

The Effect **Information on** **STRATEGIC DECISION MARKETING** **IN THE EGYPTIAN SPORTS** **FEDERATIONS**

Dr. Dina kamal mahmoud

Introduction and research problem

***Information** has unprecedented interest in the current era (era of the information revolution) for its importance and vital rule in different fields and activities, as it became one of the most important sources in the administrative process. Information technology helped society in different fields and still give more and more till now ^(5:3).*

Marketing research is one of the marketing functions that were found to help solve problems which face the marketing activity within the facility by following the scientific method in the research rather than relying on guesswork, marketing and personal experience which represent one of the basic activities of workers in any area, marketing is not limited to goods only but it includes all the tangible and intangible products such as services and ideas ^(1:11).

With the complexity of the activities of the sports federation and its Arab, African, international competitive federation, the importance of the strategic management is increased and its need

for an information system helps in determining the mission of the sports organization and its objectives, developing strategic plans then strategic decisions which achieve competitive advantage. Organizing strategic information are systems support or form the competitive strategic of the activities of sports organization, it is characterized with its basic ability of changing the method of work performance supported by the system, and this is done by its contribution to achieve the objectives of the organization ^(5:2) .

The researcher did not found any studies have addressed identifying

* Lecturer in Department of Sports management and Recreation faculty of Physical Education Helwan University

using strategic information system in supporting marketing decisions in Egyptian sports federations, which induce the researcher to study the *fact of using strategic information system in Egyptian sports federations* and its rule in supporting information officials and the data that support marketing decisions to the fullest.

Study objectives:

The study aims at assess the extent of using strategic information system in supporting marketing decisions in Egyptian sports federations.

Study questions:

In the light of the study's aim, the researcher put the following questions:

1- What is the current status of the

strategic information system of supporting marketing decisions?

2- What are the variables and available strategic and environmental information in the current information system to support the marketing decisions?

3- What are the requirements that should be taken into consideration in the strategic information system to support the stages and marketing decisions-making?

4- What is the effectiveness of information system in achieving the objectives of sports federation to support marketing decisions?

5- What are the considerations which shall be taken into account when evaluating and monitoring marketing decisions?

The plan and procedures of the study:

Study Methodology:

The researcher used the descriptive approach (survey method) which is appropriate to the nature of the study.

Community and sample:

The study community is represented in the members of the boards of the Egyptian sports federations consists of (46) federations, the sample was chosen in the intentional way from (Football, Basketball, Volleyball, Handball, Fighting, Boxing, Judo, Taekwondo, Squash, Badminton, weightlifting) and the members consists of (60) members of the mentioned federations.

Study Tools:

A questionnaire of using the strategic information system in supporting marketing decisions in the Egyptian sports federations.

Which is a form prepared by the researcher; the axes of the questionnaire were represented in the following:

- ✓ The current situation of the strategic information system in supporting marketing decisions.
- ✓ Variables and available strategic and environmental information in the current information system.
- ✓ The requirements that should be taken into consideration in the strategic information system.
- ✓ The effectiveness of information system in achieving the objectives of sports federation to support marketing decisions.
- ✓ The considerations which shall be taken into account when evaluating and monitoring marketing decisions.

The researcher developed a pentad balance to correct the questionnaire. The statements have been corrected as follows:

Strongly agree (5) degrees, agree (4) degrees, to a certain extent (3) degrees, disagree (2) degrees, strongly disagree (1) degree.

Scientific transaction of the questionnaire:

The researcher calculated the scientific transactions of the questionnaire as follows:

a- Validity:

The researcher used the following way to calculate the validity of the questionnaire:

(1) Judges validity:

The researcher presented the questionnaire in its initial form (annex 3) to a group of experts in the field of sports management, the group consisted of (7) experts (annex 1) to express opinions on the suitability of the questionnaire whether in its axes, axes phrases, and how these phrases are appropriate to each axes they represent. The percentage of the experts' opinions on the questionnaire statements were between (43%: 100%), and so (8) phrases were deleted for getting less than 70% of the experts' agreement, then the final image was (60) phrases (annex 4).

(2) Validity of internal consistency:

The researcher applied the validity of internal consistency on a sample

consisted of (15) individuals from the research community and from outside the original sample of the research. The correlation coefficients between each phrase degree and the total degrees of the axes it belongs to were (0.64:0.93), the correlation coefficient between the degrees of each phrase and the total degrees of the questionnaire were (0.63:0.91), the correlation coefficient between the total degrees of each axes and the total degrees of the questionnaire (0.95:0.91) which are a statistically correlation coefficient refer to the questionnaire internal consistency.

b- Stability:

The researcher used alpha Cronbach coefficient to calculate the stability by applying it on a sample consisted of (15) members from the research community and from outside the original sample, alpha Cronbach coefficients of the questionnaire axes ranged from (0.96:0.93), alpha Cronbach coefficient of the total degrees of the questionnaire (0.96) which are a statistically correlation coefficient refer to the stability of the questionnaire.

Discussing and explaining the results:

Table (1)

The relative weight and the ratio average of the responding to the questionnaire axes

(N=66)

	<i>Axes</i>	<i>Average weight</i>	<i>Ratio average of responding</i>
1	<i>The current situation of the strategic information system in supporting marketing decisions.</i>	2478	0.63
2	<i>Variables and available strategic and environmental information in the current information system.</i>	2634	0.63
3	<i>The requirements that should be taken into consideration in the strategic information system.</i>	2262	0.63
4	<i>The effectiveness of information system in achieving the objectives of sports federation to support marketing decisions.</i>	2325	0.60
5	<i>The considerations which shall be taken into account when evaluating and monitoring marketing decisions.</i>	1414	0.59
6	<i>The total degree of the questionnaire</i>	11113	0.62
<i>Minimum trust limit = 0.70</i>			
<i>Maximum trust limit= 0.90</i>			

Table (1) shows the following:

The average of responding was between (0.63:059), the total percent of the questionnaire was (0.62) as the percentage of all the axes were less than the minimum limit which indicate that it was not achieved in the actual fact of using strategic information system in supporting marketing decisions in the Egyptian sports Federations.

The researcher attributes that result to the deficiencies in the use of strategy information system in sports federations. The system does not contain enough information to help in decision making as well as the lack of integrity in the information provided, the lack of comprehensive and not presenting it appropriately, unquantifiable, and difficulty in the transfer of the information. Also, the used programs are not multiple and the non-availability of active communication network and the information system currently in place within the sports federations are not provided with economic, politic, law environment as well as the information related to sports organization, competitive markets, strength and weak points and the information related to the element of efficient and quality.

In addition to the poor availability of the requirements which support the power of strategic information system inside federations through developing a clear strategic plan that can be followed for the federations to be promoted. Also, the high management

does not fully support the importance of information and not to take into account the surrounding variables, as it does not provide the necessary effective for the Egyptian federation to achieve their goals which shall support marketing decisions through improving effectiveness and efficiency and enabling management to devote more time for strategic tasks and the ability to exchange information on a regular basis an identifying all the available alternatives and choose the best and provide more accurate reports through the streaming of the provided information.

Moreover, the process of evaluating, following, and controlling strategic decisions are not perfectly done, as there is a serious deficient in identifying whether the decision that have been issued have been successfully done or there were many obstacles that have prevented applying those goals. The process of evaluating and controlling is one of the important processes which shall be taken into account due to the offered information help the high management to identify its problem and in trying to avoid those problems in the future which will help the federations to develop the sports organizations.

“Samir abu El Fotoh Saleh” (1996) (2) indicates in his study the importance of strategy information system in supporting the strategic management and to perform its basic functions at the highest level of efficiency and effectiveness whether these functions were represented in the process

of performing strategic planning or in the process of decisions making.

“Nadia Habib Ayoub” (2006) (4) indicates in her study the importance the availability of the properties of strategic information.

The study of “Molloy & Schwemk, G” (1995) indicates that the use of in-

formation systems lead to more rapid, convenient, and accurate information needed to solve the problems, storing and retrieving the information through database which based on information system leads to increase the quality of administrative decisions and the speed in making them.

Conclusions

In the light of the results of the study the researcher find the following conclusions:

- 1. There are deficiencies in using strategic information system in supporting marketing decisions in the Egyptian sports federations.*
- 2. There are many obstacles in the current status in using strategic information system in supporting marketing decisions.*
- 3. Lack of environmental and strategic variables and information in the current information system of the sports federations which impede supporting marketing decisions.*
- 4. Applying requirements are not taking into account which must be taken into consideration in the strategic information system.*
- 5. Ineffectiveness of information systems in achieving the goals of sports federations in supporting marketing decisions.*
- 6. Unavailability of the consideration to be taken into account when evaluating and controlling marketing decisions.*

Corresponding authors

In the light of the results of the study the researcher find the following recommendations:

- 1. The need to provide information and data related to marketing decisions which have a clear and very important impact in the success of the federations' objectives.*
- 2. Raise the scientific and practical level of the workers in the sports federations and training them on how to use such systems through providing them with specialized training courses.*
- 3. Providing many computers to the sports federations and connected them with the international information network for exchanging the information between the federation and its branches easily.*
- 4. Encouraging the senior leadership on using the modern technology as it is considered as the future of the administrative work in the modern era.*
- 5. The inclusion of a study course of strategic information system in the faculty of physical education and how to apply it in order to prepare a generation can cope with these innovations which emerged on the sports arena.*
- 6. Convening conferences and seminars to help the workers of the federation to recognize the importance of strategic information system in the Egyptian sports.*

References

First: Arabic references:

1. Ramadan Mahmoud Abd El Salam (1999): *studies of marketing methods and application*, Ain Shams Library, Cairo.
2. Samir Abou El Fotoh (1996): *strategic information system is the pillar to support the competitive advantage in today's business environment*, Egyptian magazine of business studies, volume 20, 2nd edition, Faculty of commerce, university of Mansura, page 265.
3. Shreef kamel shahin (1994): *management information system for libraries and information centers*, Mars publishing house.
4. Nadia Habib Ayoub (2006): *a general model of strategic information system*, unpublished P.h.D, Faculty of commerce, Cairo University.

Second: foreign references:

5. Steve Molloy, charles schwenk (1995): *The Effect Information on strategic Decision Marketing*, Journal of management studies.