



BASIC STRUCTURAL CHARACTERISTICS OF PROFESSIONAL SPORT ORGANIZATIONS: THE IMPLICATIONS OF PROFESSIONALIZATION AND COMMERCIALIZATION ON SPANISH ELITE FOOTBALL CLUBS

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ABSTRACT

The structure of an association alludes to the division of work and coordination of various undertakings (separation also, incorporation) amid a progressing procedure of adjustment to an indeterminate and always showing signs of change condition (Miles, Snow et al. 1978). The primary errand of a football club is to outline and build up a focused group, which should take an interest in official rivalries and to accomplish the brandishing triumphs expected by the individuals and enthusiasts of the club. In any case, today donning achievement is not by any means the only approach to quantify a football club's execution (Van Uden 2005), nor are fans the main gathering with desires depending on the club's execution (Bricklayer 1999). Today, football clubs are tested to be powerful in their execution and efficient in the utilization of assets. The size of their operations requests for a defense of their associations, also, the income era openings that exists today in the games area interest for business and advertising methodologies to misuse them. These two difficulties allude to the procedures of professionalization and commercialization of games.

KEYWORDS: Basic Structural Characteristics, Commercialization, Professionalization.

INTRODUCTION:

The point of this article is to comprehend the basic ramifications of these procedures on Spanish world class football clubs. In spite of the fact that they have changed the universe of games, some game associations have encountered them more seriously than others, particularly those managing abnormal state proficient players and those with a solid relationship to the media. Both being the situation of Spanish first class proficient football clubs.

We have examined their essential auxiliary qualities by concentrating on the division of assignments and obligations they have created inside the setting of professionalization and commercialization of games. The inquiries emerging are: what useful regions do these associations consider significant? By what means can the advancement of these important zones be described? Do these territories react to a change of the associations to its condition? Assuming this is the case, is this change a



response to the effect of the procedures of professionalization and commercialization over first class proficient football clubs?

METHODS-

Keeping in mind the end goal to see the advancement, a longitudinal investigation was embraced with information identified with auxiliary attributes of tip top football clubs in Spain. We investigated separation designs (Lawrence and Lorsch 1967; Blau 1970; Dalton, Lawrence et al. 1970) among football clubs that had taken an interest in at slightest 60% of the periods of the first division of the national title from 1996 until 2006, utilizing information assembled through auxiliary wellsprings of (data gave yearly by clubs identified with their authoritative graph).

The period under investigation considers the ten seasons in the vicinity of 1996 and 2006. Beginning in 1996, only a couple of a great many the vast majority of the clubs had been changed into joint stock game organizations and the basic changes required in the new game enactment had been as of now executed. A few different changes influencing world class football clubs additionally occurred amid these years, similar to the expansion in communicating contracts, in players' exchange charges, and in club incomes. The decade under investigation subsequently incorporate changes both related to professionalization and commercialization of games.

The first comes about demonstrate that the fundamental subsystems separated in first class football clubs are: brandish, correspondence, outside relations, business action, finance, promoting, foundation, legitimate issues, and get-togethers. Be that as it may, not each club recognizes every one of them; they may even not separate any of them. All things considered, the longitudinal investigation of the ten seasons demonstrates a moderate yet expanding number of subsystems separated by the clubs, from a mean of two subsystems in the season 1996-1997, to a mean of four subsystems in the season 2006-2007.

DISCUSSION-

Investigating the most important subsystems separated and considering the expanding number of them, it is conceivable to see a reorientation of needs from an accentuation on the monetary and correspondence subsystems to an incorporation of games, advertising and business subsystems as pertinent in the administration corps of Spanish tip top football clubs. As Lawrence and Lorsch (1967) brought up, in the collaboration between an association and its condition, the first one is portioned into units, each of which should manage some portion of the conditions outside the association. On the off chance that tip top football clubs separate remotely arranged subsystems, similar to business, showcasing, correspondence, parties and outside relations, a versatile expectation can be gathered in the relationship between football clubs and their condition. Besides, the expanding importance of the business and promoting subsystems uncover the goal of world class football clubs to especially manage the test of making new wellsprings of income through the advancement of business movement.

The ramifications of professionalization can be identified in the expanding number of subsystems separated, uncovering that tip top football clubs are managing a larger number of errands than the customary concentrate on donning achievement, requiring subsystems specifically committed to each of them. In any case, the separation criteria are more related with the definition of occupation positions than that of utilitarian ranges (Blau 1970), which implies they tend to separate specific errands as opposed to vital regions.

Professionalization and commercialization have changed world class football clubs. A few changes have as of now been regulated, similar to the change of clubs into joint stock game organizations, the expanded number of errands they have separated into subsystems, and the development of subsystems especially committed to income era like promoting and business subsystems. By and by, there are different changes that stay still inferred and in procedure of usage. Additionally research should concentrate on the ramifications of the separation designs describing football clubs over the esteem creation openings they have.

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