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MODERN CONCEPTS OF MODERN SPORTS MANAGEMENT

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Abstract. *The author analyzes the definitions of the essence of sports management, which consists of targeted impact of the control subject on the control object in order to ensure the effective functioning of the object, improve its initial state and bring it to the desired. Its principles, functions and concepts are investigated. The problems of the current state of the sports sector and ways to improve it are identified. It is also found that the greatest success in the field of training highly qualified workers in the field of sports management was achieved by the United Kingdom, France, Switzerland and Germany.*

Key words: *sports, physical culture, management, management, sports management, concepts, marketing, viral management.*

Today, sports and physical culture is an actual direction of development of society both in material and spiritual aspect. Not only does sport perform a social function, it is a significant source of profit. Nowadays, Ukrainian sport and physical culture are on the verge of change, dictated by the world community. The Ukrainian sports industry is not quite ready for these changes at this time. First of all, this is reflected in insufficient funding in this area, outdated material and technical facilities, lack of an effective legislative and regulatory system of taxation, benefits, sponsorship and patronage, as well as the right to broadcast television and more. Therefore, it is im-

portant to ensure the development of the sports sector in the context of strengthening the management of sports management. The purpose of the work is to study the process of becoming and developing sports management, as well as to develop effective elements for adapting it in Ukraine in accordance with current international trends. According to the purpose, the following tasks were set: study of the nature and role of sports management; to analyze the tendencies of management development in the field of sports; to distinguish modern concepts of sports management.

The article deals with the process of formation and development of sports and

physical culture management. It is established that the history of sports management dates back more than a century. The first to apply management in this area were the ancient Romans, who owned and disposed of gladiators, as well as Chinese yakuza agents who arranged fights between the best fighters. The United Kingdom, France, Switzerland and Germany have also found that the greatest success in the training of highly skilled sports management professionals

has been achieved. The definition of the essence of sports management was analyzed, which is the purposeful influence of the management entity on the management object in order to ensure the effective functioning of the object, improve its initial state and bring it to the desired. Its principles, functions and concepts are explored. The problems of the current state of the sports field and ways to improve it have been identified.

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