

HOW CAN MAJOR FOOTBALL TOURNAMENTS INFLUENCE THE VALUE OF FOOTBALL PLAYERS: EXAMPLE OF THE 2012 UEFA EUROPEAN FOOTBALL CHAMPIONSHIP

ZSOLT HAVRAN, ZOLTÁN JANDÓ
Corvinus University of Budapest, Department of
Business Economics
Zsolt.Havran@uni-corvinus.hu,
Zoltan.Jando@uni-corvinus.hu

Abstract keywords

Sport management, player transfers, sport human resources, sportsman value

Aim of abstract/paper - research question

The study investigates how a large international tournament (as a global sporting event) affects the value and transfer fee of football players. We show empirical evidences based on the 2012 UEFA European Football Championship. We focus on participants of the tournament from the professional football clubs' point of view.

Theoretical background

The potential injuries and insurance fees of professional football players participating in an international event are always sensitive issues between the clubs and football federations in concern. Football players are their clubs' assets, limited resources of sport companies. We describe the literature of human resources management in sport and operations of football players' transfers. The paper summarizes the specialties of football players' market. Our aim is to present all factors which influence the (realized and not realized) value of football players in sport business.

Methodology, research design and data analysis

The research examines the changes of values of all football players who participate in the 2012 UEFA European Football Championship in Ukraine and Poland. Our hypothesis was the following: on one hand professional football clubs suffer losses because of injured players, but on the other hand they also gain some profit as the value of their successful football players increases. The research analysed the realized transfers on the market in players and the not realized appreciation in players' value with compare the value of football players before and after the tournament. The research used datas of the reliable statistical transfermarkt.de and we followed realized transfers on uefa.com. We used SPSS for analysing the data. To understand and describe the operations of football players' transfers we made interview with sport management agencies.

Results

The research reveals the positive effect of big tournaments for football players' value which means an added value for professional sport clubs. We show these changes of value from the perspective of football teams and the UEFA.

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