

Relationship between design management and organizational performance in Paralympic Sports Federations

Khelood Hameed Abbas ¹, Rawaa Abdulameer Abbas ², Siham Hammood Sabit ^{3*}

¹ General directorate of Education, Baghdad, Iraq

² Department of Student Activities, University of Basrah, Iraq

³ General Directorate of Education, Basrah, Iraq

* Correspondence: Siham Hammood Sabit; Siham.h.sabit@gmail.com

ABSTRACT

The design departments have devoted significant attention to improve organizational performance of the sports institutions, in terms of creativity, innovation, beauty, coordination, organization, and problem solving. However, there is still need to find out new ideas and designs for the administrative levels in the sports institutions. Thus, the present study was conducted to identify the relationship between design management and organizational performance. In the current study, all the heads of sports federations in the Paralympic Committee for the academic year 2020-2021 were recruited as the participants for the study. Participant selection was done using purposive sampling method. A total of 30 individuals were recruited as the participants for the study. Based on the findings of the study, the researchers concluded that a roadmap existed in the form of a strategic approach for the Paralympic Committee, in order to achieve unique expectations by developing a plan for organizational performance.

KEYWORDS

Design; Paralympic; Management; Performance

1. INTRODUCTION

Design is considered one of the most essential and vital topics in the management science, enhanced by what governance and globalization brought out of an external environment represented by the opportunities, and challenges. Modern technologies are the biggest supportive factor in the wide expansion of the design management. It is providing a lot of data and information for wide spread and a deep understanding of the concept of beneficiaries' needs through design. In general,

design is a mixture of science and art in institutions, especially in sports institutions. It includes several activities, such as creativity, innovation, coordination, and problem solving (Bachman, Miller & Dahlin, 1998).

Sports institutions have become largely focused on design management in building a competitive structure within their internal and external environment. It is an essential element of competition in light of the spread of modern technological technologies represented by smart devices. Sports institutions work consistently for achieving their vision and mission. The management of sports institutions seeks to apply design management in terms of its functioning which included planning, organization, control and feedback. These efforts lead to achieve a healthy competitive atmosphere contributing to the overall development of the organization (Morgan, Vorhies & Mason, 2009).

The importance of this research is highlighted through the vital role played by the design department. The strength in organizational performance lies in the functioning of the design department in order to improve and develop organizational performance, and to contribute to make and take the right decisions within the administrative and technical levels (Santos et al, 2022).

The design department has devoted significant attention in improving organizational performance of the sports institution, in terms of creativity, innovation, beauty, coordination, organization and problem solving. However, there is still need to find out new ideas and designs for the administrative levels of the sports institutions (Khodadad & Saatchian, 2022). Thus, the present study was conducted to identify the relationship between design management and organizational performance.

The primary aim of this study was to build a questionnaire for design management and its relationship with organizational performance for the National Paralympic Federations heads, in order to open the way for the federations heads in the National Paralympics to apply the concepts of design management in achieving organizational performance and to identify the relationship between design management and organizational performance. The authors hypothesized that a significant correlation would be found between design management and organizational performance in the National Paralympic Committee.

2. METHODS

2.1. Design and participants

Initially, the researcher adopted the descriptive approach in the form of a survey, as the first step of any study is the description of the phenomenon, studying and collecting the descriptions and accurate information. Sample selection for the research was done in a deliberate manner, in accordance with the

nature of the research and the objectives of the research. The present study was conducted on the heads of the sports federations of the National Paralympic Committee. The study was completed within the timeframe of December 2020 to February 2021. All the heads of sports federations in the Paralympic Committee for the academic year 2020-2021 were recruited as the participants for the study. Participant selection was done using purposive sampling method. A total of 30 individuals were recruited as the participants for the study.

2.2. Instruments

The researchers conducted in depth review of references and conducted personal interviews with the experts specialized in the field of the research. Followed by this, various tests and measurements were conducted. Abdullah & Nidal (2011) stated that the questionnaire is one of the most common research tools used by the educational researchers. In the present study, the researchers developed two questionnaires: 1) Design Management Scale. 2) Organizational Performance Scale. Each scale was composed of 20 items.

2.3. Statistical analyses

The SPSS statistical package and the Excel program were used to process the data. The researchers calculated: percentage, arithmetic mean, standard deviation, Pearson's correlation coefficient, Spearman-Brown correlation coefficient, t-test for independent samples, one-sample t-test, skew coefficient, and regression coefficient.

3. RESULTS AND DISCUSSION

Table 1 illustrated the mean and standard deviation scores of the design management scale and the organizational performance scale. The mean of the design management scale was 78.40. The mean of the organizational performance scale was 80.93. In the design management scale and in the organizational performance scale the mean was higher than the hypothetical mean, which was 60 for both scales. The researchers attributed this to the fact that the heads of sports federations have a positive vision of the design management in the National Paralympic federations. Similarly, regarding organizational performance, there is a strategic plan in the National Paralympic Committee.

Table 1. Statistical parameters of the design management and organizational performance results

	Design management scale	Organizational performance scale
Mean	78.40	80.93
Standard deviation	5.95	6.37
t-value	72.08	69.55
p-value	0.000	0.000

Table 2 illustrated the significant correlation between the design management scale and the organizational performance scale, with r value of 0.830 at $p \leq 0.001$. This indicates the existence of a positive correlation between the two scales. The researchers pointed that to the basic role of design management in organizational performance, being one of the most important roles that contribute to achieve the desired goals in the National Paralympic Committee. It is capable to apply organizational performance and its principles and determinants correctly, and seeks to ensure the efforts of management, to preserve the higher interests of workers and beneficiaries of the National Paralympic Committee, and to reach the highest levels of efficiency at work (Saeed, 2014).

Table 2. Correlation between design management and organizational performance

Scale	Correlation coefficient	p	Relationship direction	Correlation significance
Design management Organizational performance	0.830	0.000*	Positive	Significant

**Significant at $p \leq 0.01$*

Table 3 illustrated the value of the simple linear regression coefficient between design management and organizational performance. The correlation coefficient was 0.88 with a contribution rate of 0.86. This indicated that design management has a significant contribution in the organization's performance. The various challenges in the external environment of the organizational structure in the National Paralympic Federations causes exploitation of the strengths in the internal environment. However, addressing these shortcomings in the National Paralympics Committee may encourage cooperation in the work teams for improving the overall organizational structure. There is an effective communication system between senior management and employees, and there is an approach that focuses on the Paralympic Committee to confront a rapidly changing environment and sometimes even highly competitive. There is a defensive adaptation of the Paralympic Committee towards environmental change and the use of its knowledge in an offensive manner to improve its compatibility with the environment.

Table 3. Percentage of contribution and value of change for design management in organizational performance

Scale	Simple regression coefficient	Contribution percentage	Contribution percentage adjusted	Change percentage
Design Management	0.88	0.86	0.83	7.87
Organizational performance				

Significant at $p \leq 0.05$

4. CONCLUSIONS

Based on the findings of the study, the researchers concluded that a roadmap existed in the form of a strategic approach for the Paralympic Committee, in order to achieve unique expectations by developing a plan for organizational performance. The researchers also concluded that a design department functions to organize its operations in a manner that commensurate with the satisfaction of employees. The design department creates a work board to communicate the ideas of workers and athletes related to the design in the Paralympic Committee. Finally, the authors suggest to find a successful and fruitful framework according to the methodologies of design thinking, such as the strategy of innovation and creativity, within the Paralympic Committee.

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CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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