

## THE ROLE OF ADMINISTRATORS OF PROFESSIONAL FOOTBALL LEAGUE CLUBS IN SPORTS CRISIS MANAGEMENT

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*Original scientific paper*

### **Abstract**

*The present study was aimed at determining the role of administrators of professional football league clubs in sports crisis management in Jordan from their viewpoint. With regard to administrative experience and academic qualification, the researcher designed a measure consisting of three items; team management, team requirements management, and administrator and his relationship with the game elements. The measure was distributed to (63) administrators of professional football league clubs in Jordan. The result indicated that the administrators of Jordanian professional football league club teams have the crisis management capacity according to administrative experience and academic qualification, especially in situations related to team itself, other game elements and team administration. The most important recommendation was keeping administrators informed of what is new in the world of sports management, particularly in relation to crisis management, conflict resolution and problem confrontation within the team.*

**Key words:** *sport crisis, crisis management, professional football league clubs.*

### **Introduction**

The nature of community life is rapid and continuously changing. There are also many developments in the fields of information, communication and transportations, which affect the management methods and how to cope with today's demands of various circumstances and situations. The administration has been surrounded by many sources of pressure and influence, such as changing climate, in which the media monitor the administrative performance and transfer its effects directly to all without delay. Therefore, the world today has become a global village that if an event took place, the news spread around in a few moments (Schneilder, B. 1991). Management crisis has a wide variety of definitions it is understood to be an extraordinary disruption of standard operations that threatens the safety, reputation and success of an organization or individual. The crisis is defined as "an unstable time or state of affairs in which a decisive change is impending—either one with the distinct possibility of a highly undesirable outcome or one with the distinct possibility of a highly desirable and extremely positive outcome Fink (1986, p.15) it is an unexpected sudden event that threatens the ability of individuals or organizations to survive, which requires quick decision - making to correct and return the situation to normal track. Crisis management refers to a process of overcoming crises by using various scientific management tools, avoiding their negative aspects and taking advantage of their positive aspects (Paull, S. 1991).

The daily events we live in have many crises and pressures that need good preparedness and willingness, scientific planning and continuous training to achieve high readiness and rapid response to manage these crises.

The sports team confronts many crises which can suddenly occur without warning as well as several conflicts. The conflicts are considered the starting point for the crisis. The conflict refers to a disturbance or disruption in the decision-making process, as the club is unable to make a decision or find an alternative solution, which would lead to the crisis. There were many causes of the sport management crisis as individual or co-operate ego, natural mistakes by managers or other workers, ignorance, non-preparedness, wrong or faulty decision-making and conflict of interest Fink (2011).

Gottschalk, ( 2002) indicated that the development of social media and its high levels of user participation, though beneficial to mass communication moreover, speed of online communication makes it more challenging for the crisis management team to get out in front of a story. The Crisis Management is a series of measures which aim at controlling crises and reducing their aggravation so as not to run out of control leading to more problems and conflicts and to ensure the preservation of the interests of the organization or institution, (Coombs, 2004; Kim et al., 2009). The crisis management strategies for effective operation of organization should first have a current and tested crisis communications and crisis management plan, second have a strong relationship with the media to carry them through the crisis, third have a pertinent materials and documents ready, and have a knowledgeable spoke person to address the media a good strong relationship with the public forth Have a backup facility and a backup copy of information in a different, safer location and Security plan is another strategy to avert crisis Jamie (2003).

It is truly a managerial appearance that has the potential to accelerate change within precise scientific programming as well as the capacity to make decisions and confront problems. It also has the ability to change minds for all other individuals and develop strategies that are changed and modified whenever circumstances warrant (Richard, D. 2001).

The administrators of professional football league club teams shall have the ability to face problems and conflicts and serve as a safety valve for the team. Some believe that the team administrator's only record attendance and absence, distribute bonuses and reserve clothes, while they have a significant role in confronting crises and conflicts within their teams.

Through the experience and relationship of the researcher with some administrators of professional league club teams, some administrators do not have the ability to face the problems of their teams and find appropriate solutions to them, and others do not have the leadership skills that enable them to make a decision. Some of those that have a relationship with the clubs believe that the administrators of professional league club teams are evaluated based on the personal relationships within these clubs. The current study aims to identify the role of the professional football league clubs in sports crisis management in Jordan.

The study deals with the role of the professional football league clubs in sports crises management in Jordan. The significance of the study is to highlight the role of preventive work strategies as well as the role of work strategies in the management of crises and conflicts within a team.

Table 1. Sample Distribution.

Years of Experience	Less than 5 years	5 – 10 years	10 – 15 years	More than 15 years	Total
<b>Number</b>	17	26	11	9	63
<b>Academic Qualification</b>	Diploma	Bachelor	Master	Doctorate	
<b>Number</b>	18	37	8	-	63

#### Study instruments

The researcher examined many studies and researches related to the subject matter. After investigating these studies, a two - part measure was designed. The first part is a set of general questions concerning academic qualification and management experience. The second part consists of 18 situations which the administrator confronts within a team in the club continuously and frequently or which can occur from one period to another. The statements of measure were divided into three items: First Item: Team Management Second Item: Team Requirements Management; Third Item: Administrator and his relationship with the game elements.

#### Validity

The content validity was used by presenting the study tool to a number of referees holding a doctorate in physical education and sport

It derives its significance from the importance of the team administrator and his roles within the team and assists the club administrations in identifying the abilities of the football team administrators in their clubs to manage crises and conflicts and participate in decision-making.

#### Aim

The study aimed at identifying:

- The role of administrators of Jordanian professional football league club teams in crisis management and appropriate decision - making according to the administrative experience variable.
- The role of administrators of Jordanian professional football league club teams in crisis management and appropriate decision - making according to the academic qualification variable.

Study Questions:

- What is the role of administrators of Jordanian professional football league club teams in crisis management and appropriate decision - making according to the administrative experience variable?
- What is the role of administrators of Jordanian professional football league club teams in crisis management and appropriate decision - making according to the academic qualification variable?

#### Methods

##### Samples and procedure

The study population consisted of administrators in professional football league club teams. There are (63) administrators who were purposely selected. Table 1 shows the distribution of the study sample according to the variables of academic qualification and administrative experience.

administration to express their views on the appropriateness and comprehensiveness of the paragraphs in the measure and to propose new paragraphs and ideas as they deem appropriate. With regard to the referees' responses, the paragraphs highly agreed upon were retained and the paragraphs not agreed upon were omitted.

Other appropriate amendments and proposals have also been carried out, bringing the number of situations faced by administrators to (18) in its final form.

##### Reliability

The reliability of the measure was determined by the (test - retest) method on a sample of (25) administrators of football club teams in Jordan. The test was repeated and the correlation coefficient among the scores was found in both applications as shown in Table (2).

Table 2. Correlation Coefficient to Calculate Reliability of the Measure of the Role of Administrators of Professional Football League Club Teams in Sports Crisis Management in Jordan.

Items	Correlation Coefficient
Team Management	80
Team Requirements Management	81
Administrator and his relationship with the game elements	83
Overall Measure	81

The statistical processing was carried out in accordance with the study objectives and questions through using the mean, standard deviation, test – retest method and one – way analysis of variance (ANOVA).

### Results and discussion

The statistical data analysis according to the variables of academic qualification and administrative experience of the administrators of professional football league club teams of showed the following results: The first question was “ What is the role of administrators of Jordanian professional football league club teams in crisis management and appropriate decision - making

according to the administrative experience variable? ”.

In order to answer this question, the data were analyzed using one – way analysis of variance (ANOVA). As shown in Table (3), there were statistically significant differences from the viewpoint of administrators of Jordanian professional football league club teams according to the administrative experience variable on all measure items and on overall measure. A Scheffe test was used to identify the administrative experience which the significance of differences among means was in its favor. The results showed that there were statistically significant differences among administrators with (more than 15 years) experience from the viewpoint of administrators with other administrative experiences in favor of administrators with (more than 15 year) experience on all measure items and on overall measure.

The researcher indicated that the more cumulative, renewable, and positive the administrative experience is, the greater role it has in making decisions, solving conflict and / or confronting crisis effectively. Afzalur (2001) pointed out that the successful and positive experience confronts the conflicts among groups effectively and significantly.

Table 3. The Administrators’ Decisions according to the Administrative Experience Variable.

ITEM	SOURCE OF VARIATION	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
TEAM MANAGEMENT	Between Groups	539.097	3	179.699	48.696	0.00
	Within Groups	218.173	59	3.698		
	Total	757.270	62			
TEAM REQUIREMENTS MANAGEMENT	Between Groups	551.632	3	183.877	56.480	0.00
	Within Groups	192.082	59	3.256		
	Total	743.714	62			
ADMINISTRATOR AND HIS RELATIONSHIP WITH THE GAME ELEMENTS	Between Groups	408.327	3	136.109	33.198	0.00
	Within Groups	241.895	59	4.100		
	Total	650.222	62			
TOTAL	Between Groups	4472.985	3	1490.995	80.043	0.00
	Within Groups	1099.015	59	18.627		
	Total	5572.000	62			

The second question was “What is the role of administrators of Jordanian professional football league club teams in crisis management and appropriate decision - making according to the academic qualification variable?”.

In order to answer this question, data of the measure were analyzed using one – way analysis of variance (ANOVA). As shown in Table (4), there were statistically significant differences from the viewpoint of administrators of Jordanian professional football league club teams according to the academic qualification variable on all measure items and on overall measure.

A Scheffe test was used to identify the academic qualification which the significance of differences among mean was in its favor. The results showed that there were statistically significant differences among administrators with a high academic

qualification, administrators with medium academic qualification, and administrators with low academic qualification in favor of administrators with a high academic qualification on all measure items and on overall measure.

The researcher indicated that the more postgraduate academic qualifications the administrators have, the easier they will be able to confront their problems with the sports teams at work within sound scientific steps and review theoretical literature in decision-making, crisis management and conflict resolution, making them more confident in developing appropriate solutions. Afzalur, R. (2001) pointed out that the academic qualification assists in emerging real leaders with the ability to change the reality, the real talent in developing preventive and practical strategies to confront conflicts, and the potential to resolve conflicts in a short time.

Table 4. The Administrators' Decisions according to the Academic Qualification Variable.

Item	Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Team Management	Between Groups	312.311	2	156.155	21.057	0.00
	Within Groups	444.959	60	7.416		
	Total	757.270	62			
Team Requirements Management	Between Groups	309.161	2	154.580	21.341	0.00
	Within Groups	434.554	60	7.243		
	Total	743.714	62			
Administrator and his relationship with the game elements	Between Groups	228.330	2	114.165	19.904	0.00
	Within Groups	421.892	60	7.243		
	Total	650.222	62			
Total	Between Groups	2524.527	2	1262.264	24.852	0.00
	Within Groups	3047.473	60	50.791		
	Total	5572.000	62			

## Conclusion

Jamie (2003) indicted that the crisis management strategies for effective operation of organization should have a current and tested crisis communications and crisis management plan, and the ability to face problems and conflicts and serve as a safety valve for the team, the results of the current study found that the role of administrators of Jordanian professional football league club teams in crisis management and problem – solving from the viewpoint of the study sample relies on the administrative experience they have the experience, quick orientation in demanding situation, predict its development and consequences. They have the ability to lead people in demanding situations, direct control and help them.

And to observe and experience the environment and its changes, furthermore the role of administrators of Jordanian professional football league club teams in crisis management and conflict resolution from the viewpoint of the study sample relies also on the academic qualification.

With regard to the study results, the researcher recommended the following holding training courses periodically and continuously to keep administrators informed of what is new in the world of sports management, particularly in relation to crisis management and conflict resolution and Keeping administrators informed of the global sports experience in how to confront sports problems and the ability to make appropriate decisions.

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Received: May 29, 2019

Accepted: June 10, 2019

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