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Role of Artificial Intelligence in Developing Sports Management from Perspective of Administrators in Sports Clubs in Basrah Governorate

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ABSTRACT
This study aims to identify the role of artificial intelligence (AI) in developing sports management from the perspective of administrators in sports clubs in Basra Governorate. The background of this research is based on the rapid development in sports institutions related to the transformation of digital electronics and the use of modern technology in administrative work. The urgency of the research lies in the use of AI applications to improve administrative processes, organize data, improve decision-making, and improve the efficiency and effectiveness of club management. This study uses a descriptive method with a survey approach that is judged to be most appropriate to the characteristics and objectives of the research problem. The research population included 102 administrators working in sports clubs of Basra Governorate, with a purposive sample of 90 administrators divided into a construction sample of 60 people and an application sample of 30 people. The testing of the instruments involved appropriate statistical treatment to ensure the level of validity, reliability, and objectivity. The results of the study show a positive attitude towards the role of AI in the development of sports management. The use of AI has been proven to be able to help various administrative functions and processes within the club, especially in planning, decision-making, information organization, monitoring, and evaluation. The conclusion of the study emphasizes that the successful implementation of AI does not only depend on technological tools, but also requires qualified administrative staff, adequate digital infrastructure, and intensive training for managers to maximize the benefits of the technology in the scope of management, marketing, data management, and interaction with the public.

Keywords: Artificial Intelligence; Sports Management; Administrative Processes; Sports Clubs; Survey Approaches.

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ABSTRAK
Penelitian ini bertujuan untuk mengidentifikasi peran kecerdasan buatan (Artificial Intelligence/AI) dalam mengembangkan manajemen olahraga dari perspektif administrator di klub-klub olahraga di Kegubernuran Basra. Latar belakang penelitian ini didasarkan pada perkembangan pesat dalam institusi olahraga terkait transformasi digital elektronik dan pemanfaatan teknologi modern dalam pekerjaan administratif. Urgensi penelitian terletak pada pemanfaatan aplikasi AI guna meningkatkan proses administratif, mengorganisasi data, memperbaiki pengambilan keputusan, serta meningkatkan efisiensi dan efektivitas manajemen klub. Penelitian ini menggunakan metode deskriptif dengan pendekatan survei yang dinilai paling sesuai dengan karakteristik dan tujuan masalah penelitian. Populasi penelitian mencakup 102 administrator yang bekerja di klub olahraga Kegubernuran Basra, dengan sampel purposif sebanyak 90 administrator yang dibagi menjadi sampel konstruksi sebanyak 60 orang dan sampel aplikasi sebanyak 30 orang. Pengujian instrumen melibatkan perlakuan statistik yang tepat untuk memastikan tingkat validitas, reliabilitas, dan objektivitas. Hasil penelitian menunjukkan adanya sikap yang positif terhadap peran AI dalam pengembangan manajemen olahraga. Pemanfaatan AI terbukti mampu membantu berbagai fungsi administratif dan proses di dalam klub, khususnya dalam perencanaan, pengambilan keputusan, pengorganisasian informasi, pemantauan, dan evaluasi. Kesimpulan penelitian menegaskan bahwa keberhasilan implementasi AI tidak hanya bergantung pada perangkat teknologi, tetapi juga menuntut staf administratif yang berkualifikasi, infrastruktur digital yang memadai, serta pelatihan yang intensif bagi para manajer guna memaksimalkan manfaat teknologi tersebut dalam lingkup manajemen, pemasaran, pengelolaan data, hingga interaksi dengan publik.

Kata Kunci: Kecerdasan Buatan; Manajemen Olahraga; Proses Administratif; Klub Olahraga; Pendekatan Survei.

INTRODUCTION

The world is witnessing rapid developments in Artificial Intelligence (AI) technologies, which have become influential modern tools in various fields, including sports—specifically sports management. AI applications have contributed to providing new requirements that help sports institutions collect and analyze data, support planning and decision-making processes, improve resource management, and raise the level of performance, efficiency, and administrative effectiveness. Sports management is a field that requires keeping up with modern technological advancements due to its fundamental role in organizing work within sports clubs—from setting goals and organizing sports activities and events, as well as monitoring performance evaluation. Consequently, AI has become one of the most important modern trend that can contribute to developing sports management methods and raising the level of sports administrative performance.

The role of artificial intelligence is evident in providing multiple solutions for sports management through data and information analysis, predicting future results and requirements, assisting administrators in decision-making, as well as contributing to the automation of some administrative procedures and contributing to the management of

sports resources and facilities and sports marketing. Sports clubs in Basra Governorate are of great importance as they are sports and social institutions that contribute to sponsoring sports activities and events, and adopt the development of sports talents and the achievement of sports accomplishments.

Hence, the importance of the research, as it addresses the novelty of the subject and combines artificial intelligence and sports management, and identifies the reality and role of these technologies in developing performance and administrative work within sports clubs in Basra Governorate. The research results provide scientific indicators that help officials and administrators in sports clubs to benefit from artificial intelligence in improving and developing the quality of administrative decisions taken, raising efficiency and achieving the goals of sports clubs.

Research Problem

Rapid developments in AI technologies have forced sports institutions to reconsider traditional working methods and search for modern methods and means that help improve performance and raise efficiency.

Sports management can greatly benefit from these methods and techniques, given the continuous processes required in planning, organizing, making decisions, and managing resources and information.

The extent to which the increasing developments of AI and its applications in sports management within sports clubs are utilized varies according to the material, human and technological capabilities, as well as the level of awareness and knowledge of administrators regarding these technologies and applications.

Hence, the research problem arises in the need to identify the role of AI in developing sports management within sports clubs in Basra Governorate from the perspective of administrators and to reveal the extent of its contribution to improving various administrative processes.

Research Question:

"What is the role of Artificial Intelligence in developing sports management from the perspective of administrators in sports clubs in Basrah Governorate?"

Research Objectives

1. Identify the role of AI in developing sports management from the perspective of administrators in sports clubs in Basra Governorate.
2. Determine the adoption level of AI technologies in sports management within sports clubs in Basra Governorate.
3. Identify the role of AI in enhancing administrative planning and organization, supporting decision-making, and improving overall administrative performance in sports clubs across Basra Governorate.

Research Hypotheses

There is a statistically significant relationship regarding the role of AI in developing sports management in sports clubs in Basra Governorate from the perspective of administrators.

Research Fields

Human Field: Administrators in sports clubs in Basra Governorate (Al-Minaa, Al-Bahri, Al-Janoub, Basrah, Naft Basra, Al-Ittihad, Al-Zubair, Al-Qurna, Masafi Al-Janoub, Abi Al-Khaseeb, Al-Dair, Al-Madina, Safwan, Shatt Al-Arab, Al-Faw, Al-Maqil).

Temporal Field: From April 1, 2026, to June 30, 2026.

Spatial Field: Sports clubs in Basra Governorate.

METHODS

The researcher utilized the descriptive method using survey, correlational, and standard score approaches, given its suitability for resolving the research problem. Descriptive research primarily aims to describe a phenomenon, as it exists in reality without researcher intervention (Awad, 2008).

Research Population and Sample

The total research population consisted of 102 administrators working in sports clubs across Basra Governorate. More than 90 administrators were selected purposively, representing 88.23% of the total population. (6) Administrators participated in the pilot study. Consequently, the sample was divided into two main categories: construction procedures and application, detailed as follows:

Construction Sample: It included a number of administrators in sports clubs in Basra Governorate, numbering (60) administrators, as their percentage reached (58.82 %) of the research population.

Application Sample: It included (30) administrators from sports clubs in Basra Governorate, as their percentage amounted to (29.41 %) of the research population, as shown in Table (1)

Table 1. Distribution of Research Sample and Percentages

Sample Category	Total Administrators	Main Experiment	Construction Sample	Application Sample	Pilot Sample	Excluded Administrators
Administrators in Basra Clubs	102	90	60	30	6	6
Percentage	%100	%88.23	% 58.82	% 29.41	% 5.88	% 5.88

Data Collection Tools

1. Arabic and foreign references and sources.
2. Electronic virtual library.
3. Personal interviews.
4. Field visits.
5. Questionnaire.

Scale Construction and Field Procedures

Preliminary Scale Drafting

After reviewing relevant management literature, the researcher structured the preliminary scale across five initial domains:

1. AI in Administrative Planning and Organization.
2. AI in Decision-Making.
3. AI in Information and Communication Management.
4. AI in Resource Management and Administrative Performance.
5. AI in Financial Resource Management and Sports Marketing.

Scale Domains

The proposed domains were presented to an expert panel of 8 specialists in physical education, management, psychology, and measurement/evaluation (Appendix 1) to evaluate their validity. By evaluating the percentage of agreement from the expert responses, the scale areas were decided. Thus, the researcher depended on the acceptance percentage of expert opinions in areas (75%) or higher, therefore, the area (artificial intelligence, financial resource management, and sports marketing) was excluded due to a rejection rate above (75%). As shown in Table (2)

Table 2. Scale Domains and Expert Agreement Percentages

NO	Field	Percentage of expert agreement
1	Artificial intelligence in Administrative Planning and Organization	100%
2	Artificial intelligence in Decision-Making	88%
3	Artificial intelligence in Information and Communication Management	80%
4	Artificial intelligence in Resource Management and Administrative Performance	75%
5	Artificial intelligence in Financial Resource Management and Sports Marketing	35%

*Statistically non-significant

Expert Evaluation of Items

The researcher presented the initial version of the scale to experts and specialists in the field of sports education in management, organization, sports psychology, testing and measurement, in order to ensure the validity of the scale items. The scale's role in developing sports management among administrators in sports clubs in Basra Governorate, which consisted of (74) items distributed across (4) fields.

NO	Field	Percentage of expert agreement
1	Artificial intelligence in Administrative Planning and Organization	18
2	Artificial intelligence in Decision-Making	19
3	Artificial intelligence in Information and Communication Management	19
4	Artificial intelligence in Resource Management and Administrative Performance	18

In order to assess the validity of the items on the scale, the suitability of the items for the intended domain was assessed, their positive and negative orientations were determined, and items that needed to be modified were identified. Following review by experts and specialists, the data were statistically analyzed using the Chi-square test. Given that the critical Chi-square value (at a significance level of 0.05 and one degree of freedom) is 3.84, the following criteria were established:

1. An item is retained if the expert agreement rate regarding its validity is 75% or higher.
2. An item is modified if the agreement rate falls below 75%.
3. An item is discarded if the agreement rate regarding its invalidity is 75% or higher.

In the final analysis, items whose calculated Chi-square values did not meet the critical threshold were excluded. A total of eight items were either modified or discarded from the scale regarding the role of artificial intelligence in sports management development. As shown in Table (3).

Table 3. Expert Agreement Percentages per Item

Paragraph sequence	Percentage	Paragraph sequence	Percentage	Paragraph sequence	Percentage	Paragraph sequence	Percentage
1	*20%	20	85%	39	80%	58	90%
2	80%	21	90%	40	100%	59	85%
3	80%	22	80%	41	90%	60	100%
4	95%	23	100%	42	35%*	61	100%
5	90%	24	25%	43	85%	62	90%
6	80%	25	40%	44	85%	63	35%*
7	100%	26	80%	45	80%	64	85%
8	35%	27	85%	46	90%	65	95%
9	100%	28	85%	47	100%	66	90%
10	90%	29	95%	48	100%	67	90%
11	80%	30	90%	49	85%	68	80%
12	85%	31	90%	50	85%	69	80%
13	95%	32	80%	51	95%	70	20%*
14	80%	33	80%	52	80%	71	85%
15	80%	34	100%	53	85%	72	90%
16	90%	35	80%	54	90%	73	85%
17	100%	36	90%	55	85%	74	85%
18	95%	37	55%*	56	80%		
19	80%	38	80%	57	80%		

*Non-significant

Eight Items deleted (Items 1, 8, 24, 25, 37, 42, 63, and 70) according to the percentage Summary of Deleted Items:

No	Field	Deleted Paragraphs
1	Artificial intelligence in Administrative Planning and Organization	8 , 1
2	Artificial intelligence in Decision-Making	37 , 25 , 24
3	Artificial intelligence in Information and Communication Management	43
4	Artificial intelligence in Resource Management and Administrative Performance	63 , 70

For the role of artificial intelligence in developing sports management became (66) items.

Pilot Study

To ensure that the items in the sample were accurate in wording and concept, and to identify the difficulties and most significant obstacles facing the researcher when applying, the researcher applied the items to (6) administrators of sports clubs in Basra Governorate in order to determine the amount of time needed to answer each item individually.This was done from 1/4/2026 to 20/4/2026. According to the results, all members of the sample understood the items and answered them all. It took approximately 20 minutes for respondents to answer the items on the scale measuring the role of artificial intelligence in developing sports management.

Rating Scale Selection

Using the perspective of administrators in Basra Governorate, the proposed rating scale is aimed at measuring the role of AI in developing sports management. The proposed rating scale (tripartite) was presented to experts in the field of management, psychology, testing, and measurement, so that they could express their opinions and provide alternatives if there were any comments. Experts' responses were

overwhelmingly in agreement with the proposed rating scale, and their agreement rate was 100%, proving that the proposed tripartite rating scale is valid.

Scoring Scheme

As part of the scale (The Role of AI in Developing Sports Management from the Perspective of Administrators in Sports Clubs in Basra Governorate), the items were divided into positive and negative categories, and each item was given a weighting of (1-3) points. A total score for each individual in the sample was calculated based on three alternatives and graded responses. Table (4) shows the total scores for each individual in the sample based on their responses: -

Table 4. Scoring Weights for Response Options

Rating scale	Always	Sometimes	Never
Positive	3	2	1
Negative	1	2	3

Scale Construction Administration

A sample of (60) administrators in sports clubs in Basra Governorate were administered the scale (The Role of AI in Developing Sports Management). From 1/5/2026 to 30/5/2026, this was done.

Statistical Analysis of Discriminatory Power

Item analysis is aimed at keeping the items with high discrimination in a test; these are the good items (Bassam Al-Omari and Foud Mustafa Al-Salman, 1996).The detection of discriminatory power is done by knowing the total score of the responses of the individuals in the sample under study. Then the forms are arranged in descending order, and after that two extreme groups are chosen, with (27%) for each group from the total sample. An upper group is formed, represented by the individuals who obtained the highest scores, and a lower group is formed, represented by the individuals who obtained the lowest scores" (Abdullah Al-Samadi and Maher Al-Darabieh: 2003).

The number of forms for the upper group was (27) forms, and (27) forms for the lower group, and thus the number of forms withdrawn became (54) forms. The researcher followed the procedures and steps that led the researcher to know the discriminatory power of each item of the scale, each separately and its distribution in a normal distribution. Through this, the grade was given according to what is on the three-point rating scale for the scale and for each item of the scale. The (t-test) was used for the purpose of calculating the discriminatory power coefficient for the items of the scale, as shown in Table (5).

Table 5. It demonstrates the scale items' discriminatory capability in assessing the role of artificial intelligence within sports management development.

No	Calculated T	Significance	No	Calculated T	Significance	No	Calculated T	Significance
1	9.62	distinctive	23	2.49	distinctive	45	5.19	distinctive
2	5.88	distinctive	24	5.10	distinctive	46	0.23	Unmarked
3	4.57	distinctive	25	4.37	distinctive	47	5.67	distinctive
4	7.47	distinctive	26	2.33	distinctive	48	9.17	distinctive
5	4.66	distinctive	27	4.99	distinctive	49	2.86	distinctive

6	6.69	distinctive	28	3.63	distinctive	50	5.86	distinctive
7	2.98	distinctive	29	1.22	Unmarked	51	4.77	distinctive
8	4.44	distinctive	30	4.37	distinctive	52	4.31	distinctive
9	7.46	distinctive	31	5.11	distinctive	53	4.17	distinctive
10	6.54	distinctive	32	3.55	distinctive	54	4.77	distinctive
11	4.57	distinctive	33	6.11	distinctive	55	3.78	distinctive
12	4.31	distinctive	34	4.28	distinctive	56	5.44	distinctive
13	8.22	distinctive	35	3.29	distinctive	57	3.45	distinctive
14	3.89	distinctive	36	8.34	distinctive	58	1.78	Unmarked
15	4.33	distinctive	37	3.56	distinctive	59	7.43	distinctive
16	5.79	distinctive	38	7.14	distinctive	60	4.53	distinctive
17	3.37	distinctive	39	3.44	distinctive	61	4.23	distinctive
18	5.54	distinctive	40	4.62	distinctive	62	2.83	distinctive
19	3.11	distinctive	41	8.37	distinctive	63	3.42	distinctive
20	5.17	distinctive	42	5.26	distinctive	64	5.15	distinctive
21	1.32	Unmarked	43	3.22	distinctive	65	7.15	distinctive
22	4.55	distinctive	44	4.17	distinctive	66	3.88	distinctive

value of (t) at degrees of freedom (52) and under a significance level of (0.05) = 2.01

By comparing the calculated (t) with the tabulated value, if the calculated value is less than the tabulated value, the item is deleted. If the calculated value is greater than the tabulated value, the item is considered distinctive and remains on the scale. Through this, the scale now consists of (62) items.

According to the existing areas of the scale measuring the role of artificial intelligence in developing sports management, the items are as follows:

No	Field	Deleted Paragraph	Number of Paragraphs remaining
1	Artificial intelligence in Administrative Planning and Organization	-	Paragraphs 16
2	Artificial intelligence in Decision-Making	21-29	Paragraphs 14
3	Artificial intelligence in Information and Communication Management	46	Paragraphs 16
4	Artificial intelligence in Resource Management and Administrative Performance	58	Paragraphs 16

Internal Consistency

The internal consistency of the scale items is defined as the stability of the total score on the scale, reflecting the degree of agreement among the items (Muhammad Nasr al-Din Radwan, 2006). The magnitude of the correlation coefficient serves as an indicator of internal consistency, with higher values suggesting that the overall test score is valid (Ikhlas Muhammad and Mustafa Hussein, 2001). In light of this, the researcher computed Pearson's product-moment correlation between each item's scores and the total scale score (the scale assessing the role of artificial intelligence in advancing sports management) to demonstrate the relationship between individual items and the scale as a whole. The results are presented in Table (6)

Table 6. Internal Consistency Correlation Coefficients

Paragraph sequence	Correlation coefficient	Paragraph sequence	Correlation coefficient	Paragraph sequence	Correlation coefficient	Paragraph sequence	Correlation coefficient
1	0.315	17	0.348	33	0.233	49	0.433
2	0.435	18	0.735	34	0.641	50	0.677
3	0.452	19	0.367	35	0.813	51	0.565
4	0.577	20	0.504	36	0.457	52	0.349
5	0.388	21	0.431	37	0.346	53	0.137
6	0.525	22	0.525	38	0.413	54	0.413
7	0.080	23	0.321	39	0.098	55	0.615
8	0.578	24	0.496	40	0.247	56	0.513
9	0.467	25	0.532	41	0.556	57	0.299
10	0.723	26	0.634	42	0.394	58	0.313
11	0.217	27	0.552	43	0.368	59	0.637
12	0.140	28	0.311	44	0.416	60	0.475
13	0.578	29	0.112	45	0.422	61	0.212
14	0.347	30	0.266	46	0.543	62	0.479
15	0.314	31	0.428	47	0.104		
16	0.537	32	0.519	48	0.522		

Value of (r) at a significance level of (0.05) and degrees of freedom of (105) = 0.190 Items below this critical threshold (Items 7, 12, 29, 39, 47, and 53) were deleted.

Domain-wise Summary of Remaining Items:

NO	Field	Deleted paragraph	Number of paragraphs remaining
1	Artificial intelligence, planning, and administrative organization	7-12	Paragraphs 14
2	The field of artificial intelligence and decision -making	29	Paragraphs 13
3	Artificial intelligence, information management and communication	39	Paragraphs 15
4	Artificial intelligence, resource management, and administrative performance	3 5- 47	Paragraphs 14

Psychometric Properties

Validity

Validity is one of the characteristics that must be considered in tests and the construction of scales. Validity can be defined as “the degree to which a test or scale measures the thing that is to be measured” (Laila El-Sayed Farhat: 2001).

Therefore, the researcher used two types of validity (the validity of the judges and the validity of the construction).

The credibility of the arbitrators

“It is the test whose name indicates its validity, that is, it is valid in its apparent form, but in other words, it is not scientifically and statistically valid” (Layla Al-Sayed Farhat: 2007) . This is evident from the content and items of the scale designed to measure the phenomenon in question—specifically, "The Role of Artificial Intelligence in Developing Sports Management"—as demonstrated during the process of presenting it

to experts and specialists in the field of physical education, and subsequently accepting or discarding items deemed unsuitable or lacking validity.-The type of validity most suitable for scale construction is known as "construct validity" (or hypothetical construct validity); it relies on empirically verifying the correspondence between item scores and the specific trait or concept being measured, with item analysis methods serving as indicators of this type of validity (Abdul-Jalil Al-Zubaie, 1981). This type of validity is assessed using the Pearson correlation coefficient between domain scores and the total score of the scale—"The Role of Artificial Intelligence in Developing Sports Management"—thereby demonstrating internal consistency.

Reliability

Reliability is one of the requirements that must be satisfied for a scale to be accurate. Reliability denotes the consistency of the scale and the stability of its results when administered repeatedly to the same people" (Abdullah Abdul Rahman, Muhammad Ahmad Abdul Dayem: 1999). To determine the scale's reliability coefficient, one of the methods applied was the split-half method. The scale items were divided into two parts: one containing the odd-numbered items and the other containing the even-numbered items, producing two halves of the scale "The Role of Artificial Intelligence in Developing Sports Management," comprising 28 items. The researcher then used Pearson's simple correlation coefficient between the two halves to derive the scale values. However, these figures reflect the half-test coefficient. Accordingly, the researcher adjusted the reliability coefficient to obtain the scale's overall reliability. Therefore, the researcher employed the Spearman-Brown correlation coefficient to correct the correlation coefficient and obtain high reliability for the scale, making it suitable for use, in line with the information provided in the . (Table 7).

Table 7. Split-Half Reliability Analysis

Scale	The pair		Individual		Simple correlation coefficient	Simple correlation coefficient
	S	A	S	A	Pearson's before correction	Spearman's after correction
The role of AI in developing sports management	58.3	4.1	56.8	4.4	0,863	0,848

* The tabulated value of (r) at degrees of freedom (6) and under a significance level of (6) equals 0.707

Objectivity

Objectivity means measuring the willingness and ability to examine evidence with integrity and impartiality. It is the first condition in research, as it is dealing with facts without bias" (Munther Al-Dhamin: 2009).Tests in which the best alternative is chosen from among several alternatives are called objective tests because all the judges can use the scoring key and agree on the results completely" (Muhammad Subhi Hassanein: 1995).

Final Scale Administration

After completing all the requirements for building and designing the scale, it became ready for the application process. The scale for the role of artificial intelligence in developing sports management consisted of (56) items distributed across (4) areas, which are:

NO	Field	Number of paragraphs
1	Artificial intelligence in Administrative Planning and Organization	Paragraphs 14
2	Artificial intelligence in Decision-Making	Paragraphs 15
3	Artificial intelligence in Information and Communication Management	Paragraphs 15
4	Artificial intelligence in Resource Management and Administrative Performance	Paragraphs 14

The researcher applied the scale in its final form to the main research sample consisting of (30) administrators from the sports clubs in Basra Governorate for the period from 1/6/2026 until 30/6/2026 . After analyzing the responses of the application sample in the scale forms , the total score was calculated for the sum of the scores obtained by the respondent from the research sample (application), as each administrator had a score that represented the level of the role of artificial intelligence in developing sports management .

Statistical Tools

Analyzed using IBM SPSS Statistics: Percentage, Mean, Standard Deviation, Chi-Square (chi-square), Spearman Rank Correlation, Pearson Correlation Coefficient, Standard Scores (Z/T), and Skewness Coefficient.

RESEARCH RESULTS

Presenting results, their standard description for each player, and their ranking. The researcher presented, analyzed, and discussed the results in order to achieve the research objectives after they had been statistically processed.

Table 8. Arithmetic Mean and Standard Deviation for the Scale of the Role of AI in Sports Management Development

Scale	Arithmetic mean	standard deviation	Level
The role of AI in developing sports management	114.4	17.9	good

Five standard evaluation levels were chosen for AI scale in developing sports management. Table (9) shows standard levels

Table 9. AI Normative Scale Levels and Sample Distribution

Raw grade	Levels	Preparation	Percentage
147-168	Very Good	3	10 %
126-146	Good	13	43.33 %
104-125	Middle	6	20 %
83-103	Acceptable	5	16.66%
and below 2	Weak	3	10%

Table (9) shows that at the "Very Good" level, 3 administrators (10% of the 30 tested) achieved this rating. At the "Good" level, 13 administrators (43.33%) achieved this rating, representing the highest percentage. The "Average" level included (6) administrators (20%), while the "Acceptable" level included 5 administrators (16.66%). Finally, the "Weak" level included (3) administrators (10% of the research sample). Through the application of the scale of the role of AI in developing sports management, different

levels appeared to us as standard criteria that represent the goal or purpose required to be achieved for any particular quality, because they include degrees that show the necessary levels.

DISCUSSION

Therefore the levels are prepared on individuals with a high level of performance". (Kamal Abdel Hamid Ismail, Muhammad Nasr El-Din Radwan: 1994).The results of the study, through the responses of the research sample of administrators in sports clubs in Basra Governorate, showed a positive trend towards the role of artificial intelligence in developing sports management. Employing artificial intelligence applications can contribute to developing a number of administrative functions and processes within sports clubs, especially in the areas of planning, decision-making, information organization, follow-up and evaluation.

These results are consistent with the study by (Maitham Habib Khudair: 2025), which stated that artificial intelligence is related to the accuracy, speed and efficiency of decisions, as well as improving planning, organization and control processes within sports clubs.From the analysis of the results reached by the researcher regarding the nature of administrative work in sports clubs, sports management deals with a large set of data related to players, coaches, programs, competitions, financial and administrative resources, and the public. The more the club is able to organize and analyze this data, the more effective it becomes to support administrative processes.

Hence, intelligent systems can be used to analyze past data and predict future needs. This helps sports management in preparing plans and programs based on data (Osama Makki and Saad Saidan: 2024).Artificial intelligence can help sports management monitor performance and detect deviations from established plans by continuously analyzing data and indicators, thus supporting the process of administrative control and evaluation. Recent studies indicate that artificial intelligence in sports management is not limited to the technical aspect or the analysis of sports performance, but rather that artificial intelligence has become an important resource to support decision-making in sports clubs and federations, with the continued need to develop theoretical and applied frameworks for this field.5. Conclusions and Recommendations

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. Artificial intelligence represents one of the modern trends that can contribute to the development of sports management in Basra Governorate.
2. There is a clear importance to employing AI applications in supporting administrative processes and decision-making within sports clubs.
3. Artificial intelligence contributes to the development of sports management functions in planning, organizing, controlling and evaluating.
4. The success of implementing AI in sports clubs does not depend on technology alone, but also requires qualified administrative staff and a suitable digital infrastructure.
5. Training managers to use AI applications is an important factor in achieving the actual benefit of these technologies.
6. The application of AI in sports organizations has gone beyond technical uses to include management, marketing, data management, and interaction with the public.

Recommendations

1. Encouraging sports clubs in Basra Governorate to expand the use of AI applications in administrative work.
2. Developing digital infrastructure in sports clubs to meet the requirements of implementing AI systems.
3. Holding specialized training courses and workshops for administrators to learn about AI applications, moreover how to use them in sports management.
4. Employing AI applications to support administrative processes in planning, decision-making, follow-up, and administrative evaluation.
5. Utilizing AI in developing sports marketing and sports investment.
6. Working on building a local AI application in Iraqi sports clubs that is compatible with the material and human capabilities.

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