

Socio-Pedagogical Aspects of Personnel Management in Sports Organizations

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Abstract: The article have the studies of the social and educational aspects of sport management. The study defines the role of the main approaches to the management of personnel to meet modern conditions of development of sports movement in Kazakhstan. Also the peculiarities of Personnel Management sports and sports organizations to meet modern conditions of development of the sphere were involved. Objective of the research to identify and describe the social and educational aspects of personnel management sports and sports organizations to the new socio-economic conditions of the development of sports movement. The work of specialists in physical culture and sports in its meaning there is a type of pedagogical work. It requires for its quality performance, a high level of professional qualifications, his constant promotion and restoration expertise. To create an effective system of personnel management in the FSO, as the results of the study, to the widespread use of the financial and economic incentives (74 %), new technologies, personnel management (40%), development of clear functional responsibilities and regulations of the employees (20%).

Key words: Management • Staff • Sports Organizations • Sports Management

INTRODUCTION

The study of legislative and regulatory documents governing the Physical culture and sport revealed that the reform of the primary organizations is one of the priorities of the national sports movement.

The generalization of theoretical experience in the development of this area suggests that the issues related to management of the sports club. Kabushkin, Pereverzin [1] point out that the management of sports organizations includes two main aspects.

The first is the definition of the organization's goals, the development of their implementation and thus control over the results. In this case, the control is aimed at solving logistical and logical tasks, the organization of events in sports and sports institutions and their coordination.

The second aspect suggested that govern sports organizations are also means to manage people. In this context, it seems that the needs of employees working in the organization-one of the most important goals of his bail efficiently. Success in this case is provided by the operation of the structure, as well as the necessities of life of its employees.

The first and second aspects of the head of sports and sports organizations are closely linked, so oppose them or to give preference to one of them does not make sense. This is related to the objectives of strategic management, because sports manager must make the right material and logical solutions on the one hand, guide and stimulate the activities of their employees to the fulfillment of the objectives and tasks of the organization-on the other. That is, sports and sports management organization also means leadership (management) people in the sense of the impact on the attitude of the staff towards the fulfillment of its objectives.

The transition to a market economy, the priority of the quality of physical culture and sports services and ensuring its competitiveness changed the requirements for administrative and managerial workers, raised the profile of the creative attitude towards work and professionalism. This has led to significant changes in the principles, methods and social and psychological issues of personnel management, increasing their role in the organization of physical culture and sports orientation [1-3].

Leading to foreign and domestic experts in the field of sports management noted that without highly cultural,

know their business management training unthinkable deep qualitative changes in the field of sports management. This is due to the fact that from a pure administrative blindly executes the command "top", the manager makes a creative person, which seeks to implement the policy motivation, acquiring in the transition to a market economy during crucial.

Requirements creative attitude sport managers to service delivery and management led to increase their independence and responsibility for their work, active participation in decision-making; direct interest in the outcome of collective work [3,4].

Human resource management is one of the most important trends in physical and sports activities of the organization and is considered to be the main criterion for its economic success. Where once the focus was on the development and improvement of technical progress, the introduction of advanced technology, the modification of organizational structures, it is now made ??bias towards the human factor, in other words, the nature and effect of defining business people.

Thus, the implementation of a modern course pas radical reform, active social policy and a key component of the business in the sports industry present a new benchmark in the development of new scientific and methodical approach to the management of human resources, on the content of social and educational aspects of personnel management technologies.

Methodology: Objective of the research to identify and describe the social and educational aspects of personnel management sports and sports organizations to the new socio-economic conditions of the development of sports movement.

To achieve the objectives of the study, we used the following methods of research designed to:

- Analysis and study of documents and sources of literature (including content analysis of periodicals);
- Social and pedagogical supervision;
- The systems approach to the study of research problems;
- Opinion polls (surveys, interviews);
- Static methods of data processing.

Main Part: Analysis of the results of the study on doctoral work revealed that the most common definition of management personnel is as follows-a set of principles, methods, means and forms of deliberate action on the human component of the organization (interests, behavior

and activities of workers) to match staff capabilities and goals, strategies, conditions for the development of the organization.

Found that career guidance is effective application of skills, experience and views of the employee. Given the scale of information that provide a specialist in physical education and sport, professional guidance is divided into general and special [5].

General professional orientation is to introduce the beginner to the organization in general: activities, organizational building, the range of services, customers, prospects, traditions, priorities, norms of mutual relations, wages, mode of work and rest, the requirements for protection of work and safety of household decision questions, etc.

A special orientation for the sub, which will involve a new employee. To this end, it provides the following information: the whole, the technology and features of sub-section, sub-section communication with other production and administrative subdivisions, the personal responsibilities of the employee, responsibility and working conditions of its payment; career prospects, etc.

Management as defined by Kreitner [6] is a process of working with and through others to achieve organizational objective in a changing environment. Central to this process is the effective and efficient use of limited resources [7].

Posit that management is the process of designing and maintaining an environment in which individuals, working together in groups, efficiently accomplish selected aims. The key aspects of management are getting things done through people in an effective, efficient and economic manner in order to achieve the organization's objectives. It is the effective and efficient use of related resources, human, material, capital for the actualization of a goal known as the overall Organization's goal.

Laurie [8] defined Effectiveness as concerned with 'doing the right thing' and relates to inputs and what the manager does. Laurie posit that Efficiency "is concerned with 'doing things right' and relates to inputs and what the manager does". This however involves balancing the amount of resources used to achieve an objective, against what was actually accomplished. Here the more favourable the ratio of benefits to costs, the greater the efficiency. It is the achievement of ends with the least amount of resources.

James [9] posit that management is a process of planning, organizing, leading and controlling the work of organizing members and of using all available Organizational resources to reach Organizational goals.

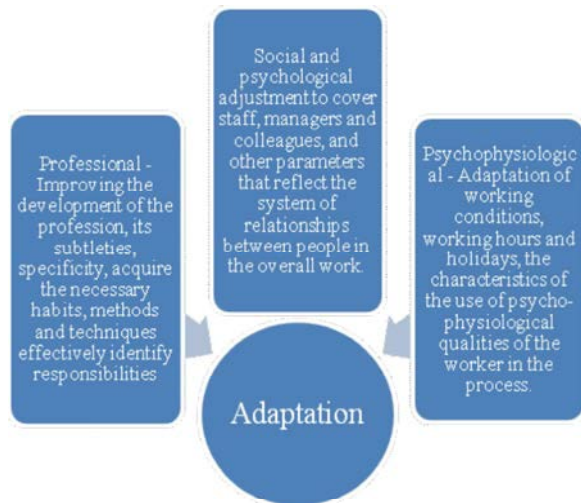


Fig. 1: Adaptations For Action

Competition in today's market has been transferred from the hardware domain to that of software and recently to that of information and policies. [10] Effective governance of such institutions is thus a matter of common interest [11]. Different management theories have been presented over the years, some of which could be argued to be management fads [12]. The current era of 21 century are full of intense competition forces in this highly globalised and market environment, staff turnover cost inevitably and expected to reduce and weaken the competitiveness of an organizations [13].

The developing countries are also following the footsteps of other developed countries in promoting the contingent and diverse workforce. [14]. The effective and influential use of the time is an inevitable necessity for getting succeeded in the field of work and living and time management involves a set of skills for controlling and a better use of time. [15]. Professional choice is usually unconscious, or his motives are beyond the scope of educational activities (sports career, special education, the prospect of working in management structures, etc.). [16].

Managers are people responsible for directing the efforts aimed at helping Organization achieve their goals. James found that effectiveness is the ability to minimize the use of resources in achieving Organizational objective "doing things right".

By distinguished professional orientation, psychophysiological and socio-psychological adaptation (Fig. 1).

In the course of carrying out their own case studies we have shown the efficiency of work in a professional adaptation affects FSO (set 53% of respondents) and

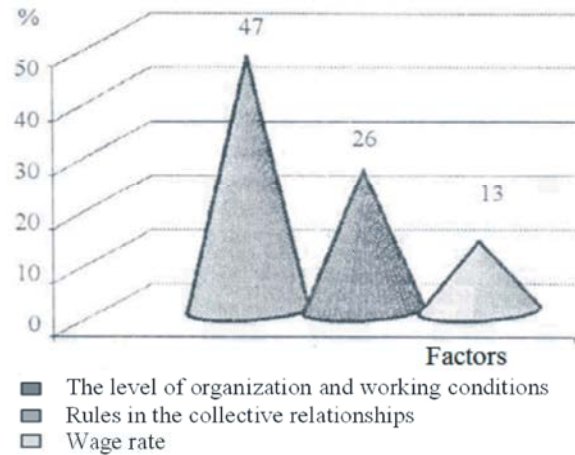


Fig. 2: Factors affecting the timing and effectiveness of adaptation to the conditions of work in the sports and sports organizations.

Less significant socio-psychological (33 %) and psychophysiological adaptation (13%). The results show that for the full adaptation to the conditions of professional work of modern experts of physical education and sport must be from 2-3 weeks to 2-3 months. Terms and conditions of the effectiveness of adaptation is primarily dependent on the following:

- the level of organization and conditions of work (mentioned by 47 % of respondents);
- rate relationships in a team (26 %);
- salary (13%).

The work of specialists in physical culture and sports in its meaning is a type of educational work, requires a quality performance, a high level of professional expertise and its constant improvement, restoration expertise.

Therefore, the training formed a multi-level system of professional sports education, which provides the following educational programs: vocational training; higher education, postgraduate education.

The researchers point out that in recent years has significantly increased the value of graduate education athletic training. This is confirmed and the data of its own sociological research.

In fact, 60 % of executives believe FSO Postgraduate strategically important areas in human resource management. Specialists in physical education and sport is considered to be one of the acceptable types of training for them is the training (mentioned by 33 % of respondents) and training for educational and qualification level "master" (20 %).

It is established that the criteria for selecting the type of learning is on the one hand, the income (training leads to an increase in economic performance) and on the other hand, a significant cost.

The generalization of practical experience FSO possible to identify three major challenges in creating a system of personnel management, which coincide with the priorities of its implementation procedures.

The first problem is related to the recruitment and selection procedures, as well as regulation of their functional responsibilities (mentioned by 74% of respondents).

The second is to motivate staff to effective professional activity (33%).

The third problem is the planning activities of personnel (13 %).

We found that the recruitment and selection of employees 17 % of the managers perform on word of mouth employees, 80 %-hold personal opinion: 3%-act on the recommendations of the supreme bodies of the manual.

As a result of poll managers and specialists of physical culture and sports organizations of various forms of ownership we have identified and classified the factors affecting the efficiency of the personnel management system. The classification of these factors involves dividing them into two groups: the factors of internal and external environment of the organization. The factors of the internal environment include: professional and personal characteristics of the head (47%), the presence of the organizational culture and the use of economic and financial management (27 %), as well as an adequate organizational structure of management (13 %). The factors of the environment include: the creation of complex systems of performance management (47 %), the orientation system of incentives for entrepreneurship, innovation, participation in management decisions (26%), increased interaction of personnel services with government agencies Management (13 %).

To create an effective system of personnel management in the FSO, as the results of the study, to the widespread use of the financial and economic incentives (74 %), new technologies, personnel management (40%), development of clear functional responsibilities and regulations of the employees (20%).

CONCLUSION

The staff is considered as a key factor in any sports and sports organizations and management is a strategic function of sport management. The generalization of

theoretical experience has allowed us to establish that for all the diversity of scientific papers has the contradiction between high degree of elaboration of the theory of organization management, to promote values ??of physical education and insufficient development of social and educational aspects of the management of sports and sports organizations. Until now, the question remains open: the definition of socio-educational performance criteria of sports management.

Leading experts in the field of personnel management notes that professional orientation, adaptation and post-graduate education are an important element of human resource management and is a regulator of communication between the education system and the provision of physical culture and sports services.

The work of specialists in physical culture and sports in its meaning there is a type of educational work and requires for its quality performance, a high level of professional expertise and its constant improvement, restoration expertise.

Therefore, for the training formed a multi-level system of professional sports education, which provides the following educational programs: vocational training; higher education, postgraduate education.

Training can be carried out in the workplace and outside the workplace.

The criteria of the type of training are: on the one hand, the income (training leads to an increase in economic performance) and on the other hand, a significant cost.

Methods of teaching staff sports and sports organizations (such as technology) in the educational process exceptionally diverse and dynamic and their choice is one of the most important tasks of managers. Specialists creative in choosing the method of training offered to take into account the following factors: the variety of learning objectives, the nature and content of the learning and cognitive tasks, limited training time, the need to enhance the cognitive activity, lost by doing academic work habits; link between the interests of listeners with their professional activities, educational opportunities for the respective age category of specialists, the need to prompt students to apply the knowledge in their practical work, the level of skill of the teacher.

Further research on this issue will contribute to the realization of a modern course for carrying out a radical reform of active social policy and a key component of the business in the sports industry, taking into account new scientific and methodical approach to the management of physical culture staff.

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