

**CZECH UNIVERSITY OF LIFE SCIENCE PRAGUE**

Faculty of Economics and Management

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**Abstract of Diploma thesis**

Development of women's football in the Czech Republic

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## **ABSTRACT**

The aim of the diploma thesis is to evaluate and analyze the factors influencing the performance of women's football national teams in the Czech Republic, Germany and in selected countries across Europe as well as a description of general development plan for the Czech Football Association focusing to women's football. In theoretical part there are explained basic terms connected with women's football and football in general. Descriptions of both associations, its integration of women's football and history is being explained in this section. This works also addressed the problem of perception of women's football in society and overall role of the sport in economy. In practical part are analyzed factors influencing the performance of national teams by using the multiple linear regressions, which also demonstrate the relationship between dependent (performance) and independent (annual budget, no. of registered female players, number of women's football clubs, number of UEFA A licensed coaches, number of UEFA Pro licensed coaches and employees dedicated specially on women's football department) variables. Following part focuses on a project for developing women's football in the Czech Republic with focus on Sport's centers, its financial and licensing system and questionnaire made in order to gather feedback about this project from the clubs.

## **KEY WORDS**

Football, women's football, Czech Republic, Germany, UEFA, development, Sport's centers, multiple regression analysis

## **RESEARCH QUESTION**

The main aim of this dissertation is expressed by following research question:

*What factors influence the most the performance of the women's football national senior team?*

## **OBJECTIVES**

The main aim of the diploma thesis is to evaluate and analyze development of women's football in the Czech Republic as well in Germany and describe main factors influencing the performance of national teams and so the whole football associations.

In theoretical part there is focus on background of women's football and both football association. This work also addresses the problem of perception or awareness of women's football and its public opinion. Thus the development projects of the Football Association of the Czech Republic are described with the aim to change the perception and to put the women's football closer to level of men's football. The goal of analytical part is to determine and characterize the factors such as annual budget, number of registered female players, number of qualified coaches in each association, which are influencing the national teams' performance. These variables are indicated by multiple regression analysis and are processed by statistical software. Important is also evaluation of variables, basic statistical factors, economical and statistical influence and resulting evaluation.

## **METHODOLOGY**

The diploma thesis is divided into literature review and theoretical part. The data and information are obtained from books, scientific articles, and Internet sources focused on mentioned topic. In first part, the literature review is conducted by using methods of synthesis, induction, deduction, and extraction. Second part of the diploma thesis, analytical section, will be done using methods of both qualitative (descriptive) as well as quantitative analysis such as fundamental, psychological, and technical analysis. There is also an implementation of a multiple linear regression analysis and numerical analysis of data. However, other type of methodology has been used as well. To gather all the information from clubs towards our new development strategy, the personalized questionnaires have been created that helps to achieved the opinions of those we are focusing on with project.

## **CONCLUSION**

In the first part of my dissertation defined as a literature review I focused mainly on general information about women's football to bring the reader to the topic of a diploma thesis. I explained the early beginnings of this sport as well as the current times, the major issues considering the prejudices and its growth in last decade. Also I implemented the description of both football associations, their structures and positions of women's football department within. Other important aspect of my theoretical part is focusing on the role of sport in the economy.

Second part, more important analytical part, I have focused on several important points of interest. The first one stress an analysis of factors influencing the women's football national senior team in Germany as well as in the Czech Republic and comparison between chosen Football Associations across Europe in order to gather more specific results. I was trying to determine those influencing factors with help of multiple regression analysis. Thus, three regression models appears within the this work. I have used ten sample years in calculation of one national association and fifteen sample countries in comparison across Europe. There were six variables, which I determine as possible indicators for changing of the performance in the ranking table. The dependent variable is the performance of national teams, expressed by the FIFA ranking table, which is based upon the success of national teams around the world. Formula of performance is explained in the thesis. The independent or exogenous variables used for this thesis are the amount of registered female players, amount of female football clubs, number of UEFA A licensed coaches, number of UEFA Pro licensed coaches and the last but not least, employees dedicated especially on women's football department. At the beginning I have created an economic regression model, declare all variables and set the hypothesis. Due to regression analysis, the result of goodness of fit of the Czech Republic were very high, up to 98%, which means that there is almost perfect fit of the data to model. According to German analysis, the goodness of fit was much lower, in this case only 69%. As well in case of the last regression model where there is a comparison across FAs, the goodness of fit was 87,9%, which belongs also to a very high coefficient and we can see that the data fit well into a model. According to multiple regression analysis it has been found out that statistically significant are only intercept and amount of registered female players from the last analysis focused on comparison of FAs across Europe. However, economically verified variables appeared many times and it might be caused by football in general. As I have monitored in my thesis, those independent variables do not influence performance in statistical significance level, nevertheless logically it can be verified. The main variable was not expressed in this thesis, which in my opinion, influence the dependent variable a lot and it is the probability of luck that can not be defined by number. Three scatter plots were created in order to see the relationship between dependent variable 'performance' and independent variable 'annual budget'. I have created it in all of those three multiple regression analysis, in case

of Czech Republic's analysis, German analysis and in comparison of selected football association's analysis.

In the end of second part, I have described the project for developing the women's football in the Czech Republic with focus on increasing number of registered players as it belonged between the only significant variable in case of previous regression analysis which showed us that it might influence the performance of national women's football team. From my opinion, it has much higher significance even in real life. Logically, the more female football players to choose from, the better quality of the national team. Thus, we have decided to create special project for our Sport's centers to motivate them to create female component in their clubs. As I have explained we will motivate them by financial and licensing evaluation, which is high enough to at least start to think about it. In my dissertation I am explaining the whole licensing and financial system as well as some prediction of cost in future. A special brief questionnaire took also an important part of this project. Only 8 multiple answer questions were created in order to gather some feedback information about this project from the important aspect – the Sport's centers. The feedback was very surprising, almost 2/3 of all respondents wrote that they want to create women's football or at least are thinking about it in next few years and mainly with focus on the youngest category of WU9. Also almost 66% of all respondents are interesting in special meeting to gather more additional information and 64% of all respondents mentioned that the financial support is sufficient which we did not expect at all. This was a very nice surprise in these times when everyone needs more and more money.

Overall, the women's football is on the rise. Today, it is played by more than 30 millions of women or girls around the World. Thanks to very successful FIFA Women's World Cup in Canada 2015 or the Rio 2016 Olympic games, women's football still expands its awareness. There was also a huge increase of resources in all National Associations across Europe, which were putted into development of this sport and we might see the increasing trend of quality of the games across those association. I believe nowadays everyone can see the huge potential of women or girls playing the beautiful game of football. It can be from the sport's side as the quality is better, but also for instance from the marketing side that more companies try to involve the women's component to expand the awareness of

the brand to more customers. It is becoming in many countries number one sport for female with huge attendance base, which is great for economic market in order of increasing revenues.

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