

Abstract

Title: **The impact of the European Championship 2016 on market value of football players**

Objectives: The main objective of this thesis is to find out if the European Football Championship 2016 had the impact on market value of football players. Another aim is to give an insight into these changes in terms of national teams, leagues, football clubs and transfers of football players.

Methods: After a detailed literature research was found out that there is actually no unique method to notice and compare a change in market value of players, however for the purpose of this thesis was used analysis of documents and nonstandard interview.

Results: It was found that the market value of players has undergone some changes after their participation in a sporting mega – event. There was recorded increase, immutability and decrease of market values of participating players.

Keywords: Market value, change of market value, football player, European Football Championship, football