

PROFITABILITY ON THE FOOTBALL TRANSFER MARKET IN CENTRAL AND EASTERN EUROPE

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Synopsis:

The aim of the paper is to interpret and examine the export-efficiency of Central Eastern European (CEE) region professional football clubs on the international players' market. The research investigates correlations between sport success and transfer revenues and compares the region as one unit to German and Russian football leagues.

Abstract:

AIM OF ABSTRACT/PAPER - RESEARCH QUESTION

The aim of the paper is to interpret and examine the export-efficiency of Central Eastern European (CEE) region professional football clubs on the international players' market. Some clubs of concerned countries realise higher and higher revenues from transfer activity which can be interpreted as export of football clubs. The research investigates correlations between sport success and transfer revenues and compares the region as one unit to German and Russian football leagues. CEE region means nine countries: Bulgaria, Croatia, the Czech Republic, Hungary, Poland, Romania, Serbia, Slovakia and Slovenia. Common characteristics of them are the followings: post-socialistic history (similar tradition, economy, culture, external environment) and EU membership or candidate members of the EU (Serbia).

THEORETICAL BACKGROUND

We describe the literature of human resources management in sport, the globalization of sport and operations of football players' transfers. The research describes the relevant parts of published studies about sport success and financial results of leagues and clubs of examined region. The paper defines export and competitiveness in international football. The research fills a gap in the literature because have not got any paper with focus on the football of CEE-region.

METHODOLOGY, RESEARCH DESIGN AND DATA ANALYSIS

We analysed the realized transfers on the market of players in CEE-region, Germany and Russia. The research used data of the reliable statistical transfermarkt.de and uefa.com. We collected data about transfers (number of transfers, amount of revenues, expenditures, profit/loss) by leagues and clubs from 2009/2010 to 2014/2015. Finally we compare the sport success (number of clubs in TOP100 of UEFA-ranking, number of clubs in group stage of international championships etc.) and transfer balances of CEE region football clubs to German and Russian teams.

RESULTS

We collected all the relevant information even though there is not much information of this region available in the literature. CEE clubs realize nearly 100 M EUR profit annually on transfer market, but there are huge differences between countries and clubs. Championships are also divided: those clubs participating in international tournaments have a powerful advantage compared to the other clubs. Sport success of German and Russian leagues are significantly better but transfer balance of these leagues are very negative. Some clubs of CEE region can realize huge profit on transfer market but they have to sell their best players so they always lose the chance of the outstanding international sport success.

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