

MANAGEMENT IN FOOTBALL ACTIVITY

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Abstract: *Communicating or affirming the mission of an organization means that all members, employees, officials of this organization are identified with the organization's goals, plans, identity, and the desired image of the organization.*

External audiences include television, radio, the press: other organizations: government agencies involved in sports activities and responsible for government funding: private organizations that fund sporting activities and companies interested in sponsoring sporting events: the general public through mass communication media and advertising.

Key words: *communication, management, sport, element, organization.*

1. Introduction and Context of the Study

As a practice, management involves integrating activities to conduct and coordinate activities within an organization in order to achieve the objectives set by applying the principles and rules established by the scientific management and adapting systems and methods to the specifics of each organization [3].

The present concept of communication provides managers with the tools needed to achieve organizational goals through an appropriate communication system. Communication keeps informed, motivated, confident members of the organization. A proper communication has the following features [5]:

- communicates the mission / vision of the organization with its members;
- integrates all efforts to achieve the common goal, with everyone working

in one direction;

- maintain a healthy group in which each member is valuable and each manager is trusted;
- makes intelligent decisions enabling the organization to respond effectively to opportunities and threats.

All of these are mandatory elements for effective communication and each element contributes to welding the joint effort of management and employees to achieve the organization's goal. If these conditions are met, then the organization will achieve maximum results in activity.

2. Income and Expenses

Communication channels follow the hierarchy and structure and are of several types:

- vertical channels, from top management to subordinates

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- Horizontal channels - located at the same level of the organization
- diagonal channels - from managers to specific departments
- contact with the base is the contact of managers with members of the organization, athletes, referees, coaches, local members, in a family atmosphere.

This is a basic perspective on communication, a very vast domain. The specialized literature mentions a model of strategic communication in sport, whose authors highlight the communication process and divide it into three major components: personal and organizational communication, sports media, services and support for communication in sport[4]. The model provides the first concept of communication in sport and describes the impact it has.

These audio-visual means allow us to study all the details of training and competition, which will result in a better organized preparation, dosage and volume as appropriate to achieve the optimally high performance. Combining

these tools with technical training, theoretical, tactical and psychological increases sports performance and spectacular competitions. [1]

Advertising is an impersonal, rewarded and controlled communication process that uses media to make a product or service known, an idea, a promotion, a message, an institution ... In general, the weakness of advertising is that it is invasive and unilateral (information is sent directly to the consumer) [2]

In sports, the sponsor is one of the most important elements for the success of a sports team because it provides the money necessary for the good performance of the sporting competition (training, travel, equipment, etc.), while receiving the right to use it in favor of the prestige, charisma, fan interest and media coverage.

We further analyzed the income of CS Pandurii club Lignitul Târgu-Jiu from the revenues he collected from UEFA between 2014-2015.

UEFA Revenue

Table 1

Description	2014	2015
Broadcasting rights and prizes / bonuses	3,101,078	1,175,916
Income solidarity	256,868	410,245
Divers		
Total UEFA Revenue	3,357,946	1,586,161

In 2015, the revenue received from UEFA was 1,586,161 lei and represents:

- Income earned for participation in the Europa League (1,175,916 lei)

- solidarity income to support the activity of Centers for Children and Youth (410,245 lei).

In the figure below we present the difference between UEFA earnings for the years 2014-2015.

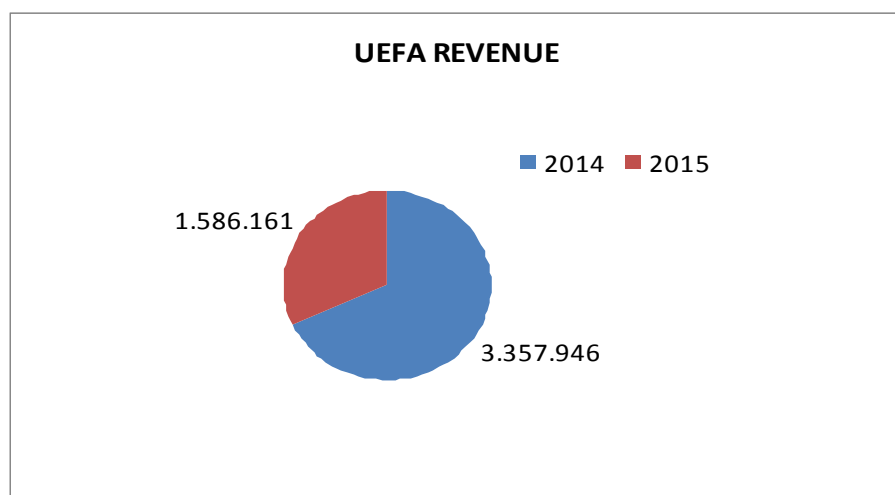
Fig. 1. *The difference between UEFA revenue for 2014-2015**Other operating income*

Table 2

Description	2014	2015
Revenues from borrowed players		
Grants, donations and other FRF / LPF revenue		
Grants, donations and other state / local government revenue		
Subsidies and donations to affiliated parties		
Other grants and donations		
Income from activities outside football	1,208,347	
Income from penalties		
Diverse	14,351	747,486
Total Other Operating Income	1,222,698	747,486

Other operating revenues

The structure of other operating income

In 2015 CS Pandurii Lignite Tg-Jiu is as follows:

registered the amount of 747,486 lei of other operating income.

– payments for payment Dr. Nistor Dan contract	441,140 lei
– insurance company indemnity	9,600 lei
– ventions from prescriptions	55,327 lei
– other revenues	241,419 lei
Total	747,486 lei

Table 3

Purchasing costs / materials

Description	2014	2015
Raw materials and materials	(805,574)	(794,062)
Cost of goods sold	(15,539)	(8,708)
Diverse	(40,908)	(26,814)
Total Acquisition Costs / Materials	(862,021)	(829,584)

In 2015 CS Pandurii Lignite Tg-Jiu incurred material expenses in the amount of 829,584 lei as follows:

– Expense with mat. aux, spare parts and other materials	362,525 lei
– Expense with fuels	239,996 lei
– Expense with medicines	145,295 lei
– Expense with other objects than equipment	46,246 lei
– Expense with material not housed	23,377 lei
– Expense with goods	8,708 lei
– Expense with energy and water	3,437 lei
TOTAL	829,584 lei

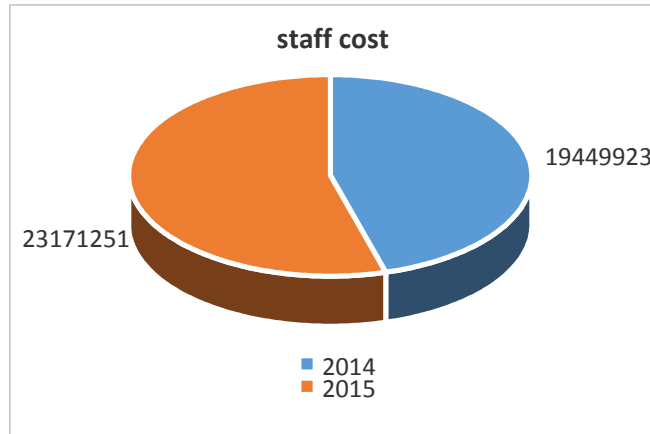
Staff costs

Table 4

Description	2014	2015
Wage bill costs		(2,241,299)
Contributions and player fees		(450,277)
Expenses with player co-workers (service provision)	(15,398,914)	(13,193,741)
Other benefits to players		
Total staff costs with players	(15,398,914)	(15,885,317)
Wage costs other employees	(3,129,357)	(6,067,552)
Expenses with contributions and fees to other employees	(921,652)	(1,218,382)
Expenses with collaborators other employees (provision of services)		
Other benefits to other employees		
Total staff costs with other employees	(4,051,009)	(7,285,934)
Total Staff Expenses	(19,449,923)	(23,171,251)

In the figure below we present the staff expenditure gap in 2014 as compared to 2015. There is a significant increase in higher spending in 2015, with lower

incomes. We have shown in Figure 1, UEFA's earnings for both years, and here we see some higher staff costs, but they are unjustified.

Fig.2. *Staff costs*

In 2015 CS Pandurii Lignite Tg-Jiu incurred personnel expenses and benefits in the amount of 23,171,251 lei. The expenditure structure is as follows:

– expenses with the players	15,435,040 lei
– expenses with the salaries of employees	6,067,552 lei
– expenditures with debts of unity to the State Budget, Social Security Budget, Special Funds, etc	1,668,659 lei
Total	23,171,251 lei

From the data presented above it is noted that approx. 69% of the total staff costs represent the expenses with the players. The debts to personnel as well as to the State Budget, the Social Insurance Budget and the Special Funds that were due on 31.12.2015 were fully paid up until 03.03.2016.

3. Conclusions

Achieving and implementing the goals is one of the managers' obligations to both employees, sportsmen, the community as well as to the sports and sporting consumer.

The implementation of these elements makes sporting activity more attractive for all the categories involved, which has as a result the performance and attraction to a great extent of the sports consumer and

sports benefits.

The activity of the sports manager, through his managerial conception, highlights the directions of socialization through sport (education of moral traits, emotional stability, establishment and improvement of interpersonal relationships, self-realization and self-fulfillment), plus the achievement of the objectives of this activity and achievement of the proposed performance).

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