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Designing a Paradigm Model for Soccer Schools Management

Poster Presentation

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Authors

¹Bahador Azizi ; ²Morteza Azimzadeh; ³Vahid Saatchian

¹دانشگاه فردوسی مشهد-دانشکده علوم ورزشی

²استادیار مدیریت ورزشی دانشکده علوم ورزشی دانشگاه فردوسی مشهد

³Assistant Professor in Sport Management, Imam Reza International University of Mashhad, Iran

Abstract

Introduction: Soccer is one of the most popular sports in the international arena, as many countries of the world have introduced it as their national sport. In all soccer-style societies in the world, soccer schools play an important role in fostering talent and introducing future stars of the world of soccer. Therefore, the aim of present study was to investigate the challenges of managing soccer schools in Mashhad.

Methodology: Grounded theory based qualitative analysis were used to examine the agenda. At the beginning cause-related and context condition and interferer were recognized, then discussing and conclusion according to the opinions of interviewees. Active soccer schools concluded the population of the research. Sample was selected based on snow ball method, and only 15 interviews were accomplished because of theoretical saturation. After the open, selective, and axial coding as well as current literature the following results were yielded.

Results: According to the interviewees' opinions cause-related conditions include not using people specializing in training and talent identification, lack of proper material and financial facilities, not having a sponsor, lack of talent identification patterns in country, children's passion for playing computer games and high registration fees. Intervening conditions include inability to retain members, failure to use the proper talent identification system, not familiar with the methods of talent identification, lack of knowledge about cost-effective talent in sport, non-cooperation of families, lack of proper recognition of soccer talent components, inappropriate managerial patterns, management weaknesses in the federation and provincial councils and poor marketing management in clubs. Context conditions include convenient place for the club, attention to ethical and security issues, having the proper equipment, medical attendance while practicing, having a place to wait for the parents, familiarity of coaches with new coaching methods, the right price to register and special attention to women's football.

Discussion: Strategies based on the aforementioned conditions include have a safe training environment, formation of the parents association, trying to cost leadership, brand communication, service diversity, soccer education in schools and increasing proprietary sports spaces. Finally, Proper government support, trained human resources, and expanding relations between soccer schools considered as the most important outcomes. Respected to the results, there are lots of challenges for soccer schools to develop; hence both government bodies and soccer schools can use the suggested strategies to develop their business.

Keywords

Soccer Schools; Grounded Theory; Managerial challenges

Subjects

Sports Management, Communications, Economy and Tourism

