

Summary of Ph.D. thesis

Players' loans as an example of coepetition in Polish football clubs

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Nowadays, coepetition has become a subject of broad research interest in management and quality sciences. There are many scientific publications on coepetition in various economic areas in the literature. Although, the problem has been explored in a fragmentary way so far. The field where the coepetition still needs to be studied is the sports sector. As a consequence, the subject of the dissertation is the coepetition of Polish football clubs.

Companies create coepetition relationships for many purposes. One of them is access to the resources that a company needs. The particular dimension of coepetition is human capital transfer. In sports organizations, such transfers can be made in different ways. A unique example of a transfer is a loan of a player. The nature of the partnerships built on the loans of players is not thoroughly described in the literature. Thus, the study aims to identify and evaluate the determinants of players' loans in football clubs in Poland.

To achieve the research aim, the author conducted his empirical research. The quantitative study concerned the survey method. The author obtained 234 questionnaire returns from clubs representing different playing levels of the Polish football league system. The data allowed the author to conduct regression analyses, which present the relationships between the applied variables.

The author identified the determinants of coepetition in the surveyed organizations thanks to the research procedure. The significant variables that appeared in the models were:

- (1) sector structure;
- (2) sector growth rate;
- (3) pace of technology development;
- (4) organizational culture;
- (5) players' reputation;
- (6) willingness to achieve an increase in innovation and efficiency;
- (7) willingness to meet the requirements of fans and other stakeholders;
- (8) willingness to take maximum advantage of market opportunities.

Moreover, the dominant barrier to cooperation relationships in the surveyed organizations is the fear of the benefits asymmetry between partners. The research allows also to recognize the type of cooperation between the surveyed organizations. In the respondents' opinion, cooperative unstable cooperation is the most common type of cooperation in players' loans. It is a consequence of high clubs' cooperation potential and medium-level sector cooperation potential.

The structure of the dissertation consists of the following:

- Introduction;
- Four theoretical chapters;
- One methodology chapter;
- One chapter describing the results of the study;
- One chapter containing conclusions from the research and a conclusion chapter.

The first chapter presents the cooperation on theoretical grounds. It also shows the most popular definitions of the phenomenon. The second chapter focuses on the motives, barriers, external and internal conditions, benefits, and threats of cooperation for the companies. The third chapter describes the role of enterprise relations management in building cooperation relationships. The fourth chapter presents the relationship management issue of a modern football club. The chapter also explains the role of football in the global economy. The fifth chapter characterizes the methodology of the empirical study. The sixth chapter presents the results of the author's research. In the seventh chapter, there are conclusions from the study. The conclusion of the dissertation contains a summary of the obtained research results, limitations of the research procedure, and recommendations for future research in similar areas.