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The Role of Management Function on Sustainability of Private Football Clubs in Kwara State, Nigeria

Ajadi, M.T., Adebayo, B.S. & Falaye, E.K.

ABSTRACT

This study investigated the role of management function on sustainability of private football clubs in Kwara State, Nigeria. Descriptive research design of survey type was used for this study. The population comprised football club managers, football referees and football coaches within the study area. Purposive, stratified and random sampling techniques were used to select 100 respondents for the study. A structured questionnaire designed on a modified Likert scale format was used for the study. The instrument was validated by three experts in the Department of Human Kinetics Education University of Ilorin. The reliability of the instrument was established through test re-test method using Pearson Product Moment Correlation (PPMC). Statistic reliability coefficient of 0.85r was obtained. The data collected were analyzed using inferential statistic of Chi-square (χ^2) to test started hypotheses at 0.05 alpha level. The findings revealed that funding, sponsorship and government involvement were significant determinants to sustainability of private football clubs in Kwara State. Based on the findings, the study recommends that, funding of football clubs should not be left in the hands of private owners alone as there is need for the management to partner with other corporate bodies in terms of sponsorship deals while government should allow corporate bodies and individuals to have a say in the administration of football clubs so as to enhance their sustainability in the league title.

Keywords: Management function, sustainability, private football clubs

INTRODUCTION

Football is one of the major sports in the world that unite people together in terms of entertainment and competition. Taylor (2010) observed that professional football clubs are service enterprises that engaged in the business of performance, entertainment and financial profit making. The ownership of professional football clubs in Nigeria today has not fully gained its ground as it is in Europe. According to Chiweshe (2014) the sustainability of professional football club in Nigeria by the corporate bodies or individual is struggling to survive due to the dwindling economy of the country. The state of Nigerian economy does not encourage an individual to invest huge amount of money into the management of football club in our local league because, the environment is not viable for smooth administration and effective club management in terms of sustainability in the league. Abasi (2012) affirmed that the continuous management of professional football clubs is predominantly in the hands of government which also hampers the creativity and sustainability of private owned football clubs in Nigeria. Faleti (2006) observed that, the premier league in Nigeria is often sustained by only the government which sponsors some football clubs that tend to reduce the level of involvement of individuals and corporate organization especially in the communication sector in terms of ownership.

Iwuala (2014) pointed out that government's involvement in football administration in Nigeria serve as a major setback in the area of sustainability of football clubs in Nigeria. According to Dikko (2016) football has viable opportunities of helping to grow the collapsing economy of the country, if football is treated as a business enterprise the exploring strategies of league management company to bring private bodies such as Globacom telecommunication in term of sponsoring our

league will serve as a means to transform the ownership and administration of Nigeria league from government to community based and public subscription ownership.

Salako (2016) affirmed that there is need for league management board to partner with Nigerian stock exchange in order to stimulate economic growth by creating a club ownership model that will attract private investors and individuals to own football clubs in Nigeria premier league. In Nigeria today, greater percentage of our football clubs are owned by government especially state government and wealthy individuals. The issue of stable funds, unstable governance structure and accountability and transparency has been identified as challenges of sustainability of private football clubs.

Sustainability is the act of maintaining the economic growth of a community through effective management of funds available. Salako (2016) identified the following as major factors that determine the existence of private football clubs in Nigeria league, the sudden death of the owner of the club, lack of funds to administer the club, lack of sponsors such as corporate bodies, government interference in the administration of the league among others. However, the sustainability of private football clubs in Kwara state is on the verge of decline on yearly basis due to some of the factors that have been identified.

For some years in the study area, private football clubs like, Doyin Football Club, Kwara Stars Football Club, Olutayo Football Club, Diskabog Football Club are some of the private football clubs that had folded up as a result of lack of sponsorship, inadequate funds, and government interference in the administration of football in the study area.

Okpara (2014) stressed that, the issue of sponsorship is critical in the area of club management because not all corporate bodies are involved and government's bureaucratic procedures including NFF operational oversight sometimes hinder the funding of football club in Nigeria. In a situation where government function is inadequate to finance the football clubs, the clubs face challenges that may down play their efforts in building formidable teams that could win tournament provided the private sector is allowed to assist in sponsorship deal that would save the team from relegation (Abasi, 2012).

Adesoye, Ogunsanwo and Ibiloje (2006) affirmed that funding of sports programme such as managing football clubs is a major issue that requires serious thinking for positive result, availability of funds are key factors that determined the sustainability of football clubs in our local league because without funds it will be difficult for the management of such football club to run the affairs of the club. However funds are necessary for the provision of vital elements for effective sports management and planning in the area of administration of football club.

Razano (2014) observed that government interference in the organization and administration of professional football in a country often leads to seasonal disputes among the stakeholders in the league. Government intervention in the area of elections into the board of Nigeria national league often serve as hindrance to effective club management that may lead to discouragement on the part of private individual to own a football club. The National Sport Policy of Nigeria (2009) stressed that government policy in terms of tax levies and subvention collected from private football club after using the stadium for league matches often contribute to the rate at which private football clubs are folding up.

STATEMENT OF THE PROBLEM

The ownership of football clubs in the league is capital intensive with attendant instability in the decision-making and corporate governance. Since the inception of the Professional Football League in Nigeria, only the government owned football clubs were able to sustain their league campaign till

date, while private football clubs rein for a while and later folded up due to huge amount of money required to fund the clubs, lack of sponsorship and government policy and involvement. However some of the affected football clubs in the study area are, Kwara stars Doyin football club Diskabog football club and Olutayo F.C. while the only surviving professional football club in Kwara state, Kwara Bombers which metamorphosed to Kwara United Football Club is still in existence till today. This research therefore investigated the role of management function on sustainability of private football club in Kwara State.

OBJECTIVES OF THE STUDY

This study was specifically meant to:

- i. investigate the role of funding on sustainability of private own football club in Kwara State.
- ii. evaluate the role of sponsorship on sustainability of private own football club in Kwara State.
- iii. examined the role of government involvement on sustainability of private own football club in Kwara State.

HYPOTHESES

- i. Funding of clubs will not play a significant role on sustainability of private football club in Kwara State.
- ii. Sponsorship will not play a significant role on sustainability of private football clubs in Kwara State.
- iii. Government involvement will not play a significant role on sustainability of private football club in Kwara State.

METHODOLOGY

The research design adopted for the study was descriptive research of survey type. The population comprised 100 registered football referees, 10 football club managers and 60 registered football coaches within the study area. Stratified, purposive and random sampling techniques were used to select the sample for the study. Purposively 5 management staff of Abubakar Bukola Saraki football club and 5 management staff of Kwara United Football Club were sampled, 40 registered football coaches were randomly selected, while 50 football referees were randomly selected through lucky dip method during their fitness test exercise in Kwara State stadium. The instrument for the study was a researcher structured questionnaire constructed on a modified Likert scale format. The instrument was validated by three lecturers in the Department of Human Kinetics Education, University of Ilorin. Test re-test method was used to establish the reliability of the instrument. Reliability coefficient of 0.85'r' was obtained using Pearson Product Moment Correlation statistic. The instrument was administered by the researchers and three trained research assistants. The data collected were analysed using inferential statistic of chi-square (χ^2) to test the formulated hypotheses at 0.05 alpha level.

RESULT

Hypothesis one: Funding of football club will not play a significant role on sustainability of professional football club in Kwara State.

Table 1: Chi-square analysis on the role of funding on sustainability of private football club

	ITEMS	SA	A	D	SD	Total	Cal χ^2 value	df	Crit. χ^2 value	Dec.
1.	Adequate funding of professional football club on yearly basis would only sustain the club for a while in the league	(10.75) 20	(12.75) 10	(43.5) 40	(33) 30	100	17.79	9	16.92	Hypothesis Rejected
2.	Huge amount of money required to finance private own football club in the league usually enhance the sustainability of the football club to exist for a long period of time in their respective league campaign	(10.75) 5	(12.75) 15	(43.5) 50	(33) 30	100				
3.	Financial analysis through adequate funding of football club by the private bodies has really hindered the sustainability of such club	(10.75) 10	(12.75) 14	(43.5) 36	(33) 40	100				
4.	Financial analysis of a football club on yearly basis usually determined the sustainability of private own football club in the league	(10.75) 8	(12.75) 12	(43.5) 48	(33) 32	100				
	Column Total	43	51	174	132	400				

$$P < 0.05$$

Table one revealed the calculated (χ^2) value of 17.79, and critical (χ^2) value of 16.92 at 9 degree of freedom at 0.05 alpha level, since the calculated χ^2 value is greater than the critical χ^2 value hence, the null hypothesis is hereby rejected. This implies that funding of football club played a significant role on sustainability of private football clubs in Kwara state.

Hypothesis Two: Sponsorship will not play a significant role on sustainability of private football club in Kwara state.

Table 2: Chi-square (χ^2) analysis on the role of sponsorship on sustainability of private football club

	ITEMS	SA	A	D	SD	Total	Cal χ^2 value	df	Crit. χ^2 value	Dec.
1.	Private own football club can only sustained for a longer period of time in the league title if they sign a sponsorship deals	(9) 15	(13.5) 10	(41.75) 40	(35.75) 35	100	39.40	9	16.92	Hypothesis Rejected
2.	Private owned football club often dislike company to sponsored the club because of the believe that the club will be totally hijacked which may hinder their sustainability in the league	(9) 3	(13.5) 17	(41.75) 60	(35.75) 20	100				
3.	Private owned football club often like to go for sponsorship deal which would enhance long sustainability of professional football club in the league	(9) 5	(13.5) 15	(41.75) 22	(35.75) 58	100				
4.	Sponsoring of professional football club's can not be used to determined the sustainability of the football club in the league	(9) 13	(13.5) 12	(41.75) 45	(35.75) 30	100				
	Column total	36	54	167	143	400				

$$P < 0.05$$

Table two shows the calculated (χ^2) value of 39.40 and the critical (χ^2) value of 16.92 with 9 degree of freedom at 0.05 alpha level, since the calculated χ^2 value is greater than the critical χ^2 value, the null hypothesis is hereby rejected. This implies that sponsorship of football club play a significant role on sustainability of private football club in Kwara state.

Hypothesis three: Government involvement will not play a significant role on sustainability of private football club in Kwara state.

Table 3: Chi-square (χ^2) analysis on government involvement role on sustainability of private football club

	ITEMS	SA	A	D	SD	Total	Cal χ^2 value	df	Crit. χ^2 value	Dec.
1.	Government involvement in the affair of administration of professional football usually enhance the sustainability of private own football club in the league	(12.25) 19	(15.25) 11	(41.5) 33	(31) 37	100	22.24	9	16.92	Hypothesis Rejected
2.	Government involvement in the affair of football management usually encourage private bodies and other philanthropist who owned football club in the league to sustained the club for a long time	(12.25) 10	(15.25) 20	(41.5) 40	(31) 30	100				
3.	Government involvement in the organization of professional football club often discourage private own football club in the league through tax	(12.25) 15	(15.25) 17	(41.5) 43	(31) 25	100				
4.	Sustainability of private own football club in the league can only be strengthening through the government interference in the administration of the professional league	(12.25) 5	(15.25) 13	(41.5) 50	(31) 32	100				
	Column Total	49	61	166	124	400				

$P < 0.05$

Table three indicates the calculated (χ^2) value of 22.24 and the critical (χ^2) value of 16.92 with 9 degree of freedom at 0.05 alpha level, since the calculated χ^2 value is greater than the critical χ^2 value, the null hypothesis is hereby rejected. This implies that government involvement played a significant role on sustainability of private football club in Kwara state.

DISCUSSION OF THE FINDINGS

The findings revealed that funding played a significant role on sustainability of private football club in Kwara State. This result tallied with the view of Abasi (2012) who stressed that funding of professional football club is capital intensive that requires huge amount of money from individual or corporate bodies to invest in football club. Also Adesoye, Ogunsanwo & Ibiloye (2006) affirmed that funding of sports programme to manage football club is a major issue that requires serious thinking for positive result in term of club sustainability in the professional league. Also funding are necessary for the provision of vital elements for effective sports management and planning in the area of administration of football club.

The findings further indicated that sponsorship played a significant role on sustainability of

private football club in the study area. This result supported the findings of Okpara (2014) who affirmed that the issue of sponsorship is very important in the area of club management by the ownership of the club. Effective sponsorship by individuals and corporate bodies usually assist football club to successfully run the affair of club for a long period of time. Similarly, Abasi (2012) stressed that sponsorship usually assist private football club to sustain their existence in the league for a long time. The author further stressed that, a situation where government funding is inadequate to finance the football club, the club face challenges that may down play their efforts in building formidable teams that could win tournament provided if the management allowed private sectors to assist in sponsorship deal that would save the team from relegation.

The findings further shows that government involvement is significant to sustainability of private football clubs in the study area. This result is in line with the view of Iwuala (2014) who pointed out that government involvement in football administration of private owned club usually enhance effective sustainability of football club in Nigeria league. Similarly Razano (2014) stressed that government involvement in the organization and administration of private football club in the country often leads to seasonal disputes among the stakeholders in the league, government intervention in the area of elections into the board of Nigeria National league usually discourage private bodies and cooperation organization to get involved in the ownership of professional football in Nigeria.

CONCLUSION

Based on the findings, this study concludes that funding, sponsorship and government involvement are vital to sustainability of private football clubs in the study area, this necessitates that stakeholders are to focus on these factors if private football clubs are to flourish.

RECOMMENDATIONS

Based on the findings of this study, the following recommendations were made:

1. All stakeholders in football management should partner with private club owners in the area of fund raising, donation of sports equipment, selling of club souvenirs and shares as a way of assisting in raising funds.
2. Private football club owners should partner with corporate bodies, individuals by appointing them to serve as their boards so as to support them in the area of transport, payment of officials and players allowance.
3. Government should allow corporate bodies and individuals to be involved in the administration of football clubs and players so as to enhance sustainability of private football club.

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