A Comparison of Managers of Iran’s Physical Education Departments in Terms of their Awareness of Management Information Systems

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ABSTRACT: The purpose of the present research was to compare the awareness of managers regarding management information systems (MIS). 210 strategic, middle, and executive managers of Iran’s physical education departments were selected as the sample. A questionnaire was developed with three subscales, i.e. economy, operations, and information, rated on the 5-point Likert scale. The data were analyzed using descriptive statistics, chi-squared test, and Mann-Whitney U test. The results showed that strategic and executive managers were aware and middle managers were unaware of MIS. Moreover, a significant difference was observed between strategic and middle managers in the economic and operational domains. There was no significant difference between strategic and executive managers in terms of information. No significant difference was observed between middle and executive managers in the economic domain. There was also a significant difference between the awareness of middle and executive managers. Since adoption of MIS in sport organizations is imperative, further research must be carried out to increase managers’ awareness of this critical phenomenon.

Keywords: Managers, Management information system, Physical education.

INTRODUCTION

People and organizations are bombarded with increasing sources of information. Due to the increasing speed and volume of information, developing a system that processes, compresses, stores, and transfers it is of utmost importance. As a result, an information system has been developed for managers in organizations known as management information system (MIS) (Schoderbek, 1975).

Research has shown that a proper guideline for system adoption requires 90 percent information and 10 percent intuition. 78 percent of the time and 67 percent of the workload of managers is related to communication and information exchange. Only 30 percent of reports, circulars, and announcements of an organization are understood by the receivers and the rest either lack quality or are not properly distributed (Rezayian, 2002; Cougar, 1979).

Physical education managers deal with a massive amount of information in the economic, operational, and informational domains and they need to make the right decisions in a short time. Therefore, it is imperative for managers to have access to a database that would help them in making decisions with the least possible error. In Iran, MIS has not been recognized or adopted in most physical education departments despite its important role in management decisions. Therefore, the present research aims to determine the awareness of three levels of management regarding MIS and to provide a model that will increase managers’ awareness of this system and help them in making correct, fast decisions. This research also compares the awareness levels of different managers regarding MIS. An early research on MIS was carried out by Cougar et al., (1979). They compared the motivation of three levels of MIS managers and general managers and showed that MIS managers at all the levels (i.e., strategic, middle, and executive) perceive their jobs to contain all the necessary ingredients for motivation. They also showed the low social need and high growth need of MIS managers compared to other managers.

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Naranjo-Gil and Hartmann (2007) investigated the effect of MIS on effectiveness of strategies in Spanish hospitals. They showed that CEOs’ professional and educational backgrounds affect their use of MIS and the use of the MIS subsequently impacts the implementation of strategic goals (Naranjo-Gil, 2007). There have also been studies about Iranian organizations. Ashraf Ganjui (1999) carried out a research on developing a management information system for physical education departments of Iran. She concluded that using MIS can increase the speed and accuracy of decision-making. Also Fallah (2004) examined the factors in the adoption of MIS in Iran Volleyball Federation and came to the conclusion that managers of Iran’s sport federations are not very much familiar with information systems.

MATERIALS AND METHODS

The present research was based on survey. The population consisted of three levels of management (strategic, middle, and executive) in Iran’s physical education departments, and 30 strategic managers, 60 middle managers, and 120 executive managers were selected as sample. Two questionnaires were developed by the researcher in order to collect the required data: a demographics questionnaire and a questionnaire that measured the level of awareness of management information system (MIS). The latter consisted of 28 items in economic, operational, and informational domains. The reliability of the questionnaire was calculated using Cronbach’s alpha and a value of 87% was obtained. From the 210 questionnaires distributed among the managers from 30 provinces, 140 questionnaires were completed and returned from 20 provinces. Descriptive statistics, chi-squared test, and Mann-Whitney U test were applied for data analysis.

RESULTS

The results showed that strategic managers are aware of MIS ($P < 0.05; \chi^2 = 13$). Middle managers were unaware of MIS ($P > 0.05; \chi^2 = 3.103$), while executive managers were aware of MIS ($P < 0.01; \chi^2 = 39.09$). No significant difference was observed between the awareness of strategic and middle managers in the economic domain ($P > 0.05; \nu = 259$). Moreover, there was no significant difference between these groups in the operational ($P > 0.05; \nu = 290$) and informational ($P > 0.05; \nu = 271$) domains. However, a significant difference was observed between strategic and executive managers in their awareness of MIS in the economic domain ($P < 0.01; \nu = 259$). There was also a significant difference between these groups in the operational domain ($P < 0.05; \nu = 461$), but not in the informational domain ($P > 0.05; \nu = 577$). There was no significant difference between middle and operational managers in the economic domain ($P > 0.05; \nu = 1291$). However, a significant difference was observed between these two group in the operational ($P > 0.05; \nu = 1246$) and informational ($P < 0.05; \nu = 972$) domains. Given the level of managers’ awareness in the economic, operational, and informational domains, the following model is developed to promote MIS among managers.

![Figure 1. The proposed model for promotion of MIS.](image-url)
DISCUSSION AND CONCLUSION

The results showed that strategic managers are aware of management information systems (MIS) \((P > 0.05; \chi^2 = 3.103)\). This is inconsistent with the results of Fallah (2004) which showed that the managers of Iran Volleyball Federation were unaware of MIS. However, this finding is consistent with the results of Naranjo-Gil and Hartmann (2007) who reported that the strategic managers in general hospitals of Spain were aware of MIS.

The results also showed that middle managers are unaware of MIS \((P > 0.05; \chi^2 = 3.103)\). This is consistent with the results of Fallah (2004), but inconsistent with the results of Naranjo-Gil and Hartmann (2007). Finally, the results indicated that executive managers are aware of MIS \((P < 0.01; \chi^2 = 39.09)\). This finding is inconsistent with the results of Fallah (2004), but consistent with the results of Naranjo-Gil and Hartmann (2007). Considering the three domains of awareness (i.e., economic, operational, and informational) discussed above, the awareness of strategic managers was highest in the operational domain and lowest in the informational domain. This was also true for middle managers. However, executive managers had the least information in the economic domain and the lowest awareness in informational domain.

A model was proposed to promote management information systems in the physical education departments of Iran. Since strategic and executive managers were aware of MIS, it is recommended that the awareness of these levels of management be examined in terms of other information systems such as IT, various computer systems, and so forth. Given the unawareness of middle managers regarding MIS, strategies such as workshops and practical classes are a good means of promoting MIS among these managers. The contemporary age is the age of information. Thus, managers must make correct and fast decisions in such conditions. The present research examined the level of awareness of physical education managers regarding one of the tools that facilitate such decision-making, i.e. management information system. Further research can be carried out in different sport federations and associations to examine the awareness of their managers and provide strategies to promote MIS among them.

REFERENCES


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