

Strategic Management Model for High Performance Sports Centers

Authors : Jose Ramon Sanabria Navarro, Yahilina Silveira Perez, Valentin Molina Moreno, Digna Dionisia Perez Bravo

Abstract : The general objective of this research is to conceive a model of strategic direction for Latin American high-performance sports centers for the improvement of their results. The sample is 62 managers, 187 trainers, 2930 athletes and 62 expert researchers from centers in Cuba, Venezuela, Ecuador, Colombia and Argentina, for 3241. The measurement instrument includes 12 key variables in the process of management strategies which are consolidated with the factorial analysis and the ANOVA of a factor through the SPSS 24.0. The reliability of the scale obtained an alpha higher than 0.7 in each sample. In this sense, a model is obtained that taxes the deficiencies detected in the diagnosis, based on the needs of the members of these organizations, considering criteria and theories of the strategic direction in the improvement of the organizational results. The validation of the model for high performance sports centers of the countries analyzed aims to develop joint strategies to generate synergies in their operational mode, which leads to enhance the sports organization.

Keywords : sports organization, information management, decision making, control

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