

Abstract

This thesis aims to investigate how successful are players' transfers to the English Premier League given their performance, characteristics and the characteristics of the transfers. The thesis defines the transfer success as the change in estimated market value of player. Collected data includes information about 101 players transferring into the EPL in the 2020 summer transfer window and is then analysed using OLS regression. The result of the regression showed that the better a player is performing before the transfer, the more successful his transfer is going to be. Furthermore, performance of the club, from which a player is transferring, has also shown to be a determinant of transfer success, with higher ranked clubs on the Kickalgor.com club ranking providing more successful transfers. Besides a player's individual performance and the quality of his previous club, his market value and age at the time of the transfer also play a significant role, with younger players with a lower estimated market value having more successful transfers. On the other hand, player's country of origin showed no significant effect, suggesting that nationality of a player isn't a determinant of successful transfer in the English Premier League.

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