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Job Performance and Its Impact on Communication Processes within the Sports Institution: A Field Study at the Directorate of Cultural and Sports Activities at the University of Relizane

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Abstract:

This article aims to uncover the role of job performance in the communication process within the sports institution. It conducts a field study on the Directorate of Cultural and Sports Activities at the University of Relizane, applying a descriptive-analytical approach to understand the relationship between two fundamental variables: job performance and the communication process. After conducting interviews with employees of this directorate, it became evident that job performance has a significant impact on the communication process among employees within the sports institution. This impact is manifested through cooperation, exchange of information and ideas, and each employee's respect for their role, which helps in achieving the institution's goals.

Keywords: job performance; communication process; sports institution; employees; role.

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1. INTRODUCTION

The human element is the primary driving force behind the functioning of every institution and cannot be neglected or ignored as an essential part of management and organization. While possessing natural, financial, and technological resources is necessary for running an economic or service institution, it primarily relies on providing human resources. Individuals are the essential element capable of understanding the goals set by the institution and implementing new ideas dictated by environmental, political, and economic circumstances, all through their job performance.

Attention to human resources, their qualification, and preparation holds significant importance in the institution. Given the developments witnessed by institutions in various fields—educational, economic, social, and others—it is imperative for us to understand the nature and mechanism of work within institutions, identify their components, and the relationships between their various pillars. We can determine the role of employees in the institution by their ability to keep pace with societal changes and adapt to new situations.

Today, every institution has begun to focus on individual performance due to the importance of the human element. The concept of performance starts with setting worker specifications, including responsibilities, duties, and the results that the employee should deliver until the end. In light of new trends that focus on and invest in individual work, concentrating on it as one of the goals of development, prosperity, and progress. Adapting to external and internal changes and all that is new requires changing behaviors, practices, and introducing new approaches in communication methods and providing various services. These include new management, organization, and motivation techniques for employees in any institution.

Job performance has become a fundamental concept based on a set of indicators for every institution to succeed in achieving its goals. Hence, this study addresses the topic of job performance and its impact on the communication process within the sports institution according to the following axes:

1. Objectives and Importance of the Study:

1.1 Study Objectives:

This study aims to achieve the following objectives:

- To understand the impact of job performance on communication relationships within the sports institution.
- To uncover the significance of job performance in the sports institution.



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- To identify job performance indicators such as competence, experience, and methods of interaction, and their influence on the success of the sports institution in performing its tasks and achieving its goals.
- To recognize the importance of job performance in managing communication relationships within the sports institution, considering job performance as a distinctive strategy for the organization and planning of the sports institution.

1.2 Importance of the Topic:

Discussing the social issues faced by employees in sports institutions is of significant interest at both national and international levels, particularly in organizational sociology and work sociology. Considering sports as an institution with a system and administrative structure aimed at human development and the enhancement of competencies and skills associated with human beings. Through this study, we provide a sociological perspective on the phenomenon of job performance as an important indicator of the success of the sports institution in achieving its goals and those of society. The management, organization, and success of every institution largely depend on job performance and its role in improving social relationships and interactions among employees.

2. Research Problem:

Every institution has its administrative system consisting of human groups bound by human relationships, shared goals, and governed by systems and laws to achieve common objectives. Social relationships within it are the primary determinant in achieving these goals, as they are the active element, and the success of the institution largely depends on the ability of its employees to harmonize and cooperate.

Job performance is one of the concepts used in all fields to assess the role of the institution, the extent of achieving its goals, and the success of its management. It refers to the efforts made by the institution's individuals to accomplish the tasks and duties assigned to them.

This process is determined by a set of factors, most notably the nature of the relationship between employees. Job performance is not just a task performed by workers in any institution, especially in sports institutions that require direct interaction among employees. Instead, it is a specific element of relationships and the extent of their cohesion or dysfunction. It is a means to achieve mutual

understanding of the nature of the goals that each employee should strive to achieve.

This study aims to address the following problem: What is the relationship between job performance and the communication process, and how does job performance affect communication relationships among employees within the sports institution?

3. Research Hypothesis:

Job performance affects communication relationships among employees within the sports institution.

4. Previous Studies:

Qusay Fawzi Khalaf's study: **Measuring the administrative performance of sports club administrators from the point of view of coaches** (Khalaf, Qusay Fawzi): The researcher started from a basic hypothesis that multiple and varying levels of administrative performance in sports clubs have emerged from the point of view of coaches in the central and southern regions, and the measure was applied to (58) coaches for games (handball, basketball, volleyball), and included the area of the planning process (15) items, the area of the organizational process (15) items, the area of direction and control (14) items, the area of communication and decision-making (12) items, Through this application, the researcher found that multiple levels appeared in the administrative performance scale from the trainers' point of view.

A study on: **The effectiveness of the job performance of human resources management and its role in achieving the outstanding performance of individuals in the sports institution**, (Faydel Kharshi, 2018-2019). The study was based on the following questions:

- Do individual abilities have a role in achieving outstanding performance for individuals and in managing the human resources of sports institutions?
- Do work systems and procedures have a role in achieving outstanding performance for individuals and in managing the human resources of sports institutions?
- Does leadership style have a role in achieving outstanding performance of individuals and in managing the human resources of sports institutions?

Using the descriptive analytical approach, and after conducting a field study on a sample of 30 male and female employees in the Directorate of Youth and Sports in the state of M'sila, the researcher concluded that the effectiveness of job



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performance and human resources management in terms of the possession of individual capabilities by the employees of the Directorate of Youth and Sports in M'sila has an effective role in achieving job performance among them,, Systems and work procedures have an effective role in achieving outstanding performance.

Tibi Ammar's study: Functional performance in sports organization management in light of the dimensions of comprehensive **quality**: (Tibi Ammar, 2022)

The study addressed the following questions:

- How important are performance indicators and their ranking among employees in national sports federations?
- How important are the importance and dimensions of comprehensive quality management for employees of national sports federations, and the importance of performance indicators?

The study concluded that the study sample has a good understanding that commitment to federal structures improves their performance, and provides support while taking care of employees in making decisions. The sample members also attach importance to developing their performance by involving them in setting goals and solving problems, and paying attention to continuous training and training while investing in quality. comprehensive,

Previous studies have shown interest in the issue of performance, both functional and administrative performance in sports federations and institutions. Most studies used the descriptive approach and the questionnaire and measurement tool, and emphasized the importance of performance in management, planning, and carrying out various tasks by employees or managers in sports institutions.

5- Research concepts:

5-1 The concept of job performance:

The concept of performance expresses the level that an individual worker achieves when doing his job in terms of the quantity and quality of work provided by him, and performance is the effort of everyone who works in the organization, including organizers, managers, and engineers. (Hamdawi Wasila, 2004, p. 143). Job performance is the sum of the results achieved by the individual in the organization as a result of the effort expended in the tasks, duties and responsibilities assigned to this individual employee.

The concept of job performance refers to the degree of achieving and completing the tasks that make up an individual's job, and it reflects the way in which the individual achieves or satisfies the requirements of the job. It is also the product of behavior. Behavior is the activity carried out by individual individuals, while the products of behavior are the results that emerge from that behavior. Which makes the environment or the ultimate interest different from what it was before that behavior and achievement, or the sum of the behavior and results that were achieved together. (Adel Hussein Al-Husseini Ali Al-Rayes, B-S, p. 207)

Regarding the procedural definition, job performance is the required level that an individual working in a sports institution achieves by doing his job, in terms of the quality and efficiency of the work provided by him. What is meant by performance is the effort made by the employee in implementing and completing his work, responsibilities and tasks assigned to him by the sports institution.

5-2 Sports institutions:

They are institutions established by society to serve the sports sector, as they have an organizational structure that is consistent with the size of this institution and its objectives, which benefits the community in line with its objectives. Sports institutions are considered educational institutions that aim to prepare young people and take care of young people and care for them. They are a social formation linked to the sports field as a profession with multiple goals. It is linked to the nature of the activities practiced by this institution, and determines the interactive relationships between these activities and other community institutions. (Amal Muhammad Ibrahim Babakir, 2016, p. 130)

Regarding the subject, the sports institution is an administrative structure that includes a group of employees who work in sports activity.

5-3- Communication relationship:

The linguistic dictionary indicates that the communication process is defined as the process through which information is exchanged between two or more parties through a common system of symbols, and it means a set of actions taken with the aim of recording a response between those working in institutions through communication between them.

It is a dynamic, circular process in which one or more individuals, groups, or social systems interact with each other in a social environment that helps to share information, emotions, and mental images. This process has specific goals and current and future responses. (Mustafa Youssef Al-Kafi, 2015, p. 123.)

The procedural definition of the communication relationship is that it is the



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process that links employees with each other when performing their job. It is all the processes that take place within the sports institution between employees.

6- The theoretical approach to the study:

The concept of structure and function has been the focus of attention of many scholars in various social science disciplines, and it is one of the basic concepts on which the structural-functional theory depends. The concept of structure refers to the part or element that makes up any system or unit, while function refers to the role and contribution it makes. Each part within the overall construction.

The social phenomenon is the production of the structural parts that appear in it, and it has a social function that is in turn linked to the functions of other phenomena resulting from the social structure. The sports institution is a structure consisting of a group of employees who interact through job performance, and this interaction results in a set of social relationships embodied in the communication process. That is, the exchange of ideas and information.

7- Study population and sample:

7-1- Study population:

The study population means all events, (individuals) or institutions that can be members of the study sample. This study included employees of the Directorate of Cultural and Sports Activities of Relizane University, and included nine employees distributed among four individuals working in the General Directorate and five individuals distributed according to the following colleges:

- College of Arts and Languages
- College of Humanities and Social Sciences
- collage of rights
- Faculty of sciences and technology
- Faculty of Economic Sciences

7-2- Type of sample:

In the research, an intentional sample was used, which is called intentional sampling. It depends on a type of intentional selection, where the researcher relies on the sample to consist of units that are believed to correctly represent the original population. It is the most widely used sample due to the easy access to vocabulary, in addition to the researcher's belief that this particular vocabulary is the most capable of providing it. With the data he needs in his study. (Rawiya bint

Ahmed Al-Qahtani, 2022, p. 446)

The staff of the offices of the Directorate of Cultural and Sports Activities at the University of Relizane were visited to collect the necessary information for the field study.

8- Sources of data collection:

Two sources were relied upon to collect data related to the research:

- Primary sources: by relying on books, articles, and websites to explain the research elements.
- Secondary sources: The interview was relied upon for the purpose of obtaining the opinions of employees in the sports institution and its relationship to the communication process.

9- Research methodology:

9-1- Search tool:

As for the tool used, it was the interview, which means confrontation, inspection or interrogation. It is based on personal contact and face-to-face meeting between the researcher and the respondents individually, and a directed discussion and conversation takes place in order to collect the data that the researcher wants to obtain, for a specific purpose (Hussein Abdel Hamid Rashwan 2003, p. 156. The interview was conducted with nine employees of the Sub-Directorate of Cultural and Sports Activities of Relizane University.

9-2- Study methodology:

As for the research methodology, it is represented by the descriptive analytical method, which aims, as a first step, to obtain sufficient and accurate data on a social topic and analyze the collected data in an objective manner as a second step, and as a third step, it leads to identifying the factors affecting the phenomenon, and this approach is based On various methods of collecting data, such as personal interviews and questionnaires (Mohamed Obaidat et al. 1999, p. 46), and relied on the descriptive approach in interpreting job performance and analyzing its role in the communication process within the sports institution, it gave a comprehensive clarification of this phenomenon based on the lived reality.

10- Study results:

After the field study and interviews, the hypothesis was confirmed, as job performance affects the communication process between employees in the sports institution through the following axes:

1- Foundations of successful job performance: Most of the respondents



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confirm that one of the most important things on which the success of job performance within the organization depends is cooperation among them, and this cooperation occurs through the exchange of information and ideas.

- 2- **The relationship between employees:** The study confirmed that the relationship based on understanding and respect is prevalent within the sports institution, and this relationship has a major role in job performance. The employee's performance of his job in the best way depends on the nature of his relationship with other employees.
- 3- **Job performance incentives:** The most important motivator according to employees is the increase in the monthly salary. When the employee achieves the satisfaction of his financial needs and requirements, such as providing housing and health care, his job performance is more generous and productive, and thus relying on a salary system with clear standards agreed upon by the institution and the employee, and the distribution of rewards and family grants for occasions such as school entry and religious holidays. .
- 4- **Obstacles to job performance:** The most important obstacles or difficulties that an employee faces within a sports institution, according to the sample members, is the lack of understanding and the lack of respect for each employee's role, which leads to ongoing problems between them.
- 5- **Effective communication:** Developing communication between departments and employees leads to many facilities, which are through holding various meetings and following up on work through available communication channels (advertisements, websites, reports, etc.).
- 6- **Effective and continuous motivation:** Providing a sound work environment depends, according to the sample members, on providing comfort and facilities for performing work, which increases the energy of employees and enhances their connection to their work, such as appreciation and respect, that is, providing a psychological and social environment for each employee to perform his job.
- 7- **Distributing roles carefully:** According to most of the sample, this is done by applying fair practices according to organized standards in distributing roles and responsibilities: such as efficiency, perseverance, seriousness, and holding competitions, because the employee needs to feel fair and

appreciated in order to practice his job with all seriousness, and thus his relationship with others is a healthy and free relationship. Of malice and hatred.

8- The nature of the communication process between employees: The communication process between employees within the sports institution is of a formal nature and is in accordance with the instructions of the director in charge of organizing the various activities and tasks assigned to each employee. Most of the sample members confirmed that the communication relationship between them is based on permanent and continuous communication with the director and even Among employees, the exchange of information and clarifications for the exercise of their job.

11- General conclusion:

We conclude from the previous data that job performance has an impact on the communication process between employees within the sports institution, through:

- Cooperation as a basis for employee relations based on respect and understanding.
- Lack of understanding is one of the difficulties of work.
- The presence of continuous and permanent communication and communication leads to facilitation in performing the job.
- The necessity of providing a sound work environment that takes into account each person's abilities and creativity, with each individual committing to his or her role.
- The exchange of information and opinions is the basis of the communication process between management and employees and between employees among themselves.

12. CONCLUSION

The sports institution is considered one of the administrative structures in which employees seek to achieve common goals and desires, through joint cooperation between them, and the main axis of this structure is the continuous and permanent communication process that links them. Any aspect of the administrative process, especially job performance, requires the presence of communication, which plays an important role. In directing, coordinating, and maintaining work flow in the best conditions.

Job performance is closely linked to the communication process within the



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sports institution. It has a positive and negative impact on the management and organization of relations between employees. Job performance is considered one of the indicators of the success of the sports institution in performing its tasks and activities.

From the above, we make the following recommendations:

- The need to consider the performance evaluation process as one of the most important employee development processes, using various methods for this evaluation.
- Develop a strategy to improve the job performance of employees in the sports institution to improve the work environment and the incentives and promotions system.
- Conducting training courses for employees of the Sports Activities Directorate on various communication skills, and using more than one means of communication to exchange information and opinions.
- Encouraging employees in sports institutions to develop their job performance through continuous training.

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