

# Business communication in sports organizations

Ines Kozina

Faculty of Organization and Informatics

University of Zagreb

Pavlinska 2, 42000 Varaždin, Croatia

ikozina@foi.hr

## Abstract

What does sport and sports organizations represent? What is the link between sports organizations and communication? Sport is one of the most important factors that affect health and people lives. There are numerous sports organizations, such as sports clubs, sports clubs, local sports federations, sports associations and sports companies. Sports activities along with the fact that people in this way can influence their health, also provide a pleasant gathering and entertainment. With sports organizations, big connection has business communication without which any organization couldn't work out. There are four basic functions that communication must carry out in each organization, namely control, motivation, emotional expression and information. Communication has a great influence on the interpersonal relationships in the organization that are related to the organization's business and can affect more efficient and better performance. This paper is based on research and analysis of the success and quality of communication in sports associations, more precisely in the Stažnjevec Sports and Recreation Association. One measuring instrument was used: a questionnaire that consists of open and closed type questions and it was pencil paper survey. Quantitative research was conducted and it seeks to establish the importance of business communication for the successful operation of a sports organization. The poll was conducted on 50 respondents, 28 of whom were female and 22 were male All respondents

agreed to participate in the research. For the purposes of analyzing the data collected, descriptive statistics were used. In a survey, the majority of respondents said that the oral form represents the best form of communication for the association. It is followed by Facebook messenger and other mobile applications. As far as communication barriers are concerned, most respondents believe that they only come to them sometimes, indicating that communication within the organization is good, but it should certainly work on it in order to overcome all obstacles. Communication brings life to sports organizations and represents a vital process that shapes and manages the organization's work. Relevant to communication in sports organizations is that it has to transmit information to all members of sports organizations, motivate members of the organization, control and coordinate the efforts of different groups and individuals in the organization of eliminating conflicts.

**Keywords:** business communication, sports organization, sport activities

## Acknowledgments

*This research is a part of the final graduation thesis at the Faculty of organization and informatics "Business communication in sports organizations" mentored by Assoc.Prof. VioletaVidaček-Hainš.*

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