DESIGN A MANAGEMENT INFORMATION SYSTEM FOR ELECTRONIC MANAGEMENT OF VOLUNTEER SPORT ORGANISATIONS

Shadi Hesami , Farideh Ashraf Ganjouie , Ali Zarei
Department of Sport Management, Islamic Azad University, Central Tehran Branch, Tehran, Iran
2,3 Department of Physical Education and Sport Science, Islamic Azad University,
Central Tehran Branch, Tehran, Iran
*Author for Correspondence: hesami.shadi@yahoo.com

ABSTRACT

The aim of this study was to design a management information system for sports volunteers of Iran. methodology of This research was descriptive-analytic & In terms of purpose has been practical. And the methodology used for analysis was UML with RUP object-oriented design model. Web site creation software using Rational Rose with the programming language C # .Net with SQL databases .The sample consisted of all sports federations in the Iran(52 federations) and stratified random sampling method, using sampling table Morgan and 200 people. Data gathered by three questionnaires: demographic data, identify the system and the voluntary system s'. Validity, by fifteen experts and professors both sport management, as well as software experts were confirmed. And its reliability by Cronbach's alpha was 76/0. And t-test to assess the needs of managers and volunteers, volunteer management system was also used. The results showed that between administrators and volunteers, no significant difference in the dimensions of the e-management volunteering system. It also, including Human resources, planning, registration and recruitment, orientation, finance and Supplies, training, performance management, recognition and retaining. E_ management volunteers provider of interactive communication and fair and reliable correct information when needed and in the form applicable to all members of society beyond Time and space location And helped managers better assess the situation and the options and thereby improve effectiveness.

KEYWORDS: Designing, Electronic Management, Management Information System, Volunteer Sports Organization.

INTRODUCTION

Information system is a system that is designed to capture,transmit, store, retrieve, manipulate, and or display information used in one or more management processes. The technology to use is highly dependent upon the architecture of the Information System. The field of management systems has been evolving rapidly over the last two decades. With this development, countless modern systems have been introduced, many of which are innovative and are based on breakthrough sciences (Al-Khouri, 2013) .The technological evolution, associated with increasing customer expectation in relation to service quality and convenience, has created a higher demand for more integration between such systems [Cabarcos, 2013; Novell, 2011].

The term "electronic Human Resource Management" (e-HRM), which was first used in 1990s, refers to the human resource's activities using web-based technologies and seeks to provide managers, consultants and employees with information at any time and place (Sanchez and Aguayo , 2007). As might be expected, it is thought that e-HRM systems provide some key benefits for organizations. For example, researchers and activists have argued that these systems increase the efficiency of human resources, reduce the administrative costs and charges, facilitate human resource planning, and allow the HR professionals to become strategic or business partners of organizations (Bartram 2006, Gueutal and Stone, 2005, Kavanagh et al, 2011).Computers can facilitate the analysis of massive amounts of data and they can make a significant contribution in human resource management (HRM) from the management process to the records and information maintenance. Using hardware, software and computer database, human resource information system is an integrated system that provides the required information for HR decision-makings. The use of human resource information systems have been developed in many organizations and the task of salary payment has been transferred from accounting department to the department of human resources. Another common use of human resource information systems is in incentive programs (Matyz and Jackson, 2009).

E-HRM is relatively a new term for the information technology support of HRM especially using web-based technology. It can be defined as administrative support of HR tasks through internet technology (Strohmeier, 2007).e-HRM has different functions, which they are mentioned in the following:

Some functions of e-HRM can be referred to e-learning or distance education, in the management and training (Sitzmann et al, 2006). Some other applications of e-HRM include e-Recruitment (Braddy et al, 2009, Dineen and Noe, 2009), effectiveness of web-based selection system (Kehoe et al, 2005), and evaluation of web-based systems to increase the effectiveness of other HR processes, for example, it can be noted e-assessment of e-rewarding (Reiter et al, 2006).A large number of technologies have been applied to facilitate the management of human resources. The e-HRM plays a vital role in human resources management where procedures and processes can be less complicated, while ensuring accuracy, and timeliness of communication between both organizations and members (or users) with unlimited distance of message transmission. This helps reduce work complexities and stimulate the members (or users) to work effectively(Choochote & Chochiang, 2015).

Until recently, the enormous cost and complexity involved in producing and disseminating information greatly limited the number of information providers, who generally had substantial investment in either the information itself or in the apparatus required to deliver it. Digital network technologies like the Internet and web, however, have substantially lowered the cost of information production and dissemination, thereby increasing the sheer amount of information and the number of information sources available(Flanagin & Metzger ,2010). Social media enable people to distribute a wide range of information by creating and sharing content across a diversity of applications, such as blogs, wikis, and ratings or question and answer websites(K.P. Hocevar et al , 2014) . As usage of social media continues to grow, and is further enhanced by its variety and mobility (Nielsen, 2012), the proportion of online information filtered in some manner through social media is swiftly increasing.

Volunteers as one of the three groups of human resources (professional individuals, volunteers, and customers) have an important role in sport organizations (Chelladurai, 2006). Volunteers are a valuable form of capital for many organizations as they help reduce the cost of provision and ease the budget on full time staff (Cemalcilar, 2009, Clary et al., 1998; Wong, Chui, Kwok, 2010). According to the Corporation for National and Community Service, about 63.4 million Americans, or 26.8 percent of the adult population, gave 8.1 billion hours of volunteer service worth $169 billion in 2009. Within this realm, volunteers serve a critical role in the successful management of many sporting major sporting events (Cuskelly, Hoye, & Auld, 2006). The sport sector relies heavily upon volunteers because a large number of individuals are needed for creating and delivering sport services (Bang & Ross, 2009). Volunteers enable event managers to add and to expand the "quantity and diversity of services without exhausting the budget" (Cnaan & Goldberg-Glen, 1991, p. 270). Beyond just the economic impact and numbers it is important to consider the social impact of volunteers on not only the event but also, to the larger community. Through volunteerism, a sporting event can create a carryover effect of ongoing community support (Lynch, 2001). It may be indicated by increased volunteer support for other special events in the community and enhanced volunteerism in the community in general, in terms of positive attitudes towards volunteering, an increased rate of volunteering, and increased level of involvement (Doherty, 2009).

Volunteering in sport has impacts on clubs (Taylor et al., 2003,; England Hockey, 2007), members and players(RFU[1], 2005; DCMS/Strategy Unit[2], 2002), the community (Taylor et al., 2003; DCMS/Strategy Unit, 2002), and volunteers themselves (Eley and Kirk., 2002; hesami *et al.,* 2012). Volunteers are integral to the successful management and operation of Volunteer Sport Organisations (VSOs) and the services they deliver to players, members and spectators as well as to the wider community and volunteer management is essential to the success of VSOs. It focuses on the recruitment, selection, orientation, training, development, performance management, recognition and reward of volunteers. Orientation is the first stage in formalizing the relationship between new volunteers and a VSO. Volunteers new to an organization and those continuing, either in the same or a different position, usually need specific and up to date knowledge and skills training to perform their tasks effectively. The choice of training method will usually depend upon factors such as cost, timing, specificity, flexibility, delivery mode, prerequisite knowledge and the availability of volunteers. With the increasing sophistication and ease of access to the internet, volunteer training and development programmes can be self-paced, customized and delivered at times to suit the schedules of volunteers irrespective of their physical location (Cuskelly *et al,* 2006). Performance management is a process whereby organizations 'try to

---

[1] Rugby Football Union
[2] Department of Culture, Media and Sport/Strategy Unit

achieve strategic goals consistently through better formal and informal motivation, monitoring, evaluating and rewarding performance' (Pinnington and Lafferty, 2003).

The concept of the 'e-federation' (Delicado,2002) has come about in recognition of the heavy administrative workload undertaken by national federations and the advent of an array of modern electronic tools that help to deal with this workload. Sport organization of all types is required to store and make use of information in one form or another and to communicate with members and the public at large. the means by which they choose to do this depends upon a number of factors, such as the volume and diversity of information that is generated and the intensity with which information is disseminated, which is usually governed by the frequency and size of events and activities that the organisation is involved with. In the modern world, however, the rapidly changing ICT landscape adds further to the decisions that managers of Sport organisations need to make in terms of the ICT they choose to best meet their needs while remaining within their organisational capacity. Sport organisations are likely to have a diverse range of information needs from a diverse range of sources. The integrated use of several forms of information technology, known as ICT solutions, allows these different purposes to be met in an efficient and cost-effective manner. The decision is how best to integrate ICT into the organisation. Successful management of information should 'identify and capture information that is crucial to success, translate it into something of value for the organization and ensure easy access to it' (Camy and Robinson, 2007).

ICT solutions help with this and offer many advantages to sport organisations that are looking to efficiently store, retrieve and use information as well as improve the efficiency of communication to stakeholders. and e- management and accessibility to ICT should be a priority for VSOs. thus, the primary challenge for managers is to determine what their needs are and whether or not the organisation has the development in place to make use of the technologies available. Managers then need to determine if the cost and expertise required to use ICT justifies the benefits that are derived by the organisation. There are a number of factors that will impact on a VOS 's need for, and capacity to use, ICT solutions. First, voluntary sport organisations have a number at forms and functions and these will have a direct impact on the ICT that is necessary for the organization.

Second, the demographic and geographic structure of the membership of the voluntary sport organisation will place pressure on communication and information gathering and dissemination infrastructures. Third, VSOs, in particular NOCs and NFs, evolve through different stages organisational development and depending upon the scope of their activities can vary immensely in their organisational objectives, structure, services and information and communication needs.

the degree to which a sport organization generates and disseminates information will depend upon its level of development, its diversity, both demographically and geographically, the type of activity that it is involved with and the communication tools that it has available to it to use (Robinson & Palmer,2011). The sport organization can then choose an information gathering, collection and dissemination system that best meets its needs based on what is available and affordable from the context of its external environment. although the information and communication demands on managers have increased significantly in recent times, so has the technology to assist them with this. For example, Rosendich (2001) describes how the technological revolution has influenced the management of sport organisations, and in particular the role of relational databases that form the core of many sport information gathering and storage solutions. Delicado (2002: 6) describes the development of web-based portals that provide access to databases by members and that sport organizations would aspire to establish 'a, corporate, vertical portal'. A portal is a virtual gateway to a network of websites' with a common interest; a corporate portal is one that focuses on a particular sport, such as basketball. These are thought to lead to the following benefits:

- a more consistent view of the organization
- improved decision making process as information is more readily available
- better information organization and search capabilities
- direct access to internal knowledge
- direct links to reports, analysis and queries
- personalized access to information.

Delicado (2002) examined the potential benefits for voluntary sport organizations that adopt ICT strategies and recognized the potential advantage of the Internet for VSOs with respect to data collection and storage 'as well as information management and dissemination.

ICT also has the potential for educational, societal, commercial and operational application. For example, it allows distance working and nomad management, which is of particular value for VSOs: Volunteers who are working in various locations around a country can access information about organizational objectives and programmes. Coaches can monitor their travelling athletes, who complete online training diaries accessible to coaches from all over the world. Online platforms driven by relational databases have revolutionized sport information management making information available as and when required from anywhere in the world. This information can include any 'of the categories and with the power of a database, the sorting and retrieval process of information is impressive.In particular, the automation of tasks such as the generation of mass emails significantly reduces the time it takes to get information from a source, such as a competition venue, to the public at large via a website or specifically to a list of members, without the operator having to spend time sending or processing information any further. The establishment of corporate portals for sport organizations to collect, store and disseminate information for sport organizations, is now a reality and an affordable one at that (Robinson and Palmer, 2011).

Most of the available information on volunteers has tended to describe their participation rates, motives and behaviours in organizational settings and reflects an historical shift in volunteering as it moved from an informal behaviour to one that increasingly occurred in formal organizational contexts(Cuskelly *et al,* 2006).Volunteer participation is a central and defining feature of VSOs. The Leisure Industries Research Centre (LIRC) reported that of 2.01 million core and formal sport volunteers in England with named roles such as officers, committee members, coaches and officials, 75 per cent were club level volunteers. They accounted for 83 per cent of total hours volunteered. In contrast, sport volunteers in major events, educational settings, national governing boards and disability organizations accounted for a combined total of fewer than 10 per cent of volunteers and fewer than 5 per cent of volunteer hours. Statistics from the Australian Bureau of Statistics (ABS) based on research into 7,000 organizations with employees involved in the sports industries, revealed about half of those were employed by nonprofit organizations. In contrast, 98 per cent of volunteers worked for nonprofit organizations. This is not to deny that volunteers play an important role in the wider sport system at regional, provincial or state/national levels, particularly in the governance of sport, and in other sectors of the sport system such as schools, disabled sport and youth organizations such as the YMCA (Cuskelly *et al,* 2006).

gathering all of this information and other important information such as volunteer s role   interests, motivations, skills & abilities, their demographic characteristics, and process management becomes easier with the use of electronic management. This system consists of a series of information resources including guides and templates on human resource, stakeholders and process management .Another point to consider about information is that Cuskelly(2006) has mentioned, a corollary to screening is the need to provide confidentiality to those screened and ensure that VSOs have an adequate privacy and data protection policy in place. The need for these measures extends to all aspects of employee, member, participant and volunteer management. It is not unusual for VSOs to collect a range of data about these groups through their usual club member registration procedures. The ubiquity of computer technology coupled with the expanded compliance requirements expected by government, NGBs and other stakeholders, such as sponsors, means that the personal information collected is often quite detailed. Such a situation warrants care and VSOs must ensure that the data they collect and store are managed in a manner that ensures privacy. Therefore VSOs should have policies outlining how such information will be stored and with whom it will be shared. Access to personal information should be restricted to only those with the need to use it to administer the VSO. Those involved should be specifically informed of their responsibilities to maintain confidentiality. Furthermore, policies concerning the length of time for which data are held and processes for their destruction should be developed and communicated to relevant personnel.

(Østerlund, 2012) mentioned that The most challenge in Danish voluntary sports organizations is attract and recruit and retain volunteers. He assertion employ electronic modes of communicating is the solution for this challenge in voluntary organizations recruit and retain volunteers. In addition to the global developments and trends, Iranian sport organizations are compelled to face with some challenges in the country. Does not exist Statistics of participation of sports volunteers and no information about their characteristics& features, needs, skills & capabilities and interests & so on. Hadavi (2014) in her research as "Comparative Study of macro management of sports volunteers in Iran and

Selected Countries" showed that VSOs in Iran is very weak in this area. Therefore, to use this great forces, national commitment and infrastructure must be created to VSOs & sports volunteers. Given the aim of this research was design management information system for sports volunteers of Iran, based on logic needs in order to resolve their problems and needs addressed and have enough Comprehensive in this regard.

METHODOLOGY OF RESEARCH

The literature review and interviews with experts and connoisseurs, electronic management information needs volunteers prototype was designed. And the instrument was questionnaire. the methodology of This research was descriptive-analytic and In terms of purpose has been practical. And the methodology used for analysis was UML with RUP object-oriented design model. Web site creation software using Rational Rose with the programming language C # .Net with SQL databases. The population consisted of all sports federations in the Iran(52 federations) and stratified random sampling method, using sampling table Morgan and 200 people. Data gathered by three questionnaires: demographic data, identify the system and the voluntary system s'. Validity, by fifteen experts and professors both sport management, as well as software experts were confirmed.

To prepare the questionnaire recognition system, In the first section professors & experts in the field of sport management and in particular the issue of voluntary sports were the primary source for semi-structured interviews. And the second part of the questionnaire with the help of computer and software scientists was completed and implemented. This was essential for providing further information on issues of Recognition phase and analysis needs volunteering system questionnaire. In the formulation of this questionnaire, Volunteer Management Inventory(VMI)(Cuskelly et al,2006), After localization was used. After extraction system diagrams of the first questionnaire Description of information needed was obtained in the first phase.

Thus the second questionnaire were conducted after this stage pursuant The first questionnaire on needs, In order to finalize the requirements analysis through to find consensus and disagreement of respondents. To finally be able to achieve a comprehensive and common design . The questionnaire contains 40 questions that are answered in the Likert type scale ranging from (1=very high, 2=high, 3=medium, 4=low and 5=very low) has been set. And includes the following sections:

1- sub system of Human resources
2- sub system of planning
3- sub system of registration and recruitment
4- sub system of orientation
5- sub system of finance and Supplies
6- sub system of training
7- sub system of performance management
8- sub system of recognition and retain

And at this questionnaire both of professor and experts in volunteerism and computer science was used. diffusion of questionnaire by two way person and online was done.

Validity, by fifteen experts and professors both sports volunteer as well as scientists of software was confirmed. And its reliability by Cronbach's alpha was 76/0. The data from the questionnaire was analyzed using the SPSS 21.0 computer program. Descriptive statistics were first used to establish a demographic profile of respondents. Second, were t-test utilized to examine the Viewpoint of managers and volunteers about information 's requirement of e-Management Sport Volunteer questionnaire.

The instrument included items designed to gather demographic information such as: age, gender, educational level, marital status, income, employment status, sport experience, and previous volunteer experience.

Table 1: Cronbach's alpha reliability tests were conducted which yielded acceptable reliability for the instrument (α = 0.76) and all eight dimensions of e-Management Sport Volunteer questionnaire
(e-MSV) Constructs (N = 200)

Dimensions	Cronbach's alpha	Items
Human Resources	0.73	4
Planning	0.78	4
Registration and Recruitment	0.71	6
Orientation	0.79	4
Finance and Supplies	0.78	5
Training	0.81	5
Performance Management	0.73	5
Recognition and Retain	0.80	7
e-Management	0.76	40

FINDINGS OF RESEARCH

demographic profile of the respondents showed that:

The sample consisted of 200 number of respondents in this Federations: Football (n=20), Basketball (n=15), Handball (n=11), Kabbadi (n = 12), Volleyball (n=13), Hockey (n=11), Swimming, diving &Water Polo (n=10), Judo (n=15), Karate (n=9), Track and Field (n = 12), Cycling (n=8), Wrestling (n=18), Badminton (n=23), Ping-Pong (n=23). Sixty-four percent of the respondents were male and thirty six percent were female. thirty three percent of them were single and sixty seven were married. Education rate showed that four percent of them were Diploma, fifteen percent were Associate's degree, fifty percent were Bachelor of Science, twenty four point five were Master of Science, six point five percent were PhD. Thirty six percent of respondents were manager and sixty four of them were volunteers. (23.5%) were volunteering for the first time, (20.5%) were in their second year, and 20% had volunteered at least ten years.

Entries in the e-Management Sport Volunteer (e-MSV) are:
-   Web users: to serve as a volunteer and applicant voluntarily sports.
-   A (e-MSV) website: virtual environment through the Internet site receives user requests and interact with the web user.
-   Request a volunteer role: the user is done via the web site.
-   Volunteer role: involved the role of skills and interests of volunteers.
-   Operator: The person who is responsible for management software of (e-MSV) .
    Processes of (e-MSV) are :
-   Provide Call: Call text from stakeholders on the website.
-   Registration Volunteer: Volunteer entering information in the website.
-   The volunteer program: presented by the planning department to volunteer.
-   Admin Control Panel: Management (e-MSV)'s software is the responsibility of the operator.
    Outputs of (e-MSV) are :
-   Applicants: accept a voluntary request from the management of human resources management system.
-   Report planning: Including reports from Orientation, Finance and Supplies, Training, Performance Management and Recognition and Retain units.
-   Introduce volunteers to stakeholders: the match candidate profile in accordance with the text of the call will be presented to stakeholders.

    Data Dictionary:
-   Beneficiaries: natural and legal person who are acquiring e-MSV.
-   Sports volunteer registration site: a virtual environment via the Internet, request volunteers receive and interact with stakeholders and volunteers.
-   Call: text and documents provided by stakeholders to the website.
-    Volunteer: natural person who cooperate with the website.

- Operator: The person who is responsible for software site.
- Planning: unit that interact with human resource management after reception.
- Orientation: to familiarize volunteers with the environments and tools that they need and use in the context of the duties and responsibilities of volunteering.
- Accept volunteer: accept or reject registration of volunteer.

Available forms Is as follows: 1 - Volunteer Registration Form 2 – stakeholder join form 3- stakeholders Login Form 4 - Assessment Report 5 - Report of reward and retain
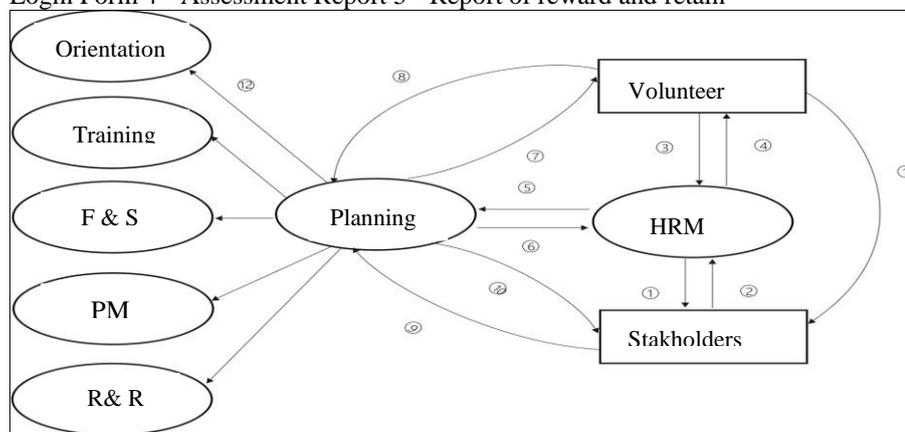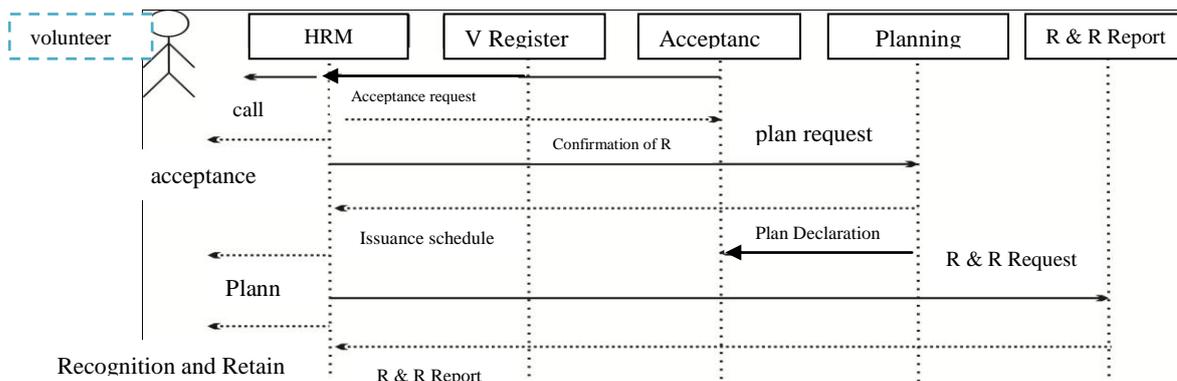

Diagram1: DFD

Diagram 2. Sequence Diagram, Stakeholders calling to the site for recruitment and acceptance registered

Table 2. t-test evaluate the Viewpoint of managers and volunteers about e-MSV questionnaire.

	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Human Resources	.095	.758	.698	198	.486	.14831	.21241
Planning	.248	.619	-.248	198	.804	-.06571	.26451
Registration and Recruitment	.016	.901	.072	198	.943	.02279	.31577
Orientation	.002	.967	-.552	198	.582	-.16946	.30695
Finance and Supplies	2.120	.147	.544	198	.587	.17262	.31744
Training	2.737	.100	2.245	198	.026	.68467	.30495
Performance Management	.098	.755	-.786	198	.433	-.22805	.29020
Recognition and Retain	.254	.615	1.473	198	.142	.56464	.38340
e-Management S V	2.062	.153	1.227	198	.221	1.12979	.92078

As the above table shows that between managers and volunteers, no significant difference in the dimensions of e-MSV. Due to the Observed significance level (Sig.)(0.221) is greater than the significance level of(0.05).so it can be said that between managers and volunteers, no significant difference in the dimensions of e-MSV.

DISCUSSION AND CONCLUSION

Managing sport organizations at the start of the 21st century involves the application of management theories, principles, and strategies that are no different to managing organizations in the corporate, government, or nonprofit sectors. The sport industry, however, does have several unique attributes that influence how these theories, principles, and strategies are applied by sport managers(cuskelly et al,2006). Sport has become a significant industry that recruits large numbers of people in a variety of roles, is used as a vehicle for All-round development in community, and by the numbers of people engaged around the world in volunteerism. Our evolving ''socio-sport'' environment has resulted in management of sporting installations becoming an increasingly complex process. There is growing competition within this field and increasing emphasis is being placed on providing high quality sport and recreation services. Individuals working within this area are required to possess a broader knowledge base than before and are therefore in need of management tools, such as customized computer software, that can further assist them in the workplace . There have been significant technological advances in this area in recent years and sporting organisations, like any other business, must stay abreast of these improvements to remain productive (Gallardo et al, 2008). Today, information technology has penetrated into all parts of the organization and even the most important organizational resource i.e. HR is not deprived of this effect. Information technology has led organizations to have a comprehensive view towards their resources, especially human resource. it is generally accepted that volunteering results in an improvement in communities. The community benefits derived from volunteers are often summarized in terms such as social capital, social cohesion and civil society. The majority of state/provincial VSOs[3], NGBs[4] and ISFs[5] that provide sport opportunities are governed by volunteer office bearers, who fill positions on either committees or boards. Most of these organizations operate under a federated delegate system with club representatives forming regional boards, regional representatives forming state/provincial boards and state/provincial representatives forming national boards (Hoye et al., 2006).

---

[3] voluntary sport organization

[4] National Governing Body

[5] International Sport Federation

Steering the interaction with managers, volunteers, members and citizens towards the Internet or other electronic media is a goal of many sport organisations. Incentives have been, and are, used to encourage the use of electronic options over more traditional ways of interacting. Swedish Sports Confederation's (SSC) attempt to digitize the application for the Swedish sport associations. Reports presenting implementation of the system "Swedish Sports Online that shown the diffusion of the particular module in Swedish Sports Online that makes online applications for Swedish sport associations possible and   relation and interaction dealing with communication aspects of them (Lundmark and Westelius, 2007, Lundmark and Westelius, 2008).

It is one thing to collect and disseminate information and quite another to effect a viable communication system within and between voluntary sport organisations. Communication of information is required within the organisation, between the members, or various departments that might have formed and from the organisation itself to the greater community and its stakeholders, primarily to either promote its activities or to ensure that everyone has the same level of understanding of what is happening within the organisation. Some organisations have learned to make very good use of technology to enhance the flow of information that is generated while meetings or sport events are in progress, by using wireless networks and distributing voluminous reports electronically. Board and staff meetings can be serviced by making agendas, minutes and discussions available electronically, and communication internally and externally can occur via email. Because the Internet has become a worldwide interface, it offers the potential to upload membership records and information archives to the Web and thus make them available to stakeholders, anytime and anywhere. Likewise, the use of multimedia aids such as overhead projectors, data projectors, electronic scoring systems and wide screen instant replay facilities and integrated sound systems have greatly enhanced the quality and quantity of information flow during sport events, at meetings and in the educational setting. Communication arguably takes up the largest part of the administrative process of a sport organisation. Information is gathered and must be disseminated so that the people that need the information can get it quickly and without fuss. The ability to then respond and interact becomes increasingly important(Robinson and palmer, 2011).

For VSOs, the time taken to communicate might be critical to the success of the organisation's management. The longer the time taken to communicate, the more resources are required and the less efficient the organisation becomes. ICT solutions improve communication by greatly improving efficiency and reducing cost both in terms of human resources and time. The advent of the World Wide Web makes it possible for VSOs to take responsibility for disseminating information and they may even publish stories and events before the mainstream media can do so (Manha, 2009). The principles of Web2.0, as described by O'Reilly (2005), have made it possible for sport organisations to use the Web as a medium for transferring and projecting information in real time, no longer relying on mainstream media to communicate their activities. (A Web 2.0 site allows its users to interact with other users or to change website material, in contrast to non-interactive websites where users are limited to the passive viewing of information that is provided to them).

From a stakeholder communication perspective, Butler (2009) conducted an extensive survey of athletes to determine what means of media connection might best improve the level of communication between National Federations and their member athletes. it was found that athletes needed more than emails or notices from their national bodies. The modern use of web technology, including social networking, online chat rooms and other similar media, make it possible for sport administrators to more regularly survey the feelings of the athletes and actively involve the membership in the decision-making process of these organisations (Robinson and palmer, 2011). This research will lead to achieving a comprehensive database was in reasonably good system. After creating the database in the «SQL Server» was made. Consistent with previous research ,the present study showed evidence that Identify the required data base storage system is essential(Robinson & palmer,2011; Gallardo *et al,* 2008; Flanagin and Metzger, 2008; Agrawal *et al,* 2011).

What started out as a way of publishing material on sport has now become a means of providing information for publication that is visible by all instead of only by the targeted media distributor. The research carried out by Manha (2009) on the challenges facing minor sport organizations in communicating their messages and information through mainstream media concluded that making use of social networking platforms and self-editing websites enable such organisations to generate information and communicate it to the world faster and often more accurately than traditional

mainstream media outlets. Traditional media outlets that used to break sport news first now find themselves seeking out their information from sport organisation websites, social networking sites or from the direct feeds from events or matches.

Electronic management designed for the volunteer provides equal opportunities for interviewed and engaged, to get accurate information about the organization, to have a job description and agreed working hours, orientation to the organization, to have confidential and personal information, sufficient training to do the job, also for manager helped in Human resources, planning, registration and recruitment, orientation, finance and supplies, training, performance management , recognition and retaining.

The results of this research showed that no significant differences between volunteers and managers in terms of e-MSV.As a Wilson and Butler (1986) have suggested a characteristics that characterize a VSO, some organizations.are still voluntary even if some of their members are paid, as is the case in many national federations. This reflects the fact the fact that the views of both volunteers and managers, is so important in the design of electronic management. Therefore, viewpoint of managers and volunteers for the requirements of system management in their decision making, organizing and motivating staff will be important. The results of this research with a view of Alwani (2010), which is consistent with the professionalism and volunteerism "both" in trying to see the same good. Therefore it can be concluded that "both" managers and volunteers have Understood to e-MSV and need to use it to facilitate and speed up work processes.

REFERENCES

Al-Khouri A M. (2013). Federated e-identity management across the gulf cooperation council. *Int. J.Public Info. Systems.* 1.www.ijpis.net.

Bang,H. and Ross S. (2009). Volunteer motivation and satisfaction. *J. Venue Event Management.* 1: 61-77.

Braddy P.W., Meade A.W. and Kroustalis C.M. (2009). Organizational recruitment website effects on viewers' perceptions of organizational culture. *J. Business Psychol.* 20: 525–543.

Cabarcos P A. (2013). Dynamic Infrastructure for Federated Identity Management in Open Environments. Doctoral Thesis. http://earchivo. uc3m.es/bitstream/handle/10016/17202/tesis-patricia-arias-cabarcos-2013.pdf;jsessionid=0 20B2984187D0863B77F4090EEB1FD2A?sequence=1

Cemalcilar Z. (2009). Understanding individual characteristics of adolescents who volunteer. *Personality Individual Differences.* 46:432–436.

Chelladurai P. (2006). Human resource management in sport and recreation. (2nd ed.). Champaign, IL:Human Kinetics.

Chelladurai P. and Madella A. (2006). Human Resource Management of Olympic Sport Organisations: Memos Manual. Champaign, IL: Human Kinetics Publishers.

Choochote, Kitimaporn. And Chochiang, Kitsiri (2015). Electronic Human Resource Management (e-HRM) of Hotel Business in Phuket. (IJACSA) International Journal of Advanced Computer Science and Applications, Vol. 6, No. 4, 2015.

Clary E., Snyder, M., Ridge R. D., Copeland J., Stukas A. A., Haugen J. and Miene M. (1998). Understanding and assessing the motivations of volunteers: A functional approach. *J. Personality Social Psychol.* 74: 1516-1530.

Cnaan R. A. and Goldberg-Glen, R. S. (1991). Measuring motivation to volunteer in human services. *J. Applied Behavioral Sci.* 27:269-284.

Cuskelly G., Hoye R. and Auld C. (2006). Working with volunteers in sport: theory and practice. London: Routledge.

Delicado N. (2002). E-federations. Memos project. Lausanne, Switzerland.

Dineen B.R. and Noe R.A. (2009). Effects of customization on application decisions and applicant pool characteristics in a web-based recruitment context. *J. Applied Psychol.* 94: 224–234.

Doherty A. (2009). The volunteer legacy of a major sport event. Journal of Policy Research in Tourism, Leisure, and Events, 1, 185-207.doi: 10.1080/19407960903204356.

Flanagin A. J. and Metzger M. J. (2011). Generational differences in the perceived credibility of online encyclopedia information. *Information, Communication Soc.* 14(3): 355–374. ISSN 1369-118X print/ISSN 1468-4462 online # 2011 Taylor & Francis.

Gallardo-Guerrero, Leonor. Garcıa Tascon, Marta. and Naranjo Burillo, Pablo. (2008). New sports management software: A needs analysis by a panel of Spanish experts. *Int. J. Info. Management* 28: 235–245.

Gueutal H.G. and Stone D. L. (2005). The brave new world of e HR: Human resources management in the digital age. San Francisco: Jossey Bass.

Hesami H., Azadi A., Aslani G., Nazari Songhor Abaadi N. and Bagheri Farsani S. (2012). Relationship Between Self-concept and General Health of Volunteer Board in Kurdistan Province. *Australian J. Basic Applied Sci.* 6(9): 656-659.

Kavanagh M., Thite M. and Johnson R. (2011). Human resource information systems: Basics, applications, and future directions. Thousand Oaks, CA: Sage.

Kehoe J.F., Dickter D.N., Russell D.P. and Sacco J.M. (2005). E-selection. In H. G. Gueutal, and D. L. Stone (Eds.), the brave new world of e-HR: Human resource management in the digital age, San Francisco: Jossey-Bass, pp: 54-103.

K.P. Hocevar,. Flanagin, Andrew. J. and Metzger, Miriam. J. (2014). Social media self-efficacy and information evaluation online. Computers in Human Behavior 39 (2014) 254–262.

Lundmark, Erik., Westelius Alf., Saraste, Daniel. (2008). Adoption of Discretionary Public Information Systems with Digital use Patterns. barriers and driving forces. *Int. J. Public Info. Systems.* 2. www.ijpis.net.

Lynch B. (2001). Volunteers 2000: The Sydney experience SOCOG, Sydney.

Matiz L. and Robert Jackson J. (2009). Human Resource Management (trans. Naser Mirsepasi, Mahdi Alizade, Mohammad Feizi, and Ismail Qhaderi), Tehran: MIR publication, 1th ed.

Nichols G. (2005). 'Issues Arising from Sport England's Survey of Volunteers in Sport 2002-3' in Nichols, G. and Collins, M. (2005) Volunteers in sports clubs. Eastbourne: Leisure Studies Association.

Nielsen. (2012). The social media report. [PowerPoint slides]. <http://www. nielsen. com/us/en/reports/2012/state-of-the-media-the-social-media-report- 2012.html.

Novell. (2011). Staying Ahead of the Access Management Game with Federated Identity Technology.http://www.novell.com/docrep/2011/07/novell_access_management_federated_identity_technology_white paper_en.pdf.

Pauline Gina, (2011). "Volunteer Satisfaction and Intent to Remain: An Analysis of Contributing Factors Among Professional Golf Event Volunteers" (2011). College Research Center. Paper 26. http://surface.syr.edu/researchcenter/26.

Pinnington A. and Lafferty G. (2003). *Human Resource Management in Australia*, Victoria, Australia: Oxford University Press.

Østerlund K. (2012). Managing voluntary sport organizations to facilitate volunteer recruitment. European Sport Management Quarterly. 13(2), 143-165.

Reiter Palmon R., Brown M., Sandall D.L., Buboltz C. and Nimps T. (2006). Development of an O*NET web-based job analysis and its implementation in the U.S.Navy: Lessons learned. Human Resource Management Review, 16, pp: 294–309.

Robinson L. and Palmer D. (2011). Managing Voluntary Sport Organizations. First published , Routledge, London and New York.

Sitzmann T., Kraiger K. and Stewart D., (2006). The comparative effectiveness of web-based and classroom instruction: A meta-analysis. Personnel Psychol. 59: 623–664.

Strohmeier S. (2007). Research in e-HRM: Review and implications, Human Resource Management Review 17, pp: 19 – 37.

Taylor, P., Nichols, G., Holmes, K., James, M., Gratton, C., Garrett, R., Kokolakakis, T., Mulder, C. and Kind, L. (2003) Sports volunteering in England: A report for Sport England. Sheffield: Leisure Industries Research Centre & London: Sport England.

Wilson D. and Butler R. (1986). 'Voluntary organisations in action: strategy in the voluntary sector'. *J. Management Studies.* 23(5).

Wong, Chui and Kwok (2010). The Volunteer Satisfaction Index: A Validation Study in the Chinese Cultural Context. *Social Indicators Res.* 1. doi: 10.1007/s11205-010-9715-3.