152 - KNOWLEDGE PRODUCTION IN SPORT MANAGEMENT INFEEVALEUNIVERSITY, NOVO HAMBURGO – RS:A STUDY ON THE TRAJECTORY AND COMPOSITION OF PAPERS.

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INTRODUCTION

The knowledge area of management has been having a significant scientific production in Brazil in the last decades, including all of its fields and their usage in all areas of activity, such as industry, trade and services, a fact which does not happen in the specific field of study that deals with sport management, physical exercise and leisure, in spite of the recent growth.

Feevale University is an institution with 41 years dedicated to Higher Education in the city of Novo Hamburgo, in Rio Grande do Sul, which acquiring the status of University Center, in 1999, consolidated research as a principle to the accomplishment of its mission of "promoting knowledge production, its democratization, and the formation of individuals, contributing to the development of society" (FEEVALE, 2010) and when accredited with the status of university obtained in 2010, it started to invest in research and created many groups, in the various institutes which are part of its institutional organization structure.

In that sense, the study aims to describe the trajectory and composition of knowledge in sport management, starting from the formation of research groups and of Final Papers from undergraduate and specialization courses. It is attempted, specifically, to determine the areas of concentration in management in which the papers were produced, their development through the years and on what undergraduate courses the papers in this field are focused.

SPORT MANAGEMENT AS A FIELD OF STUDY

The area of Sports Administration involves the usage of general concepts and theories of Sport Administration and the different roles it plays in contemporary society. Its study includes multidisciplinary knowledge, and it started to be spread with greater consistency in the last century, from the sixties on, as Pitts and Stotlar (2002) point out, and Miller; Stoldt; Comfort in Hoffman; Harris (2002) in topics about the history of professional training in the area.

Because of the scope sport has in the social context nowadays, besides concepts and theories of Administration, knowledge referring to Economy, Marketing, Legislation and Politics are also involved, in a general way. The specificness of the characteristics sport takes upon itself, according to the social section in which it is inserted – private, public or third party – it leads to the need for a different formation, making the inclusion of the future professional in Physical Education in the sports administration area possible. (BASTOS, 2003)

Thus, it is found then that, in the field of training of professionals to work in this area, actions have been discussed and different universities, faculties, professional institutes have begun to offer, in a significantly growing manner, the "Sports Administration" subject for a public in the areas of physical education and sport.

Sports administration is an activity of support to sport and to Physical Education and is related to the rational and systematic organization and supervision of sports or physical activities in general or of organizations and groups which make this activities happen in an oriented way, either for high level competitions or popular participation (occasional or regular), and leisure and health practices (NOLASCO ET AL., 2006).

According to Miller, Stoldt; Comfort, in Hoffman; Harris (2002), based on the advice of NASPE-NASSM (National Association of Sport and Physical Education - North American Society for Sport Management Joint Task Force), they define sports management as a set of interdisciplinary knowledge which is related to direction, leadership and organization of sport, including behavioral dimensions, ethics, marketing, communication, finances, economy, business in social contexts, legislation and professional training.

The scientific production in the area started to be effective starting from term papers, dissertations and doctoral theses linked to the topic, as well as in Administration, Marketing, Engineering courses. Recent findings were achieved by Moraes et al. (1999) apudBastos (2003), who analyzed the articles published in the Physical Education Magazine from São Paulo, between 1986 and 1997, and verified that from the 155 articles published between 1986 and 1988, 5% were related to the administrative area and, between 1992 and 1997, 1% were; and Paulo et al. (1999) who carried out a survey in the 173 masters dissertations approved in the Master's degree program.

On account of its importance in terms of social development and citizenship, it is perceived that the express relation between sport and management, starts to be a subject for various authors who attempt to distinguish, characterize and define the role sport plays in society and State as a manager of sports actions in the country. Therefore, the definition of an academic structure which guides and organizes knowledge production for its consolidation by means of wide-ranging and deep scientific researches, may be considered as an imperative need for the development of this area.

METHODOLOGY

The study of descriptive quantitative type aimed to examine the scientific production in sport management inFeevaleUniversity – Novo Hamburgo – RS, determining on which fields of administration the papers are focused, their development through the years and on which undergraduate and specialization courses the papers in this area are centered. As an inclusion criterion, only final papers published in the library, from the various undergraduate and specialization courses of the University were used. As a source for data collection, the titles available in the University library collection were used, through a search on the online system for the key words: sport management; sport; and sport administration. Descriptive statistics was used for the handling of data, verifying frequency, percentage and standard deviation.

Analysis and Discussion of data

The results obtained in the study are presented, focusing on the development of the production, the fields of administration in which papers occurred and the frequency of papers in undergraduate and specialization courses from the university.

Table 1 – Evolution in productions on sport management per year

Year	Freq.	%
2000	1	2,70
2004	3	8,11
2005	3	8,11
2006	3	8,11
2007	7	18,92
2008	5	13,51
2009	7	18,92
2010	8	21,62
	37	100,00

Source: Elaborated by the authors(2011)

It is verified on table 1 above, that the first paper developed in the field of sport management occurred in the year 2000, but there was only an effective production from the year 2004 on. It can be also verified that there was an increase and constancy of production in the area from the year 2007 on, considering that the year 2010 is the one that presents a higher number of papers, with 21,62% of the total of papers carried out. The increase in the number of papers and constancy coincide with the composition of the Regional Development Research Group and, its research area in Management and Entrepreneurship, in which research projects approach the area of sport management. As in the studies of Molina Neto et al. (2006) which are about knowledge production considering the complexity of physical education/sport science in Brazil, although not being completely similar to this study, and Moraes et al. (1999) discoveries, who analyzed articles published on the RevistaPaulista de EducaçãoFísica (Physical Education Magazine from São Paulo), the present study showed an increase in publications on the specification of the area, through the years.

Table 2 – Incidence of production in the field of Administration

Field	Freq.	%
Public Administration	2	5,41
Entrepreneurship	5	13,51
Strategy	5	13,51
Legislation	1	2,70
Leadership	1	2,70
Marketing	15	40,54
Management Model	1	2,70
Planning	1	2,70
Production	4	10,81
Quality	1	2,70
Tourism	1	2,70
	37	100,00

Source: Elaborated by the authors (2011)

On Chart 2 above and Chart 1 below, are the areas of administration where there is incidence of Final Papers on Sport Management. There is a significant production in the field of Marketing with 40,54% of the papers done. The areas of Entrepreneurship and Strategy present 13,51% each in the papers developed. The field of Public Administration presents 5,41% of the production. On the other hand, the areas of Tourism, Quality, Planning, Management Models, Leadership and Legislation are the ones which present a lower incidence with only 2,70% of the papers produced. The results obtained in Feevale University, evidenced what was achieved in a study which is similar to this one, proposed by Bastos (2003), who affirms that Sports Marketing is the field with the most occurrences in publications, brought up because of the view given by legislation in the country, "which incentivized the ingress of companies that invest in teams and organizations of sport administration and introducing the main concepts and different approaches of the area" (BASTOS, 2003, p. 4).

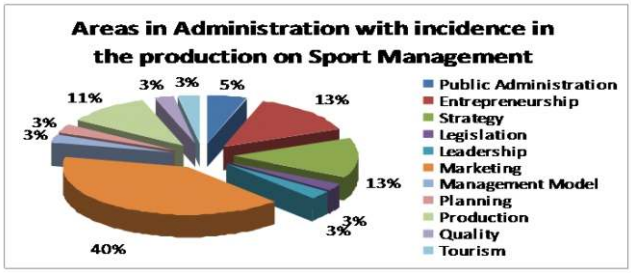

Figure 1 – Chart of the areas in Administration with incidence in the production on Sport Management. Source: Elaborated by the authors (2011)

On chart 2 below, it is shown the incidence of papers per undergraduate course in the University. The higher concentration of papers happened in the Business Administration course, 32,43%, followed by the Physical Education course with 24,32% of the papers. A fact that may be linked to the increase in interest which the subject has been arising through the last decades (MORAES ET AL., 1999; MILLER; STOLDT; COMFORT, 2002; BASTOS, 2003; NOLASCO ET AL., 2006) and the importance gained by sport management.

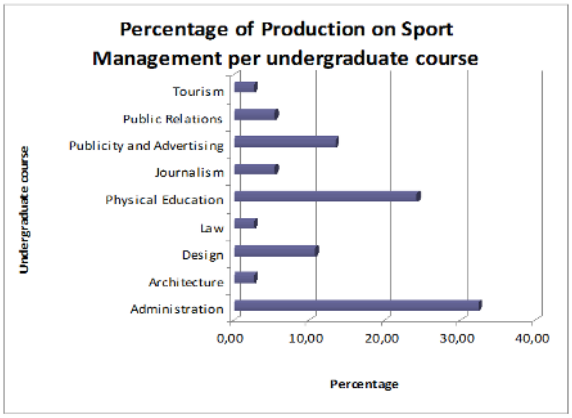

Figure 2 – Chart of the Percentage of Production on Sport Management per undergraduate course Source: Elaborated by the authors (2011)

In that sense, we find support again in the works of Bastos (2003) who evidences an increasing interest regarding the subject.

FINAL CONSIDERATIONS

Without trying to be conclusive, but presenting some ponderings about the subject of sport management, it is verified that there is a relative increase in papers and a significant volume from 2007 on, which coincides with the advance of sport management and, also, with the inclusion of the research area in Feevale University.

The courses whose subject arises the greater interest in students are Administration and Physical Education, precisely because there is an increasing discussion, which is both academic and in the media, about the importance of the subject and also, about the skills and abilities which are necessary for the manager in this field of study.

There is a preference for Marketing as an area of concentration on the papers, followed by Entrepreneurship and Strategy subjects. In addition, it is perceived with the study, that there is an increase of interest in the subject.

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KNOWLEDGE PRODUCTION IN SPORT MANAGEMENT IN FEEVALE UNIVERSITY, NOVO HAMBURGO – RS: A STUDY ON THE TRAJECTORY AND COMPOSITION OF PAPERS.

ABSTRACT

The aim of the study was to describe the trajectory and composition of knowledge in sport management, starting from the constitution of research groups and Final Papers in Undergraduate and Specialization courses, in Feevale University, in Novo Hamburgo - RS. It is attempted, specifically, to determine the fields of concentration of management on which the papers were produced, their development through the years and on what undergraduate courses papers on this field are concentrated. The knowledge area of management has been having a significant scientific production in Brazil in the last decades, a fact which does not happen with the specific field of study that deals with sport management, physical exercise and leisure, in spite of the recent growth. The study is of a descriptive type. As a source for data collection the titles available in the collection of University Feevale library were selected by consulting the online system, using the key words: sport management; sport; and sport administration. Descriptive statistics was used for the handling of data, verifying frequency, percentage and standard deviation. The results pointed that the papers had an increase and constancy of production in the field of study from 2007 on, considering that the year

2010 is the one which shows a higher number of papers, with 21,62% of the total papers carried out; there is a significant production in the field of Marketing with 40,54% of the papers done; and the greater concentration of papers happened in the Business Administration course, 32,43%, followed by the Physical Education course with 24,32% of the papers. Therefore, one concludes that there is a relative increase in papers and a significant volume from 2007 on, which coincides with the advance in Sport Management and, also, with the inclusion of the research area in Feevale University.

KEY WORDS: Knowledge production, Sport management, Administration

LA PRODUCTION DE CONNAISSANCES EN GESTION DU SPORT AU FEEVALE UNIVERSITÉ, NOVO HAMBURGO - RS: UNE ÉTUDE SUR LA TRAJECTOIRE ET LA COMPOSITION DES PAPIERS

RÉSUMÉ

Le but de cetteétude était de décrirela trajectoireet la composition desconnaissancesen gestion du sport, à partir de la constitution degroupes de recherche etles documents finauxà des coursde premier cycleet de spécialisation,dansFeevaleUniversité, à Novo Hamburgo- RS. Il esttenté, plus précisément, de déterminerles domaines de laconcentration de la gestionà laquelle les documentsont été produits,leur développementà travers les annéeset surles papierscours de premier cycledans ce domaine sontconcentrées.La zoneconnaissance de la gestiona étéd'avoirune productionscientifique importanteau Brésildans les dernières décennies, un fait quine se produit pasavec le champd'étude spécifiquequi traite de lagestion du sport, l'exercice physique et de loisirs,en dépit de larécente croissance. L'étudeest d'un typedescriptif.En tant que sourcede collecte de donnéesdes titresdisponibles dans la collectionde l'UniversitéFeevalebibliothèque ont étésélectionnéspar la consultation dusystème en ligne,en utilisant les motsclés: gestion du sport, le sport, et l'administrationdu sport.Les statistiques descriptivesa été utiliséepour la manipulation desdonnées,la vérification dela déviation de fréquence, le pourcentage et la norme. Les résultats montrentque les papiersont eu une augmentationde la productionet la constancedans lechamp d'étudeà partir de 2007, considérant que l'année2010 estcelle qui montreun nombre plus élevéde documents, avec 21,62% du total descommunicationseffectuées;il ya uneproduction importantedans le domaine dumarketing avec40,54% des papiersfait, et la plus grande concentrationde papiersqui s'est passédans le coursen administration des affaires, 32,43%, suivi par le coursd'éducation physiqueavec24,32% des les journaux.Par conséquent, onconclut qu'il yaune augmentation relative depapiers etun volume importantà partir de 2007, qui coïncide avec l'avanceen gestion du sportet,aussi, avec l'inclusion de la zonede recherche dansFeevaleUniversité.

MOTS CLÉS: La production de connaissances, la gestion du sport, de l Administration.

PRODUCCIÓN DEL CONOCIMIENTO EN LA GESTIÓN DEPORTIVA EN LA UNIVERSIDAD DE FEEVALE, NOVO HAMBURGO - RS: UN ESTUDIO SOBRE LA TRAYECTORIA Y LA COMPOSICIÓN DE DOCUMENTOS

RESUMEN

El objetivo de los estudio fue describir la trayectoria y la composición de los conocimientos en la gestión deportiva, a partir de la constitución de grupos de investigación y de Trabajos Finales en los cursos de pregrado y especialización, en Feevale Universidad, en Novo Hamburgo - RS. Se trató, en concreto, para determinar los campos de concentración de la gestión en el que los documentos fueron producidos, su desarrollo a través de los años y sobre la documentación cursos de licenciatura en este campo se concentran. El área de conocimiento de la gestión ha tenido una importante producción científica en Brasil en las últimas décadas, un hecho que no sucede con el campo específico de estudio que se ocupa de la gestión del deporte, el ejercicio físico y ocio, a pesar del crecimiento reciente. El estudio es de tipo descriptivo. Como fuente de recopilación de datos de los títulos disponibles en la colección de la biblioteca de la Universidad Feevale fueron seleccionados por la consulta del sistema en línea, utilizando las palabras clave: gestión del deporte, el deporte y administración deportiva. Se utilizó estadística descriptiva para el tratamiento de los datos, la verificación de la desviación de frecuencia, porcentaje y estándar. Los resultados indican que los trabajos tuvieron un aumento de la producción y la constancia en el campo de estudio a partir de 2007, teniendo en cuenta que para el año 2010 es el que muestra un mayor número de publicaciones, con un 21,62% del total de los trabajos realizados; hay una producción significativa en el campo del Marketing, con 40,54% de los trabajos por hacer, y la mayor concentración de trabajos que pasó en el curso de Administración de Empresas, 32,43%, seguido por el curso de Educación Física con el 24,32% de los papeles. Por lo tanto, se concluye que hay un aumento relativo de los papeles y un volumen significativo a partir de 2007, que coincide con el avance de la gestión deportiva y, también, con la inclusión del área de investigación en la Universidad de Feevale.

PALABRAS CLAVE: la producción del conocimiento, la gestión del deporte, la Administración

A PRODUÇÃO DO CONHECIMENTO EM GESTÃO DO ESPORTE NA UNIVERSIDADE FEEVALE, NOVO HAMBURGO – RS:UM ESTUDO DA TRAJETÓRIA E CONSTITUIÇÃO DOS TRABALHOS.

RESUMO

O objetivo do estudo foi descrever a trajetória e a constituição do conhecimento em gestão do esporte, a partir da constituição dos grupos de pesquisa e dos Trabalhos de Conclusão de Curso, da graduação e da especialização, na Universidade Feevale, de Novo Hamburgo - RS. Especificamente busca-se determinar as áreas de concentração da gestão em que foram produzidos os trabalhos, o desenvolvimento desses trabalhos ao longo dos anos e em que cursos de graduação concentram-se os trabalhos nessa área.A área do conhecimento em gestão tem uma significativa produção científica no Brasil nas últimas décadas, fato que não acontece com a área específica que trata da gestão do esporte, do exercício físico e do lazer, embora o crescimento recente.O estudo de cunho descritivo Como fonte de coleta de dados foi selecionado os títulos disponíveis no acervo da biblioteca da Universidade, através de consulta pelo sistema online, pelas palavras chave: gestão do esporte; esporte; e administração do esporte. Para tratamento dos dados utilizou-se a estatística descritiva verificando frequência, percentual e desvio-padrão. Os resultados apontaram que os trabalhos tiveram um aumento e uma constância de produção na área a partir do ano de 2007, sendo que o ano de 2010 é o que apresenta um maior número de trabalhos, com 21,62% do total de trabalhos realizados; há uma significativa produção na área de Marketing com 40,54% dos trabalhos realizados; e a maior concentração de trabalhos deu-se no curso de Administração de Empresas, 32,43%, seguido pelo curso de Educação Física com 24,32% dos trabalhos. Conclui-se então, que há um relativo crescimento dos trabalhos e um volume significativo a partir de 2007, o que coincide com o avanço da Gestão do Esporte e, também, com a inclusão de linha de pesquisa na Universidade.

PALAVRAS CHAVE: Produção do Conhecimento. Gestão do Esporte; Administração