

The Role of Administrative Creativity in the Functioning of the Administration of Sports Clubs for Football in Iraq from the Point of View of Players of Excellent Clubs

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ABSTRACT

Management scholars unanimously agree that club administrations live in different conditions to renew their needs and the surrounding conditions, which makes their need for administrative creativity extremely important, so club managers must be keen to develop and develop their capabilities to contribute to solving problems and participate in decision-making that gives them the opportunity to generate ideas New creativity, and the most prominent thing that sports clubs do is their participation in sports forums in order to achieve various goals, and that sports vision has risen in many Arab and international countries. To high levels due to its use of a lot of knowledge and scientific information in various fields with the aim of improving the level of administrative performance now and friendly, and this shows us the importance of the role of managing the phenomenon of administrative creativity and the extent of its impact on the performance of the work of these departments in the clubs, which makes it imperative for the club's departments to be distinguished by fertility of thinking Creative and increase activities for excellence in administrative work. Therefore, administrative creativity is one of the basic decisions in managing the club's business. The researcher used the descriptive approach of the stereotyped survey because it is more appropriate to the nature of the problem, so the sample method was chosen (intentional) and the research sample consisting of (579) players was chosen for sports clubs participating in the English Premier League football. Season 2020–2021 100% for the research community, the sample was distributed as follows: First: The exploratory research sample, which included (20), players from the research community. Second: The final application sample included (362) players from the research community. The researcher presented the results of the measure of the role of managerial creativity in the performance of administrations of soccer sports clubs in Iraq from the viewpoint of players of excellent clubs.

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INTRODUCTION

One of the most important conclusions

1. The role of administrative creativity in the performance of the administrations of football sports clubs in Iraq from the point of view of the players of the premium class clubs.
2. There is a clear discrepancy in the role of administrative creativity in the performance of the administrations of football sports clubs in Iraq from the point of view of the players of the excellent class clubs.
3. The results of the study proved that innovation is the essence of the administrative creativity of any of these departments, especially club administrations, which makes their need for creativity an urgent need to keep pace with development.

Definition of the research

Research introduction and its importance

We are witnessing the era in which we live in tremendous changes in most areas of life, where there is a stock of scientific and technological progress in increasing awareness of the requirements of change and development in the present and the future and keeping pace with all developments of secret guidance, which requires that administrative creative in his work so that he can adapt and interact with the surrounding conditions, and continuous development And the progress that the world is witnessing at the present time

and the changes that have become a feature of this era and in various fields, so the departments have tended to change and prepare to face rapid changes, and this only comes with the presence of modern creative plans and ideas for all administrative levels that are characterized by progress and achieving the goals set for the clubs. Creativity supports the strength of any of these departments, and here the role of administrative creativity appears by educating administrators in clubs of the need for change in administrative processes, as researchers and administrators see that creativity is important in achieving development. Which depends on the ability of the clubs to excel and continuous creativity, which is necessary. It has the necessity for its administration to develop its administrative concepts and methods to create the appropriate conditions for administrators to excel in their administrative work. Therefore, the importance of administrative creativity must be appreciated through the remarkable efforts to provide the appropriate climate for managers in clubs. Their different abilities, and show their creativity and make the best use of it. Which improves the performance of these departments in the clubs. Hence, it is of great importance to conduct a study of the most important aspects of creativity with the departments of football sports clubs in order to reach their specific, effective and unfamiliar goals under potential facilitators, and to find

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creative management ideas. Achieving the goals of these clubs, therefore, the renewal of administrative creativity, i.e. managing these departments, especially sports clubs, makes their need for creativity an available need to keep pace with this development, and in light of this, the administrative creativity in the clubs focused their attention on the obstacles and weaknesses of the members of the clubs administrations.

Research Problem

Club administrations at present are witnessing many changes and rapid developments in various fields, so change is a necessity in the times we live in, and because of the researcher's experience in monitoring sports clubs, the study of the creative aspects of the club. The administrative work in the clubs and the procedures that it follows must be taken into account in order to avoid problems and progress. In terms of performance, and how to create appropriate conditions and contribute to achieving the appropriate environment for administrative work in clubs and achieving the best results, so administrative creativity is important at work because of the positive results that benefit solutions and get rid of the usual thinking, and produce the largest number of ideas with the least time and effort, and improve the climate Year for decision-making and stimulating new creative ideas in it. Hence the urgent need to search whether there is a role for administrative and managerial innovation and the extent to which this role affects the performance of departments' work in clubs, which requires that club departments be fertile for creative thinking and increasing activities to excel in administrative work. Therefore, administrative creativity is considered one of the main decisions in Club business administration, the problem of research lies in the role of administrative creativity in the performance of the administrations of football sports clubs in Iraq from the players. Point of view. Reinforcing the research problem is that, to the best of the researcher's knowledge, previous studies did not address such a study.

Research Objectives

1. Designing a questionnaire for the role of administrative creativity in the performance of the administrations of football sports clubs in Iraq from the viewpoint of the players of the premium class clubs.
2. Knowing the role of administrative creativity in the performance of administrations of sports clubs for football in Iraq from the point of view of players of excellent clubs.

Research areas

- A. The Human Domain: Players of clubs participating in the Premier League Soccer Season 2020 - 2021
- B. Field Time: 15/10/2020 until 05/12/2020
- C. Spatial domain: stadiums for sports clubs under discussion.

Research methodology and field procedures

Research Methodology

The sample is the part taken from the original community in a certain percentage through which the data related to this research are taken for the purpose of generalizing the results to the original community" (17: 14) The researcher used the descriptive method of the investigation method because it is more appropriate to the nature of the problem, so the sample method was chosen (intended) A sample of (579) athletes from the sports clubs participating in the Rotary Football Premier League season 2020-2021 represented a sample of 100%

for the research community. The sample was distributed as follows:

- The exploratory research included A FT (20) players in the research community.
- The final sample for the application included (362) players from the research community.

Main Research procedures

Design, construction and field procedures

Stages of building the scale The researcher collects data and information for the purposes of presentation and analysis, and one of the methods used in this field is the questionnaire model, and since the research is concerned with exploring the perspectives of the role of administrative creativity in the performance of the administrations of sports football clubs in Iraq from the point of view of the players of the excellent class clubs. Therefore, the researcher adopted the questionnaire model as a basic method for collecting data prepared and designed by the researcher.

Prepare the initial version of the scale

In building the initial version of the scale, the researcher relied on personal interviews with experts and specialists in this field to get acquainted with their opinions and obtain as much information as possible that would help the researcher in formulating the scale paragraphs, as well as reviewing some procedures closely related to the research topic in the field of administration, organization, training and learning about the nature of The positions included and the method of formulating the paragraphs, then the researcher drafts the scale paragraphs. The researcher tried to take into account the ease and clarity of its content and the lack of differences between individuals in their interpretation and their narrowness. Thus, the number of paragraphs in its initial form (22). The proposed paragraph represents a measure of the role of managerial creativity in the performance of administrations of soccer sports clubs in Iraq from the viewpoint of players of Premier League clubs. Determine the method and principles of drafting paragraphs

In his description of the paragraphs, the researcher relied on Likert's method, "as this method is considered one of the best common methods in predicting behavior or phenomena" (39: 8) in formulating the scale paragraphs, based on the following principles: (39: 9).

1. The paragraph should have a specific meaning.
2. Moving away from the negation method.
3. You write in an easy and clear language.
4. A representative of the fields of balance

Presenting items on the arbitrators scale

After preparing the scale in its initial form, which included (22) paragraphs, the researcher presented the scale to a group of experienced and specialized referees in the field of mathematical and administrative sciences in order to identify the validity of the scale paragraphs. How appropriate is it to measure what has been measured. To correct, amend and judge paragraphs in terms of wording and accuracy of content. The researcher analyzed the results of the questionnaire using the percentage as a criterion for accepting or excluding the paragraphs of the scale where the agreed paragraphs were accepted by (75%) or more by the arbitrators, and (Blume) indicates that "that the researcher obtains approval (75%) or more than Opinions of the arbitrators on this type of honesty (126: 2) the researcher obtained the approval rating, and as a result, one paragraph was deleted.

Preparing the balance in its final form

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After determining the scale paragraphs, the researcher performs the following procedures:

1. Writing the instructions in concise and understandable terms explaining how to respond to the scale paragraphs. There is no right or wrong answer, but your answers are based on how you feel.

2. Information provided for scientific research purposes only.

An Exploratory

The conditions surrounding the survey in the phenomenon that the researcher wants to study" (88: 16) After the scale was ready for application, the researcher conducted an exploratory experiment before the final application of the research at a suitable time by applying the measure of the role of administrative creativity in the performance of the administrations of soccer sports clubs In Iraq from the viewpoint of the players of the Premier League clubs. On a sample of (20) clubs of the English Premier League footballers Season 2020-2021 in 06/11/2020 for the purpose of creating reasons for success when applying the main test form in order to ensure that you understand the sample paragraphs of the scale in order to avoid any errors or difficulty When applying during the main examination for the research, the researcher gave sufficient time for the members of the sample and the researcher found that the paragraphs are appropriate and the average time spent on them. The response time ranges between (10-15) minutes for the scale.

Main experience

The aim of conducting this experiment is to build a measure of the role of administrative creativity in the performance of administrations of soccer sports clubs in Iraq from the viewpoint of players of the Premier League clubs.

Indicators of validity and reliability of the Q scale

Check the scale it is the test (scale) that indicates the validity of its name, i.e. the truthfulness in its image, and another feeling that is scientifically and statistically not authentic (122: 13). The apparent validity is one of the types of validity that is evident through the contents of the scale of the figure and through the paragraphs in

standard deviation	Arithmetic mean	the scale
56.471	162.918	The vision of club administrations is a catalyst for administrative creativity to create a desirable effective state

Display the results of the role of innovation in the work of the administrative performance of the departments of sports clubs football in Iraq ,from the point of view of the players clubs, the Premier League.

Percentage Percentage	the number	Raw grade	Levels
17.67 %	64	85-100	Very well
20.99 %	76	69-84	good
17.95 %	65	51-68	Average
24.03 %	87	35-50	Acceptable
19.33 %	70	20-34	Weak

Table No. (2) Shows the role of administrative creativity in the performance of administrations of football sports clubs in Iraq from the viewpoint of players of premium class clubs. The sample was distributed on several levels, where it is evident that the administrators who have reached the level of a very good number (64),

measuring the phenomenon to be measured through Presenting these paragraphs to experts and specialists who have achieved this type of validity through the presentation scale to experts and specialists in knowledge management, testing and measurement as passed in the issuance of the initial presentation of the scale.

Stability meter

Among the methods of statistical control of the stability parameter, Cronbach's alpha used this method because of "its use in any type of objective question and essay" (10: 282). Stability is extracted in this way by applying the Kornbach equation in constructing a single sample with a value of (20) players. On the scale using the spss statistic, it was found that the reliability coefficient value reached (0, 913) and therefore the scale can be used as a research tool (78: 1).

Objectivity

Perform an objective test when you are not affected by the results of the debugger independence test or the personality of any person examined gets a certain score when he tests the correction more than one, and the qualities that make the test objective are that the questions that contain the test are - specific and the question is one ambiguous answer to Some extent "(49: 5)

The final application of the scale

After completing all the requirements and procedures for designing the scale, the scale became ready for implementation and consists of (21) paragraphs, where the researcher applied the scale in its final form and analyzed it on the application sample consisting of (362) players and after that. Responses from the research sample, the data was collected in a private manner, so that each player has his or her own class A.

Statistic mean

The researcher used the statistical bag spss to display, analyze and discuss the results, display the arithmetic mean and the standard deviation, to measure the role of creativity in the work of the administrative performance of the departments of sports clubs in Iraq from the viewpoint of the players' clubs, the Premier League.

Table 1: Shows the mean and standard deviation

Table 2: Shows the raw degrees, levels, number and percentage of the scale of the role of managerial creativity in the performance of administrations of soccer sports clubs in Iraq from the viewpoint of players of excellent clubs.

administrative, represent (17.67%), a good level (76), and (20.99%) and the level. Of the average (65) managerial ratio i.e. (17.95) acceptable level (87) for the official i.e. (24.03%), and the level is weak (70) for an official (19.33%) through the aforementioned results that the sports clubs that obtained a very good level and level

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Well, it showed that it adheres to the concept of the role of administrative creativity, and it is clear that its availability has become a basic condition in the administrative and organizational processes in the event that sports clubs want to rise. Their management level to a civilized level that contributes to improving the level. Administrative creativity is the essence of the process of effective development and change of the goals and processes of performance of departments in clubs, but it is a basic requirement to keep up with all developments and improve the performance level of clubs administrations. Therefore, innovation is the essence of the administrative creativity of any of these departments, especially sports clubs, which makes their need for creativity an available need to keep pace with this development, and that the father's success is the administrative need in clubs and overcoming it. The faults attached to the work result require him to make recommendations for administrative work in clubs. (Hamada Eid, 2014) indicates that "Administrative creativity is the method that helps clubs play their appropriate and effective role in the era of change and developments in the sports community. The necessity of the situation requires that club administrations be unconventional and that methods of administrative creativity be used in developing these. Clubs and contribute to increasing their effectiveness "(176: 4). There are many basic requirements that must be met to enhance the role of managerial creativity because it is the main pillar on which administrative work in clubs is based. This confirms (Wael Muhammad, 2009) that "The management of the creative club is modern and advanced. Methods and methods that benefit from their experiences and the experiences of others, and have the ability to transfer knowledge to the various parts of the administrative system, which today represents a dimension of great importance for the management of these clubs. (251: 17) from the researcher's point of view that the rhythm of managerial creativity in club administrations must conform to the rhythms of the modern era, which indicate the beginning of the performance of the tasks of club administrations that have priority in achieving them. The goals and the narration of the Future Club, and that division of work is one of the most important foundations on which administrative work is based. And Kindle (Mahmoud Odeh, 1991), "Innovation management is the ability to create useful methods, means and ideas for work so that these ideas and methods are received in response to improvement by employees (administrators and players) and stimulate their capabilities and talents to achieve the required administrative goals" (21:15) As for those who have achieved Level (medium), because the enthusiasm for their administrative programs mainly stems from their sense of modernity and creativity, so it is essential for the administrator. Renewing and updating his own executive management methods, renewing the style, and using new methods and tools, which requires the manager to be creative in his administrative work so that he can adapt and interact with different circumstances. Points (Saud bin Hamad 1992). Administrative creativity is one of the basic components in the process of organizational development, and the problems facing departments in clubs are the secretions of the era of the information revolution and the explosion of technology, and this means the duty to respond to these developments and to keep pace with these developments,

and this is not limited to New ideas and modern methods that enable clubs and have been able to face these challenges and problems "(62: 6).

The process of exchanging ideas and intellectual creativity is one of the basic decisions in managing the club's work, as the escalation of needs and ambitions is heading towards expansion, and it is no longer satisfactory and sufficient for the performance of work (activities) in clubs and institutions of all kinds and their routine and traditional patterns, because continuing with them leads to standing or retreat. This was confirmed by Lahijan (1999), "The importance of managerial creativity must be appreciated through wonderful efforts. To provide the appropriate atmosphere for managers working in clubs at all levels, by showing their creativity and benefiting from it" (7:18) from the viewpoint of the researcher, it is believed that Administrative creativity is the ideas, methods, and methods. From the administrative work that the club's departments follow in managing and conducting their business in an unfamiliar way in order to mobilize all goals. Points (Sultan Nayef 2003). Creativity has the advantage of administrative and extraordinary performance in known work conditions, resulting in real or imaginary ideas and putting them into new methods and methods (7: 386). As for the level (acceptable and weak), the researcher believes that the club's administrative body is not interested in providing the appropriate climate for administrative creativity among the members of the administrative body, as well as their perception of what might happen. Happen or occur. They benefit from it by adding the core values

of the club's goals that prevent the achievement of the set goals, and this is what (Bilal Khalaf 2011) "Members of the club's management did not have any management innovation and emergence. Clear process and work practices, and they focused their attention on managerial efficiency only in accordance with generally accepted programs to ensure their work (18: 3) Administrative creativity is one of the modern management concepts that organizations must adopt due to its importance. In creating a successful administration that tries to address many managerial problems, and that the members of the Board of Directors did not create the appropriate climate for the process of achieving the goals that work to sustain their lines with Strategies. (Fathi Abd al-Rahman 2000) confirms that "the components of the administrative work in the management of the club did not contribute to the seriousness and regularity of administrative work and the desire to achieve the strategic objectives of the club according to the programmed work mechanism to which it is subject. (175:12) From the researcher's point of view, he believes that the inability of the clubs' administrations to perform their tasks frustrates their work, as the failure to adopt different opinions and ideas negatively affects the support of that management, and no creative change occurs in them. Al-Sattar Ibrahim, 2000), "Individuals who see many problems in a particular situation do not see others have the ability to create administrative creativity according to new creative ideas, and this depends on the available capabilities and the administrative capacity (21:11).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The researcher concluded the following:

1. Building a measure of the role of administrative creativity in the performance of sports club

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administrations in Iraq from the point of view of first-class club players.

2. There is a clear discrepancy in the application of the role of administrative creativity in the performance of the administrations of soccer sports clubs in Iraq from the point of view of the players of the excellent class clubs.

3. The results of the study proved that innovation is the essence of the administrative creativity of any of these departments, especially club administrations, which makes their need for creativity an urgent need to keep pace with development.

Recommendations

1. Adopting the measure of the role of managerial creativity in the performance of administrations of football sports clubs in Iraq from the point of view of players of excellent clubs.

2. The necessity of keeping abreast of global developments in the development developments, improving capabilities at work and combating scientific development.

3. Work to provide an opportunity for freedom of opinion and the adoption of new ideas and then categorize them in reality.

4. Adoption and explore the views of all parties to the beneficiary and the adoption of the work of departments and encourage the creativity.

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Appendix

Gentlemen, experts and specialists in the field of administration, economics and sports education, to whom the paragraphs were presented.

work address	Jurisdiction	The name	No
College of Administration and Economics / University of Basra	Department of Business Administration	Prof. Dr. Abdel-Reda Farag Badrawi	1
Physical Education and Sports Sciences / University of Basra	Science psychology / football ft	Prof. Dr. Abdul-Kazem Jalil Hassan	2
College of Administration and Economics / University of Basra	Department of Business Administration	Prof. Dr. Taher Mohsen Mansour	3
Physical Education and Sports Sciences / University of Basra	The refereed of sports and organization	Dr .Qusay Fawzi Khalaf	4
College of Administration and Economics / University of Basra	Department of Business Administration	A Dr. Muhammad Hussein Manhal	5
College of Administration and Economics / University of Basra	Department of Business Administration	Prof. Dr. Hussein Jawad Kazem	6
Physical Education and Sports Sciences / University of Basra	Sports administration and organization	AM Dr Aqeel Sabr	7
College of Administration and Economics / University of Basra	Department of Business Administration	MD Wamid Abdel Zahra	8

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Physical Education and Sports Sciences / University of Basra	Sports administration and organization	Am Dr. Fawad Abdel-Mahdi Mahmoud	9
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In the name of Allah the Merciful
 Albasrah University
 Faculty of Physical Education
 S/ questionnaire form

Greeting

The researcher intends to conduct (the role of administrative creativity in the functioning of the management of football sports clubs in Iraq from the

viewpoint of first-class club players) since you are one of the persons involved in this study, please read the scale paragraphs carefully and objectively and mark the phrase that you feel you agree with or disagree with.

Thank you for your cooperation with us in the service of scientific research

In this paragraph is an illustrative example.

I do not agree	I hardly agree	Sometimes I agree	I often agree	I always agree	The paragraphs	No
				√	The vision of club administrations is a catalyst for administrative creativity to create a desirable effective state	1

Notice:-

- There are no answer are no answer
 is correct or other wrong always be your answer on
 the basis of what you feel it

- The information you provide is for scientific research purposes only.

Researcher and the scale is finalized

I do not agree	I hardly agree	Sometimes I agree	I often agree	I always agree	The paragraphs	No
					The vision of club administrations is a catalyst for administrative creativity to create a desirable effective state.	1
					Working body management to assemble ideas to solve the problems that face.	2
					The participation of others in making all decisions.	3
					The administrative body adopts laws and regulations as a basis for analysis and interpretation in a modern scientific way.	4
					Supervising the implementation of the steps organizational and management directly.	5
					Weak adoption of innovative ideas in changing the reality of management.	6
					To provide aid and assistance from a body of administrative to the all the club.	7
					Develop and support building a shared leadership culture	8
					The ability to evaluate performance and respond to solve problems in a modern scientific way.	9
					Adoption patterns ,organizers are flexible and graceful rather than patterns of traditional.	10
					The ability to divide administrative tasks and synthesize them according to new frameworks .	11
					Presenting alternatives that work to overcome obstacles and difficulties in implementation.	12
					Contingency plans are developed for technical and administrative problems.	13
					Weakness in the process of adopting strategic plans .	14
					Follow the legislation and the accuracy of realization completed in accordance with the instructions and easy access to the decision-making appropriate.	15
					Allow information to be shared And clarify the work required of everyone	16
					Their commitment to the values and principles of the club and the Code of Conduct Career and Ethics Position General.	17
					Achieving the highest levels of confidence for all stakeholders through adopting effective mechanisms.	18
					The adoption of a poll consensus of all parties benefiting the adoption of the work of departments and encourage Al Z creativity.	19
					Ensure to provide administrators with information accurate and sufficient provide them with support for industry decision.	20

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					Club administrations give employees the opportunity to develop the rules and procedures followed.	21
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