

CONTEMPORARY COMPONENTS CONNECTED TO THE EVOLUTION OF FOOTBALL

Lucian Constantin PĂNESCU¹

Abstract: *Romanian football is deeply ingrained in the national culture and is heavily impacted by public life. It is also generally recognized as a social phenomena in many different contexts. Moreover, the sector has historically been linked to certain political and ideological stances, which add to the extremely antagonistic environment. The purpose of this research is to conduct a longitudinal study of Romania's own coefficients and examine the statistical findings about the evolution of domestic clubs in Europe in relation to past performances, rather than comparing Romania's coefficients with those of other nations. The results indicate that integrating stakeholders and developing new ties can increase industry trust.*

Key words: *juniors, soccer, football, training, evolution.*

1. Introduction

Studies in this area certainly benefit society in several ways because football has a significant influence on nearly every aspect of daily life, including business and social interactions.

The positive effects of local government and football clubs' collaboration directly improve people's quality of life in society.

In addition, the results suggest that the strategic evolution of football teams has an indirect impact on society.

As it enables the various inter-relationships and improves them in terms of efficiency, and gradually increasing their social license, the above emphasizes the imperative for football clubs to recognize the characteristics and functions of key

stakeholders and indicate the value each is anticipated to provide to the club [8].

Furthermore, the positive relationship that exists between football organizations and their stakeholders supports the openness and transparency of international football, an issue that needs further research and examination [7], is frequently in the news, and is receiving criticism [9].

However, the ultimate product of this process ought to be more than just a straightforward collection of independent and/or individual links; rather, it ought to be a comprehensive network of partners and ideals, whose combined influence models the fundamental characteristics of clubs as well as the social and economic senses [11].

¹ PhD student, University of Craiova.

Clubs establish alliances and collaborations based on the win-win principle by sharing value and aligning interests and plans with all stakeholders [10].

Football is a dynamic ecosystem that exists and changes constantly. It has a profound and multifaceted impact on most modern civilizations and has grown to be a sizable industry with many stakeholders.

Football Industry Participants: Due of football's enormous social and cultural effect, the industry has evolved into a multi-level framework that attracts a wide range of stakeholders to the football ecosystem [13].

Principal parties involved: Primary stakeholders are those organizations or people who have a contractually direct relationship with the club as well as are essential to its expansion and long-term viability.

Stands out for opportunities and options, appreciating a formal, direct interaction with the team [14].

Teams invest millions to assemble a strong roster of players, depending on these players to meet targets and maintain their competitive edge. Strong professional relationships are built on core understandings of authority, obligations, and tasks.

Because they have a close relationship with the team, football fans are both the lifeblood of the sport and one of the industry's strongest forces [12]. Football is not appealing without fans, and teams cannot thrive [11].

The fandom can be split up into many groups according to the traits and level of participation [16].

Auxiliary parties involved: The larger football ecosystem and, in particular, those entities or people who have the power to influence the primary relationship are considered secondary stakeholders [1].

As the final regulating, financial, and policy-making entities for sports, the government and local authorities have an oversight role to play in the sector and can have an impact on a number of key stakeholders.

Generating value via collaborations among stakeholders: Stakeholder theory is important, but the significance of value generated and what it signifies have received less attention. Value is created via interaction and can take many different forms.

While some values are modified through a regular corporate procedure, others are assigned to the product as well as service by individuals. Value is, after all, a dynamic concept that is produced by multiple stakeholders [6].

The football industry's process of value co-creation: Clubs may generate, manage, and assess value with the help of a value-based approach.

Clubs form alliances and partnerships based on a win-win principle by sharing values and aligning interests and objectives with all stakeholders.

These relationships form the foundation of a framework for strategy, which helps clubs respond to and adapt to constant changes in the environment in an effective and efficient manner.

Football industry value categories: Clubs can reach a wider group of stakeholders

with the notion by approaching them with a value creation concept rather than a traditional financial connection [5].

In the field of football, stakeholders have developed special bonds.

Clubs need to use considerable caution when determining and assessing synergy with stakeholders, keeping in mind the particularities of the industry [3].

The main objectives of international bodies are to invest in football, create and maintain the laws and rules of the game, develop and improve the sport at all levels, promote it globally, organize international events, maintain relations with national associations affiliated and maintain a relationship with the government and other bodies [5].

With over 200 affiliated associations globally, football is represented in six confederations, as football's regional governing bodies that are responsible for overseeing the game on different continents [4].

Every confederation administers and oversees its own tournaments at both the national and club levels, giving participating clubs the opportunity to win enormous sums of money through a structured revenue-sharing scheme [7].

Football associations function as the governing organizations of football at the national level, representing the sport in each nation by acting under the auspices of the relevant confederation [9].

To guarantee a fair and consistent competition, national groups set up specific guidelines and policies [10].

Football teams rely on football agencies to recruit players; hence the transfer market is essential to the game's dynamics [15].

In an effort to maximize the value of each transaction, these agreements give clubs financial incentives and rewards for

developing and selling young players [13].

As a result, the price aspect is a critical component of value in these agreements.

Clubs establish alliances and partnerships based on the win-win principle by sharing value and aligning interests and approaches with all stakeholders [7].

Generally speaking, football has a significant influence on Romanian public life, is widely regarded as a social phenomenon across many strata and spheres, and is fundamental to the country's culture.

Furthermore, the industry has historically been associated with political and ideological viewpoints, which contribute to a highly hostile atmosphere [3].

Football has developed into a business that supports a dynamic and intricate multi-billion-euro industry, surpassing its value as a sport or activity [1].

It has never lost its original identity, but it continues to have a huge impact on society and culture in addition to the economy, influencing and being influenced by a wide range of stakeholders [10].

The concepts and approaches of the football game, which are a component of the broader theory along with the methodology of sports games, include the study of the particular playful activity of the game and its effects on each player's personality as a separate research topic.

Football is a unique phenomenon with its own set of laws and study methodologies that are embodied in football-specific principles, standards, rules, and regulations.

This means that we are working with two concepts: the explanation of the football game's content, which comes from in-depth knowledge gained through scientific research, and the description of the game's

content, which is essentially decisive.

Junior sports training will primarily focus on increasing the effectiveness and progression of each aspect of the game, even though the activity itself will primarily function as a means of combining these components in the most exact proportions.

Every player with the ball in modern football automatically takes on the role of coordinator.

The importance of early training is emphasized, and it takes on more sophisticated forms as a result of the way that football is changing in the modern era: excessive positional specializations are being replaced by operations of extreme elegance and subtlety, and strategies are becoming more adjustable.

For young football players, the content of training regimens is largely determined by the accurate information obtained through registration and completion of competitive activity.

It is advised to use effectiveness indices as well as technical as well as tactical performance measures to assess sportsmanship.

Practitioners are watching over the management and evaluation of young football players' competitive activity.

In order to comply with team management requirements, each player's contribution to the team overall and the training process's direction must be properly considered.

2. Methodology of research

2.1. Methods of investigation

Europe and football really do have a long tradition together.

The literature has emphasized a well-established process of football's Europeanization, with particular attention

paid to the establishment of pan-European club competitions and the expansion of players' cross-border mobility.

There are superstar players, managers, and fan idols of other, frequently European, nationalities at almost every club in Europe, and competing "in Europe" is considered the height of football success and is linked to ideas of sporting heritage, conquest, and exoticism.

2.2. Samples and control norms used in research

Football's Europeanization serves as an illustration of how EU law has the power to "localize" along with "codify" Europe.

This process, in which regional claims to identity and legacy mix with European components, mediates disputes between these claims and stabilizes change in such a way that the "past" is significant both emotionally and symbolically.

Most importantly, for it to be legitimate, the transformation must occur gradually, and the people who will be most impacted must take part.

The raw UEFA nation ranking coefficient data is used by the conceptual model in its operation.

The numerical information used to assess and rank clubs in European competitions is known as the UEFA coefficient. Two separate coefficients are computed: one for every club and one for the whole nation.

The whole number of points that clubs in a nation earn during a European season is divided by the overall number of teams in that nation that entered the competition at the beginning to arrive at the UEFA coefficient, which is an average.

The more teams that are eliminated from the competition before their time,

the lower the coefficient will be.

This is because the points earned by the teams that remain in the game are divided by the total number of teams that began play, not by the number of teams that are eliminated early [2].

According to the official UEFA country quotient ranking, Romania is classified as a medium-sized football country.

3. Results and Discussions

Although these results and European comparisons are rather self-explanatory, it would be interesting to see how Romanian football has changed over the years compared to their own performances.

Therefore, this research does not aim to compare Romania's coefficients with the coefficients of other countries, but to carry out a longitudinal study of Romania's own coefficients and to analyze what the statistics indicate about the evolution of domestic clubs in Europe compared to previous performances.

The raw data collected for this analysis consisted of Romania's UEFA country coefficients for 5 years (2019-2024) and are shown in Table 1.

UEFA country coefficients Table 1

<i>Season</i>	UEFA Country coefficients
<i>2019-2020</i>	5.875
<i>2020-2021</i>	3.750
<i>2021-2022</i>	2.250
<i>2022-2023</i>	6.250
<i>2023-2024</i>	3.250

Assuming Romania fields three teams in the European Cup, two would go through the preliminary round, play one home and one away game, and be eliminated right

away, while the third might advance to a certain point before being eliminated.

The last time anything similar occurred was during the UEFA Cup season, when Steaua participated in the semifinal (the three Bucharest clubs won 21 games).

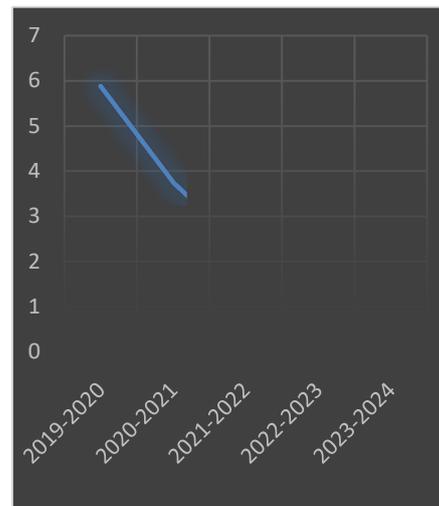


Fig. 1. *Romania's UEFA country coefficient's development and trend (2019–2024)*

The data indicates that Romania is not a strong contender in European club football; in a typical season, the team's results can vary from elimination in the first round to reaching the semifinals or championship game.

The distribution of values favors the former scenario, so supporters should anticipate that their team will be eradicated from the competition early on rather than making it farther.

Romanian teams participated in thirteen European competitions; only seven of those teams made it past the group stage; the remaining three reached the round of sixteen; four were eliminated early; and only one made it to the quarterfinals and semifinals.

The swings between Romanian club football's best and worst performances in Europe are depicted in Fig. 1.

The trend line that represents Romania's country quotient, represented by the dotted line, shows a long-term decline in club performance.

The data, along with the other concepts discussed earlier, show that, in the field of club football, Romania is not yet a Europeanized nation.

He was never able to stay at the top, even though he occasionally came very close.

4. Conclusions

Therefore, we were able to construct our research goals and the starting point by finishing the theoretical section.

A vast array of stakeholders are involved in the complex and dynamic environment in which football exists and develops.

Clubs ought to recognize these parties, comprehend the needs they satisfy when interacting with them, and be aware of the systemic function and goal of these connections.

The creation of the final framework bridges the gap in the literature and opens up new directions for research, acting as a map or blueprint for both practice and theory throughout the theoretical material presented.

And it accomplishes this by putting into practice each significant and pertinent study in the area that strengthens its legacy and adds value to mutual research.

Strong personal values and feelings like energy, enthusiasm, joy, excitement, tension, and devotion are all connected to football.

According to [8], soccer players as well as additional stakeholders are linked to

this category through their individual needs, demands, and value co-creation relationships, whereas fans are greatly impacted by the team's success and game outcome.

Lastly, because of its interactions with various social groups via the football product, the general public is recognized as a secondary stakeholder.

Football reflects society, is woven into people's daily lives, and has an impact and relationship with nearly everyone, so even though there are no direct ties to clubs, society as a whole is and should be seen as a key aspect of this sector [15].

Romania still needs to reassess its football relations in Europe, but first it needs to put itself back on the correct path.

Far from the prestigious Champions League, a few of Romania's teams are currently having difficulty competing in the Europa League due to their semi-peripheral status in football.

With the domestic league, football is reduced to a singularity, and in order to pluralize the football space, it would be absolutely necessary to add a constant European dimension to it.

This paper can provide an overview of the evolution of Romanian football clubs on the international scene for those who are directly involved in the sport.

Aside from this niche audience, readers with an interest in European integration—rather than just sports—might find the paper interesting.

Here, football serves only as a means of illustrating the fact that Europeanization is not limited to the realms of politics and economics.

The increasing geographic separation between fans and their preferred team, the increased diversity of player

nationalities, and the increased dispersion of game locations are mitigated by making sure that the local identities, which in turn develop to absorb the external context, are deeply ingrained in the expanding European context.

Put differently, the successful assimilation of the Europeanization of society process hinges on its continued existence as an extra stratum rather than a replacement for the regional and national environments that have traditionally fostered football.

The findings suggest that increasing industry trust and ensuring social license can be achieved through involving stakeholders and fostering new relationships.

Relationships and communication are cultivated in order to create socio-cultural resources like trust and loyalty.

The identified interrelationships facilitate the development of a reciprocal relationship of social values among all industry stakeholders.

The modern football industry is distinguished by its commercialization. But in a way that few, if any, other sectors do, it goes beyond its commercial potential to embrace social aspects because of its inherent qualities, historical roots, and cultural relevance.

This socio-cultural facet of the company has a significant impact on football beyond a romantic or philosophical perspective.

A thorough understanding of the issue is necessary due to the intricate relationships between the stakeholders and the amount and quality of value transactions they engage in. This paper has done a unique job of providing precisely that, which has advanced our understanding of the football industry as a

whole and laid a strong framework for future research.

References

1. Acero, I., Serrano, R., Dimitropoulos, P.: *Ownership structure and financial performance in European football*, Corporate Governance: The International Journal of Business in Society, Vol. 17 No. 3, 2017, p. 511-523.
2. Asada, A., Yong Jae, K., Wonseok, J.: *Effects of relative size and homogeneity of sports fan community on potential fans' support intentions*. In: Journal of Sport Management, Vol. 34, No. 2, 2020, p. 103-119.
3. Dos'Santos, T., Thomas, C., Jones, P.A.: *Comfort P. Assessing asymmetries in change of direction speed performance; application of change of direction deficit*. In: J. Strength Cond. Res:33(11), 2019, p. 2953-2961.
4. Foster, G., Greysen, P., Walsh, B.: *The business of sports: texts and cases on strategy and management*. New York, Thomson, 2006, p. 101-129.
5. Goslin, A., Kluka, D.A., López de D'Amico, R., Danylchuk, K.: *Managing sport across borders: ICSSPE perspectives*. New York, Routledge, 2020, p. 250-254.
6. Gough, C.: *Revenue of the global eSports market 2018-2025*. In: Statista, 2021. <https://www.statista.com/statistics/490522/global-esports-market-revenue/>. Available at: 08.11.2023.
7. Hoyer, R., Smith, A. C. T., Nicholson, M., Stewart, B., Westerbeek, H.: *Sport Management. Principles and applications*. Routledge, London, 2015, p. 400-404.

8. Klein, S.: *Defining sport* (Studies in philosophy of sport). Lenham, Lexington Books, 2016, p. 210-227.
9. Lugtu, R.: *A short history of management theory and practice*, 2016, <http://www.slideshare.net/lugtu/the-evolution-of-management-theory-59979593>. Available at: 05.11.2023.
10. Lussier, R.N., Kimball, D.C.: *Applied sport management skills*, 3rd edn. Champaign, IL., Human Kinetics, 2019, p. 306-345.
11. Schulenkorf, N.: *Sustainable community development through sport and events: A conceptual framework for sport-for-development projects*. In: *Sport Management Review*, 15, 2012, p. 1–12.
12. Washington, M., Zajac, E.J.: *Status evolution and competition: Theory and evidence*. In: *Academy of Management Journal*, 48, 2005, p. 282-296.
13. Zavyalova, A., Pfarrer M., Reger R. K.: *Celebrity and infamy? The consequences of media narratives about organizational identity*. In: *Academy of Management Review*, 42, 2017, p. 461-480.
14. *** Yougov.co.uk (2018). *International survey: who football fans think will win the 2018 World Cup*. <https://yougov.co.uk/news/2018/06/14/who-football-fans-think-will-win-world-cup/>. Available at: 07.11.2023.
15. *** <https://www.football-coefficient.eu/country/16-romania/>. Available at: 09.11.2023.
16. *** [https://www.wincol.ac.il/media/2023/07/Soccer%20Booklet%20\(Wingat e\)%20-%20Yitsik%20Ben-Melech.pdf](https://www.wincol.ac.il/media/2023/07/Soccer%20Booklet%20(Wingat e)%20-%20Yitsik%20Ben-Melech.pdf). Available at: 10.11.2023.