



## The Understanding & Management of Conflict in Sports Organization

Kiran Rowth .S, Physical Education Director ,Government First Grade College, Holenarasipura Taluk, Hassan District, Karnataka state

### ***Abstract***

*There are numerous sports governing bodies in India which operate unprofessionally. Top politicians occupy important positions in these sporting organizations. The saddest part of these sports organizations is that it is these politicians who have no idea about sports frame the sport polices. This hampers the growth of sports. Management of the sports is the key problem. Sports associations should change their management & mindset in order to make sports a respectable profession. This paper analyses the key factors facing the sports & focuses on the management of sports organizations. The sports organizations should work towards understanding & identifying the consequences of & the medical challenges of overtraining, the impact of injuries on youth sports and psychological aspects of sport etc.*

*Key words: sports organizations, Conflicts, management, policy making,*

### **Introduction**

Indian sports arena is bugged with unprofessionalism. There are numerous sports governing bodies in India which operate unprofessionally. Top politicians occupy important position in these sporting organizations. The saddest part of these sports organizations is that it is this politician who have no idea about sports frame the sport polices. This hampers the growth of sports. Management of the sports is the key problem. (Ram Mohum Majumdar Basics of Physical education & sports – pinnacle technology 2009).

### **Key problems facing Sports**

1. The problems that are seen at sports management level can be dubbed as the root of all problems in sports today. Sports associations and governing bodies should change their mindset and should issue serious job roles with ex sports men on decision-making posts. ( Ram Mohum Majumdar Basics of Physical education & sports – pinnacle technology 2009).
2. National sports associations and sports federations must stop bustling about the governmental support and



- work towards developing a saleable product.
3. Sports associations and governing bodies suffer from imbalance of pay scale to coaches / players/ managers/ partners / sponsoring agencies is a major challenging point in the sports organizations.
  4. Inequality in the finances towards sports allocation is a major threat to popular sports like Football / cricket / kabaddi / kho kho / volleyball. In India only cricket finds sponsorships / partnerships & event hosting. Other sports & their organizations suffer from finding such huge bulk of expenditure.
  5. Issues of differences in salaries across sports organizations is causing a very evidential competitive imbalance which will have disadvantage which may result in declining popularity of the sport amongst the fans. Even sports management organizations finds it difficult to cope up with the situation ( Sharma J P - organization & management of physical education & sports 2005).
  6. The development of sports in the country needs a change in the basic mindset and evolution of the new sports culture. There is a need for sports federations, clubs, sponsorers and marketers to change the features of marketing by including professional methods.
  7. Development of Sport at grass root level should be a focus of all sports governing bodies across the India, unfortunately only the popular sports, such as Cricket Kabbaddi, manage to flourish at grass root levels, Development of grass root sports is the starting point of disciplined and structured progress of the sports culture. Sports organization should think about it. ( Sharma J.P.- Sports dictionary 2009).
  8. Disciplinary mindset in sporting clubs can avoid sport conflicts & management becomes easier. There is laxity in the case of Doping, Match fixing, biased selection procedures, violence in sports. These are key problems that are hampering sports. ( Sharma J P - organization & management of physical education & sports 2005).
  9. Sports organization suffer from lack of elite coaches. Some organizations suffer from retention of coaches ( Tahir hussain -Research Methodology in sports & physical education 2012). There is a need to support and develop organization of sports



- officials such as coaches , umpires , referees & other trainers. As key leaders in the sporting world, coaches must play a leading role in setting standards and influencing others. At grass roots level, the option of volunteering to coach or referee the local school / college / club or junior team is a difficult and daunting task. Hence sport organization should stop bidding for a successful coach & stop conflicting on hiring the opponent's team coach / trainer/ master.( Tahir hussain -Research Methodology in sports & physical education 2012).
10. These days society demands greater dedications to work, commitments in other areas of family life are increasing and the number of alternatives to participation in sport continues to grow. Sport organizations conflict on these personal issues before the player can ease out his problems.
  11. The recruitment and retention of club coaches and officials is a major challenge for any sport organization. All stake holders of sporting community need to continue to support sporting pursuits. This will result in deviating conflicts in sports management.
  12. Another constant across all disciplines of competitive sport is that of stress. Athletes are continuously placed under copious amounts of stress with recurring organizing of tournaments & events. Sports organizations need to look in to the stress & strains of the players instead of spinning profits.
  13. All sports persons are expected to perform at a high level in each game . Sports conflict arise from the fact that been after repeated best performances a solo failure will not be forgiven. (Sharma J.P. – Exercise physiology & sports 2009).
  14. There are several examples of athletes / players who have 'frozen' or 'choked' under pressure, and have not liven up to the high expectations.
  15. There is a need of an integrated approach to counter these challenges.
  16. Experts in coaching, sports medicine, psychiatry and officiating will have to come together to make sports a professional arena for youngsters.
  17. The sports organizations should work towards understanding & identifying the consequences of & the medical challenges of



- overtraining, injuries, tiredness & fatigue.
18. The impact of injuries on youth sports and psychological aspects of sport is so bothering as sport clubs / organizations dispute over supplementing a healthy player in place of a injured player.
  19. Sports like archery ,boating ,racing , parallel bars, gymnastics . mallakambha , etc need to be augmented before they disappear from the sporting scene.
  20. The willingness & ability to spend money on market research enhances the power of sports organizations & the management of the sports towards newer heights is achieved through competence. Conflicts in sports organizations can be checked through market researches.
  21. There have been several researches in recent years on the promotion of sports in schools & college level & making students more aware about the healthy habits, The sport organizations should set the goals & should strive to diagnose the way for its accomplishments through tracing out best management opportunities.
  22. Heavy commercialization of sporting activities which is reflecting on managerial activities of the sports organization is also having a great impact on sports organizational hierarchy. It should explore the managerial activities essential to governance and policy development of sports in the nation's interests.
  23. Many of the functions of the department are related to other ministries, like Ministry of Education, Employment & Training, Health and Family Welfare thus it functions largely as a facilitator for youth building. This needs an integrated & comprehensive policy framing. Rajeev Gandhi Institute of youth development is one of the promoter institutions which is striving to frame such policies for youth development.

### Conclusion

Sport is facing a number of challenges. The sports organizations should work towards understanding & identifying the consequences of & the medical challenges of overtraining, the impact of injuries on youth sports and psychological aspects of sport etc. All stake holders of sporting community need to continue to support sporting pursuits in a bid to avoid any conflicting opinions. Each club has to understand the imperative necessity of reckoning the sport ethics besides profit making & revenue generation. Sports can become a habit if the



policy towards creating a consciousness takes an innovative path. Heavy commercialization of sporting activities which have a great impact on sports organizational hierarchy leading to conflicts have to be stopped through a good sport policy.

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