



The Role of Strategic Planning in Increasing Organizational Productivity in Sports Associations

Poster Presentation

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Abstract

Introduction: The aim of this study was to investigate the role of strategic planning in increasing organizational productivity in sports associations in Khorasan Razavi province.

Methods: This research was descriptive-analytical and applied. The sampling method was done through the total number. The statistical population was all the heads and directors of sports associations in Khorasan Razavi province.

Results: Strategic planning has an effect on increasing productivity in sports associations of Khorasan Razavi province, so that according to the results of the table related to Kolmogorov-Smirnov test and significant levels, all of which were above 0.05, it was determined that the data distribution was normal. Also, according to the results of the correlation test table, there was a positive and significant relationship between strategic planning and increasing productivity. Then, according to the results of regression coefficients, it was found that strategic planning ($\beta = 0.71$) had a positive and direct effect on increasing productivity in sports associations in Khorasan Razavi province. Finally, the regression test was analyzed and according to the Fisher test statistics, which was equal to 7.087, so the role of strategic planning in the direct impact on increasing productivity was confirmed.

Conclusion: Strategic planning is an important factor in increasing productivity in an organization. Because it improves performance by influencing other actions. Having proper and effective planning is necessary for the progress of each person and each organization in order to achieve goals and achieve success. Therefore, managers and heads of sports organizations, especially the target community, this research that sports associations in Khorasan Razavi province should pay special attention to having strategic planning at different levels of the organization and always use it to achieve a good level of quality and also increase productivity in their organization. Also, by using effective and efficient strategic planning and applying it at all organizational levels, we will see continuous improvement of quality, development, and progress.

Keywords

Strategic Planning; Organizational Productivity; Sports Associations

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