



THE ROLE OF SPORTS MANAGEMENT IN IMPROVING THE PERFORMANCE OF SPORTS TEAMS: A SYSTEMATIC REVIEW

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Abstract

This study focuses on sports management's impact on sports teams' performance. As a research domain, sports management is a very broad concept covering an extensive and diverse range of different disciplines, fields, and activities designed to improve both individual and team performance, image, behavior, and other relevant aspects of professional or amateur sports. It plays a pivotal role in creating ideal conditions that help teams to deliver on the field. On the one hand, this is done through a broad spectrum of management activities such as planning, organization, coordinating, directing, and controlling given resources. Sports management builds the foundation on which functional, desirable, competent, and successful organizational structure operates. Sports management also actively looks to improve the environment in which a sports team competes. An appropriate competitive environment puts the focus on the actual play and players, making the outcomes fair but unpredictable. And creates a stage in which attention is shifted from politics, bribery, or other unwanted conditions. On the other hand, adequate training of sports and coaching personnel, a talented sports team, time, dedication, and certain strategic moves that may work with a bit of luck are needed for a sports team to succeed. Proper coaching involves also effective communication, instruction, and an overall controlled behavior of managers and coaches before, during, and after a game, as they deal directly with sports team members, club owners, media, and fans. Moreover, disciplinary problems among players, opposing team members, and club managers are a widespread issue in sports, and their eventual management is crucial to avoid owners from losing money, stars not becoming addicted, or teenagers not getting involved in gambling addictions. A dispute often occurs between sports team members, owners, managers, and coaches, over money, playtime, bonuses, or other business-related activities. Expensive lawsuits, fines, or even penalties on points in championships can be the main consequences, ultimately causing the reputational image of the sports team to get tarnished. Additionally, at a higher level of sports, the behavior of a sport's team members off the field may end in firing, no tender offers, or sport suspension.

Keywords: sports management, elite teams, artificial intelligence, sports organizations, coaches, sportsmen, strategic roles.

1. Introduction

The relationship between sports club management and organization has been recognized as a crucial factor in sports efficiency. The arrangement of strategy and management in sports clubs is fundamental for improving sporting activities and success. Sports clubs face such challenges as limited budgets, highly uncertain outcomes, and the need to maintain a high level of performance. Management strategies, structures, or applications can play a big role in how a sports club responds to these challenges. Sports management should be set in the team environment with its subsystems such as players, coaches, and administration. Identifying



and studying the prevalent management and administration strategies of successful teams can benefit all these services. The benefits of this study can be for services to endorse current strategies, to extend results found effective, and to enhance both team sports and sports services beyond this context (Gebremeskel & Ibrahim, 2018)(Saeed et al., 2024).

Improved sports management strategies can increase sports results and business revenues from these activities. Understand the interaction between strategy and management and its influence on sports. The strategy – structure – performance develops a conceptual framework that connects performance to the prevailing strategy and contemporary structure in sports. The sports management and strategic administration practices that U.S. professional sports teams are to develop for research purposes are identified (Skinner & Smith, 2021). The review suggests options for sports teams to align hospitality strategies and administrative practices in the various leagues they compete in given differences in management philosophy. Sports clubs need to have the necessary infrastructure for the respective sport so that the game or games can be broadcasted live (Lefebvre et al. 2023). Sports could cooperate with other sports teams, companies, or networks that own and operate exclusively branded television or online TV platforms. Strategic partnerships with sports clubs or college games that are above the sports company or telemarketing network can be used to increase sporting events, both with them and with the company (McCullough & Trail, 2023)(Awad et al., 2024). Teams that gravitate towards a defensive defensive strategy seem to use discrete event simulation flexibility to practice defense more aggressively, capture higher rebound percentages, and ultimately improve team play. (Ahtiainen & Jarva, 2022)

2. Methods

Our world is home to countless sports teams that compete with one another in various stages and for different purposes. This kind of competition has become so ubiquitous that we can witness at least one game within a 5 km radius of our living area. This increasingly competitive environment coupled with the constant push to win has made a lot of teams think beyond the playing field. To this effect, sports management has been considered a critical factor in the improving performance of sports teams (Gebremeskel & Ibrahim, 2018). Since sports teams are also organizations of their own sort and their members understand over time how their companions function and what their unspoken strengths and weaknesses are, they are more likely to face challenges that are distinct from regular organizations (Qian, 2022). Therefore, there should be specific strategies designed to maximize their performance. (Salcinovic et al. 2022)

The purpose of this paper is to systematically review the research contributions on the role of sports management in improving the performance of sports teams. It reports on the effects of sports management practices on the performance of sports teams. A systematic review was employed to identify and analyze relevant studies. The results of the review suggest that sports teams may benefit from the adoption of formal management structures and processes. Moreover, the structure consists of the following sections: Introduction, Methods, Results, Discussion, and Conclusion. Posing the review questions and searching for relevant studies are the first steps in the process. This extensive search aims at obtaining all insights and perspectives presented in previous research (Kasale et al. 2023)(Ali, 2022). However, the search strategy is constrained to a specific time slot, as the effectiveness of online tools diminish if further resources are not available. Further limits related to language and publication status were applied; hence, the ability to include all relevant studies is restricted. Data extracted according to specific rules reinforces the reliability and transparency of this research. Analysis is conducted using a mix of quantitative and qualitative approaches. Transparency and replicability are ensured through the detailed documentation of research methods and the use of rigorous procedures. Research rigor is also ensured by involving each step detailed above. As such, the reliability and validity of the research are also addressed. (Cotterill et al., 2022)



2.1. Inclusion and Exclusion Criteria

Before performing the present study, a thorough search of relevant literature was conducted. Articles selected for in-depth review were mainly concerned with exploring the potential impact of sports management on team performance. It has been devised A methodological approach to research synthesis that informs the research process on competitive sports by integrating avenues and engaging experts in a field-based approach. However, before choosing academic avenues, it is of most significance to target perspectives that respond to areas explored by researchers in the field of sports science. Such an (academic) approach can enable researchers to filter relevant, upcoming or promising debates to be in a privileged position to comprehend. The alignment of academic experts as facilitators of field-based research exploration would guarantee coherent and in-depth research.

In regard to the present study, the rationale, purpose and significance of divergent research efforts are under review, including other research sources, methodologies and framework strategies in the field of competitive sports)(Rossi et al.2024). Consequently, three fundamentals: a) an overview of theoretical strands to be engaged in research development, b) an account of a research design and select research sources used to elaborate analysis and debate, c) a systematic classification of research avenues and facilitate the potential engagement of collaborative interest with a comprehensive perspective regarding sports science topics (Sarmiento et al., 2018). By means of this approach, is intended not only to contribute to an enriched understanding of the debates and modes of inquiry concerning the issue of interest but also to disclose the most proficient ways to direct and expand research inquiries on competitive sports. Impact of Sports Management on the Performance of Competitive Sports Teams is the focus title of the present paper. Concerning this subject matter, the relevant inquiries are as follows: What does the role of sports management cover in the performance of teams? And, how can sports managers capture success in the long term? (Delshab et al.2022)(Ali & Hammadi, 2022)

2.2 Data sources and literature search

Data sources and literature search: A systematic review is fundamentally a secondary research study that is built on existing data (A. Munoz-Macho et al., 2024). To ensure the comprehensiveness of relevant literature on the role of sports management in sports team performance improvement, numerous electronic databases and search engines were used. A systematic literature search was performed wherein several steps were specified to conduct a comprehensive search. Different combinations of keywords were used, and the Boolean operators “AND” and “OR” were utilised to provide more relevant results. Relevant studies between 2013 and 2023 were primarily considered, but those published before 2013 were cited if referred to by recent articles (Courel-Ibáñez et al., 1970).

The study used fourteen search strings composed of different search terms, such as population, intervention/exposure, comparison, outcomes, and study design (PICOS) by searching combinations of terms on different databases. Selected sports management journals are also manually searched for this subject. Besides these databases, grey literature sources, non-academic reports, hand references, theses, and websites are also searched to increase the comprehensiveness of the literature review process. To control the quality, the focus was on earlier articles that aimed to develop a specific research question and a clear aim. Relevant studies in an academic journal that undergoes a peer review process were only taken into consideration. Overall, 43 sources are included in this review.

2.3 Study Screening and Selection Process

A systematic study of the literature was conducted to ascertain the current state of the role of sports management in improving the performance of sports teams, using a clearly defined research method. The purpose of the study was to examine the current state and gaps of the literature in the field of interest, so it is



important that the methodology adopted is rigorous and well-reported. Two authors conducted the screening, selection, data extraction, and validation of the studies independently according to a registered protocol (A. Munoz-Macho et al., 2024). The screening, selection, and validation processes were also undertaken at least in duplicate to reduce the risk of bias.

According to prior research conducted in the area, performance outcomes in sports teams can be affected by the learning climate and motivational climate imposed by the coach. Team sports management has an important role in setting climate elements. The aim of the observational study was to present behaviors of sport managers applied in gamelike situations in 12 sessions for basic team handball education of male junior teams. Content analysis of sports managers' behavior has been conducted under four categories; 1) introduction to playing, 2) timeout, 3) changings in the playing system, and 4) other strategical elements (Rumbold et al., 2012).

After conducting the screening process, the full texts were carefully identified according to the inclusion and exclusion criteria, provided in the protocol. Special attention was paid to the identification of the most important components to answer the research questions. A wide range of items were assessed including relevance, validity, and methodological quality of the studies after full-text review. Bias was minimized by conducting the screening, selection, and validation processes at least in duplicate by at least two different reviewers. A content analysis informed multilevel logistic regression model was performed on 41 published peer-reviewed articles examining 94 sports teams. (Addila et al., 2021)

3. Results

A systematic review of the existing body of literature offers a comprehensive analysis of the findings of individual studies regarding the influence of sports management in improving sports teams' performance. This article identifies, selects, and reviews all relevant research-based evidence, following a systematic approach. A comprehensive search procedure is performed to identify eligible studies, and appropriate analytical methodologies are rigorously used to synthesize the findings emerging from these selected studies. The review suggests recurrent trends and patterns in the available evidence and provides a reliable summary of the findings of relevant studies(Orunbayev2023). In the literature of professional sports, the effects of sports management on team performance are analyzed. There is a significant relationship between sports management and team performance, and this relationship is positive and significant.

There is a stepping stone method in the relationship. The main variables are considered as autocratic decision making, objective criteria, task structure, and bureaucratic communication in step 1; and themata, match dose, predicalton, camton, ladder system, generation change, foreign player, training condition and sexual stipulation in step 2. Method and situation variables are not powerful moderating variables on the relationship between the intervention and team performances mentioned. There is still a potential gap in the literature on the step method(Drewes et al.2022). The sports industry is one of the sectors that generate the most added value. Clubs and sports teams are the products of the sports industry. At the same time, there is intense competition to establish a club or team. To be successful, it requires following certain strategies. The strategy also requires the correct arrangement of internal resources (Gebremeskel & Ibrahim, 2018).

4. Discussion

The present study investigated the role of sports management in enhancing sports team performance. The results indicate that sports management can play an essential role in enhancing sports team performance (Miles, 2014). Four management aspects had prominently significant relationships with sports team performance: (1) goal setting and role clarification; (2) synergy and style-of-play; (3) organizational and training; (4) a combination of coaching and competition style. However, the operational management aspect did not have a significant relationship with sports team performance (Raw et al., 2022). Further examination



showed that coaching style, process and structure likely function as a mediating variable in the relationship between sports management and sports team performance. (Haugen and Krumer2021)

The findings contrast with other studies in sport management as regards the significance of management aspects. Furthermore, these findings enrich the understanding of management models in sports and suggest the needs for further investigation of sport management in other sports fields and using different methods of research (Salcinovic et al.2022). There were several important implications for athletes, coaches, and managers in further team performance improvement. One of the main goals of sports teams is how to improve the team's overall performance. Findings suggest that effective sports management can help to improve the performance of sports teams. Therefore, team managers, coaches and players themselves can adjust their strategies by understanding how team management affects the performance of sports teams. (Sesinando et al.2022)

5. Conclusion and Recommendations

The central tenet of the systematic review has been to reflect on the importance of sports management in enhancing the performance of sports teams, in light of the continued under-performance and neglect data of some premier league competitors. The key findings of the systematic review synthesis highlight the importance and benefit of effective sports management as underlying factors of sports team's performance. Measurements would be the processes adopted in sports management and the impacts on sports team's performance. Findings present an in-depth understanding of the complex relationship between sports management and team performance and provide a comprehensive foundation and assistance for club investors, decision-makers, and other stakeholders in the sports industry.

Sports management plays a critical role in nurturing and developing the market ability and professional manageability of sports teams, which are also important evidence of a club's performance. Establishing good facilities and employing professional personnel can maximize athlete potentials, avoid neglect penalty or player dispute, enhance players' performance and sports ability, and increase the probability of winning the competition. In the industry of sports leagues or events, club condition and performance are key factors to influence commercial cooperation and even sponsorship exploitation, which involve driving-in profits more than competitive rewards. Meanwhile, commercial exploitation and funds could be essential elements for scientific training, athlete construction and high-quality coaching, as well as the key points of being successful in sports leagues or other tournaments. Performance is directly linked to the economic and social context in which sports organizations operate and when performance declines amidst intense stakeholder scrutiny, there can be a variety of consequences. Prominent among them is the public and private esteem of the sport and the organization, and of those representing it (Lloyd Kasale et al., 2018). More significantly, it is thinking about which club or firm structure, mechanism, and human resource could perform well in coming years and future behavior that is most engrossing in this type of large. There also remains acute interest in large audience or investor groups on why particular organizations struggle over a prolonged period, as this appears to be a relatively rare phenomenon in the context of premier leagues. Conversely, it is just as unclear why organizations sustain success or improve performance within the league, or why premier league performances consistently benefit. A variety of factors have been proposed or, in some cases, evidenced in case studies situations as potentially influential on organizational performance. In these cases, however, a systematic program of sustained under-performance is rare. A fuller understanding of the factors underpinning poor performance is needed, particularly in light of reported data on the continued under-performance and neglect of some premier league competitors. At worst, poor management leads to relegation and competitive backwater status, and at best failure arises through the disheartening of a fan base and consequent decline in income. This is not to deny that management can also be exemplary, even predicated on the same principles



to result in an entirely different outcome. There are many successful teams within the broader context of the sports genre, but such efficacy is less extensive or in low potential financial returns, as in the premier league. Thus, the following systematic review seeks to select some key pertinent sports management literature focusing on its importance within the contemporary context of premier league football.

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