

Research Article

**THE STUDY OF EFFECTIVE AND DISSUASIVE ELEMENTS
SUCCESSFUL IMPLEMENTATION OF MANAGEMENT
INFORMATION SYSTEMS IN SPORTS AND YOUTH OFFICE OF WEST
AZARBAIJAN**

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ABSTRACT

At this time, due to the increase of environmental changes, organizations have more needs for their assigned tasks to the correct information in time. Information and communication technologies can be to supply the need of organizations to Information. In a study of obstacles and factors affecting the implementation of the management information systems are two important categories; human and technical. Technology and information systematic structure and the process of teaching and learning, including they are technical factors. Obstacles and human factors enter prison two levels person and Organizational in the implementation of the mISIs concerned. Therefore, this study as “The Study Of Effective and Dissuasive elements successful implementation of management information systems in Sports and Youth Office of West Azarbaijan” was based on research methodology Description– survey be assess the level of impact and ranking factors and obstacles affecting the implementation of Management information systems of the Department of sports and youth of West Azerbaijan province. This research tool is researcher made Questionnaire with optimum reliability and credit against 91.7% coefficient of cronbach's Alpha has to authenticate. The results of the investigation showed that impact of human and technical factors and obstacles in the implementation of the management information systems in Department of youth and sports in the West Azarbaijan province on average and higher than the average levels are located. Of course, this is less than average about impact of the human Barriers. Statistical review showed Effect of systematic structure of the highest hurdle in the establishment of information management system, the second-order technology barrier and menaced by the process of teaching and learning is the latest hurdle in the establishment of information management system in the Department of sports and youth in the West Azerbaijan province. In between human barriers, preventing the Enterprise Center had the highest effect on establishment of information management system of personal managers ' level, the barrier in the second stage, the enterprise-level barriers, menaced by the managers as well as in third place and obstacles Last human obstacle in the personal level of the ITL in the establishment of information management system in the General Administration of sport and youth of the West Azerbaijan province. Statistical reports as well as the potential difference is very small, the average ratings of the technical agents and agent technology with the highest average score on the effect of 11.2 on the establishment of management information system is operating, the process of teaching and learning with the mean score of the second-order 2.07 on systematic structure and menaced by with average rating 1.82 the last factor in the establishment of information management system in the General Administration of sport and youth of the West Azerbaijan province. In between the personal effect of human factors most managers operating in the establishment of information management system of enterprise operating at the level of the Center in a second-order menaced by the operating managers of the enterprise level, with slight differences after enterprise operating Center and personal agent in the Center operating in the establishment of information management system is the latest in the sports and Youth Department of the West Azerbaijan province.

Keywords: *Information Systems, Information Management System, Memagers, Users, Technical Barriers and Factors, Human Factors and obstacles*

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INTRODUCTION

The advent of information and communication technologies and their influence on time and place dimensions of community caused the creation of concepts such as information age and information society. In the Information age and Information Society, the concepts such as data, information and knowledge are the common concepts that their absence and incorrect use of them makes doing things difficult and almost impossible.

Nowadays, due to increasing environmental variations, organizations need timely and correct information in order to carry out their assigned tasks. The information systems can satisfy the need of organizations to information by the use of different information and communication technologies. Today, at every level of organization the specific types of information systems are used that can have different impacts on organization and its foundations (Sarлак and Farati, 2012).

However, the emergence of information and communication technologies impacts on various aspects of organization. The human force, as one of the basic foundations of an organization and as a direct user of this technology, are undoubtedly faced with vicissitudes which may create irreparable damages in the performance and objectives of organization. But surely, by managing this conflict and utilizing working principles, it can be guided in such a way that to be changed as the most powerful tool for human force to promote organization goals (Schewarzer and Scholz, 2000)

Torben *et al.*, (2008) stated that almost all the strategic decisions are taken by senior managers' of organization. There is an additional level of employees' support between senior and middle managers, this group are called "scholars". Today, at every level of organization the specific types of information systems are used that can have different impacts on organization and its foundations (Sarлак and Farati, 2012). In the age that is called with different names including information age, computer age, communication age, satellites age and etc. the information are considered as a determining factor of success in any organization. The life and demise of any organization depends on its information. Today information systems try to provide accurate and updated information to organizations. Knowledge management has created significant changes in the modern era. Knowledge management seeks to capture knowledge, wisdom and experience of employees and implement, retrieve and preserve knowledge as organization assets. Therefore, organizations' management should find the possibilities to take more rational decisions and improve knowledge-based functions by relying on superior knowledge. Therefore, knowledge management is more important than the knowledge itself that seeks to explain the ways of changing personal and organizational information to personal and group knowledge (Glaser, 2003).

Although, now many organizations have invested in the development of knowledge at different levels and have been successful, too; but many organizations have also failed. Lack of appropriate mechanisms for evaluation and implementation of knowledge management changes this type of investment in managers' mind as an additional cost. Therefore, the organizations should create a situation to share, transfer knowledge among its members, train individuals to make their interactions meaningful and try to identify the factors for deployment of knowledge management in organization.

Rahnavard and Mohammad (2009) in a study entitled "Identifying the key success factors of knowledge management system in colleges and higher education Centers of Tehran" examined the effective factors. The most important step in this regard is to study the effective factors in the implementation of knowledge management and identify its dilemmas. The results indicated that the key success factors of knowledge management system at colleges and higher education Centers of Tehran are: the development of human resources, the knowledge-based strategic orientation, and the substructure of information systems, collaborative culture, and design of assessment, knowledge transfer and involvement of individuals.

Sobhani *et al.*, (2012) studied the relationship between information technology and knowledge management in the sports federations. The purpose of this study was to investigate the relationship between information technology and knowledge management in relation to sports federations. The study used a correlational survey method. Two validity coefficients were obtained by Cronbach's alpha as 0.85 and 0.79, respectively. It seems that equipping sports federations with different technologies and enabling

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employees to be acquainted with these technologies and work with them can facilitate the cycle of knowledge transfer in different parts of the organization.

McLaughlin *et al.*, (2008) in a study entitled "deterrent effect on organizational learning in complex organizations," investigated the behavior that employees create and acquire knowledge and information in a complex supply chain with a look to better understanding and management to identify barriers that create these changes. In this study, the ways employees of a large company can have access, create and share information and knowledge are examined. Also the study tries to understand and identify how to manage the barriers of knowledge transfer. Finally it is concluded that the effect of each of these barriers isn't same.

Kumar and Ganesh (2009) in a study entitled "Research on Knowledge Transfer in Organizations: philology", tried to provide and explain the literary philological of research on knowledge transfer in organizations. In this study the eight dimensions (that are obtained based on the study of literature) are introduced as the properties of knowledge transfer and sharing and corresponding to each dimension is presented 2-6 features.

MATERIALS AND METODS

Research Methodology

This study is an applied research concerning purpose. One of the most common methods of descriptive research is survey method. In this method, the researcher focuses on the important issues and factors so that the identification and study of certain changes to be considered (Sanjeri, 2011). The researcher uses sampling and questionnaire which are the components of survey research method and studies the factors and obstacles to implementation of management information systems in the Sports and Youth Departments of Western Azerbaijan province.

Therefore, the present study is an applied research concerning purpose and is descriptive-survey study concerning method. The statistical population of this study includes all employees of Sports and Youth Departments of Western Azerbaijan province that based on the Statistic center in 2014 (1393) were 75 employees and managers. Also, the sample size of present study is equal to population size. Methods of Data collection can be divided into two categories: Library methods and field methods. In this study, a researcher-made questionnaire as a main tool of data collection was used to identify barriers and determine the implementation factors of management information systems.

RESULTS AND DISCUSSION

Research Findings

The effectiveness of technical barriers on the establishment of management information systems in the Youth and Sport Departments of West Azarbaijan Province is in intermediate level.

To do this test, the assumption of t –statistics was used.

Table 1: T –statistics test of Technical barriers

Variable Test	The observed value	t-Statistics	Df	Significance level.	Mean	95% Mean	
						Lower	Upper
Technical barriers	3.08400	0.776	74	0.44	0.08400	-0.1318	0.2998

According to the above table, the significance level was obtained 0.44 and the confidence level related to mean difference was zero. Therefore, there is no significant difference between the test value and the observed mean and it can be said that the effectiveness of technical barriers on the establishment of management information systems in the Youth and Sport Departments of West Azarbaijan Province is in intermediate level.

To do this test, the assumption of t –statistics was used.

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Table 2: T –statistics test of human barriers

Variable Test	The observed value	t-statistics	df	Significance level.	Mean	95% Mean Lower	Upper
Human barriers	2.5949	-4968	74	0.000	0.40507	-0.5675	-0.2426

According to the above table, the significance level was obtained 0.000 and the confidence level related to mean difference wasn't zero. Therefore, there is significant difference between the test value and the observed mean and it can be said that the effectiveness of human barriers on the establishment of management information systems in the Youth and Sport Departments of West Azarbaijan Province isn't in intermediate level. Given that the observed mean value is 2.5949, it is seen that the value of this effectiveness is less than average.

The impact of technical barriers on the establishment of management information systems in the Youth and Sport Departments of West Azarbaijan Province is in one level. To do the test of above assumption and ranking technical barriers effective on the establishment of management information systems in the Youth and Sport Departments of West Azarbaijan Province, Friedman test was used:

The larger value of chi-square statistics indicates a greater difference between the average rank of variables and the expected value.

Table 3: Rank equality test of components related to the technical barriers of the establishment of management information systems

Chi-Square	df	Significance level.	Number
15.877	2	0.000	75

According to the significance level of 0.000, which is less than 0.50, it can be concluded that the effect of each of three technical barriers on the establishment of management information systems is not the same. The effect of human factors on the management information systems in the Youth and Sport Departments of West Azarbaijan Province is in the same level. To test the above hypothesis and rank the effective human factors on the establishment of management information systems, Friedman test was used. Results showed that among the human factors, the personal factor of managers with a mean score of 11.3 has the greatest impact on the establishment of management information systems. Organizational factor in leaders' level with a mean score of 2.98 is in the second rank. Organizational factor in managers' level with a mean score of 2.77 is in the third rank. And personal factor in leaders' level with a mean score of 1.44 is the last factor on the establishment of management information system in the Youth and Sport Departments of West Azarbaijan Province.

Discussion

Management information system means management based on information. For management in 21st century, we cannot ignore two factors: (1) competitive strategy; and (2) reducing costs, which is a competition politics. Therefore, considering these strategies require to apply Systems Technology information and communications. Managers today confront with lots of information. The information should be processed as system data, to be understandable, discernable and retrievable and to be used in the planning and decision-making of organizations. No doubt, currently everybody has accepted that no organization or institution will achieve the desired performance as long as its managers not have the required data for planning, control and decision-making. It is clear that without proper information system it will not be possible to provide proper information and prepare regular reports (Rafat, 1992). Information systems are useful tools in the hands of organizations and in the competitive environment, organizations can take steps through these tools in order to access their goals, increase efficiency and productivity in the competitive environment, enhance the quality of decision-making, the speed, accuracy and reduce the costs. The lack of management information systems and available barriers to design and

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apply these systems cause the management of organization not only not to have an accurate and complete picture of future, but also can't identify the strengths and weaknesses of organization completely. Therefore, this study seeks to examine and test the effect of technical and human factors and barriers in the implementation of management information systems in the Youth and Sport Departments of West Azarbaijan Province. The results of study showed that the effect of technical and human factors and barriers in the implementation of management information systems in the Youth and Sport Departments of West Azarbaijan Province is in moderate and high level. However, this effect on human barriers is lower than average.

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