

COOPETITION AND PERFORMANCES : THE CASE OF FRENCH PROFESSIONAL FOOTBALL

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INTRODUCTION

The coopétition is a serious alternative to the two main paradigms of the strategic management that are competition and cooperation. In sight of the existing literature on the new forms of rivalry and cooperation we can study the eventuality offered to the firms to cooperate and to compete simultaneously. However, this recent paradox requires to be tested on various sectors. We suggest analyzing the existence of this type of behaviour within the French professional football.

METHODS

We worked on a factorial analysis based on the sports and economic variables of organizations having to the French championships named “Ligue 1” and “Ligue 2” during the season 2005-2006. We used factor analysis, including both principal component analysis and factor analysis. This multivariate method used to analyze interrelationships among a large number of variables and explain these variables in terms of their common underlying dimensions (factors). In effect, factor analysis makes it possible to analyze the structure of the correlations between the variables (characterizing the clubs). We also use to obtain a reduction of the data and to define the latent variables characterizing the clubs.

RESULTS

First, we underscored the existence of coopetitive behaviour within the sector, by observing that certain clubs mix up simultaneously strategies of cooperation and competition. This report brings us to underline the importance of clubs leaders’ presence crucial resources as broadcasting rights. Then, we linked up the existence of a relationship between the coopetitive behaviour of some clubs concerning players’ movements and links between their budget and their results on the field or their financial performance. In other words we showed that coopetitive strategies exist in French club in 2005-2006. However, we haven’t show yet if coopetition influences positively performances.

DISCUSSION

We show the existence of coopetitive strategies in the French professional football.

However our analysis bases itself only one season and one country.

It thus seems to us interesting to prolong later our study in the five biggest championship European over a longer period (5 seasons) by mobilizing for example the models of regression PLS.

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