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FORMATION OF SPORT MANAGEMENT CONCEPT IN CONDITIONS OF GLOBALIZATION

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Annotation.

The relevance of the study lies in the fact that in modern conditions globalization acts as the main trend in the development of the modern world; this is noted at the Davos forum in 2019. Development of all spheres of society, the state and the person - from politics, economics - to sports and gender equality. **The problem of the research** - globalization in sport - is transformation of sport into a global phenomenon, universal in nature, which has significant impact on all aspects of society. Therefore, the scope of dispute and sports culture act as an object of scientific research. Sport stimulates and forms social and cultural reflection on a world scale, reviving the idea of interdependence of humankind in sport and through sport. Unity is formed due to a variety of factors, including a network of communication technologies of financial, political and cultural interdependencies, new cultural forms of interaction that give impetus to sports interactions, forming a single global market for goods, services, behavioral standards, models of sociality, formation of modern values achieving sports success. Problem of globalization in sports is associated with Eurocentric's, based on formation of European values of sports, sports culture and sports success, and in general sports management. **The object of the research** is sports management as a condition for the development of sports culture in the context of globalization 4.0. The objectives of the research are to analyze new trends in the global mankind development that influence sports development and culture, contribute to self-fulfillment of a person from the physical and spiritual side as a priority of creative person. **Methods** - analysis and synthesis, abstraction, cross-cultural analysis, logical and historical, comparative analysis contribute the penetration into complex phenomena and processes of modern reality associated with sports in context of globalization. **Results.** Globalization is changing usual way people in sports, along with many advantages, has number of negative, painful problems associated with overt commercialization. Globalization has entered single microsystem structure as a process of integration and economic (sports) exchange; global artifacts are present in sports management, to extent that sport is institutionalized on the scale of global sports communities. The form of sports globalization refers to specific way that structuring problems of sports take place and their transfer to the globalization level of (regional) problem solving, that is, global and local integration takes place. **Conclusion.** Globalization means increase in available methods of organizing sport events, which requires formation of sports concept management - transnational, international, interregional, macro-rational, regional municipal, local organizations require improvement of sports management. This ladder of administrative levels is cut through the functional networks of corporations, international organizations and non-governmental organizations, as well as number of professional international organizations. Internationalization of sports is being determined by globalization.

Keywords: concept of sports management, globalization 4.0, commercialization of sports, human self-improvement.

Introduction

The relevance of the research is that in modern conditions globalization 4.0 acts as the main trend in the development of the modern world; this was noted by the Davos Forum in 2019. All spheres of society, the state and the person acquire development from politics, economics to sports and gender equality.

The problem of research - globalization in sport - is the transformation of sport into a global phenomenon, universal in nature, which has a significant impact on all aspects of society. Therefore, the scope of the dispute and sports culture act as an object of scientific research. Sport stimulates and forms a social and cultural reflection on a world scale, reviving the idea of the interdependence of humankind in sport and through sport. Unity is formed due to a variety of factors, including a network of communication technologies of financial, political and cultural interdependencies, new cultural forms of interaction that give impetus to sports interactions, forming a single global market for goods, services, behavioral standards, models of sociality, formation of modern values for achieving sports success. The problem of globalization in sports is associated with Eurocentric's, which is based on the formation of European values of sports, sports culture and sports success [1]. **The objectives of the research** are to analyze new trends in the global development of

mankind that influence the development of sports and sports culture, contribute to the self-fulfillment of a person from the physical and spiritual side as a priority of a creative person.

Methods - analysis and synthesis, abstraction, cross-cultural analysis, logical and historical, comparative analysis contribute to the penetration into complex phenomena and processes of modern reality associated with sports in the context of globalization.

Results. Globalization is changing the usual way people in sports, along with many advantages, has a number of negative, painful problems associated with overt commercialization. Globalization has entered a single microsystem structure as a process of integration and economic (sports) exchange; global artifacts are present in sports management, to the extent that sport is institutionalized on the scale of global sports communities. The form of sports globalization refers to a specific way in which the structuring of the problems of sports takes place and their transfer to the level of localization of (regional) problem solving, that is, a global and local integration takes place [2].

In modern conditions, globalization of innovations, migration processes, science and education, political institutions, culture and sports is taking place. Interest in globalization in sport is due to two reasons: the existence of professional championships in a large

number of countries and the importance of international movement of players. Globalization in sport is the transformation of sport into a phenomenon of a global, universal nature, which has a significant impact on all aspects of society. With regard to sports, some scientists have identified analytical differences between five different “landscapes” [1,2] of globalization, each of which covers the movement of a separate entity: materials - in “techno-landscapes”, money - in financial ones; images and information in “media landscapes”, ideas in “ideological landscapes” and people in “ethno landscapes” [3].

Globalization in sport contributes to the awareness of the interdependence of the world as a whole. The globalization of migration processes is leading to a growing number of refugees, large-scale illegal migration, various forms of movement of people, and an increased demand for highly skilled labor. All this leads to the fact that globalism is forming as a type of consciousness on a planetary scale that arises in the process of globalization. It is enough to point out that this concept refers to a growing network of interdependencies in the political, economic, cultural and social spheres, and all this binds people together - for better or for worse [17].

The process of globalization arose long ago, and it takes place in different ways in different parts of the globe. The spread of leisure forms, sports traditions and practices, such as the Olympic Games, from one part of the world to another, is an example of

these processes in action [3, 4]. Representatives of globalization model some image of the future and, accordingly, strive to pre-build society. Globalization puts social transformation into the framework of the spatial organization of social relations and trade-offs, which are characterized by their prevalence, intensity, speed and influence [18].

Globalization 4.0 in sports today also represents a qualitative characteristic of the sports world, which reveals a movement towards integration and integrity, manifested in all dimensions of being and human consciousness, means the formation of a community of social, economic, political, legal, sports relations. In different parts of the world, people react differently to global changes: globalization can not only unite, but also divide people. - And even through sport. All the above processes show that globalization is becoming the main paradigm of sports development [5; 6].

Today, in the context of globalization, sports culture is an integral part of global culture, and the concept of “big sport” has become a legitimate part of big politics. Sports culture in the modern world plays the role of an influential force capable of both consolidating and separating large groups of people. In the post-industrial era, sports culture in the mass consciousness of people began to increasingly express the social and cultural solidarity of peoples. It is sports culture that becomes an important element of the general culture and one of the most widespread activities in developed

countries; they are constantly engaged in it from time to time, elderly people, people with disabilities, children, young people and adults [19].

Sports culture is directly related to the economic prosperity of countries, to the extent it is associated with competitiveness, the level of social and labor activity of citizens and the cost of medicine. In sports clubs, schools, in group classes, group differences “melt”, which contribute to social integration. Thanks to the sport contacts are established not only between professional athletes, but also between citizens of different countries. As for the role of professional athletes, they, on the one hand, contribute to the identification of their nation, and on the other, they learn to think in supranational, global categories. As a result of the analysis, we can draw the following conclusions: in the context of globalization, the world of sports cannot do without commercialization, then the question naturally arises: how does globalization and commercialization affect the changing world of a sports personality, does commercialization not harm the development of sports culture and the harmonious development of personality [20].

Commercialization, the laws of the market should be combined with culture and education, be based on the humanistic values of the image of sports life, strive to gain joy from achieving sports success, be brought up on good sports examples and respect for the universal principles of ethics and morality in the world of sports. The sportswear industry serves

as an illustration of how international consumption of cultural goods is linked to globalization processes [7].

Sports shoes have become a universal feature of the consumer culture. Take the Nike brand. This is the result of the joint efforts of the company. Its headquarters is located in Oregon, and contractors are scattered around the world. Nike manufacturers are located in various southeast and Asian countries: Thailand, Singapore, Korea and China. Its designers are trying to provide them. Regional distributors guarantee the sale of goods in accordance with global marketing strategies [21].

Once again, Nike uses media that organizes various sports events or attracts sports stars who advertise their product on television. The meaning is clear: cultures bind, compete, contrast, and conflict with each other in an increasingly interdependent form than before. This mixing and competition of statuses between different cultures on a global scale occurs in five dimensions [8].

Sport is not without reason perceived as an integral part of the world and national cultures, because it includes not only modern entertainment using the latest technological advances, including the media, but also traditional games associated with national ways and customs. Accordingly, one more side of the sport opens: it acts as an important part of the cultural heritage of the peoples of the world and a form of ethno cultural self-identification. Modern sport is not only competition,

records and medals; it is also a serious sector of the economy [9; 10].

The term “sports industry” today means the whole set of activities in the field of professional and amateur sports, physical culture, the Olympic and Paralympic movement, production and consumption of sports goods and services. And globalization is also becoming more and more noticeable here. Moreover, the process of radical transformations in the sports industry is far from complete. Obviously, this rapidly growing area of the economy requires new professional competencies in sports management. It is the poet who is involved in the development of sports should develop new standards for sports education [22].

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Globalization means an increase in the available methods of organizing sports events, which requires the formation of the concept of sports management - transnational, international, interregional, macro national, regional municipal, local, which require management improvement [22].

This ladder of administrative levels is cut through the functional networks of corporations, international organizations and non-governmental organizations, as well as a number of professional international organizations. The internationalization of sports is being determined by globalization. The main thing in the concept of sports management is to tune in to changes, change the way you think, develop a new psychology of success. Other thinking is a different attitude to effort. A way of thinking aimed at growth opens up more opportunities to be yourself, achieve perfection and fully realize your potential [14].

Thus, sports management is a special theory and practice of managing sports and sports organizations in market conditions and globalization conditions; it is one of the sectorial types of management, one of the sectorial areas of management in the market [15].

The object of sports management as an independent spider is a set of physical education and sports organizations of the country, the product of which are physical education and sports services.

The subject of sports management is managerial relations that develop in the process of interaction of the subject and control object within the organizations of physical culture and sports orientation and the interaction of these organizations with the external environment in the process of production and distribution of physical culture and sports services [16].

Conclusions and practical recommendations

1. Formation of the concept of sports culture as a condition for the development of sports management based on all types of management - administrative, personal, reputational, anti-crisis, strategic, sustainable development.

2. Formation of the concept of a creative sports personality, which, thanks to creativity, physical development and sports creativity, achieves great sporting results.

3. Formation of the concept of sports creative thinking, which allows the individual to achieve great results, to fail, to rise and achieve the highest bar.

4. Formation of the concept of sports management - from global to local (regional) - at the level of the country, city, higher education institution.

5. Formation of values of sports management, radical methods and approaches aimed at achieving the psychology of success, and for this purpose to put reasonable goals and results at the forefront.

6. Formation of a creative person as an object and subject of sports management, based on physical and spiritual perfection, unity of body and mind, body and mind, body and intelligence.

7. To promote the formation of a sports infrastructure that would allow the formation of the highest results and did not allow athletes who have high results to go abroad.

8. To form a sporty character, strong heart, willpower and thinking of champions, aimed at winning,

success and achieving high sports results. sports stars, a strategy of sports management based on high sports results.

9. To shape the concept of a healthy sports nation, education of culture in the context of globalization 4.0.

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ФОРМУВАННЯ КОНЦЕПЦІЇ СПОРТИВНОГО МЕНЕДЖМЕНТУ В УМОВАХ ГЛОБАЛІЗАЦІЇ

Анотація.

Актуальність дослідження полягає в тому, що в сучасних умовах глобалізація виступає як основна тенденція розвитку сучасного світу; це відзначено на Давоському форумі в 2019 році. Набувають розвиток всі сфери життєдіяльності суспільства, держави і людини - від політики, економіки - до спорту і гендерної рівності. **Проблема дослідження** - глобалізація в спорті - це перетворення спорту в явище глобального, загальнолюдського характеру, яке має суттєвий вплив на всі сторони життєдіяльності суспільства. Тому сфера спорту і спортивної культури виступають як об'єкт наукового дослідження. Спорт стимулює і формує соціальну та культурну рефлексію світового масштабу, відроджуючи ідею взаємозалежності людства в спорті і через спорт. Єдність формується завдяки безлічі чинників, серед яких мережа комунікаційних технологій, фінансових, політичних і культурних взаємозалежностей, нових культурних форм взаємодії, які дають поштовх спортивним взаємодіям, формуючи єдиний світовий ринок товарів, послуг, поведінкових стандартів, моделей соціальності, модерних цінностей у досягненні спортивного успіху. Проблема глобалізації у спорті пов'язана з європоцентризмом, в основі якого - формування європейських цінностей спорту, спортивної культури та спортивного успіху, а в цілому-спортивного менеджменту. **Об'єкт дослідження** - спортивний менеджмент як умова розвитку спортивної культури в умовах глобалізації 4.0. **Цілі дослідження** - проаналізувати нові тенденції глобального розвитку людства, які впливають на розвиток спорту та спортивної культури, сприяють самовдосконаленню людини фізично та духовно, піднімають пріоритет творчої особистості. **Методи** - аналізу і синтезу, абстрагування, кроскультурного, логічного, історичного, порівняльного аналізу- сприяють проникненню в складні феномени і процеси сучасної дійсності, пов'язані зі спортом в умовах глобалізації. **Результати.** Глобалізація змінює звичайний спосіб людей в спорті, разом з багатьма плюсами має низку негативних, хворобливих проблем, пов'язаних з відвертою комерціалізацією. Глобалізація увійшла в єдину структуру мікросистеми як процес інтеграції і економічного (спортивного) обміну; глобальні артефакти присутні в спортивному менеджменті, оскільки спорт інституціоналізований в масштабах глобальних спортивних спільнот. Під формою спортивної глобалізації мається на увазі конкретний спосіб, в якому відбувається структурування проблем спорту і переведення їх на рівень глокалізації (регіонального) вирішення проблем, тобто відбувається єднання глобального і глокального. **Висновок.** Глобалізація означає збільшення доступних способів організації спортивних заходів, що вимагає формування концепції спортивного менеджменту, - транснаціональних, інтернаціональних, міжрегіональних, макронаціональних, регіональних муніципальних, локальних організацій, які

потребують вдосконалення спортивного менеджменту. Ці сходи адміністративних рівнів розсікають функціональні мережі корпорацій, міжнародних та неурядових організацій, а також ряд професійних міжнародних організацій. Формується інтернаціоналізація спорту, яка детермінується глобалізацією.

Ключові слова: концепція спортивного менеджменту, глобалізація 4.0, комерціалізація спорту, самовдосконалення людини.

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Аннотация.

Актуальность исследования заключается в том, что в современных условиях глобализация выступает как основная тенденция развития современного мира; это отмечено на Давосском форуме в 2019 году. Приобретают развитие все сферы жизнедеятельности общества, государства и человека - от политики, экономики - к спорту и гендерного равенства. **Проблема исследования** - глобализация в спорте - это превращение спорта в явление глобального, общечеловеческого характера, которое оказывает существенное влияние на все стороны жизнедеятельности общества. Поэтому сфера спорта и спортивной культуры выступают как объект научного исследования. Спорт стимулирует и формирует социальную и культурную рефлексию мирового масштаба, возрождая идею взаимозависимости человечества в спорте и через спорт. Единство формируется благодаря множеству факторов, среди которых сеть коммуникационных технологий, финансовых, политических и культурных взаимозависимостей, новых культурных форм взаимодействия, которые дают толчок спортивным взаимодействиям, формируя единый мировой рынок товаров, услуг, поведенческих стандартов, моделей социальности, современных ценностей в достижении спортивного успеха. Проблема глобализации в спорте связана с евроцентризмом, в основе которого - формирование европейских ценностей спорта, спортивной культуры и спортивного успеха, а в целом спортивного менеджмента. **Объект исследования** - спортивный менеджмент как условие развития спортивной культуры в условиях глобализации 4.0. **Цели исследования** - проанализировать новые тенденции глобального развития человечества, которые влияют на развитие спорта и спортивной культуры, способствуют самосовершенствованию человека физически и духовно, поднимают приоритет личности. **Методы** - анализа и синтеза, абстрагирования, кросскультурного, логического, исторического, сравнительного анализа- способствуют проникновению в сложные феномены и процессы современной действительности, связанные со спортом в условиях глобализации. **Результаты.** Глобализация меняет обычный образ людей в спорте, вместе со многими плюсами имеет ряд негативных, болезненных проблем, связанных с откровенной коммерциализацией. Глобализация вошла в единую структуру микросистемы как процесс интеграции и экономического (спортивного) обмена; глобальные артефакты присутствуют в спортивном менеджменте, поскольку спорт институционализирован в масштабах глобальных спортивных сообществ. Под формой спортивной глобализации имеется в виду конкретный способ, в котором происходит структурирование проблем спорта и перевода их на уровень глокализации (регионального) решения проблем, то есть происходит единение глобального и глокального. **Вывод.** Глобализация означает

увеличение доступных способов организации спортивных мероприятий, требует формирования концепции спортивного менеджмента, - транснациональных, международных, межрегиональных, макронациональных, региональных муниципальных, локальных организаций, которые нуждаются в совершенствовании спортивного менеджмента. Эта лестница административных уровней пересекают функциональные сети корпораций, международных и неправительственных организаций, а также ряд профессиональных международных организаций. Формируется интернационализация спорта, которая детерминируется глобализацией.

Ключевые слова: концепция спортивного менеджмента, глобализация 4.0, коммерциализация спорта, самосовершенствования человека.

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