

Relationship between intellectual capital and strategic planning in the province Sports Bureau

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Abstract

The aim of this study was to investigate the relationship between intellectual capital and strategic planning in the sports Ardabil. Methods of purpose and the methods, descriptive, which is based survey. The population consists of people working in the sports staff of 714 people are Ardebil Province. 214 random samples were selected based on Morgan table. Data was collected using a questionnaire tools of intellectual capital Bontis (1998) and the strategic planning questionnaire Bryson (1999) was used. Sports management confirmed the validity and reliability by Cronbach's alpha of 0.88, 0.89, respectively. For the analysis of descriptive statistics including frequency, mean, standard deviation and inferential statistics for Kolomogrove- Smirnov normality of the data and the Spearman nonparametric test and logistic regression was used to test the hypotheses. Results showed that between intellectual capital and its components there is a significant positive relationship with strategic planning thus it can be concluded based on regression models that explain the components of intellectual capital for strategic planning board sports are Ardebil.

Keywords: Intellectual capital, strategic planning, board sports, Ardabil

1. Introduction

Although intellectual capital in various forms before was unknown, but now in the process of economic development, managerial, technological and social role deals. resulting revolution in information technology are increasing the importance of knowledge and knowledge-based economy, changing patterns create a network of community and As well as the emergence of innovation as the most important determinants of competitive advantage, including those that thereby increasing importance of intellectual capital in organizations has provided more (Rostami, 2003) [6]. In today's world that changes and developments in various fields are remarkable Enterprise systems in order to achieve success in the competition should benefit from the kind of planning that is future-oriented and environment So to identify the factors and environmental changes, in a long-term time horizon of their impact on the organization and how they interact with your organization to determine. In fact, this kind of planning the strategic plan is to review the internal and external environment, environmental opportunities and threats and internal strengths and weaknesses and identifies, and with regard to the organization's mission, set long-term goals for the organization to achieve these goals, the strategic options we chose the strategy of the Drawing on strengths and eliminate weaknesses, opportunities come from properly used and avoid threats In case the proper implementation of organizational success in the competition. The sports world by clubs in large, medium and small-done. These clubs operate in a changing environment and competitive market. So, for success requires strategic planning. There are differences in size, volume and nature of operations large and small clubs, how strategic planning has distinguished them as well So that most models offered in this area was due to feature clubs a and perhaps that is why they can easily and at any time they

attempted to strategic planning. If strategic planning models and quantitative studies of small clubs offered and they have little experience in using this type of planning also indicate that the situation is (Agazadeh, 2002) [1]. This study intends to identify the relationship between intellectual capital and strategic planning Ardabil Province Sports Bureau Studies for sports clubs and youth and sport department of Ardebil offer So that they can be aware of the differences in order to achieve greater success, their work strategically plan.

Strategic planning is a planning process now through the foresight and the militant group has carried One of the major elements in management is planning. Infrastructure planning and process management elements That organizations in the framework of all activities and efforts to targets, and how it is attained in each other the way mergers and acquisitions and is intended to achieve organizational results. To manage all the resources under your authority should have a proper plan It is essential platform of your current programs, with mechanisms to evaluate strategic opportunities complete discovery environment This is the first step in a strategic move In the organization, an important factor in raising achievement, planning and intellectual capital that is the source of guidance (Shakarchizadeh *et al.* 2015) [7].

Unfortunately, due to the fundamental lack of strategic planning, organizational structure, management, intellectual, and internal and external, exercise province is experiencing decline and in competing in the country and the world recession has passed and is now in good conditions is not fragile. The results of many studies of successful shows Despite the success of the exercise strategic planning and intellectual capital of each province in the country and the world has a considerable impact. This research is a field research in the province of Ardebil in order to investigate the relationship between intellectual capital and strategic planning

pays Sports Bureau. In Ardabil province respects the intellectual capital and strategic planning is important Firstly, because the subject is exquisite course of the study will be the basis for future studies Second, there is now the basis for the development of sports in the country's sports development. This study good strategy for organizational change and adjust their policies to achieve the goals and strategic sport in the province and the country will. In this context, the present study attempts to examine the relationship between intellectual capital with strategic planning model (Bryson) Board of Ardabil province's sports and researchers seeking the question is whether the intellectual capital with strategic planning model (Bryson) in Ardabil Province Sports Bureau there?

2. Methodology

This study is applied and descriptive - correlation, which is based survey. The population of active people working in sports delegation including the chairman, vice chairman, treasurer, public relations officer and Ardabil province is Based on the data in 1394 to 714 people are In this study, based on a sample table - Morgan attempted to determine the maximum random sampling of the population and the size of 248 subjects were chosen and then questionnaire was distributed among them after collecting 214 questionnaires were usable In order to measure intellectual capital and intellectual capital assessment questionnaire by Bontis (1998) built With 41 closed questions and the Likert scale (1 = very little, 2 = poor, 3 = average, 4 = high, very high = 5) is But Question 5, 11.22 and 38, unlike the other questions Grading

(low = 5, 4 = poor, 3 = average, 2 = much, much more = 1). This questionnaire has three components: human capital (14 questions), structural capital (13) and relational capital (14 questions) measures. The reliability of the questionnaire and optical Abdolmaleki of data (1393) in their study reported using Cronbach's alpha 0.83 Validity, content and intellectual capital questionnaire formal review and approval by sports management and reliability of the questionnaire in this study were obtained using Cronbach's alpha 0.88. To assess the strategic planning model questionnaire Bryson (1999) is used. The questionnaire consists of initial agreement (the questions 1 to 4), the duties (of questions 5 to 7), setting the mission statement and organizational environment (questions 8 to 13), Determination of strategic issues (questions 14 and 21), vision (of questions 22 to 27) and Action Plan (questions 28 to 29) is. In the study, Rezai (1393) Cronbach's alpha coefficient was used to check reliability and statistical software spss19 through Cronbach's alpha reliability coefficient of 0.86 is reported and scoring, the whole five-point Likert (1 = very little, 2 = poor, 3 = average, 4 = high, very high = 5) is intended. So that the number 1 represents the lowest value and the number 5 represents has the highest value and content and face validity of the questionnaire was reviewed and approved by the sports management and reliability of the questionnaire in this study were obtained using Cronbach's alpha 0.77.

3. Findings

Data Table 1 Distribution of the sample according to gender, age and education level shows.

Table 1: Frequency distribution and percentage of subjects according to sex, age and education level.

sex			Age			Level of Education		
Man	Abundance	159	Fewer30 age	Abundance	32	diploma	Abundance	48
	percent	74		percent	15		percent	22.4
Women	Abundance	55	30-40 agr	Abundance	100	Bachelor	Abundance	137
				percent	46.7		percent	64
	percent	26	Up 50 age	Abundance	47	Master's degree or higher	Abundance	29
				percent	22		percent	13.6
			Abundance	35				
			percent	16.3				

Of the participants, 26% of the subjects were female gender and 74% of the male subjects, 55 females and 159 males that are. Maximum sample consists of 46.7% aged between 40 and 30 years and at least 15.0 percent of the samples contained less than 30 years of age Among people with a bachelor's

degree and frequency of 137 and 64 percent of the highest sample and graduate level with a frequency of 29 and 13.6% of the lowest education levels are sample. Normality and population data, Kolmogorov-Smirnov was used. Results are presented in the following tables.

Table 2: Check the normality of the components of intellectual capital and its components

Components	Abundance	Kolmogorov-Smirnov statistic	significance level
Human Capital	214	2.221	0.000
Structural capital	214	1.897	0.001
Communicational	214	2.177	0.000
Intellectual Capital	214	2.055	0.000

Table 3: Normality and strategic planning and its components

Components	Abundance	Kolmogorov-Smirnov statistic	significance level
Preliminary agreement	214	2.605	0.000
Assign tasks	214	2.879	0.000
Mission and organization environment	214	3.090	0.000
Strategic issues	214	2.792	0.000
Vision	214	2.650	0.000

Action plan	214	2.734	0.000
strategic planning	214	2.318	0.000

Tables 2 and 3 level of significance smaller than 0.05. Hence it can be said that the distribution of nonparametric Spearman correlation test population is not normal so used to test the hypotheses.

3.1 First hypothesis

H₀: Between intellectual capital and strategic planning in the province Sports Bureau, there is no relationship.

H₁: Between intellectual capital with strategic planning exercise in the province are related.

Table 4: Correlation matrix relationship between intellectual capital and strategic planning Ardabil Province Sports Bureau

	Strategic planning board Sports Ardabil			
	Correlation	meaningful level	Number	Test result
Intellectual Capital	0.915	0.000	214	Rejection H ₀

The first hypothesis of the study results in Table 4 are. Using Spearman correlation analysis indicate a significant positive relationship between intellectual capital and strategic planning in the Sports Bureau of Ardabil province of (R=0.915) and significant level of value (sig =0.000) is. Therefore, the null hypothesis of independent variables in the hypothesis (H1) is confirmed and conclude that the intellectual capital with strategic planning exercise in the province and there is a

significant positive relationship.

3.2 Second hypothesis

H₀: Between the components of intellectual capital with strategic planning in Ardabil Province Sports Bureau, there is no relationship

H₁: Between intellectual capital and strategic planning in the province Sports Bureau there.

Table 5: The correlation matrix relationship between intellectual capital and strategic planning Ardabil Province Sports Bureau

	Strategic planning board Sports Ardabil			
	Correlation	meaningful level	Number	Test result
Human Capital	0.851	0.000	214	Rejection H ₀
Structural capital	0.948	0.000	214	Rejection H ₀
Communicational	0.906	0.000	214	Rejection H ₀

The results of the study are presented in Table 5 is the second research. Using Spearman correlation analysis indicate a significant positive relationship between human capital and strategic planning in the province Sports Bureau With amount (R=0.851) and a significant level of value (sig =0.000), Between capital structure Strategic planning board sports in Ardebil With amount (R=0.948) and a significant level of value (sig =0.000), Mobin capital with strategic planning Ardabil Province Sports Bureau With amount (R=0.906) and a significant level of value (sig =0.000). Therefore, the null hypothesis of independent variables in the hypothesis (H1) is confirmed and conclude that the components of intellectual capital with strategic planning Sports Bureau province there is a significant positive relationship.

4. Discussion and conclusion

In relation to the first hypothesis that the observed results between intellectual capital with strategic planning exercise in the province there is a significant positive relationship. And this finding is consistent with research findings Jasar (2015), Mahdavi (2014) [5] alignment is. In explaining the above findings, we can say that the value of physical assets and intellectual capital beyond the obvious. Intellectual capital to generate knowledge and information and as a result of the production and delivery of strategic planning Sports delegations of officials and employees on goals that can be achieved is acceptable. On the other hand, you can create and design different programs of sports main sources of information and valuable intellectual capital that employees are Expanded and updated with useful solutions In reaching that point approved all board sports to be tried Or using

intellectual capital can benefit from the value creation process inputs and outputs Sports Board in strategic planning, knowledge produced to create value for the converted stable. Research results have been observed in relation to the second hypothesis showed that between the components of intellectual capital with strategic planning exercise in the province there is a significant positive relationship and this finding is consistent with research findings Andayesh and *et al.* (2015) [2], Heydari *et al.* (2014) is consistent. In explaining the above findings we can say that the use of human capital in the planning board sports Skill set, expertise, problem solving ability and style of the day and the new production management And the development and structural funds in strategic planning and strategic board sports can be databases, organizational charts on board, instructions executable processes, strategies, action plans and in general everything is worth it for the above material value increased. Of course, structural capital covers a wide range of essential elements That most important processes in the Chief Executives Board, how it is structured, policies, information flows and database elements, Leadership and management style, organizational culture and employee bonus plan Thus, value creation and performance improvements require the existence of appropriate capital structure that is able to accomplish this is to help the human capital and capital as a bridge of communication and catalytic activity is intellectual capital and the main requirements and turn determines the intellectual capital of sports performance In general we can say that the most essential component of intellectual capital, human capital and two other investors are a function of human capital. In

fact, the growth and development of its human capital is limited.

5. References

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