Information Technology as Predictors of Organizational Performance in Sports Managements in Nigeria

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Abstract – **The paper examined the impact and the usefulness of information technology towards sport performance and development in Nigeria. The purpose of this study is to find out the contribution of information technology in sport performance. Information technology consists of sport bulletin, sort magazine fax, e-mail, head projector, radio, television, movie and a host of others. People all over the world see and bear sport activities are world cup commonwealth games, leagues, wrestling and other sport tournament. The study descriptive with a validated questionnaire tagged information on sport performance questionnaire (ISPQ). The reliability of the instrument was carried out through Cronbach alpha and reliability coefficient of 0.85 was obtained. Population was 500 information technologist and sports directors. Random sampling technique was used to select 100 respondents used for the study. 5 research questions were raised for the study. Percentages and descriptive statistics of frequency counts were also used for the study. Findings however showed that information technology aided sport performances in Nigeria. Based on the findings, it was recommended that advanced countries should assist developing countries, Nigeria inclusive in the area of information technology. Federal government of Nigeria should make electricity available to towns and villages so that people can enjoy sport activities through information technology that is available around them.**

Keyword – **Management, Stakeholders, Communication, Information Technology, Predictor.**

I. INTRODUCTION

Man, from time immemorial, has found himself in a world of multiple hazards and he has always found ways of surmounting these situations and conditions in order to survive. Man has, from time to time, managed his life by coming up with new ideas, new things, new innovations that had heralded developments. These have made survival of living interesting for different individuals from generation to generation. (Adeuga 2014). Sport is natural to man, as it provides him with opportunities to interact when competing and excellent performances are taken note of. Every nation tries to explore competition opportunities in sports with other nations in order to be in the world rankings (Morakinyo 2000). By this, talents and nations are not isolated. This can only be possible for those talented individuals if their national sport associations/federations are part of the global sports family and meet the expected requirements for registration. Nations, therefore, adhere to the procedures towards the formation of different sport associations/federations and ensure registration with their relevant International

Federation (IF). The talented individuals can then participate in the sports competitions organized by their specific world governing body (Adeuga, 2016).

Eniola (2000) and Omolawon (2009) asserted that the increasing growth and development of sports in the recent years could not be unconnected with the individuals wishing to participate in one sport or the other. These athletes look forward to the opportunities to compete with their contemporaries. Competitions provide them such chances at different levels so as to purposefully and gainfully use their talents. Participation in sports means so many things to so many people based on their aspirations and goals. To some athletes, participation in sports is used to as a means of livelihood. Many Nigeria athletes are playing in different countries as the opportunities are there for different scout to identify talents at major champions such as the football World cup and other internationally organized championship. Katz (2001) and Smith (2001) defined sports, using Webster`s dictionary, as "any activity or experience that gives enjoyment or recreation, pastime or diversion" or such an activity, especially when competitive which requires more or less vigorous bodily exertion and carried on sometimes as a profession, according to some traditional form or set of rules, whether those who actively participate in it or are just as spectators or supporters. Everyone plays his/her own role at different levels.

Adegbesan (2004) and Adesina (2002) therefore opined that coaches and athletes are always striving to reach peak performance since sports, in a real sense, play a major role in shaping an individual`s personality and also give people certain level of identity through the traditions existing in the society. It is the duty of coaches to provide their professional services to society by identifying sport talents; nurture and expose them at the appropriate competitions. These athletes look up to the coaches and the organizing secretaries to help them achieve their sport goals in life. Talent identification is an ongoing process and such services can be well coordinated and articulated when coaches and organizing secretaries are Information Technology literate and are able to store and interpret data.

The set of rules and regulations in the play of sport protect the participants from being maimed or killed without regard. Healthy rivalry and healthy competition are thereby propagated by international federation (IFS) through sponsorship assistance big multinational companies. The identification of talents and projections towards organized sports are achieved through specific organizational goals. Olufunmilola (2000) explained that good communication helps to build relationship with

facilitates achievements of goals. The performances of sport organizations are evaluated from their successes or failures at competitions. Sports organizations exist through the production of products known as the athletes and provide services referred to as competitions. In the opinions of Covell, Walker, Siciliano and Hess (2003), they stated that through the work of an organization is divided among separated units or departments, coordination is essential in ensuring that the work done within each unit is consistent with the overall goals of the sport organization.

The management of human and material resources in a sports organization has to coordinated in a sport organization has to be coordinated and controlled by a manager. Fasan (2004) and Lathin (2001) saw sports management as the activities that are intended toward the development of sports in general and carried out by specific people trained in the administration of sports. Cole (1996) used Fayol`s definition that "to manage is to forecast and plan, to organize, to command, to coordinate and to control". This fall in line with the roles a manager in sport performs.

A sports manager must also be able to communicate effectively with coaches, athletes and other stakeholders on different sporting events and make sure such events are available to all. He should use different mediums of communication and be versatile in using various communication pathways. Communication, these days can only be effective and disseminated appropriately with the assistance of modern information technology work systems. A work system according to Adeuga (2014) and Alter (2002) is that in which human participants and/ or machine perform a business process using information technology and other resources to produce products and or services for internal or external customers. In developed countries, the organization of sports as an institution is becoming more complex as modern IT equipments are in wide use. As a result of the range of competitions being provided for in their annual calendar, UEFA Champions league football for example, highly trained and IT literate personnel is required.

In Nigeria, the National Sports Commission relates with the different stakeholders namely, the states sports councils, the ten sports Zonal headquarters, the tertiary institutions, the military and paramilitary and recognized bodies for a viable work system to provide them with talents. The administrative headquarters for most Federal ministries are in the Federal Capital Territory, Abuja. The operational headquarters for the most national associations/ Federations are in the National Stadium, Lagos.

II. INFORMATION SYSTEMS USE IN SPORTS

According to Isiguzo, (2002) it is defined as the creation and transmission of messages in clear and understandable manner to achieve certain purposes. Omolabi (1992), viewed communication as a process by which information is transferred from individuals to another so clearly that the meaning received is equivalent to those which

initiators of the message intended. Information system is so much part of sports that the first event broadcast on radio was boxing match: The Dempsey – Carpentier flight on RCA`s WJZ in 1922 and that the first sport event broadcast on television was the 1936 Olympic Games in Berlin. The information system keeps changing through development and making life a lot easier and interesting.

The OIC (1991) identified the following methods of information systems that can be of assistance to all national sport bodies. A written: Writing communication system is the most accessible and effective in terms of the resources and the groups to be reached. It can be sent through facsimile or with computer through emails. They include memos, letters, bulletins, news letter, press release, electronic mail, B. Visual presentation, it includes posters, demonstrations, slides, overhead projector, T.V Video or movie presentation. Sports content is now king and drives huge audience around the internet all seeking the latest information on their favourites sport, team or player. Vast sums of money have been invested, in the last few years, into building huge sports internet portals with the belief that convergence between internet and television will generate huge financial windfalls in four or five years time (Lathin 2001).

III. STATEMENT OF THE PROBLEM

Information provides knowledge and knowledge is power. It provides for an individual, an array of things happening around him/her in this non-static world. Sport has been the major tool that unites individuals, communities, nations and the world at large. The whole world is moving towards information technology literacy and Nigeria as a developing country should be part of this development. National sport federation need to create and maintain an image of competence, seriousness and unified level of professionalism using information technology equipment.

Despite the great advantages in using information technology devices, it is pertinent to state that many national and state sport associations are not yet using the computer effectively to store information and for the competitions they organize.

IV. PURPOSE OF THE STUDY

The purpose of the study is to examine the use of IT as predictor of organizational performance in sport management and to find out whether the use of IT can influence performance and promote effectiveness in sport management.

V. RESEARCH QUESTIONS

Will Information Technology equipment be a predictor of organizational performance in sport management in Nigeria?
Will National Sports policy use of information technology be a predictor of organization performance in sport management in Nigeria?

Will training of information technology personnel be a predictor of organization performance in sport management in Nigeria?

Will knowledge of information officers personnel be a predictor of organizational performance in sport management in Nigeria?

Will communication between the sport shareholders through the use of information technology be a predictor of organizational performance in sport management in Nigeria?

VI. SIGNIFICANCE OF THE STUDY

This study is significant because some of the findings may be of immense benefits to National associations at the National sport commission and other sport bodies when the effects of IT on the organization of sports and services provided are made clear. The findings may also give an insight into some of the problems faced by state and national associations/federations. It may also assist the sport bodies up to date, efficient and effective in their administrative performance.

This finding of this study may further stimulate research in sport technology as found in different spheres of human endeavours for efficiency and professional ethics.

VII. RESEARCH METHODOLOGY

The researchers adapted descriptive survey design as recommended by Whawo (2010) and Osuala (2011) for studies aimed at exploring opinions of a given population on existing practices and conditions. The target population for the study consisted of all information technologists and all sport directors in Nigeria. Fifty (50) information technologists and 50 fifty (50) sports directors were used as sample for the study through simple random sampling method. The research instrument used for the study was self-developed questionnaire titled "Information Technology on Sports Performance Questionnaire" (ITSPQ). The reliability of the instrument was carried out through cronbach alpha and reliability coefficient of 0.85r was obtained. Each questionnaire contains both sections A and B. Section A elicited questions on demographic data such as sex, age and qualifications while section B elicited information on prediction of Information Technology toward sport performance and management.

VIII. RESULT AND DISCUSSION

The instrument was given to the concerned personally by the researcher with the help of his research assistant and collected back. The data were analyzed using descriptive statistics of frequency counts and percentages.

S/N	ITEM	YES	%	NO	%
1	Will information technology equipment be a predictor of organization performance in sport management in Nigeria?	56	56%	44	44%
2	Will National sports policy use of information technology be a predictor of organizational performance in sport management in Nigeria	52	52%	48	48%
3	Will training of information technology personnel be a predictor of organizational performance in sport management in Nigeria?	60	60%	40	40%
4	Will knowledge of information technology officers be a predictor of organizational performance in sport management in Nigeria?	72	72%	28	28%
5	Will communication between the sport shareholders through the use of information technology be a predictor of organizational performance in sport management in Nigeria?	55	55%	45	45%

IX. DISCUSSION

The analysis reflects that information technology has positive effects on sport performance and management in Nigeria.

This is surely obvious considering the enormous roles that information technology had played and still playing our contemporary world in sport alone but in all social life. 56% respondents in question one agreed that equipment information technology is a predictor of sport performance as well as management while 44% disagree. Question 2 indicates that 52 respondents agreed that National sport policy used information technology achieve success in sport performance while 48% respondents totally disagreed with the view.

Most of the respondents in questions three, and four approved that information technology is a panacea for sport performance and development in Nigeria.
Question five
Finally, the last question reflects that information brought effective communication among sport stakeholders in Nigeria.

X. CONCLUSION AND RECOMMENDATIONS

The researcher work vividly shows the use of information technology in promoting sport performance, development and awareness among sport directors, sport stakeholders, players and sport consumer (spectators). Through information technology such as television, radio, sport bulletin, newspapers, posters, video, movie, slides, overhead projector, memos letter, fax and email.

Information technology has manifested our real sport world. However it is also glaring that information technology spread the activities of sports to nearly every home in Nigeria and world at large.

The following recommendations are made:

Sincere information technology plays a vital in sport performance and development in Nigeria, the federal and state governments should make power supply available to all towns and villages so that every citizen will have assess to sport performance through television or radio.

Sincere information technology is a weapon for sport attainment all stakeholders in sport should support and embrace information technology morally and financially.

Developed countries should assist developing countries Nigeria inclusive information technology by providing equipment and personnel to boost information technology in Nigeria.

The media should be wary of projecting anti cultural video, and films that are inimical to Nation`s future.

The information technology should assist in spreading sports to the grass root so that the slogan of catch them young will be achieved in Nigeria.

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AUTHOR'S PROFILE

Dr Adeuga was born in Ondo town, Ondo State N igeria, he obtained his B.Ed, Med, Mls and PhD from university of Ibadan, Ibadan Nigeria. He has published many journals both local and international. He is happily married and blessed with children.