



مجلة جامعة ذي قار لعلوم التربية البدنية

مجلة علمية محكمة تصدرها كلية التربية البدنية وعلوم الرياضة



Digital applications and their role in enhancing the efficiency of the administrative performance of the Iraqi Athletics Federation

.Ahmed Saad Abdulrazzaq

Ahmed.saad1985@utq.edu.iq

College of Physical Education and Sport Science, University of Thi-Qar, Thi-Qar, 64001, Iraq

Article history:

Received: 1/ 3/ 2025

Received in revised from: 11/ 3 /2025

Accepted: 28/ 3/ 2025

Published online: 11/4/ 2025

ABSTRACT

Digital technology effectively accelerates the completion of required work, improves the efficiency of investments, increases production rates, as well as raising the quality and value of products. This technology also allows the application of innovative and new services, moving away from traditional methods, while relying on creative solutions to address problems, which contributes to reducing errors and improving performance. Thanks to its modern tools and technologies, it enables organizations to plan more accurately for a better future, and create an environment that stimulates creativity and excellence, which enhances their competitiveness and contributes to achieving the best results.

Research Objective:

This research aims to identify digital applications and their role in enhancing the efficiency of the administrative performance of the Iraqi sub-federations of athletics in the southern governorates (Basra - Dhi Qar - Maysan - Muthanna - Diwaniyah).

Research Areas:

Spatial area: Headquarters of the southern sub-federations (Basra - Dhi Qar - Maysan - Muthana - Diwaniyah)

Human field: members of the Federation, referees, coaches, administrators

Time range : 1/5/2023 to 1/9/2023

The most important conclusions:

- 1- There are mechanisms to attract specialized competencies to work on digital applications.
- 2- The Federation collects information confidentially for the purpose of verifying administrative deviations.
- 3- The Union works to verify the efficiency of performance and the integrity of actions and overcome problems.

Keywords:

Digital applications,
Athletics Federation,
Administrative,

Corresponding Author :

00647813820387

1- Definition of research

1-1 Introduction and importance of research:

During the past years, the sports field has witnessed a remarkable development in the concepts and systems of management, as a result of the continuous changes witnessed by society. Contemporary sports institutions have recognized the importance and necessity of continuous development as the main way to ensure survival and competition in the world of modern technologies, with its possibilities and challenges. This development has encompassed all areas of activity, leading to a shift from traditional methods of doing business to reliance on advanced digital methods.

Digital technology effectively accelerates the completion of required work, improves the efficiency of investments, increases production rates, as well as raising the quality and value of products. This technology also allows the application of innovative and new services, moving away from traditional methods, while relying on creative solutions to address problems, which contributes to reducing errors and improving performance. Thanks to its modern tools and technologies, it enables organizations to plan more accurately for a better future, and create an environment that stimulates creativity and excellence, which enhances their competitiveness and contributes to achieving the best results.

The tremendous technological development witnessed by institutions and organizations in various fields has accompanied an intellectual development in concepts and capabilities, which made many institutions face challenges and obstacles that limit their ability to develop their performance and upgrade their level, which hinders the achievement of the desired goals.

The intensification of competition in sports in recent years has led to the need to be highly vigilant and to deal with developments in unconventional ways. In this context, digital applications are one of the main competitive weapons to address these challenges, as it contributes to enhancing the organization's ability to develop its knowledge and improve its ability to meet the needs of future customers and beneficiaries. This is done through the adoption of modern technologies and the development of productive skills, enabling the organization to adapt quickly to changing opportunities. Digital transformation is also a key criterion for measuring the success of organizations compared to others, including their financial, human and information resources.

The digital turmoil that the sports field is currently witnessing will be the main driver in achieving radical changes in business economics, hence the digital transformation forces organizations to take advantage of the Internet to be more

aware, predictable and flexible at work, and these are the features that enable them to innovate faster to achieve the desired results from their business, through the application of the digital framework across a spectrum that includes technologies, people and processes, This requires a huge number of devices and the capabilities of connecting to the Internet and digital services in the public and private sectors, in addition to huge networks and advanced infrastructure and through networking between people, processes and data, its numbers carry with it the potential that leads to the rapid pace of change processes. (28 : 2)

Sports federations faced many challenges related to improving administrative performance, addressing problems related to performance standards, and overcoming administrative and organizational constraints. Therefore, embracing digital transformation is an essential tool for the development of these federations, including the Iraqi Athletics Federation. Digital applications help to invest and employ the available energies effectively, which enhances the efficiency of administrative processes and achieves the desired goals.

1.2 Research problem:

The researcher believes that it is the problem of research and in light of the increasing progress of the use of modern technology, where digitization is no longer an option, but has become an inevitable necessity and an indispensable requirement in the development of administrative performance because of the positive results it achieves, which called on the researcher to identify the role of digital applications in enhancing the efficiency of the administrative performance of the Iraqi Athletics Federation

1-3 Research Objective:

This research aims to identify digital applications and their role in enhancing the efficiency of the administrative performance of the Iraqi sub-federations of athletics in the southern governorates (Basra - Dhi Qar - Maysan - Muthanna - Diwaniyah).

1.4 Research areas:

1.4.1 Spatial area: headquarters of the southern sub-federations (Basra - Dhi Qar - Maysan - Muthana - Diwaniyah)

1.4.2 Human field: members of the Federation, referees, coaches, administrators

1-4-3 Time Range: 1/5/2023 to 1/9/2023

1-3 Research questions:

What is the reality of digital applications in the Iraqi Athletics Federation in the southern region?

- What is the reality of the administrative performance in the Iraqi Athletics Federation in the southern region?
- What is the role of digital applications in enhancing the efficiency of administrative performance in the Iraqi Athletics Federation in the southern region?

1 - 4 the most important terms used in the research:

Digital Applications:

It is software or electronic tools designed to work on smart devices or computers, aimed at facilitating the implementation of tasks, processing data, or providing various digital services to users. These applications include a wide range of functions, such as communication, management, education, marketing, entertainment, and others, and are run online or through device operating systems.

Administrative performance:

It refers to the level of efficiency and effectiveness of the administrative apparatus in achieving the objectives set for the institution or organization, through the implementation of basic administrative functions such as planning, organization, guidance, and control. Management performance is a measure of management's ability to invest available resources (human, financial, technological) in the best possible way to achieve the desired results.

- Search procedures:

1-2 Research Methodology:

The researcher used the descriptive approach as this was more appropriate to the nature of the research.

2-2 Research population and sample:

The research community is represented by the sub-federations of athletics, which number (5) sub-federations (Basra - Dhi Qar - Maysan - Muthanna - Diwaniyah), which are represented in the following categories:

- The 20 members of the boards of directors of the athletics sub-federations under discussion.
- Referees, numbering (58) referees.
- The (163) trainers

- Administrators, numbering (32) administrators.

Thus, the strength of the research community is (273) individuals, and the research sample was selected by random stratified method, which consists of (112) individuals, with a percentage of (41%) of the research community.

2.3 Data collection tools:

In collecting data for the research, the researcher used the open survey / personal interviews (opinion poll form), due to the nature of the research in terms of the problem, goal and questions.

2.4 Scientific transactions of the questionnaire form:

2.4.1 Authenticity of the content:

The researcher prepared a questionnaire for experts opinion of digital applications and their role in enhancing the efficiency of administrative performance in the branches of the Iraqi Athletics Federation in the southern regions "(Appendix (2), where three axes were identified and presented to a group of experts Annex (1) in the field of sports management, consisting of (7) experts, in order to express an opinion on the extent of its appropriateness, which is shown in Table (1).

Table (1)

Frequencies and percentages of expert opinions on the themes of the questionnaire form (n-7)

Percentage	Iteration	axes	M
100 %	7	The reality of digital transformation in the Iraqi Athletics Federation in the southern region	1
85.71 %	6	The reality of administrative performance in the Iraqi Athletics Federation in the southern region	2
100 %	7	Digital transformation and its role in enhancing the efficiency of administrative performance in the Iraqi Athletics Federation in the southern region	3

Table (1) shows the opinions of experts in the statements of the questionnaire form, where the percentage of the opinions of the experts on the axes of the questionnaire ranged between (85.71: 100%), and all axes were approved in order to achieve a percentage greater than (70%).

2.4.2 Sincerity of internal consistency:

The researcher conducted the exploratory study in the period from 3/1/2024 AD to 10/1/2024 AD on a random sample from the original community and from outside the basic study and has the same characteristics and conditions amounting to (30) individuals, and the study aimed to identify the appropriateness of formulating phrases for the level of understanding the sample and determining honesty and stability, and based on the results and observations of experts, the questionnaire form was formulated in its initial form.

(64) Appendix (3) statement, and the triple grade balance (OK), to some extent, disagree, and the statements were corrected as follows OK (3) degrees, to some extent two degrees, disagree (degree), as shown in Table (2)

Table (2)

The value of the correlation coefficient between each statement and the total score for each of the questionnaire axes (n - 30)

Third axis correlation coefficient		Second axis correlation coefficient		Correlation coefficient first axis		Ferry
Form	Axis	Form	Axis	Form	Axis	
0.450	0.836	0.488	0.547	0.535	0.477	1
0.571	0.773	0.466	0.502	0.437	0.640	2
0.456	0.502	0.724	0.585	0.475	0.409	3
0.556	0.400	0.450	0.442	0.496	0.547	4
0.571	0.502	0.607	0.442	0.540	0.502	5
0.456	0.449	0.486	0.502	0.456	0.630	6
0.556	0.631	0.486	0.597	0.543	0.400	7
0.510	0.441	0.466	0.523	0.450	0.756	8
0.942	0.695	0.0979	0.631	0.589	0.502	9
0.658	0.820	0.445	0.604	0.728	0.630	10
0.461	0.567	0.637	0.960	0.817	0.773	11
0.728	0.543	0.846	0.636	0.592	0.624	12
0.535	0.619	0.8700	0.730	0.578	0.624	13
0.437	0.676	0.532	0.477	0.532	0.631	14
0.450	0.836	0.559	0.640	0.561	0.604	15
0.571	0.773	0.488	0.547	0.651.	0.960	16
0.456	0.502	0.466	0.502	0.570	0.636	17
0.556	0.400	0.724	0.585	0.578	0.631	18

0.510	0.756	0.450	0.442	0.724	0.585	19
0.942	0.442	0.532	0.604	0.450	0.442	20
0.658	0.502	0.486	0.502	0.561	0.604	21
0.461	0.449	0.556	0.695	0.426	0.441	22

2 – 5 Stability:

To calculate the stability of the questionnaire, the researcher used the method of Cronbach's alpha coefficient on a sample of (30) members of the research population and from outside the original sample, and table (3) shows that.

Table (3)

The value of the stability coefficient of the questionnaire by the alpha method of Cronbach

Alfakronbach Laboratories	Number of ferries	axles	M
0.799	22	The reality of digital applications in the Iraqi Athletics Federation in the southern region	1
0.765	22	The reality of administrative performance in the Iraqi Athletics Federation in the southern region	2
0.862	20	The role of digital applications in enhancing the efficiency of administrative performance in the Iraqi Athletics Federation in a region in the southern region	3
0.928	64	Form in full	

It is clear from Table (3) that the values of the correlation coefficients by the alpha method of Cronbach, the questionnaire interlocutor, ranged between (0.765), (0.862), while the alpha coefficient for the total score of the questionnaire reached (0.928), which are all statistically significant, which indicates the stability of the questionnaire under research.

2.6 Basic study:

The researcher applied the questionnaire form in its final form to the research sample

It consists of (116) members of the original research community, from 15/1/2024 to 13/2/2024

3- Presentation and discussion of the results:

3 - 1 Presentation and discussion of the results that answer the first question / What is the reality of the Iraqi Athletics Federation in the southern region?

Table (4)

Frequencies and percentage of the opinions of the basic study sample in the phrases of the digital transformation reality axis in the Iraqi Athletics Federation in the Southern Region (n - 112)

Order	Percentile ratio	Grade	Disagree	who are not servants	I agree	axles	t
5	87.80	511	18	35	141	The Federation works to assess the efficiency of individuals' performance and record and diagnose weaknesses	1
2	89.35	520	17	28	149	ITU collects information confidentially for the purpose of verifying administrative deviations	2
3	88,66	516	20	26	148	The Union works to verify the efficiency of performance, the integrity of actions and overcome problems.	4
18	77,15	449	42	49	103	The Board of Directors is interested in developing management skills by solving daily work problems continuously.	5
7	83,58	488	25	44	125	ITU is concerned with monitoring administrative performance in the field for the purpose of guidance.	6
10	80,80	482	30	40	124	The Union is interested in pursuing implementation for the purpose of providing financial allocations for the establishment of electronic systems for the first evaluation of administrative performance.	7
19	75,43	439	22	99	73	There are mechanisms in place to attract specialized competencies for digital applications.	8
1	92.45	572	17	21	156	There are creative and innovative mechanisms and methods to	9

						develop administrative performance in the region and achieve its goals.	
17	77.30	572	53	26	115	There are self-initiatives by the Union to complete the work with a high degree of perfection	10
16	78.35	450	46	34	114	There are legal bases for the application of electronic work	11
8	83.33	465	22	53	119	Performs functional tasks and administrative work in the region in accordance with approved quality standards.	12
13	81.07	485	17	75	102	The efficiency of individuals in charge of the region to provide services to beneficiaries electronically.	13
14	82.92	473	27	57	110	The existence of an integrated infrastructure for electronic services.	14
6	82.93	471	21	50	123	It allows the exchange of experiences between specialized competencies to benefit from the outputs of the programs used.	15
20	84.19	490	22	108	64	The Union works to invest all available resources.	16
15	73.91	430	28	65	101	There is interest from the Union in the field of electronic communications and digital transformation.	17
21	79.01	461	24	111	59	There is the provision of electronic services to all beneficiaries and other regions directly.	18
12	70.68	423	31	46	117	There is an assessment of specialized competencies according to the continuous development plan	19
9	80.99	483	22	55	146	There is administrative consistency and the structure of the infrastructure of electronic services.	20

3	80.47	480	18	30	116	There is a noticeable satisfaction by the beneficiaries with the level of electronic services provided.	21
11	70.16	420	24	54	63	There is follow-up by the Federation to complete the job tasks on time	22

Table (4) of the responses of the basic study sample in the phrases of the first axis shows that the percentage of responses of the research sample ranged between (90.55%) for statement No. (8), and the lowest percentage (72016%) for statement No. (22). These responses refer to the reality of digital applications in the Iraqi Athletics Federation, where they were:

There are mechanisms in place to attract specialized competencies for digital applications.

The Federation collects information confidentially for the purpose of verifying administrative deviations.

The Union works to verify the efficiency of performance and the integrity of actions and overcome problems.

There is administrative consistency and the structure of the infrastructure of electronic services.

The Union works to assess the efficiency of the performance of individuals and record and diagnose weaknesses.

The researcher believes through the previous results that the branches of the Iraqi Athletics Federation have human and material elements in the service of digital applications, which seeks excellence in the light of the development of policies for the development of administrative performance, as it occupies a special place within any civil or governmental organization as the final product of the outcome of all activities in it, at the level of the individual, institution and state, because the institution is more stable and longer lasting when the performance of employees including distinctive, Administrative performance derives its importance from the importance of the goal that the administration seeks to achieve, as the administrative apparatus has been prepared humanly, materially, morally and a place in order to reach the desired goal, so any negligence leads to the waste of these energies.

These findings are consistent with the study of Fariborz Ensafi (2022) (17), Basma Ibrahim Abdel Basir (2020) (3), Zakaria Ahmed Mohamed (2020) (6), where the results of these studies indicated that the samples of their study have human and

material elements in the service of digital transformation in sports institutions seeking excellence in light of the technological developments witnessed by the world in the field of sports, where the wide and rapid spread of the Internet, which has allowed various people and businesses From exploring the world and obtaining multiple and complex information at the same time, and achieving everything they want from anywhere in the world and as soon as possible without the need to go to the field to the places of application directly, and implementing strategies that are tasked with using, analyzing and interpreting this information effectively.

In this regard, Maha Badr (2014) (12), Saud Al-Nimr and Hani Khashoggi (2006) (7) indicate that digital management works to improve organizations through the use of modern electronic methods characterized by efficiency, effectiveness and speed, in addition to its ability to face and eliminate all administrative problems, as getting rid of the traditional administrative work method has become inevitable imposed by change and scientific progress and the constant demand for continuous improvement of services and work provided by organizations. In addition to the emergence of the need to carry out political, economic, social and administrative reform, in order to keep pace with events and changes in the world and ensure growth in all fields, including the sports sector, which is one of the important sectors in various countries that are keen to raise the quality of their services and improve the efficiency of administrative work in them. (MAKTOOF, 2023)

Ahmed Farouk Abdul Qadir (2019) stresses that digital transformation is a process that makes the workforce at the highest possible levels in terms of efficiency and coordination in order to achieve the desired goals at the lowest costs and in a short time, and this process enables us to invest all the energies available to the organization in a sound manner. (1:45)

3 - 2 Presentation and discussion of the results that answer the second question / What is the reality of the phrases of administrative performance in the Iraqi Federation in the southern region of athletics

Table (5)

Frequencies, percentage and square of the views of the basic study sample in the statements of administrative performance in the Iraqi Federation in the southern region of athletics (n 164)

Order	Percentage	Grade	Disagree	To some extent	I agree	Phrases	t
8	81.62	516	32	25	119	Using the international information network to disseminate the objectives and plan of the region to develop administrative performance.	1

15	88.66	519	19	20	147	The participation of all leaders in the region in the process of digital applications in creative and innovative ways.	2
16	89.18	476	20	31	151	Reliance on modern technological techniques To achieve goals.	3
4	81.79	522	25	17	113	Establishing an organizational unit related to administrative tasks and responsibilities.	4
6	89.69	478	17	18	101	ITU takes executive measures for strategic planning and digital applications	5
12	82.13	517	26	32	116	The strategic plan of the region includes a plan for integration and compatibility with various government agencies.	6
2	90.03	524	17	24	153	The enterprise architecture contributes to the consortia's orientation to digital applications based on quality standards.	7
11	88.49	515	17	17	144	ITU is developing a plan to attract practical competencies for digital applications.	8
22	80.07	466	35	33	113	ITU is implementing the enterprise architecture project for digital applications.	9
14	89.63	510	20	35	142	ITU aims to strengthen the capabilities necessary to achieve the digital applications strategy.	10
10	89.52	521	18	32	151	There is internal control for strategic planning in the field of digital applications.	11
19	87.80	530	20	20	143	ITU follows creative and innovative methods of strategic planning in the field of digital applications	12
18	91.07	475	17	18	159	The strategies of the different regions are coordinated in an integrated manner to meet customer expectations quickly and accurately.	13
17	81.62	516	32	25	119	Employees and administrators in the region are commensurate with the job tasks assigned to them.	14
21	88.66	519	19	20	147	The Union sets a plan to develop and prepare leaders and raise the level of culture in the process of digital applications.	15
11	89.18	476	20	31	151	ITU is continuously implementing plans to prepare leaders in digital applications.	16
22	81.79	522	25	17	113	The Union is working to develop a legal framework that regulates digital transactions with beneficiaries in a way that guarantees the rights and interests of both parties.	17
14	89.69	478	17	18	101	The Board of Directors shall develop operational plans that provide complete and accurate regulation of digital applications and address the problems of its application.	18
10	82.13	517	26	32	116	There is a response by the Union to complaints submitted by beneficiaries.	19
19	88.83	484	17	43	146	The region has a clear and effective mechanism for digital applications. The region has a digital transformation plan that includes a vision and mission aligned with strategic objectives.	20
18	83.16	470	26	19	122	There is a follow-up of the financial position and adherence to the economic standard that emphasizes reducing government spending.	21
17	80.76	524	38	28	120	Using the international information network to disseminate the objectives and plan of the region to develop administrative performance.	22

Table (5) of the responses of the basic study sample in the statements of the second axis

The percentage of responses of the research sample ranged between (91.07) for statement No. (13), and the lowest percentage (80.07%) for statement No. (9). These responses refer to the reality of administrative performance in the Iraqi Athletics Federation in the southern region, where they were:

The coordination process between the strategies of the different branches is carried out in an integrated manner, ensuring that the expectations of the beneficiaries are met quickly and accurately.

The enterprise architecture plays a pivotal role in supporting the region's drive towards digital applications, while adhering to quality standards.

The Federation works on preparing accurate implementation plans that ensure a comprehensive regulation of digital applications and address the challenges related to its application.

An organizational unit with specific administrative tasks and responsibilities is also being established to support this trend, along with effective internal control mechanisms to follow up on strategic planning in the digital field..

Based on the previous results, the researcher believes that digital applications contribute to employing technology and enhancing transparency and participation, with the aim of improving the efficiency of the performance of government organizations. The sports department has been keen to benefit from modern electronic methods to face work pressures and adapt to environmental variables, which contributes to achieving development and development in the sports sector, and reflects positively on the quality of sports and administrative performance..

Mohamed Ismail (2010) points out that contemporary societies have witnessed in the past two decades rapid developments in various areas of social life, and these developments have produced many new concepts, including the knowledge society, the knowledge revolution, the technological revolution, digital and economic transformation, and other concepts with connotations and dimensions that express scientific and technological progress, and with the advent of digital technology, the world has changed dramatically and continuously, accompanied by great changes in the professional and personal lives of individuals around the world. (8: 59)

Hassan Ahmed Al-Shafei (2020) stresses that despite the interest of countries in digital transformation, digitization and digital applications and their keenness to improve quality, facilitate points of contact, and enhance awareness of the benefits of this transformation, the success of digital transformation requires its regulatory legislative framework, to ensure compliance with regulations and achieve the highest levels of transparency. Clear digital strategies aimed at developing modern

technologies should be adopted, while adhering to the approach and fundamentals of digital transformation, taking into account the implications for citizens and society as a whole.. (8:35)

3 - 3 Presentation and discussion of the results that answer the third question / What is the role of digital applications in enhancing the efficiency of administrative performance of the Iraqi Federation for the Southern Region of Athletics?

Table (6)

Frequencies, percentage and square of the views of the basic study sample in the phrases of the digital applications axis in enhancing the efficiency of administrative performance in the Iraqi Federation in the southern region of athletics

Order	Percentage	Discretionary stairs	Disagree	To some extent	I agree	Phrases	t
6	84.19	490	21	26	123	Digital applications help ensure the validity of the inputs that are relied upon in the management decision-making process	1
2	73.88	430	22	34	64	Digital applications help in relying on classifying and arranging the available alternatives and reaching appropriate decisions to overcome problems.	2
4	79.21	461	28	53	101	Motivating the region's leaders to participate in the development of strategic plans and decision-making.	3
18	85.74	466	23	57	101	Training the region's leaders on work methods Collective to develop the decision-making process.	4
9	88.14	499	22	50	133	Developing the organizational structure in the region and administrative branches to allow digital applications.	5
11	89.00	110	20	108	145	Developing the region's objectives to keep pace with digital transformation in line with the activities and policy of the state.	6
19	75.43	439	22	24	73	Make decisions more acceptable and consistent among those working to implement them with a sincere desire.	7
1	90.55	527	17	17	156	Compare facts and figures to reach indicators that help in making appropriate administrative decisions.	8
17	77.32	450	53	33	115	Follow up the implementation processes that aim to measure the impact of decisions on facing administrative problems in the region	9

						Completion of administrative work in record time	
16	78.35	456	46	35	114	Ensuring the continuity of the quality system in decision-making	10
10	83.33	485	22	32	119	Participation of all administrative leaders in the decision-making process within the region.	11
12	81.27	473	17	99	102	The Federation is working on allocating a budget to agree on the training of decision-making process cadres.	12
13	80.93	471	27	21	110	The strategies of the different regions are coordinated in an integrated manner to meet customer expectations quickly and accurately.	13
8	84.19	490	21	26	123	ITU uses smart applications in the decision-making process.	14
20	73.88	430	22	34	64	The Federation implements the country's directions in digital transformation The Board of Directors plays the role of linking and coordinating.	15
15	79.21	461	28	53	101	Between the decision system and the administrative processes system, the Board of Directors organizes workshops and seminars	16
14	85.74	466	23	57	101	ITU organizes seminars and conferences to illustrate the benefit of digital applications	17
7	88.14	499	22	50	133	The Union develops operational plans that provide a complete and accurate organization of the process of digital applications and address the problems of its application.	18
5	89.00	110	20	108	145	Know the needs, desires and expectations of internal and external customers to make good decisions	19
3	75.43	518	18	65	148	Collect information, evaluate and study alternative decisions in order to make the appropriate decision.	20

Table (6) of the responses of the basic study sample in the statements of the third axis shows that the percentage of responses of the research sample ranged between (90.55%) for statement No. (8), and the lowest percentage (73.88%) for statement No. (15). These responses refer to the role of digital applications in enhancing the efficiency of the administrative performance of the Iraqi Athletics Federation, as they were:

- Compare facts and figures to reach indicators that help in making appropriate administrative decisions.
- Digital applications help to rely on the classification and arrangement of available alternatives and reach appropriate decisions to overcome problems. The Board of

Directors provides more documented and accurate information to assist in decision-making and implementation processes.

- Motivating the region's leaders to participate in the development of strategic plans and decision-making. Collect information, evaluate and study alternative decisions in order to make the appropriate decision.

Through the previous results, the researcher believes that strengthening and developing the ICT infrastructure, and improving the quality of services provided, based on solid foundations and clear principles based on a deep and comprehensive vision, not limited to a superficial view. This approach aims to make digital applications a deliberate transition process that creates the appropriate environment for digital applications to ensure the achievement of the required quality. This also contributes to improving the performance of ministries and other government agencies, and raising the efficiency of services, through the development of the work environment, and the provision of Support for decision-making, in addition to finding effective solutions to issues affecting society..

In this regard, Haitham Ibrahim Abdel Fattah Nasrallah (2020) (14) refers to the importance of digital applications in decision-making related to the development of administrative performance and the completion of government transactions in terms of improving government services provided to citizens efficiently in terms of time, cost and quality. Government institutions through training and developing them to achieve the optimal use of information technology in completing government transactions, as well as the need to provide equipment for the prevailing networks and systems to avoid malfunctions that shake the security and stability of networks.

4.1 Conclusions:

In the light of the results obtained, processed, presented and interpreted, within the limits of the method used, and within the limits of the responses of the research sample, the following conclusions were reached:

The reality of digital applications in the Iraqi Athletics Federation for the southern region:

- 1- There are mechanisms to attract specialized competencies to work on digital applications.
- 2- The Federation collects information confidentially for the purpose of verifying administrative deviations.
- 3- The Union works to verify the efficiency of performance and the integrity of actions and overcome problems.

4.2 Recommendations:

In light of the findings of the research, the researcher recommends a set of recommendations aimed at supporting and activating digital applications within the Iraqi Athletics Federation, as follows:

- 1- Enhancing awareness of the importance of digital applications by organizing conferences, workshops, and continuous training programs, with the aim of raising the level of knowledge and skills to keep pace with global technological developments.
- 2- Preparing future plans and programs aimed at developing the electronic infrastructure in the branches of the Iraqi Athletics Federation in the southern region, in a way that contributes to facilitating the management of online operations and achieving effective communication with the target audience.
- 3- Establishing an electronic system to receive suggestions and complaints from members and beneficiaries of the services and activities provided by the branches, through the Federation's digital platforms, to ensure that everyone is involved in improving performance and services.

References:

- 1- Ahmed Farouk Abdel Qader: Digital Transformation in Egyptian Sports, published article, Rose Al-Youssef Portal, December 30, 2019, first edition, Cairo, 2003.
- 2- Osama Abdel Salam Ali: The Digital Transformation of Egyptian Universities: Requirements and Mechanisms, Volume 14, Issue 33, Journal of Education, Journal of the World Council of Comparative Education Associations, Egypt, 2011.
- 3- Basma Ibrahim Abdel Basir: An oriental study of the management of digital transformation at the Ministry of Youth and Sports and its reflection on the level of institutional efficiency based on the method of scenarios to achieve Egypt's vision 2030, published research p 88, c 3, Scientific Journal of Physical Education and Sports Sciences, Faculty of Physical Education for Boys, Helwan University, January 2020.
- 4- Gamal Mohamed Ali Administrative Development in Sports Management and Public Administration, Book Center for Publishing, Cairo, 2008.
- 5- Hussein Muslihi Sayed Ahmed, Digital Transformation: The Future Framework for Information Systems and Technology, National Library and Archives, Cairo, 2021.

- 6- Zakaria Ahmed Mohamed Obstacles to the application of digital transformation in the General Authority for Youth and Sports in the United Arab Emirates in sports clubs, published research p. 9, Assiut Journal of Science and Physical Education Arts, Faculty of Physical Education, Assiut University, September 2020.
- 7- Saud Muhammad Al-Nimr, Hani Yousef Khashoggi: Public Administration Foundations and Functions, 6th Edition, Riyadh, Al-Shaqri Library, Kingdom of Saudi Arabia. 2006.
- 8- Abeer Eid Al-Aqbawi: Al-Kaizen Dar Kunooz, Jeddah, Saudi Arabia, 2014.
- 9- Mohamed Sadiq Ismail: E-Government and its Applications in the Arab Countries, 1st Edition, Al-Arabi for Publishing and Distribution, Cairo, 2010.
- 10- Maha Mahmoud Badr: Proposed programs to improve the performance of employees in the Department of Sports Activity in clubs in Alexandria Governorate, unpublished master's thesis, Faculty of Physical Education for Girls, Fleming, Alexandria University. 2014.
- 11- Noura Fayez Abdel Ati Al-Qamhaw: Requirements for applying digital transformation in achieving the objectives of the Directorate of Youth and Sports in Alexandria Governorate, published research, Faculty of Physical Education, Assiut University, Issue 55, Volume, December 2020.
- 12- Haitham Ibrahim Al-Masdar, Abdel Fattah Ahmed Nasrallah: The Role of Digital Transformation in Improving Government Services in Palestine, The First International Conference on Information Technology and Business. Gaza University, July 2020.
- 13- Bohutsana, Basuti; Akpata, Dele: Marketing Sports Facilities: Perspectives from Botswana, International Council for Health, Physical Education, Recreation, Sport, and Dance. 1900 Association Drive, Reston, VA 20191, 2013
- 14- Elriena Eksteen: Sport Development, Law and Commercialization, Ventus Publishing ApS, Denmark, 2012.
- 15- Fariborz Ensafi: Relationship between CRM and competitive advantage of sports clubs in Province of Alborz, Journal of Humanities Insights, 6(1): 20-27, 2022.
16. Habil. Tim Ströbel, Maximilian Stieler: "Digital transformation in sport: The disruptive potential of digitalization for sport management research, Sport, Business and Management, 2021.

- 17- International Telecommunication Federation: "Accelerating Digital Transformation in Difficult Times", Geneva, Switzerland, 2021.
- 18- Kristin, etc.: Barriers to digital transformation in manufacturing : development of research agenda", proceedings of the 25nd Hawaii international conference on system sciences, Jan 2019.
- 19- Macmillan & Mahen: Strategic management process, content, implementation, Oxford press, 2009.
- 20- Rogers: The digital transformation playbook: rethink your business for the digital age, Columbia university press, New York, USA, 2016
- . MAKTOOF, N. (2023). Analysis of strategic management and its role in the development of sports and cultural forums in the Directorate of Youth and Sports in Dhi Qar. Thi-Qar University Journal of Physical Education Sciences, 1(2 (Part 2)).
- 21- Singh & Hess: How chief digital officers promote the digital transformation of their companies, MIS, quarterly executives, 16. 2017.
- 22- Tiffany,etc: Digital transformation in higher education how content management technologies and practices are evolving in the era of experience management, digital clarity group