

Performance assessment of athletic directors of governmental universities in Iran by using 360-degree feedback method

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Abstract:

Objective: The purpose of this study was to evaluate the performance of the managers of physical education at government-run universities using a 360-degree feedback method. It is a field research in terms of the data collection procedure. It is regarded as a descriptive study in the field of social science research. And finally, it is descriptive-comparative in its approach to tackling the research problem. Based on the model used in this research work, the target population is the managers of the physical education, the senior managers and all the people who work under their supervision, and the students playing for the selected teams in universities.

Methodology: The instruments for data gathering was a 360-degree feedback evaluation which construct and face validity was evaluated by some of the professors and physical education managers and its reliability was measured 0.94 using Cronbach's alpha test. For data analysis, SPSS 19 was used.

Statistical Result: These results show that there was a significant difference ($P < 0.05$) in the evaluation of managers by the lower-level evaluation groups. However, there was no significant difference in the valuation of the upper-level managers. The results indicate that the understanding of the managers of the physical education and their seniors' understanding of the qualifications of the managers compared with that of the lower-level evaluators was not realistic.

Discussion: Therefore, in order to rectify this misunderstanding, managers must be provided with training courses and continual feedback in order to improve their managerial skills.

Keywords: performance evaluation, 360-degree feedback method, physical education in government- run universities in the country, managers of physical education.