

Business Excellence of Tehran Football Clubs in Premier League of Iran from Perspective of Administrators and Employees (Base of EFQM Model)

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Abstract

The aim of this study is the investigation of the model of business excellence of Tehran football clubs in the Premier League of Iran (based on EFQM model).

This study is a descriptive- analytic one and it has been done by means of a fieldwork. For determining the business excellence in football clubs, 102 manager and employees evaluated their clubs in the year 2006-2007.

Data was collected by a questionnaire with 50 questions of business excellence based on EFQM model which consists of two parts named enablers and result.

The reliability of the business excellence questionnaire which was used in this study $\alpha=0.967$.

In the case of business excellence of football clubs was investigated by EFQM model, clubs were ranked on the basis of business excellence as follows:

- 1) Saypa club was scored 567.45 point
- 2) Saba Battery club was scored 533.46 point
- 3) Peykan club was scored 487.34 point
- 4) Rah Ahan club was scored 407.98 point
- 5) Piruzi club was scored 372.33 point
- 6) Esteghlal club was scored 324 point

In the case of the differences between the manager and employees viewpoints based on the degree of business excellence in football clubs, results showed that there is no significant difference between the manager and employees viewpoints ($p=0.522$). Findings of the result and enablers, showed that there is no significant differences between the manager and employees viewpoints ($p=0.559$).

But in the case of the relationship between result and enablers, findings revealed that there is significant relationship between result and enablers ($r=0.870$, $p=0.01$).

The implications of these findings are discussed in terms of business excellence based on EFQM model and management of sport-related services in the area of the study.

The paper also discusses methodological and theoretical considerations and implications.