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Administrative creativity and its role in the sports institutional excellence of the forums of the Ministry of Youth and Sports in Ninwa Governorate from the point of view of its employees

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ABSTRACT

The research aimed to identify the role of administrative creativity in the sports institutional excellence of the Directorate of Youth and Sports in Nineveh Governorate. The descriptive approach was used for its suitability and the nature of the research and the research sample included the workers in the forums of the Ministry of Youth and Sports in Nineveh Governorate, numbering (110) and representing (60.69%) of the total research community and the researcher used the questionnaire as an appropriate means to collect information from the research sample. The researcher used the arithmetic mean, standard deviation and percentage as appropriate statistical means and the researcher reached the following:

- The research sample has positive administrative creativity and positive sports institutional excellence.
- There is a significant correlation between administrative creativity and institutional excellence in the forums of the Ministry of Youth and Sports in Nineveh Governorate.
- The researcher recommends the following:
 - Apply the search criteria to other sports institutions.
 - Linking administrative creativity with other administrative variables and trying to find out the extent to which they are affected by it.

1- Definition of research

1-1 Introduction and importance of research:

The relative and general changes that occur in all fields, which mislead and affect our societies with all their service and administrative institutions, which resulted in many challenges and difficulties for them, which prompted them to change and prepare for rapid adaptation according to new plans and modern ideas that have not been addressed within the administrative and executive levels that contribute to reaching the goals of sports institutions and clubs. Those interested in the administrative and sports field considered creativity the broadest characteristic in improvement and development, which has the optimal significance in achieving administrative development in the ability of sports clubs and their employees to excel, creativity and renewal through the adoption of their management to develop their concepts and administrative methods and appropriate appropriate conditions for human minds to innovate in their performance.

An appropriate environment is a supportive aspect for management to carry out administrative work and achieve objectives, which draws managers' attention to identifying risks and constraints, analysing problems and providing a real opportunity to deal with changes and develop effectively¹.

Therefore, administrative creativity is important and essential for the success of any administrative institution in general and on sports clubs in particular because of its importance in the interest of the team, which makes its need for creativity and excellence a characteristic of competition, as the successful administrator must develop his abilities to contribute to solving problems, generating new ideas and real participation in decision-making and production in a way that is characterized by administrative creativity within the workflow, as it often requires him to go towards multiple areas of creativity between solving problems Substantial improvements leading to practical solutions to the exigencies of the work².

Institutional excellence (an integrated system that includes all the activities of modern management and its techniques, with the aim of raising the level of management and achievement to high degrees by which the organization surpasses competitors, as excellence does not come by chance and not wishful thinking, but excellence is achieved from the overall efforts of employees in the contemporary institution and at all levels).³

Harim¹, Hassan, Organization Management, Dar Al-Hamid for Publishing, Amman, Jordan, (2009), p. 34.

Raja² , Thamer Hammad, Ibrahim, Samer Saad: The reality of administrative creativity among the administrative bodies of first-class football clubs in Baghdad, published research, Journal of the College of Physical Education, Baghdad, Iraq, 2018, p. 4.

Al-Salami, Ali: Organizational Behavior, 3rd Edition, Cairo, Dar Gharib for Printing, 3 Publishing and Distribution, 2001, p. 77.

Outstanding organizations are those that consistently excel in providing best practices in the performance of their tasks, are associated with their clients in advocacy and interaction relationships, and know the performance capabilities of their competitors, their weaknesses, strengths and environment⁴.

Organizations rely on modern administrative techniques and approaches to raise the levels of performance and achievement to the highest levels, so that the organization surpasses other organizations and rises to the international level, all of which is achieved if it is well attracted and selected distinguished, qualified and trained competencies, and then carefully planned, taken care of, maintained, maintained and developed, by establishing a fair system of salaries, bonuses and incentives, and adopting objectivity in promotion decisions in accordance with fair considerations and standards that are clear to all and with a degree of transparency⁵.

Hence the importance of the current research in addressing an important topic, which is administrative creativity because of its great importance in the work of institutions and in the development of their performance and access to the highest degrees of institutional excellence

1.2 Research problem:

The main problem in the forums of the Ministry of Youth and Sports in Nineveh Governorate is the sterile administrative practices that rely on deadly red tape and rigid bureaucracy that paralyzes minds and handcuffs. Therefore, these forums should pay sufficient attention to creative work, and to make measurements that highlight the creative level of individuals in general and among their workers in particular, as they are the ones who make decisions and draw the future of their forums, and to work to identify the factors that affect this level, whether they are related to climate. The organizational of the forum or the personal variables of its employees, in order to create the best conditions suitable for creativity and get rid of the obstacles that prevent it, and to identify the best alternatives required to support creativity in order to increase the organization's capabilities to face and keep pace with successive changes and access to sports institutional excellence, where the research problem is the following question:

_ What is the role of administrative creativity in the institutional excellence of the forums of the Directorate of Youth and Sports of Nineveh Governorate?

1-3 Research Objectives:

The current research aims to:

Samah, Solah, The Role of Human Capital Management in Achieving Excellence for the 4 Learning Institution, Unpublished PhD Thesis, Department of Economic Sciences, University of Biskra, 2012, p. 37.

Al-Abdalat, Fatima Abdel Halim: Developing Proposed Standards of Excellence for 5 University Faculty Members in Jordan, Unpublished PhD Thesis, University of Jordan, Amman, 2009, p. 27.

_ Identify the role of administrative creativity in institutional excellence for the forums of the Ministry of Youth and Sports in Nineveh Governorate.

1-4 Research Areas:

_ The human field: workers in the forums of the Ministry of Youth and Sports in Nineveh Governorate

_ Spatial field: Headquarters of the forums of the Ministry of Youth and Sports in Nineveh

_ Time: 15/10/2023 to 8/1/2024.

1-5 Imposing Research:

The existence of a significant correlation between administrative creativity and institutional excellence of the forums of the Ministry of Youth and Sports in Nineveh Governorate.

1-6 Search terms:

1.6.1 **Administrative creativity:** the ability to find new things that may be ideas, solutions, products, services, or useful ways and methods of work.⁶

1.6.2 **Institutional excellence:** Institutional excellence as "an integrated system for the results of the organization's work in the light of its interaction with the elements of its internal and external environment, which leads it to uniqueness and positive superiority over other organizations in reaching their goals".⁷

2- Search Procedures

2-1 Research Methodology:

The researcher used the descriptive approach with survey and correlational methods for their suitability and the nature of the research.

2.2 Research population and samples

The current research community consisted of (173) workers in the forums of the Ministry of Youth and Sports in Nineveh Governorate.

The research samples were as follows:

- The main experiment sample, which consisted of (110) workers in the forums of the Ministry of Youth and Sports in Nineveh, and (105) answers were obtained and (5) forms were excluded for non-return or incomplete answer, thus the percentage of the main experiment sample reached (60.69%) of the total research community, who were selected in a deliberate way to achieve the objectives of the research.

Ayoub, Nadia: Factors Affecting the Innovative Administrative Behavior of Managers in the 6 Saudi Commercial Banks Sector, Journal of Public Administration, Vol. 40, Riyadh, 2000,

p. 6.

Al-Rashaida, Nayel Salem (2007): The Concept of Outstanding Institutional Performance 7 among Educational Leaders in the Southern Region and Building an Evaluation Model,

Unpublished PhD Thesis, University of Jordan, Amman, 2007, p. 11.

- The sample of the exploratory experiment numbered (10) workers who were randomly selected from outside the main experiment sample, thus the percentage of the survey experiment sample reached (5.78%) of the total research community. Table (1) shows the research population and samples.

Table (1)
Research community and samples

Percentage	Number	Sample	t
60.69%	105	Main experiment sample	1
5.78%	10	Sample exploratory experiment	2
2089%	5	Excluded	4

2.3 Means of collecting data and information

2.3.1 Administrative creativity scale ⁽⁸⁾

2.3.2 Measure of Institutional Excellence for Sports ⁹

2.4 Authenticity of the instrument:

2.4.1 Administrative creativity scale:

The researcher adopted the Administrative Creativity Scale (Appendix 2) prepared by (Muhammad and Ahmed, 2023) and was presented to (9) experts in the field of specialization (Annex 1) and the scale consists of (40) items that measure the administrative creativity of the forums of the Ministry of Youth and Sports in Nineveh Governorate from the point of view of its employees.

2.4.2 Measure of Institutional Sports Excellence:

The researcher used the institutional discrimination scale prepared by (Al-Mawla 2020) and applied to sports clubs, which includes (5) dimensions and consists of (46) items and is answered according to (5) alternatives are (strongly agree, agree, somewhat agree, do not agree, strongly disagree) and the degree of the scale is (46-230) (Appendix 3) and due to the fact that the scale is applied to a different sample, the researchers did the following:

2.4.2.1 Honesty

Mohammed8 , Yasser Basel, Ahmed, Muhammad Khaled: Evaluation of Administrative Creativity among Heads of Sports Clubs in Nineveh Governorate from the Point of View of Members of Administrative Bodies, Published Research, Journal of Physical Education Sciences, Volume VI, Issue Three, University of Babylon, Iraq, 2023, p. 45.

9 Al-Mawla, Muhammad Abdul-Jabbar Yahya (2020): Sports Institutional Excellence for Iraqi Premier League Basketball Clubs from the Players' Point of View, Unpublished Master's Thesis, Department of Physical Education and Sports Sciences, College of Basic Education, University of Mosul, Iraq, 2020, p. 67.

To ensure the validity of the scale and its ability to measure what was developed for it, some minor adjustments were made to suit the research sample without change in its content and was presented to a number of experts (Appendix 2) and asked them to make observations on the validity of the paragraphs, their clarity and suitability for the current research sample as well as the validity of alternatives and experts agreed by (100%) on the validity of the scale without modification of the current sample.

2-5 Exploratory experiment of the two scales.

It is an experimental procedure carried out by the researcher on a small sample that is withdrawn from the original community before applying the main experiment to his research sample, so the two scales were applied to a sample of (10) workers in the forums of the Ministry of Youth and Sports in Nineveh Governorate, who were deliberately selected from outside the main experiment sample, and the experiment took place on (15/11/2023), it was confirmed that the sample was able to answer the paragraphs of the two scales.

2.6 Statistical Methods

The researchers used the statistical bag (SPSS) to reach the results of the current research, as he used the following statistical laws:

- Percentage.
- Arithmetic mean.
- Standard deviation.
- Simple correlation coefficient (Pearson).

3- Presentation and discussion of results

This chapter includes the presentation and discussion of the results reached by the researcher after applying the two scales to the research sample as follows:

Table No. (2)

Shows the value of the arithmetic mean and the standard deviation of the administrative creativity scale

± on	Going to-	Scale
22.87	129.42	Administrative Creativity Scale

We note through Table (2) that the arithmetic mean of the administrative creativity scale reached (129.42) with a standard deviation of (22.87) and if we return to the administrative creativity scale, we will find that the highest possible degree obtained by workers through their answers for (40) paragraphs have a balance of up to (5) degrees for one paragraph is (200) and the lowest degree is (40) because the lowest degree given to one paragraph is (1) degree. On a very simple note, we find (beyond doubt) the great rise in the degree that Embodying the positive and good administrative creativity enjoyed by the workers in the forums of the Ministry of Youth and Sports in Nineveh Governorate, and this confirms the logic of this result, which had the reason for the continuation of these workers and the conviction of the capabilities and efficiency of their forums, as well as the

interaction between them, which was embodied in the degree of administrative creativity of their forums.

Table No. (3)

Shows the value of the arithmetic mean and standard deviation of the measure of sports institutional excellence

\pm on	Going to-	Scale
23.65	139.70	Sports Institutional Excellence Scale

We note through Table (3) that the arithmetic mean of the measure of institutional excellence sports reached (139.70) with a standard deviation of (23.65) and if we return to the measure of institutional excellence sports, we find that the highest score possible obtained by the players through their answer for (46) paragraph has a balance of up to (5) degrees for one paragraph is (230) and the lowest degree is (46) because the lowest degree given to one paragraph is (1) degree. This indicates the existence of positive sports institutional excellence in general among workers in the forums of the Ministry of Youth and Sports in Nineveh Governorate.

Table No. (4)

Shows the correlation coefficient between change management and sports institutional excellence

Moral	Correlation coefficient	Scale
0,001	0,81	Administrative creativity and sports institutional excellence

It is clear from Table (4) that the value of the correlation coefficient between administrative creativity and institutional excellence is (0.81) and the level of moral (0.001) indicates the existence of a high correlation factor between administrative creativity and institutional excellence, which enhances the nature of this relationship and the researcher attributes the current result of the moral relationship to the fact that the sports forum, which enjoys a high degree of administrative creativity on the one hand, has the ability to distinguish institutional sports and on this basis, the hypothesis of the research has been achieved, and the researcher believes that this is due to the fact that Administrative creativity has become an urgent necessity and we find that sports forums have become more oriented towards the modern concept of administrative creativity and strive for it, and this is a result of keeping pace with the developments and changes that occur in the surrounding environment by giving great importance to creativity in all its fields and entrances and paying more attention to the individuals working in it by involving them in the process of development and creativity and taking their suggestions since administrative creativity affects the performance and behavior of workers and directly affects the method of performance and its results, and this is confirmed by (Ali, 2019) The most important characteristic of successful institutions today is the

extent to which they achieve growth and continuity, and this requires the application of the requirements of administrative creativity, starting with the full conviction of senior management and working to support and disseminate them among workers at all administrative levels.¹⁰

In addition to the ability of the management of the Sports Forum to translate its administrative qualities and sincerity in its work into positive behaviors through the promotion of the belonging of employees to the Sports Forum and thus reflected on their behaviors, which contributes to increasing the bonds of cooperation and teamwork, as well as the ability of workers to understand these administrative behaviors of the management of the Forum reflected positively on their attitudes towards work, which contributes to raising the level of their institutional excellence. This study has agreed with (Al-Salami, 2001) that institutional excellence "an integrated system It includes all the activities of modern management and its techniques, with the aim of raising the level of management and achievement to high degrees by which the organization surpasses competitors, as excellence does not come by chance and not wishful thinking, but excellence is achieved from the overall efforts of employees in the contemporary institution at all levels."¹¹

The researcher believes that modern sports management is an important resource that provides workers with the information and expertise necessary to develop the level of administrative performance and achieve a sports renaissance that keeps pace with the requirements of the modern era, so it is the responsibility of the management of the Sports Forum to provide the right climate that leads to achieving outstanding performance that meets aspirations by working to invest all available opportunities in the light of planning and a scientific vision based on pre-determination of the goals to be reached, and this is confirmed by (Al-Abdalat, 2009) Sound management approaches adopt modern technologies to raise the levels of performance and achievement to the highest levels, so that the organization surpasses other organizations, and rises to the global level, all of which is achieved if it is well achieved if it is well attracted and selected distinguished, qualified and trained competencies, and then carefully planned, taken care of, maintained, maintained and developed, by setting a fair system of salaries, bonuses and incentives, and adopting objectivity in promotion decisions in accordance with fair considerations and standards that are clear to all and with a degree of transparency.¹²

Ali¹⁰ , Souad Ben Fatima, Djilali, Belhaj: The Impact of Change Management on Improving Institutional Performance: A Case Study of the "Batimital" Foundation, unpublished master's thesis, Faculty of Economic, Commercial and Management Sciences, University of Jilali Bounaam, Khamis Miliana, 2019, p. 77.

Al-Salami, op. cit., p. 77.¹¹

Al-Abdalat, op. cit., 27.¹²

Accordingly, senior management must create a sense of the need for administrative creativity through the formation of a coalition that leads administrative creativity through a homogeneous team that is formed from individuals who believe in creativity and its necessity and are ready to do it, given that individuals are the ones who set goals and policies and develop plans and programs, and they are the ones who design the organization and distribute roles, powers and responsibilities, and individuals are the ones who actually perform many of the work and tasks, so an important fact can be emphasized. It is that the organizational elements all revolve and are assembled through the human effort, and thus these elements become worthless and useless without this human effort.

5. Conclusions and recommendations

5.1 Conclusions

- The research sample has positive administrative creativity and positive sports institutional excellence.
- There is a moral correlation between administrative creativity and institutional excellence in the forums of the Ministry of Youth and Sports in Nineveh Governorate.

5.2 Recommendations

- Apply the search criteria to other sports institutions.
- Linking administrative creativity with other administrative variables and trying to find out the extent to which they are affected by it

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