

Abstract

Name: The Role of the Players Agent in the Process of a Football Transfer

Goals: The aim of this bachelor's thesis is to describe the matter of a football transfer with a special focus on the role of the player's agent in the whole process.

Methods: This work uses a qualitative method, specifically a semi-structured interview, with an available and partially influenced sample.

Results: On the basis of this research, it turned out that it is very difficult to generalize the issue of a football transfer, because in many cases it is an individual matter in which many factors can enter. It also became clear that the players agent has a major role in the transfer and the success of a transfer often depends on him/her/the agent. The results of this thesis also show the difference in opinions and knowledge between the main stakeholders in a transfer and also point out the need for a bigger attention from both the academics and the football community.

Keywords: stakeholder analysis, transfer stakeholders, Czech Republic, football, football agent, player agent