

EXAMINATION OF THE STRATEGY OF HUNGARIAN YOUTH FOOTBALL ORGANISATIONS

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ABSTRACT

Youth education is of strategic importance for sport enterprises, as it ensures long-term sustainability and competitiveness. A well-designed after-school programme allows for the discovery and development of talent, which is essential for success in adulthood (Kiss, 2021). However, the success of after-school programmes depends largely on the strategy adopted by sports organisations. A well-chosen strategy not only affects the development of young athletes but also influences the long-term functioning of the whole club or organisation (Szalánczi, 2024).

In my research, I examine the entire vertical of Hungarian youth football, as it is essential for a sports organisation to develop the right strategy in order to remain stable and successful in the long run. A well-structured strategy helps to optimally allocate resources, ensuring that athletes receive the best possible professional and infrastructural support (Farágó, 2017). Defining the right strategy allows clubs to effectively integrate home-grown athletes into adult teams, reducing transfer costs and fostering team unity. With a well-designed strategy, a sporting organisation can accurately define the goals, development directions and resources needed for post-school education, ensuring long-term sustainability and success (Alaa, 2017). This approach is also key to economic stability. For economic sustainability, it is essential for organisations to develop diversified sources of income, especially given the long-term uncertainty of public funding. Effective youth development can reduce the operating costs of a sporting organisation, as less financial outlay is required for external certification through the incorporation of home-grown players (Farágó, 2017). In addition, a strong youth base makes a club more attractive to sponsors and investors, as a well-functioning youth programme ensures continuous development and long-term competitiveness. With a successful strategy, sport organisations can also increase their brand equity, which can lead to greater popularity and financial stability in the long term (Vörös & Szörényi-Neubauer, 2019). The results of this research highlighted that talent development and training strategies differ between academies and lower-ranked organisations and sample revealed limited employee involvement in setting strategic goals, which can reduce employee engagement and the effectiveness of strategy implementation in practice.

Keywords: sport, youth sport, talent management, football.