

The Gap between the Sport and Enabling of Value- Swedish Football Clubs and the Creation of Value

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Abstract

Sport as a business is about creating value. The aim with this research is to demonstrate the significance of the network and the brand as functions in value actualization, based on the service-dominant logic [1], contextualized in the sport sector.

According to recent research, service is not a distinct to goods, it is about actualization of value through the value proposition of suppliers [1, 2, 3]. According to this view, value is actualized in the usage and consumption process and is an outcome of co-creation between suppliers and customers. The usage process is generally explained by the interaction between customers and suppliers also labeled as co-creation. The customers are viewed as co-creators of value [4, 5] However, by delimiting the understanding of usage process to study co-creation by customers it is a risk to act 'customer centric' and neglect several aspects of how value is created. In particular, two aspects have been deemed as crucial in order to understand the usage process and thereby part of the value outcome: the network and the brand [6].

The suggestion with this research is, to enable value there is a need for a link between the brand, the value proposition, and the network, a factor in delivering value. Semi-structured interviews and a survey were conducted among 17 top Swedish football clubs in order to investigate the role of the brand and the network of actors that supports the process of value creation.

Analysis of collected data indicates that there is a lack of understanding in the role of being an actor in enabling usage, a prerequisite for value. The football organizations are, according to theory, responsible for creating value by offering a competitive value proposition. They are also having a crucial part in enabling relationships through networks as a condition for value actualization [6]. However, the results indicate that football clubs are rather focusing on internal improvement and static measurable results for the teams. This moreover implies that Swedish football clubs are lacking in providing the value proposition and endorsing factors for usage. It is thereby a gap in the creation of value in the market.

References

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