

# The importance of values and leadership in shaping the pro-social behavior of future sports organization leaders

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## Abstract

**Objective of the study** was to determine the nature, extent, and hierarchy of leadership abilities and life priorities of future leaders in sports-oriented organizations is a crucial aspect in fostering their pro-social engagement.

**Methods and structure of the study.** The research was carried out at the Institute of Physical Culture, Sports, and Health at Moscow State University, focusing on graduate students. The methods employed included the «Morphological Test of Life Values» (V.F. Sopov, 2001), the «Diagnosis of Leadership Abilities» (R.V. Nемов, 2001), the «Self-Assessment of Leadership Style» (T.V. Bendas, 2006), and the methodology for the study of prosocial behavior (D.V. Sochivko, 2019).

**Results and conclusions.** It was discovered that the more pronounced the leadership traits among students at the Institute of Physical Culture, Sports, and Health, the more likely they are to exhibit empathy and altruism as forms of pro-social behavior. Conversely, the less they value material security, the more likely they are to display narcissism and social anxiety as forms of pro-social behavior. Additionally, the higher the students' self-perception of their leadership abilities in a business context, the more likely they are to engage in manipulative behavior as a form of social interaction.

**Keywords:** professional training of future managers of sports-oriented organizations, prosocial behavior, leadership, value orientations.

**Introduction.** Modern young people form the foundation of the future of Russia, they determine the vector of development, the quality of life of the population and lead the country, developing it and implementing innovative solutions and projects. This issue is of particular importance in relation to the management of the development of physical education and sports organizations and organizations of general sports or educational focus. Specialists in professional sports activities, both individually and in group interaction, transmit values that are significant for society - the value of sports, a healthy lifestyle, striving for success, team spirit, achieving results, etc. This is impossible without developed leadership qualities. It follows that today the state needs strong and spiritually developed leaders who can lead. The strategic priority of the state youth policy is to create conditions for the development of a harmonious personality. It is important to support the prosocial activity of students through the factors of life values and the development of leadership qualities, especially among future lead-

ers of physical education and sports organizations, forming the values of unity, a healthy lifestyle and career achievements of students. Leaders solve not only organizational problems, but also social ones in the context of how youth is educated in sports, where responsibility, leadership qualities, willpower and the ability to work, especially in a team, are formed. Leadership is a characteristic feature of a person in the ability to influence people individually and society as a whole, directing their efforts and interest to achieve the goals of the group, believed J. Maxwell [4]. A leader is a person who plays a key role in managing, controlling and changing the activities of group members to achieve common goals. The basis of leadership in the domestic understanding is the process of interaction that occurs between the leader, who is the most influential member of the group, and the rest of the group members who do not have such a status [7]. The leader demonstrates a model of behavior, therefore the most important area of training and education of the generation is the development of prosocial ac-



tivity. Prosocial behavior is a type of social voluntary behavior designed to benefit society. Leading a person seems to be a rather labor-intensive and stressful process, directing followers to implement socially useful goals, therefore it is important for a leader to form a value-semantic professional self-concept [5]. The domestic scientist B.P. Tugarikov approached the understanding of values from the side of benefit. He understands values as those phenomena that bring benefit to the individual and contribute to the satisfaction of needs [8].

**Objective of the study** was to determine the nature, extent, and hierarchy of leadership abilities and life priorities of future leaders in sports-oriented organizations is a crucial aspect in fostering their prosocial engagement.

**Methods and structure of the study.** The research was conducted at the Moscow Pedagogical State University, Institute of Physical Culture, Sports and Health, among master's students. Research methods: «Morphological test of life values» (V.F. Sopov, 2001), «Diagnostics of leadership abilities» (R.V. Nemov, 2001), «Self-assessment of leadership style» (T.V. Bendas, 2006), methodology for studying prosocial behavior (D.V. Sochivko, 2019).

**Results of the study and discussion.** As a result of the study of value orientations of future managers of sports-oriented organizations, we found that the priority position is occupied by the values of family (Note. M is the average value) ( $M = 4,33$ ), health ( $M = 4,29$ ) and career ( $M = 4,26$ ), fame ( $M = 4,20$ ), material security ( $M = 3,8$ ). As for prosocial behavior, we determined that master's students have a high level of empathy ( $M = 13,2$ ), altruism ( $M = 11,8$ ) and narcissism ( $M = 10,4$ ). It was revealed that students have an average expression of leadership qualities ( $M = 29,5$ ), and the priority for them is the socio-emotional leadership style ( $M = 4,2$ ). This means that students are focused on human relations even in the production process and are quite capable of taking leadership positions and demonstrating to others their moral values of health, family and career aspirations. Future leaders of sports organizations are open, ready to help and show empathy to others, but at the same time tend to focus on their own personality. Using correlation, the following relationships were determined: the higher the degree of expression of leadership qualities of the subjects, the higher the tendency to empathy (Note:  $p$ -level of significance) ( $p=0,624$ ) and altruism ( $p=0,581$ ); the lower the subjects assess the value of material security, the higher their tendency to narcissism ( $p=0,608$ ) and social anxiety ( $p=0,541$ );

the higher the students assess their leadership abilities in a business leadership style, the higher the tendency to manipulateness ( $p=0,617$ ). Future leaders can convey these value orientations in the process of interaction with colleagues, clients of different age groups.

**Conclusions.** The study has proven the relationship between the level of development of leadership skills, life values and features of prosocial behavior of future leaders of sports-oriented organizations. This means that future leaders will be able to take responsibility, correctly prioritize the planning of tasks of sports-oriented organizations, correctly convey the essence and values that are most significant for sports activities in working with children and adults to the team of coaches. The results of the study can be useful for teachers in preparing students, specialists in the field of physical education, sports and health, as well as employees of the psychological and pedagogical service of educational and sports organizations.

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