

REVIEW

of Dissertation Thesis:

OPTIMIZATION OF MANAGEMENT OF THE PROFESSIONAL FOOTBALL CLUBS IN REPUBLIC OF TURKEY ACCORDING TO THE UEFA CRITERIA

Author: SERDAR SAMUR

Research advisor: Professor Daniela Dasheva, DSc

Reviewer: Professor Lyudmil Petrov, PhD

Data for PhD student.

Serdar Samur is graduated as a bachelor in the Military Academy in Turkey in 1983. He is a master of personal management, also in the Republic of Turkey, still 1996. He has started PhD education in NSA Sofia in 2012. He has graduated in Business global practice in San Diego State University in USA (2013 -2014), and in Manhattan Institute of management (2014-2015). Mr Samur is very educated specialist in management, including in sport management and successfully combines theory and practice.

Serdar Samur worked as a consultant in a technology company, general manager in sport club and as an officer in the army.

Dissertation thesis review.

Data on doctoral studies. The dissertation work is applied in the department "Management and history of the sport". The competition documentation is correctly and accurately completed. The abstract synthesizes the all chapters of the dissertation thesis. There are no mistakes in the competition procedure.

General description of the dissertation thesis

The presented dissertation has a total volume of 214 pages, 8 figures and 16 tables. It contains introduction, literature overview, methodology, analysis and discussion, summarized survey results, conclusions and recommendations and a list of used literature. The list of used literature includes 97 titles.

Actuality of the problem

Football is one of the most popular sports games in the world and it is interesting for the young people, fans and sponsors. The author, as stated above, there are numerous qualifications in the field of management in football and many successful management activities. In his dissertation he combined theoretical and practical realization of his scientific activity.

The problem of the dissertation work is actual, because the development of modern football is linked with the management of sport and with the growing requirements of the International Association Football - FIFA.

The dissertation thesis examines the status of football clubs in the Republic of Turkey and their readiness to respond to the high criteria set by UEFA in 2014. The current organization problems of the clubs and their purposes the current situation are examined. [The the criteria of UEFA are analyzed in detail.

The author has made extensive survey and sampling and investigation among managers, executives, vice presidents of clubs which have qualified for Europa League at least two years.

The dissertation author Serdar Samur is fully in line with Analyzed in detail the criteria of UEFA.ailresearch in the theory and methodology of physical education and sports, it is a personal work of the author and written in accordance with scientific requirements.

The work of Serdar Samur has a scientific quality and merit.

Approach and solution

In the chapter "Formulation of the problem", the author has presented the views of many Turkish and foreign experts for the problem and his own views.

A main working hypothesis and 3 other hypotheses set the guidelines of the study.

The purpose of the study is to measure the impact of applying the criteria of UEFA for the effective and efficient management of professional football clubs to achieve sporting success and identify recommendations for sustainable development.

The author presents a research model which includes three components. Each of which them to a specific set of judgments that are explored by means of qualitative test methods.

The contingent of study are two sports clubs from Sports Toto Super League in Turkey and have participated in the Champions League over the last 5 years from 2009 to 2013 racing seasons. Managers, directors or vice presidents of the club are interviewed.

One of the contributions of this dissertation work is the identification of key management errors compared with the criteria of UEFA.

Analyz

Mr Samur successfully analyzes the survey data. After the survey, he establishes organizational, managerial and financial problems in football clubs, although the criteria of UEFA. This problems give an information for the managing of a sports organization, but they do not give recommendations for used leadership styles. The responsibility for the choice of management style is of the football clubs.

The results of the studies Mr Samur summarizes separately defined for each hypothesis. He finds that:

- It is necessary to improve quality standards, together with the key factors in football game and this can be achieved by a licensing system for clubs accompanied with a reliable control mechanism;

- The sports clubs operate in the sports industry as a business that must be managed in accordance with the criteria of UEFA and the general business principles;

- The clubs need for their survival well-educated athletes, supporters, financial resources, sports facilities and proper management structure and organizational chart;

- For the stability of the athletic performance of clubs should be defined management strategies, corporate governance management, football management according to the criteria of UEFA.

Publication activity.

On the subject of the thesis are presented sufficient publications according to the scientific requirements. The author has been involved in prestigious scientific forums such as International Scientific Conference "Sport, Stress, Adaptation" in Sofia, 2014 and the International Congress On sports Economic, 2011, Izmir with two articles on the subject of his dissertation thesis.

Scientific contributions.

I consider as main contributions of the dissertation thesis as follow:

1. The suggestion and argumentation of the project for the introduction of criteria of the UEFA 2014 football clubs in the Premier League of the Republic of Turkey.

2. Development and testing of technology for adaption of the criteria of UEFA and detect weaknesses in the functioning system at the time of the managing of the football clubs of the Premier League of the Republic of Turkey.

3. Development of specific questionnaires.

Conclusion.

Based on the above, I think the dissertation thesis holds both scientific and practical value in the management of professional football in the Republic of Turkey. I give to this thesis positive assessment. I suggest to the members of the scientific jury to award of Serdar Samur educational and scientific degree "Ph. D." in the professional field 7.6. "Sport".

Scientific specialty: Theory and methods of physical education and sports training (incl. Methods of healing gymnastics).

Sofia

06.06.2016

Reviewer:


prof. Lyudmil Petrov, PhD