	0			
14	1	50	33	16	0	.7080	2.43	48.6
	1	50	33	16	0			
15	1	32	54	24	0	.7490	2.70	54
	0.90	28.82	48.64	21.62	0			
16	1	32	66	8	0	.6270	2.60	52
	0.93	29.90	73.98	7.47	0			
17	0	26	66	16	10	.7800	2.87	57.4
	0	\$ 21.46	Rose 55.93	13.55	8.47			
18	0	26	69	20	0	.6410	2.80	56
	0	22.60	60	14.34	0			
19	4	38	45	12	0	.7730	2.41	48.2
	4.04	38.38	45.45	0.79	0			
The total	0.725	2.64	52.78					

Through the follow-up table (2) Target sample data and comparing the results of the weighted, indicated that the level of acquired degrees differed in (2.80 - 2.39) final value (2.64), any assessment of the average, this indicates the limited value of the level of administrative performance of administrative bodies from the face of the trainers. It is the final review of the paragraphs of the resolution, we note that the administrative bodies despite the attention in all administrative directions but it still suffers from some of the tardiness in its practices to implement its goals according to the programd basis, and the statement of its objectives in relative to beneficiaries, making blurry to yearn in the ultimate goals of the sports season. This is due to the fact that administrative concepts used in need of modification and auditing continues to stand on all failures that arise in the administrative work, as well as away from the critical opinions to take into account the beneficiaries as funded information on the work of the club and the nature of the performance in the implementation of their plans of his face, as the actors in the action and assessment of strengths and weaknesses (Nasser, 2013) as the administrative bodies unless management is dynamic and the ability to positively deal with high flexibility in the planning and implementation and could not parallel to the satisfactory results of the group, reliance on administrative red tape does not replace the age challenges and rapid developments, the solutions taken from Before administrative bodies and the introversion in classic track where new and better risk and motivation toward negatively affect in team-building and gives a different impression of the variables in the work environment sport (Saad, 2009) confirms that strive to create effective administrative relations that help in building a successful administrative structure to develop a spirit of teamwork and commitment to the contents of the plans to achieve success in a practical, since the administrative performance of good governance directs Sports Foundation toward the ways of the real construction of modern management frameworks, using

all the potential concepts in the solution of problems and conflicts and effective solutions to overcome the shortcomings of the administrative functionality in the strengths of administrative excellence. (Patrick, 2003)

Table (3) Shows the Results of Paragraphs of the Standard for Competitive Advantage

The sequence of paragraphs	Always	Often	Sometimes	Rarely	Never	The Standard Deviation	The weighted	The weight of the Centennial
1	2	36	84	20	5	.8580	3.58	71.6
	1.36	24.48	With 57.14	13.60	3.40			
2	0	50	36	16	0	.6750	2.48	49.6
		49.01	35.29	15.68	0			
3	0	48	48	4	0	.5490	2.43	48.6
	0	48	48	4	0			
4	0	44	39	16	5	.7700	2.53	50.6
	0	42.30	37.5	15.38	4.80			
5	0	50	42	8	0	.5930	2.43	48.6
	0	50	42	8	0			
6	0	43	51	4	0	.5520	2.39	47.8
	0	43.87	Sum included 52.04	4.08	0			
7	0	38	57	12	0	.6270	2.60	52
	0	35.51	53.27	11.21	0			
8	2	42	51	8	0	.6370	2.51	50.2
	1.94	40.77	49.51	7.76	0			
9	0	48	45	8	0	.5950	2.46	49.2
	0	47.52	44.55	7.92	0			
10	0	50	42	8	0	.5930	2.43	48.6
	0	50	42	8	0			
11	0	38	60	8	0	.5900	2.58	51.6
	0	35.84	56.60	7.54	0			
12	0	30	57	24	5	.7710	2.82	56.4
	0	25.86	49.13	20.68	4.31			
13	0	24	66	24	5	.7350	2.90	58
	0	20.16	55.46	20.16	4.20			
14	0	50	42	4	10	.7780	2.58	51.6
	0	47.16	39.62	3.77	9.43			
15	0	42	54	4	5	.6720	2.56	51.2
	0	9	:51.42	3.80	4.67			
16	0	42	54	8	0	.59572	2.53	50.6
	0	40.38	51.92	7.69	0			
17	0	32	60	20	0	.67173	2.73	54.6
	0	28.57	53.57	17.85	0			
18	0	38	48	20	5	.7820	2.70	54
	0	34.23	43.24	17.09	4.50			
The total	0.635		2.62	52.48				

Through the follow-up table (3) Target sample data and comparing the results of the weighted, indicated that the level of acquired degrees differed in (2.90 - 2.39) final value (2.62), any assessment of the average, this indicates the limited value of the level of competitive advantage of administrative bodies from the face of the trainers. It is the final review of the paragraphs of the resolution; we note that the administrative bodies suffer from weaknesses in the provision of services to their optimum. Recalling (Nawal, 2013) that the competitive advantage of the goal sought by the institution concerned bodies administering power in achieving its goals through multiple dimensions, such as the costs and expenses of

hardware and their compatibility and quality in the provision of services to users in a way that achieves the other attraction to them in the light of the ideal and economic criteria, as well as administrative flexibility in rapid response in dealing with the changes and design the right administrative structure and developed administrative systems to achieve that end, is adjustable continuously without affecting the president in the performance of the provision of the service to beneficiaries in all their forms.(Nawal, 2013) administrative system does not depend on a specific successes in developing administrative performance, but how to employ all the human and material resources in the service, as not Homogeneity in the nature of these resources leads to the difference in the competitive advantage and level of performance, they reflect the ability of these administrative system in the correct employment capabilities which owned in certain times and available resources, makes it the best way to beat their counterparts (Windischhofer, 2003). Competitive Advantage arises as soon as access to new and more effective methods of routines which become do not attract the attention of the beneficiaries of the club, it could reflect the 1383-1385 crisis in real field conditions and the creativity of the concept of large scale helps to provide the best services for athletes and coaches and beneficiary (Macmillan, 2000), so the sports institutions to search for individual advantage over their counterparts makes them a bright star in the field of specialization and image attract others in achieving its achievements in a distinctive (Nonaka, 2007).

Presentation of the Results of the Relationship between the Measurements Search:

Table (4) shows the level of the relationship between the standards

The measurements	The Administrative	Competitive Advantage	The value of the significance	The Significance
The Administrative		.796** 0	0.000	Moral
Competitive Advantage	.796** 0		0.000	

< 0.05 when the degree of moral freedom (40).

Through note table (4) shows that there is a moral link between (administrative performance and competitive advantage) of the members of the administrative bodies of the Excellent clubs in football from the face of the trainers. Referring to the grades acquired compared with the calculation of standards-aligned this recognizes, as well as the results of the weighted circles paragraphs moral claimed link in the negative trend of the (Rafda, 2004) pointed out that achieve excellence depends to a large degree on the administrative efficiency the body responsible for the administration of the Foundation, as whenever they possess the efficacy in performance increased their ability to deal with a high degree of professionalism and support their capacity to excel in competition and excellence to others within the Department of art modern... Therefore, the administrative body of the working group of the president in the performance of an active role in all the administrative aspects of what makes it effective in achieving the desired goals (Rafidah, 2004) to identify the level of administrative performance working in any administrative institution continuously gives the impression of a change for the better and characteristic in identifying strengths and weaknesses and control according to the established plans of action, to help create an atmosphere of high-quality management enable workers in administrative systems to provide better continuously, as well as the follow-up and monitoring to assess managerial performance and follow-up activities are provided in the corridors of work and verification The extent of the real commitment of the responsibilities and duties assigned to each individual member of the administrative body to serve the requirements of the constructive work and pay systems to administrative excellence in all directions as the best design in the field of competition for the better. (Khodair, 2007).

## Conclusions

1. The administrative bodies operate according to traditional frameworks do not contemporary, in the atmospheres of red tape and the content away from the monotony of the risk management decisions.
2. The administrative body is the chairperson and effective in providing all the administrative requirements for the success of the work of the club and achieves the desired goals.
3. The weakness of the calendar sports clubs continuously and often used path from one direction does not meet the required purpose.
4. The lack of adoption of theoretical studies, academic and employment of concepts in the development of administrative performance to overcome the obstacles and difficulties for the work of the Group during the sports season.
5. The weakness in the involvement of administrative staff and entrap them in evolutionary courses sings the departments of sports clubs in all the developments of continuous improvement.

6. The lack of adoption of global standards for the subtle annual classification according to the results as a basis for competing with the rest of the sports clubs.
7. The weakness of administrative performance and fear of the adoption of the new frameworks reduces the chances of competition between the clubs and excellence among others.
8. The adoption of both measurements as a tool in the ongoing calendar to improve and develop the administrative performance.
9. The involvement of administrative bodies in training courses and workshops in the administrative area.
10. The emphasis on the adoption of global standards in measuring the efficiency of the clubs from all directions.
11. That competitive advantage is the best way to get rid of monotony and routine administrative access to the good performance of the development work of the clubs is reflected on the panel.
12. Give sufficient opportunity for the members of administrative bodies to provide all that is new without affecting their ideas and discourage their abilities to raise the level of the group.
13. The testing of both measurements on the other clubs for use in the discovery of administrative capacities and distinctiveness.

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