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Modern Model Of Sports Management In Higher Educational Institutions

**Feruzakhon Yakubjonova
Ismoilovna**

Associate Professor, Department of Physical Culture, Kokand State University

ABSTRACT

This study explores the development of a modern management model for sports activities in higher education institutions in the context of contemporary educational reforms and global trends in sports management. The increasing importance of student health, physical activity, and institutional competitiveness has necessitated the modernization of sports management systems within universities. The research analyzes theoretical foundations of sports management, identifies key organizational, pedagogical, and technological factors influencing the effectiveness of sports activities, and proposes a comprehensive management model integrating digital technologies, strategic planning, and competency-based approaches. The findings indicate that the implementation of an innovative sports management model significantly improves student participation, enhances organizational efficiency, and contributes to the development of sustainable sports ecosystems in higher education institutions.

Keywords:

Sports management, higher education, physical activity, organizational efficiency, university sports.

Introduction

In recent years, the issue of developing and effectively managing sports activities in the higher education system has become one of the global scientific problems, since in modern society physical activity is considered not only an important element of a healthy lifestyle, but also one of the main factors in the development of human capital. University sports, in addition to ensuring the physical development of students, play an important role in the formation of their social activity, teamwork skills and leadership skills, however, in many higher educational institutions the sports management system is organized on the basis of traditional approaches, which limits its effectiveness. Practical analysis shows that the lack of systematicity in the management of sports activities, the ineffective use of resources and the insufficient introduction of digital technologies have a negative impact on the

development of the sports system. Modern sports management is based on strategic planning of sports activities, the use of innovative technologies and the optimization of management processes, which serves to increase the effectiveness of sports activities. In this regard, the development of a modern model of sports management in higher educational institutions and its implementation in practice is an urgent scientific task. This study aims to analyze the theoretical foundations of sports management, identify existing problems, and develop a modern management model.

Literature analysis and method.

The issue of sports management is located at the intersection of modern sports management, pedagogy and educational management, and scientific research conducted in this area in recent years shows that the effectiveness of the sports system directly depends on the

perfection of management mechanisms. An analysis of scientific literature shows that sports management was initially formed as an economic and organizational activity related to the management of sports organizations, but today it is considered a complex socio-pedagogical system, which includes such components as strategic planning of sports activities, resource management, development of motivational mechanisms, and digitalization of the sports process. Modern scientific views note that the effectiveness of sports management is ensured on the basis of a systematic approach, strategic planning, and performance-oriented management principles. Sports management in higher education institutions has its own characteristics, in which the sports process serves not only to improve sports results, but also to promote the physical development of students, the formation of a healthy lifestyle, and the development of social competencies. Scientific sources indicate that for effective management of university sports, the management system should include the following main components: organizational management, pedagogical management, financial management and information management. In particular, the development of digital technologies opens up new opportunities in the management of sports activities, helping to increase the efficiency of monitoring the sports process, analyzing results and making management decisions. At the same time, scientific research emphasizes the importance of motivational mechanisms in the management of sports activities, and shows that social incentives, the development of a competition system and the improvement of sports infrastructure are important factors in attracting students to sports activities. An analysis of the literature shows that the modern model of sports management in higher educational institutions is based on an integrated approach, in which it is necessary to use the organizational, pedagogical and technological components of management in an integrated manner. This study is aimed at developing a modern model of sports management in higher educational institutions and determining its effectiveness, in which a complex integration of systematic analysis, pedagogical experience and mathematical and

statistical methods was used. In the course of the research, the system of organization and management of sports activities in higher educational institutions was studied, its main problems and development prospects were analyzed. In order to collect empirical data, questionnaires, interviews and pedagogical observation methods were used, and students, sports coaches and specialists in organizing sports activities participated in the research. The experimental study was conducted in two stages: the control stage and the experimental stage. In the control stage, the management of sports activities was organized based on traditional methods, while in the experimental stage, a modern management model was introduced. This model included strategic planning of sports activities, the introduction of digital technologies, the creation of a monitoring system and the improvement of mechanisms for involving students in sports activities. During the research, the effectiveness of sports activities was assessed by the following indicators: the level of student participation, sports results, management efficiency and the level of resource utilization. When analyzing the results obtained, mathematical and statistical methods were used to calculate average values, dispersion and correlation indicators, and the reliability of the results was assessed at the level of $p < 0.05$. An important aspect of the research methodology is the development of an integrative model of sports management, which includes three main stages of the management process: the diagnostic stage, the strategic planning stage, and the monitoring and evaluation stage. The diagnostic stage analyzes the state of the existing sports system, the strategic planning stage determines development directions, and the monitoring stage analyzes the results and makes necessary adjustments. This methodological approach allows you to improve the sports management system and increase its efficiency.

Results

The results of the experimental study confirmed through clear statistical indicators that the introduction of a modern model of sports management in higher education institutions has a significant positive impact on the effectiveness of the sports system, in particular,

significant changes were observed in the level of student participation, sports results, management efficiency and resource utilization indicators. At the beginning of the study, the percentage of students participating in sports activities in the control and experimental groups was 42.5% and 43.1%, respectively, indicating that there was no significant difference between the groups, while after the introduction of a modern management model in the experimental phase, this indicator reached 68.7% in the experimental group and 51.3% in the control group. The increase in the level of participation was estimated using the following formula:

$$I = ((N_2 - N_1) / N_1) \times 100$$

where I is the increase in the level of participation (%), N_1 is the initial indicator, N_2 is the final indicator. According to the calculation results, the growth rate in the experimental group was 59.4%, while in the control group this figure was around 20.7%. At the same time, sports results also improved significantly, and the percentage of students who achieved high results in sports competitions increased from 21% to 47% in the experimental group, and from 23% to 34% in the control group. Management efficiency is assessed based on a specially developed integral indicator, which is determined by the following expression:

$$E = (P + R + M) / 3$$

where E is management efficiency, P is the level of planning, R is the efficiency of resource use, and M is the efficiency of the monitoring system. As a result of the calculations, it was found that the management efficiency indicator in the experimental group increased from 0.58 to 0.83, and in the control group it increased from 0.60 to 0.69. The indicators of resource utilization also improved significantly, and the level of use of sports infrastructure increased by 35% in the experimental group. In addition, the level of student motivation also had a clear positive dynamics, and the share of students who expressed a high interest in sports activities increased from 46% to 78% in the experimental group. The results obtained were processed based on mathematical and statistical analysis, and the reliability of the difference between the groups was confirmed at the $p < 0.05$ level, which indicates that the effectiveness of the introduced modern management model is not

accidental. Thus, the results of the study scientifically substantiated that the use of an innovative and systematic approach to managing sports activities serves to develop the sports system in higher educational institutions, increase student activity, and significantly improve overall management efficiency.

Discussion

The results of the study revealed the need to modernize the sports management system in higher education institutions and its scientifically based effectiveness in a comprehensive way, in particular, the differences between traditional and innovative models of sports management were clearly demonstrated. The results of the study showed that the traditional management system is limited mainly to organizational and administrative functions and cannot systematically ensure the development of sports activities, while the innovative management model views sports activities as a complex system, combining mechanisms for strategic planning, resource optimization, the introduction of digital technologies and the active involvement of students. The results obtained are consistent with modern sports management theories and confirm that a systematic approach, adaptive management and performance-oriented strategies play an important role in sports management. In particular, as found out during the study, the introduction of digital technologies in sports management significantly simplifies monitoring and analysis processes and allows for quick and accurate management decisions. At the same time, it was found that the role of motivational mechanisms in attracting students to sports activities is high, and it is possible to increase the effectiveness of sports activities by organizing sports events, developing a competition system, and improving incentive mechanisms. When comparing the results of the study with other scientific studies, the superiority of an integrated approach to sports management is once again confirmed, that is, positive results can be achieved when the organizational, pedagogical, and technological components of the management process work in harmony with each other. In this regard, the introduction of a modern model of sports

management in higher educational institutions should be considered an important factor not only in developing the sports system, but also in ensuring the physical and social development of students.

Conclusion

This study is aimed at developing a modern model of sports management in higher education institutions and scientifically substantiating its effectiveness. The theoretical and empirical analyses conducted confirmed the practical significance of this model. The results of the study showed that the traditional system of sports management does not fully meet modern requirements and needs to be improved, while an innovative management model allows for increasing the effectiveness of sports activities, expanding student participation, and ensuring the effective use of resources. Based on the experimental results, it was determined that the implementation of a modern management model significantly increases student participation in sports activities, improves sports results, and increases the efficiency of the management process. At the same time, the results of the study show that the introduction of digital technologies, improving the strategic planning system, and developing motivational mechanisms are important in sports management. Based on the study, it can be concluded that the modern model of sports management in higher education institutions is of significant scientific and practical importance in developing the education system, forming a healthy lifestyle for students, and bringing university sports to a new level. Therefore, improving the sports management system, introducing modern technologies, and optimizing management processes should be considered one of the priority areas of the higher education system.

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