

LOCAL AND GLOBAL INTERACTION OF SPORTS ORGANIZATION WITHIN SOCIETY

Abstract

Subject of this work is sports organization that exists within society and is in interaction with society at local and global level. The problem of this work is visualization of local and global interaction existence of sports organization within society and with the aim of recognizing general rules that sports organization has to follow so it would successfully affect society and its regulations. We offered 3 models of correlations that each, from its own aspect, observes sports organization and society: 1. Structural network, 2. Hierarchy positioning, 3. Actual relations. Results of the research demonstrated: if sports organization wants to be optimally functional it has to consist of three segments: management/logistics, sports machinery (players) and expert assistance (maintenance).

Key words: organization, sport, management, society
