

MANAGING STRATEGIC ALLIANCES OF THAI PROFESSIONAL FOOTBALL CLUBS WITH THEIR FOREIGN COUNTERPARTS

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Abstract: This research aims to investigate the management of Thai professional football clubs' strategic alliances with their foreign counterparts by utilizing the qualitative methods. The qualitative data collection method was an in-depth interview with the seven senior managers of professional football clubs, such as Bangkok Glass F.C., Chainat Hornbill, Chonburi F.C., Muang Thong United, Army United, Supanburi F.C. and BEC Tero Sasana. The results showed that the management focused on the selection of the foreign counterparts which emphasized on the youth team development. The organization structure was determined by top level management in providing convenience and collaboration.

Keywords: Management, Business Alliance, Professional Football Club

I. INTRODUCTION

Thailand Premier League is gaining high popularity in Thailand which is evident in the increasing number of fans, as well as spectators at the games (Kosinka, et. al., 2016). The league not only creates the unity within local communities but also generates a high level of income for Thai professional football clubs. Consequently, the clubs search for better approaches to improving its performance and achieving greater success in national and international competition. Apart from meeting the standards of the Asian Football Confederation, one of the strategies that the clubs utilize is creating new partnerships. (Thailand Premier League, 2013)

The potential benefit of strategic corporate partnership is that all partners gain more competitive advantage in business by responding immediately and effectively to industry's demand uncertainty and economic volatility (Ketsajee Supattanaworakul, 2007). Due to limited resources, such as budget, manpower, Technology, and knowledge, each organization cannot simply achieve its goals. Consequently, forming a partnership between the clubs leads to resource, knowledge, and expertise sharing (Poorangi and Khin, 2011) which allows a club alliance to be in a better position to fulfill industrial needs (Yooda Rakthai and Supawadee Witayaprapun, 2002) and create expanding market opportunities.

Because of this importance, professional football clubs in Thailand have signed partnership agreements with those in Asia and Europe. The principle objective to form corporate partnerships is to drive the football teams to achieve a world-class standard which, inevitably, brings a national and worldwide reputation to the clubs and the country. Although the strategic alliance management is significant for not only the clubs themselves but also the whole country in terms of adding value to the national

economy (e.g., job creation and income generation for the community and society), the study about this issue is still in the early stage and has not yet been clarified.

II. METHODOLOGY

This research aims to investigate the management of Thai professional football clubs' strategic alliances with their foreign counterparts by utilizing the qualitative methods. The data collection method was an in-depth and semi-structured interview with seven senior executives who play an important role in managing foreign professional football clubs in Thailand (i.e., Bangkok Glass F.C., Chainat Hornbill, Chonburi F.C., Muang Thong United, Army United, Supanburi F.C., and BEC Tero Sasana). Purposive sampling technique is used in this study. In addition, this study followed the data analysis principle of Berg (2007), and Supaung Chandawanich (2009).

III. RESULTS AND DISCUSSION

The researcher studied the process of strategic alliance management of Thai professional football clubs with their foreign counterparts. The study included the history of Thai premier league, the relationship between Thai football clubs and their foreign counterparts, the process of foreign counterparts' selections, the organizational structure of the business alliances, the roles of leaders in creating business alliances, the roles of football players in business alliances, as well as management techniques, problems, solutions, and benefit sharing of business alliances. In summary, the process of the alliance creation is described in the Figure 1.

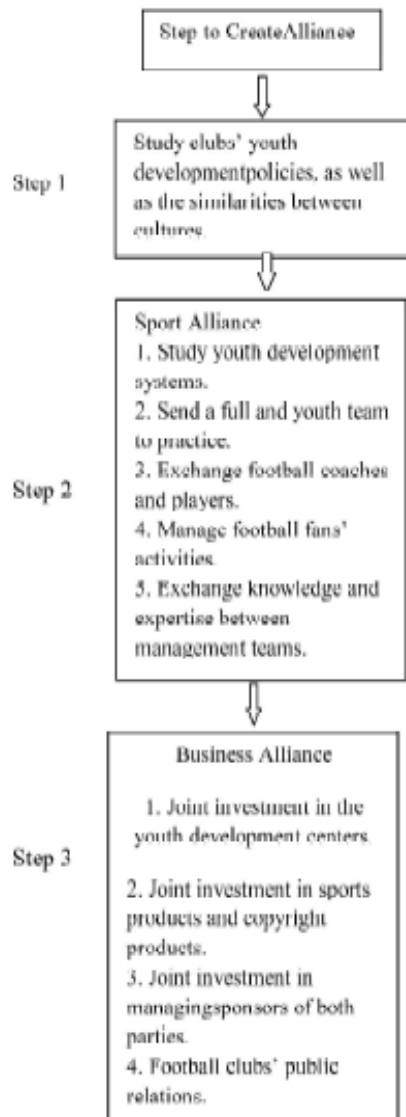


Fig 1. The synthesis Process Of Forming Alliance

CONCLUSIONS

The strategic alliance management focused on the selection of the alliances who emphasized on the youth team development. In addition, the organizational structures were determined by top management levels who provide the convenience and collaboration.

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