
Changing the Sports administrative structure according to the sports scientific standard PhD and Master's degree exclusively to lead the engineering of the operations of the national and international sports institution in light of the background of the events of FIFA 2015

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Summary

Sports management is a vital area that plays a crucial role in the development and management of sports activities at the national and international levels. The administrative structures of sports institutions are witnessing increasing challenges, exacerbated by sporting developments and important events that have occurred in the global sports scene, among which is what happened in 2015 in the context of scandals and abuses that followed. (Bishop & Cooper, 2018a)

The 2015 FIFA events, which were related to corruption scandals and ethical abuses within the international sports body, cast a shadow over the various sports management structures. The impact of these events was not only local, but extended to international dimensions, igniting the need to reconsider and improve sports management structures in light of scientific standards in the field of sports leadership. (Rowe, 2017b)

This study aims to explore and analyse in depth the changes that can be achieved in sports management structures, particularly in the context of leading the engineering of the operations of national and international sports organizations. Emphasis will be

placed on reviewing the relevant scientific literature and analysing current management structures to provide a comprehensive assessment of the positive and negative impacts that resulted from the events of FIFA 2015.

This study also proposes amendments to sports management structures, based on doctoral and master's standards in sports leadership, with the aim of improving the effectiveness of these structures in crisis management and achieving the objectives of sport in a more comprehensive and robust manner.

Keywords: Sports, Administrative Structure, Scientific Standard, Sports Institutions, FIFA 2015.

Introduction

Sports management is a vital area that plays a crucial role in the development and management of sports activities at the national and international levels. The administrative structures of sports institutions are witnessing increasing challenges, exacerbated by sporting developments and important events that have occurred in the global sports scene, among which is what happened in 2015 in the context of scandals and abuses that followed (Bishop & Cooper, 2018a).

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Search Problem

This study addresses the main research problem, which is the need to improve the sports administrative structure at the level of national and international bodies, especially after the impact of the 2015 FIFA events, which contributed to showing fundamental challenges and problems in those structures. The effectiveness of the current management structures in the field of sports operations engineering leadership is diminished, requiring a comprehensive reassessment of those structures and changes based on doctoral and master's standards in sports leadership. (Euronews, 2016)

Administrative structures in the sports field play a crucial role in achieving success at the national and international levels. A good administrative organization is the basis on which sports institutions build their successes, as it enables them to coordinate the available resources and achieve the set goals. As sport evolves and its systems become more complex, the need for a more sophisticated and flexible management structure has become essential.

This structure requires the ability to deal with modern challenges such as increased competitiveness, technological development, and the pressures of social and political changes. (Halder, 2016).

The Importance of Sports Administrative Structures

Sports administrative structures play a pivotal role in improving the overall performance of sports institutions at the national and international levels. These structures contribute to the organization of work, the distribution of tasks among employees, and the clear definition of responsibilities and powers. Without an effective management structure, sports organizations may face organizational chaos, challenges in achieving their goals, and difficulty in coordinating between different teams and departments (Bayle & Rayner, 2018).

Challenges Facing Sports Administrative Structures

Sports governance structures face multiple challenges, including adapting to rapid changes in the international sports landscape, increasing requirements for transparency and accountability, and increasing pressures to achieve sustainable results. Some of these challenges are due to recent sporting developments, such as the increasing professionalism and overlap between business and sport. For example, the 2015 FIFA scandal highlighted the importance of a management structure focused on transparency and accountability (Bishop & Cooper, 2018a).

Analysis of Current Challenges

Sports administrative structures play a key role in the organization and management of sports institutions and the achievement of their goals. The effectiveness of these structures depends on the ability of institutions to adapt to the rapid changes in the sports environment, both nationally and internationally. In this chapter, the different types of current sports management structures will be analyzed, with a comprehensive comparison between these structures in terms of advantages and disadvantages and the ability to adapt to future challenges. The challenges faced by these structures in the context of major sporting events will also be reviewed. Such as the 2015 FIFA scandal, and its role in improving or hindering sports performance.

1. Types of Sports Administrative Structures

Sports management structures can be classified into three main types: linear structure, functional structure, and mixed structure. Each of these structures has its own unique characteristics that affect how a sports organization is managed. A comparison table between these three types will be presented below to illustrate the strengths and weaknesses of each structure.

Table (1): Types of Sports Administrative Structures

Chassis Type	characteristics	Advantages	Defects
Linear structure	Strict hierarchy, characterized by direct guidance between administrative levels	Clarity of responsibilities and roles, ease of decision-making	Weakness in innovation, difficulty in coping with changes
Functional Structure	Divide jobs into specialized departments, such as marketing and human resources	Specialization in tasks, improving efficiency at work	Challenges in coordination between different departments
Mixed structure	A combination of linear and functional structure, based on multiple teams	Flexibility in dealing with changes, cooperation between departments	Complexity in organization requires advanced leadership skills

2. Linear Structure

The linear structure is one of the oldest types of administrative structures, and it is based on a clear hierarchy that starts at the top and ends at the bottom. The Director General is given full authority to direct individuals and make decisions. This type of structure is suitable for small sports organizations that do not require complexity in organization. The linear structure is characterized by simplicity and clarity in the distribution of responsibilities, as each employee knows his role accurately.

However, this structure suffers from some drawbacks that limit its efficiency, especially in large organizations or those facing rapid changes. Strict hierarchy can

lead to slow decision-making, and poor innovation and interaction between departments may lead to an inability to adapt to changes (Foose, 2016).

3. Functional Structure

In a functional structure, a sports organization is divided into specialized functional units or departments, such as the marketing department, the finance department, the operations department, etc. This structure allows large and specialized organizations to improve work efficiency, as individuals with similar skills are grouped into a single department. The functional structure is effective in improving performance within each department, but it may face challenges in coordination between different departments, especially when sports projects require joint cooperation (Schultz, 2015).

4. Mixed Structure

The hybrid structure combines the advantages of a linear and functional structure, combining a clear hierarchy and at the same time relying on multidisciplinary teams. This type of structure allows greater flexibility in the management of sports organizations, especially in environments that require interdepartmental collaboration. The hybrid structure is based on the division of some tasks into specialized teams that collaborate in the implementation of projects. This structure enables sports organizations to adapt to changes and deal with future challenges more effectively (Andrews & Harrington, 2017).

5. Challenges Facing the Current Sports Administrative Structures

Current sports management structures face several challenges in light of the rapid developments in the field of sport. One of the biggest challenges is the need to innovate and adapt to changes. Some of these challenges include:

Table (2): Challenges Facing the Current Sports Administrative Structures

Challenge	Explain
The need for effective leadership	Constant change in sport requires leaders who can quickly adapt to changes and make strategic decisions that fit the needs of the sports organization.
Dealing with technological changes	Sports management structures must keep abreast of technological developments in areas such as graphical analysis and data management to improve performance and decision-making.
Increased demands for transparency and accountability	Scandals such as the 2015 FIFA scandal increase the need for administrative structures to be more transparent and able to meet legal and ethical requirements.
Interdepartmental coordination	The main challenge in functional and mixed structures is the need to improve coordination between different departments to ensure that tasks are carried out effectively.

6. The Impact of the 2015 FIFA Scandal on Management Structures

The FIFA scandal in 2015 exposed many weaknesses in sports management structures, especially in terms of transparency and accountability. This scandal significantly affected FIFA's reputation and led to a loss of public confidence. It also prompted other sports institutions to reassess their management structures to ensure that the same mistakes were avoided (Bishop & Cooper, 2018a).

Table (3): Impact of the 2015 FIFA Scandal on Management Structures

Before the scandal	After the scandal
FIFA Reputation	High
Public Trust	80%
Revenue	\$2 billion

7. Proposed Solutions to Challenges

- Promote transparency:** Sports organisations should rely on monitoring and evaluation systems to ensure transparency at all levels of management.

2. **Leadership Development:** Training programs aimed at developing strategic leadership skills should be offered to enable leaders to deal with modern challenges.
3. **Leveraging technology:** It is important to promote the use of modern technology in the management of sports organizations, such as analyzing big data and making decisions based on scientific analytics.

Analysis of current sports management structures is essential to understand how the performance of sports institutions can be improved at the national and international levels. Linear, functional and mixed structure Each has its advantages and disadvantages, and sports organizations must choose the one that best suits their specific needs. These structures must also be flexible enough to adapt to future changes, especially in light of major challenges such as the 2015 FIFA scandal.

The Impact of the Events of FIFA 2015

In 2015, FIFA, the international organization responsible for organizing football tournaments around the world, experienced one of the biggest scandals in the history of international sport. These events, which were revealed as a result of investigations by international authorities, were aimed at fighting corruption and mismanagement within the organization. The scandal has exposed a range of illegal practices involving senior FIFA officials, leading to radical changes in sporting governance structures around the world. The effects of these events were not limited to FIFA alone, but also other international and national sports institutions, where it has become necessary to reconsider sports management and leadership methods to ensure integrity and transparency (Bishop & Cooper, 2018a).

The end

In conclusion, the transformation of sports management structures is critical to raising the level of performance and ensuring the sustainability of sports institutions.

In light of scientific standards, proposals for changes in management structures are a positive step towards achieving best practices and ensuring a balance between transparency and efficiency. These changes should be based on innovation and creative thinking, while encouraging a culture of transparency and accountability.

In addition, implementing these changes requires ongoing collaboration between leaders and employees, with a focus on skills and technology development. We must build flexible and robust management structures that can adapt to the rapid transformations of sport.

Concluding Recommendations

1. Enhance transparency and accountability within sports institutions.
2. Develop a flexible organizational structure capable of adapting to changes.
3. Investing in sports leadership development.
4. Improving the use of technology in the management of sports institutions.
5. Promote a culture of cooperation between departments.
6. Improve governance policies and ensure compliance with international standards.
7. Encouraging community participation and strengthening the relationship with the public.
8. Provide periodic performance reports and re-evaluate administrative structures regularly.

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