

A Comprehensive Study on the Management Efficiency of Sports Management Personnel in Universities

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Abstract: It is far from enough for university sports management personnel to rely solely on experience and intuition. It is also necessary to continuously learn and update knowledge to adapt to the rapidly changing market environment and athlete needs. They need to continuously improve their professional skills and management abilities by participating in professional training, reading industry reports, and communicating with peers. The study mainly analyzes the current situation of university sports management personnel and the challenges and opportunities for improving management efficiency from the roles and responsibilities of sports management personnel, as well as the evaluation criteria for management efficiency. Finally, strategies and methods for improving management efficiency are proposed to explore and innovate the management efficiency of sports management personnel, providing strong basis for the development of the sports industry.

Keywords: University Sports Management; Management Energy Efficiency; Strategies

1. The Roles and Responsibilities of Sports Management Personnel in Universities

1.1 Role Positioning of Management Personnel

The role positioning of university sports management personnel is far beyond the scope of simple executors or managers. They are an important force driving the development of sports and a key bridge connecting high-level decision-making and grassroots execution. They not only need to have solid knowledge in sports, but also excellent management skills and strategic vision.

In the current field of sports management, the role of managers has undergone profound

changes. They are no longer just tools for executing commands, but have become engines for driving innovation and leading change. This transformation requires them not only to have rich practical experience, but also to have forward-looking thinking methods and innovative abilities.

In short, the role positioning of sports management personnel in universities is diverse and comprehensive. They are both executors and innovators; Being both a manager and a leader. They need to continuously improve their comprehensive quality and ability level through continuous learning and practice, and contribute their efforts to the sustainable development of the sports industry.

1.2 The Core Responsibilities of Management Personnel

The core responsibility of university sports management personnel is to promote the development of sports and improve the quality and level of university sports activities. They not only need to have rich sports knowledge and practical experience, but also need to have excellent management skills and innovative thinking. College sports management personnel need to pay attention to the inheritance and innovation of sports culture. They can promote sports knowledge and spread the spirit of sports by holding lectures, exhibitions, and other activities. At the same time, they can also encourage teachers and students to participate in sports research and innovative practices, promoting the sustainable development of the sports industry.

In short, the core responsibility of university sports management personnel is to promote the development of sports and improve the quality and level of university sports activities. They need to have rich sports knowledge and practical experience, excellent management skills and innovative thinking to provide better sports services for teachers and students.

2. Evaluation Criteria for Management Effectiveness

The standards and indicators for evaluating management effectiveness are the key to improving the work efficiency of sports management personnel in universities. These standards not only cover the professional abilities and work performance of managers, but also their response strategies and innovative management practices when facing challenges. By comprehensively considering these indicators, we can gain a more comprehensive understanding of the actual effectiveness of management personnel, thereby providing them with targeted training and development opportunities.

In terms of professional competence, we can use the 360 degree feedback evaluation method to evaluate the professional competence of management personnel from multiple perspectives such as superiors, subordinates, and colleagues. This method can ensure the objectivity and comprehensiveness of the evaluation results. For example, if a manager scores low in multiple dimensions, we can assume that they have deficiencies in their professional abilities and need further training and learning.

The evaluation of work performance can be achieved by setting clear performance indicators. These indicators should be closely related to the core responsibilities of management personnel and reflect their work results truthfully. For example, we can set specific indicators such as "improving athlete performance" and "increasing the utilization of sports facilities" to measure the work performance of management personnel.

In terms of coping strategies when facing challenges, we can evaluate the performance of managers through case studies. For example, when a sports project encounters challenges such as funding shortages and personnel turnover, how do managers adjust their strategies, overcome difficulties, and achieve success? These cases not only demonstrate the coping strategies of managers, but also provide valuable experience and inspiration for other managers.

The evaluation of innovative management practices needs to focus on the innovative behavior and achievements of management personnel in their daily work. We can establish

an "Innovation Project Award" to encourage managers to propose and implement innovative management plans. At the same time, we can also establish an innovation achievement display platform to allow other managers to understand and learn from the experiences and lessons of these innovative practices.

3. Analysis of the Current Situation of Sports Management Personnel In Universities

3.1 Professional Competence Assessment of Management Personnel

When evaluating the professional abilities of sports management personnel in universities, we should not only focus on their educational background and work experience, but also pay attention to their comprehensive qualities demonstrated in actual work. For example, can managers accurately grasp market demand and develop scientifically reasonable plans when organizing and planning sports activities; Can you make quick decisions and handle problems properly when facing emergencies; Can you play a leadership role in team collaboration and lead the team to efficiently complete tasks.

In addition, the professional ability of management personnel is also reflected in their keen insight and innovative ability towards the development trends of the sports industry. With the advancement of technology and the improvement of people's health awareness, the sports industry is facing unprecedented development opportunities. Therefore, sports management personnel in universities need to constantly learn new knowledge and skills, keep up with the pace of the times, and promote the innovative development of the sports industry.

3.2 The Work Efficiency and Performance of Management Personnel

In terms of the work efficiency and performance of sports management personnel in universities, their performance directly affects the operational efficiency and quality of the entire sports management system. Taking a certain university as an example, its sports management personnel have successfully increased their participation and satisfaction in sports activities by introducing advanced sports management concepts and methods. They not only organized diverse sports activities, but

also accurately met the different needs of employees through data analysis. This employee centered management philosophy has made sports activities an important way for employees to relax and enhance team cohesion. In terms of performance, these managers have achieved optimized allocation and efficient utilization of sports resources through scientific management and meticulous planning. They not only focus on the maintenance and management of sports facilities, but also pay attention to the innovation and development of sports activities. By introducing market competition mechanisms, they have successfully attracted more social resources and capital investment, injecting new vitality into the development of the sports industry. The outstanding performance of management personnel has not only won the recognition and praise of the majority of employees, but also laid a solid foundation for the development of sports in universities.

The work efficiency and performance of university sports management personnel are important components of the sports management system. They have successfully increased their participation and satisfaction in sports activities by introducing advanced management concepts and methods, paying attention to employee needs and experiences, and being adept at utilizing social resources and capital, injecting new vitality into the development of the sports industry. These successful cases and practical experiences provide us with valuable inspiration and reference.

3.3 Management Strategies When Facing Challenges

When sports management personnel in universities face challenges, the formulation and implementation of response strategies are particularly important. These challenges may arise from the complexity of internal management, rapid changes in the external environment, or limitations in resource allocation. Managers need to use wisdom and courage to flexibly respond to various uncertainties.

In addition, managers also pay attention to team building and talent development when facing challenges. They understand that a united, efficient, and innovative team is the key to facing challenges. Therefore, they stimulate

the enthusiasm and creativity of team members through regular team building activities, skill training, and career development planning. This people-oriented management philosophy not only enhances team cohesion, but also provides strong talent support for the development of sports in universities.

3.4 The Performance of College Sports Management Personnel in Innovative Management Practice

In the innovative management practices of university sports management personnel, they have demonstrated outstanding leadership and forward-looking thinking. Taking a certain university as an example, its sports management personnel have significantly improved the training effectiveness and competition results of athletes by introducing advanced sports technology, such as intelligent training equipment and data analysis software. This innovative measure has not only improved the competitive level of athletes, but also won more honors and attention for universities.

In addition, university sports management personnel also pay attention to cultivating athletes' innovative awareness and teamwork ability. They stimulate the innovative potential of athletes and enhance team cohesion and combat effectiveness by organizing diverse team activities and training courses. This management philosophy that emphasizes innovation and teamwork provides strong support for the growth and development of athletes.

3.5 The Current Level of Management Effectiveness of Management Personnel

Currently, the management efficiency of sports management personnel in universities is showing a certain positive trend, but there are also many problems and challenges. Overall, the level of management efficiency still needs to be improved. According to a recent survey data, university sports management personnel have shown excellent performance in work efficiency, team collaboration, and innovation ability, but there are obvious shortcomings in decision-making ability, problem solving, and crisis management. In addition, introducing modern management theories and methods is also key to improving management efficiency. For example, using project management methods to finely and systematically manage

sports activities can ensure the smooth progress of activities and improve management efficiency. At the same time, strengthening team building and improving team collaboration ability are also important ways to improve management efficiency.

4. Challenges and Opportunities for Improving Management Efficiency

4.1 Challenges and Problems Faced

In the process of improving the management efficiency of sports management personnel in universities, the challenges and problems they face cannot be ignored. Firstly, the professional abilities of management personnel vary greatly, with some lacking modern management knowledge and skills, which directly affects the effectiveness of management. According to statistics, about 30% of management personnel have not received systematic management training, which has become one of the key factors restricting the improvement of management efficiency.

Secondly, the imperfect incentive mechanism is also a major challenge. At present, the incentive mechanism for sports management personnel in universities mainly focuses on material rewards, neglecting the importance of spiritual incentives and career development planning. This has led to a lack of work enthusiasm and innovative spirit among some management personnel, which has affected the improvement of management efficiency. Peter Drucker once pointed out that "the essence of management lies not in knowledge, but in action." Therefore, improving incentive mechanisms and stimulating the internal motivation of managers are the key to improving management efficiency.

In addition, the constraints of traditional management concepts are also a major challenge in improving management efficiency. Some management personnel still use traditional management concepts and methods, which are difficult to adapt to the needs of modern sports development. For example, the lack of data support and scientific analysis in the decision-making process leads to poor decision-making effectiveness. Therefore, introducing modern management theories and methods to promote innovation in management concepts is the only way to improve management efficiency.

Finally, the unreasonable allocation of resources is also a major challenge in improving management efficiency. University sports management personnel often face many limitations in resource allocation, such as insufficient funds, manpower, and material resources. This has made it difficult for some management projects to be effectively implemented, affecting the improvement of management efficiency. Therefore, optimizing resource allocation and improving resource utilization efficiency are important guarantees for improving management efficiency.

4.2 Existing Opportunities and Development Space

In the existing team of sports management personnel in universities, although facing many challenges, there are also huge opportunities and development space. With the rapid development of the sports industry and the deepening implementation of the national fitness strategy, the role and responsibilities of university sports management personnel are increasingly prominent. They not only need to showcase their expertise in traditional management fields, but also need to actively adapt to new situations and expand into new management areas.

Taking digital management as an example, with the widespread application of technologies such as big data and cloud computing, university sports managers can use these advanced technologies to reasonably allocate sports resources and improve management efficiency. According to relevant data, by introducing digital management tools, the utilization rate of sports venues in a certain region's universities has increased by 30%. This not only improves the operational efficiency of the venues, but also provides more convenient sports services for the general public.

In addition, with the diversified development of the sports industry, university sports managers can also explore cross-border cooperation with business, culture, education and other fields, and develop more creative and attractive sports products and services. For example, by collaborating with the tourism department to create high-quality sports tourism routes, attracting more tourists to come and experience; Through cooperation with the education department, carry out youth sports

training and competition activities to cultivate more sports reserve talents.

At the same time, with the continuous improvement of the global sports governance system and the increasing frequency of international sports exchanges and cooperation, university sports managers can actively participate in international sports affairs, learn and draw on advanced international management experience and technical means, and enhance the overall competitiveness of China's sports industry.

5. Strategies and Methods for Improving Management Efficiency

5.1 Improve Training and Education

Training and education, as key strategies to enhance the management efficiency of sports management personnel in universities, are directly related to the professional growth and overall management level of management personnel in terms of their implementation effectiveness and quality. Through systematic training, managers can continuously update their management concepts, master advanced management methods and technologies, and better respond to challenges and problems in their work.

In terms of training and education, we can draw on Peter Drucker's management theory, emphasizing the self-management and self-development of managers. By developing personalized training plans, combining the actual needs and development directions of management personnel, providing targeted course content and practical opportunities, we ensure the maximization of training effectiveness.

Taking a certain university as an example, in recent years, the institution has invested a large amount of resources in the training and education of management personnel. They adopt a combination of online and offline methods, regularly organize internal training and external seminars, and invite industry experts to give lectures and guidance. Through these training activities, the professional knowledge and practical ability of management personnel have been significantly improved, and management efficiency has also correspondingly improved.

In addition, the institution has established a comprehensive training evaluation mechanism,

collecting feedback through questionnaire surveys, performance evaluations, and other methods to regularly evaluate and improve the effectiveness of training. This continuously improving training model ensures the quality and effectiveness of training and education work, providing strong support for the career development of sports management personnel in universities.

In summary, training and education play a crucial role in improving the management efficiency of sports management personnel in universities. By formulating personalized training plans, adopting diversified training methods, and establishing a sound evaluation mechanism, we can effectively improve the professional competence and practical ability of management personnel, and promote the sustainable development and innovation of sports management in universities.

5.2 Improve Incentive Mechanisms and Systems

The improvement of incentive mechanisms is crucial for enhancing the management efficiency of sports management personnel in universities. Currently, many sports management personnel in universities are facing problems such as high work pressure and limited career development, which directly affect their work enthusiasm and management efficiency. Therefore, establishing a scientific and reasonable incentive mechanism to stimulate the intrinsic motivation of management personnel has become the key to improving management efficiency.

Firstly, we can draw on some incentive mechanism cases of successful enterprises. For example, some well-known companies have effectively stimulated the enthusiasm and creativity of their employees through various incentive methods such as setting bonuses, promotion opportunities, and training opportunities. These enterprises focus on the personal and career development of their employees, providing them with broad development space and opportunities, thus achieving a win-win situation for both the enterprise and its employees.

Secondly, we can use Maslow's hierarchy of needs theory to analyze the incentive needs of university sports management personnel. According to this theory, human needs are divided from low to high into physiological

needs, safety needs, social needs, esteem needs, and self actualization needs. For sports management personnel in universities, they often pursue the needs of respect and self realization. Therefore, we can satisfy their respect and self actualization needs by providing promotion opportunities, awarding honorary titles, and granting more autonomy, thereby stimulating their work enthusiasm.

In addition, we can also introduce a performance appraisal system to improve the incentive mechanism. By objectively evaluating the work performance of management personnel and providing corresponding rewards or punishments based on performance results, it can stimulate their competitive awareness and enterprising spirit. At the same time, the performance appraisal system can also help managers clarify work goals and directions, improve their work efficiency and quality.

In summary, the improvement of incentive mechanisms is of great significance for enhancing the management efficiency of sports management personnel in universities. By drawing inspiration from successful enterprise incentive mechanism cases, applying Maslow's hierarchy of needs theory, and introducing performance evaluation systems, we can establish a scientific and reasonable incentive mechanism, stimulate the internal motivation of management personnel, promote them to better fulfill their responsibilities, and improve management efficiency.

5.3 Introducing Modern Management Theories and Methods

Under the influence of modern management theories and methods, the management efficiency of sports management personnel in universities has been significantly improved. For example, by introducing lean management theory, managers have begun to focus on process optimization and efficiency improvement. Through data analysis, they found that certain management processes were redundant, and by improving the process, unnecessary time and cost were reduced. This not only improves work efficiency, but also enhances the sense of responsibility and mission of management personnel.

At the same time, by introducing knowledge management theory, university sports managers have begun to attach importance to knowledge

sharing and innovation. They established a knowledge sharing platform to encourage employees to share experiences and cases, promoting the accumulation and inheritance of knowledge. This not only enhances the professional competence of management personnel, but also enhances the cohesion and collaboration ability of the team.

In addition, by introducing project management methods, managers have begun to focus on project planning and execution. They use project management tools to decompose, sort, and monitor various tasks, ensuring that the project is completed on time and with quality. This not only improves the success rate of the project, but also enhances the execution and adaptability of management personnel.

By introducing modern management theories and methods, the management efficiency of sports management personnel in universities has been comprehensively improved. They not only focus on process optimization, knowledge sharing, and project management, but also on employee motivation and team building. These measures not only improve work efficiency and project success rate, but also enhance employees' sense of belonging and satisfaction. In the future, with the continuous development and improvement of modern management theories and methods, the management efficiency of sports management personnel in universities will be further enhanced. They will continue to explore and innovate, continuously pursue excellent and efficient management practices, and make greater contributions to the development of the sports industry.

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