

## HOW FOOTBALL MANAGEMENT IN AZERBAIJAN TAKES ADVANTAGE OF NEW MEDIA OPPORTUNITIES

H.E. Aliyev

*Azerbaijan State Academy of Physical Education and Sport*

[hamid.aliyev2020@sport.edu.az](mailto:hamid.aliyev2020@sport.edu.az)

### **Nəşr tarixi**

Qəbul edilib: 12 yanvar 2022

Dərc olunub: 9 mart 2022

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**Annotation.** The influence of the media on the management of football depends on the media models and the effectiveness of those models. Despite the high level of funding and attention paid to Azerbaijani football, no significant results have been achieved in this area yet. However, the situation can change in the near future. New ways and methods used by management including the opportunities provided by new media can be useful. Discussion with the teams' fans and other experts, sharing the visions on the different issues can foster the development of new strategies for more effective management. This article examines how the football management in Azerbaijan uses the opportunities of the new media. It also discusses the following issues: how can you characterize the current state of football management in Azerbaijan, how new media affect the development of this area and what factors can lead to further development in this area? At what level is the relationship between football and media?

**Keywords:** *football, management, new media, education, practice.*

### **Introduction**

**The importance of the topic:** When we talk about new media, the most common definition is the internet, the ease, and speed of accessing information that comes with internet technology, different ways of communicating and social networking is the place we get in our lives. new media; new emerging technologies and their use, as well as new methods being developed for older technologies. Examples of these new methods include e-books, online newspapers, digital animations, and 3D

movies. The ability to disseminate information that came with 14th-century printing and 19th-century photographic technology disintegrates in a different environment with the technological advances of new media, allowing us to be active in this technology. While the media revolution with printing and photography is giving birth to its own culture, entering a new media age, new media is coming with its own culture. The culture brought by the new media the culture of the old technologies so random. New media (new environments, new tools, new streams) are environments that cannot be created or used without the operational power of computers.

Almost everyone knows about new media, but not everyone knows what is called by this expression and how it is divided into large branches. Although new media do not differ much from traditional media and is the result of technological development, it differs to some extent from several criterias. Until the 1980s, all media outlets were based on print and analog images, such as television, newspapers, and radio. However, in the last 25 years, very serious and rapid progress and development in the field of dissemination of information to the public have begun to be noticeable. This was due to the advent of the Internet and computers.

As for football managers, they revolve around the challenges and achievements of football managers, players, and the current state of the football business environment in general. In some countries, football management is considered to be highly specialized and requires long-term development of skills and techniques. Some experts believe that the development of football management plays an important role in the activities of football clubs, professional coaches, and international experience.

**Methodology:** The paper will explore a survey conducted among some leading sports journalists in Azerbaijan. The results of the survey, which was conducted with three leading sports journalists, helped to identify the current shortage of football management, professional footballers in the country, as well as football law, football infrastructure, and the business environment, in general, are unfavorable for the development of this field in our country. The analysis of this survey is designed to identify and respond to the main problems faced by football managers in Azerbaijan. The survey focuses on three questions:

1. What can you say about the managers of Azerbaijani football and how do you assess their performance?
2. How does new media affect the development of football?
3. What opportunities does the new media provide for football managers and what media methods are used by the managers in Azerbaijan?

### **The challenges football management faces today**

One of the major abilities that a football manager must have is to maintain key stakeholder relationships, while by the lack of formal training it is infeasible for football club managers to be successful in maintaining sufficient effectiveness in winning and constructing confidence. H. Davakos believes training should be the separable part of strategic planning for sports organizations especially football clubs and organizations. Training personnel in contemporary rebel economics provides better-quality products for organizations with fewer resources and employers and this factor adds value to both organizations and personnel (1, p. 390-399).

According to AFFA coach Namig Jafarov, sponsors often confuse football managers: People who invest in football and clubs can be businessman, officials. There are big problems in Azerbaijani football in terms of involvement of a large number of random people in football management. A very small number of people have leadership, general management qualities. A football manager must have a deep knowledge of football, determination, strategy, tac-

tical analysis, team, public, fan, media communication culture, charisma, claim to win, objective demands, coaches, players. He must be distinguished by his respect and behavior (2).

### **The impact of new media on the development of football**

The composition for attracting consumer attention is intensifying, so the challenge in modern football management is to obtain a competitive advantage. Then, competition for attracting attention has become the greatest principle for merging new media within enterprises of football. Although the manager of modern media technologies in football proposes higher access and opportunity for all broadcasters, consumers, and managers of sports leagues/clubs/events, it also has caused a change in the methods which were used for producing, distributing, and consuming sports content. The contributory relationship between new media and sport is simplified through the increment in the complexity of the worldwide sports industry, the mutation in the demand for sports content by international media companies, and the swift convergence in the needs of consumers around the globe. Therefore, new media resources which are relevant to enterprises in football must be identified by football managers to gain benefits and achieve potential opportunities which are offered through these modern technologies. Football managers need to emphasize recognizing practical and conceptual dimensions of expanding an approach to manage the execution and administration of new media (3, p. 11-12).

According to well-known TV presenter, sports journalist Sanan Abdullayev, "there is a big difference between new and traditional media. Going a step further, I would say that the new media has dealt a deadly blow to traditional media in terms of the basics of journalism. It was the strong foundations of journalism that kept traditional media afloat. In other words, strong journalists were still on the field. Not just as invisible as before, many were committed to their conservatism. Although there were several media centers in the traditional media, especially in the field of newspapers, the strong competition was real.

The "war" of the powerful, albeit for a short time, produced heroes for the future. For example, the financial difficulties and internal dissatisfaction of the newspaper "Football +", which is considered a school of sports journalism in the country, led to the creation of "Hat-trick" and "Komanda" newspapers at the initiative of journalists who left at different times. We can also add the "Champion" newspaper, which was created as a successor of the "Zaman" newspaper. It is the incredible competition that has created the site, television journalists, editors, and presenters that form the basis of the sports press today. However, obstacles to the sale of newspapers created the basis for the emergence of new media. In addition, the sites saved readers from the hassle of waiting for tomorrow to read the works of their favorite authors. Now the need for newspapers has decreased for the reader who can get information faster with just one click. This led other writers to change their address sooner or later. Because the best result for a journalist is to read the article. The situation with television was no different. But TV broadcasting turned out to be more tolerant. The main reason for this is the strong financial support at all times and the ability to deliver the news several times a day - a number that satisfies many viewers. Today, TVs have not completely disappeared. But social networks, applications, and easy access to foreign channels managed to strike a blow.

The main reason for the strengthening of the new media was the financial crisis. This was especially true for those who wanted to make a lot of money in football. Compared to their income, they encouraged almost all journalists to become editors-in-chief and founders at a very low cost.

Moving from club to club within Azerbaijan cost both the manager and the player. Because in both cases there was a lot of gains and a little suffering. Now there is no big money in Azerbaijan, so it is necessary to go abroad. This is not easy. Because we have little success in football as a country, there is little interest in this field.

In general, there are many aspects of the work of managers that I do support, but local

players still have some options, such as leaving the country".

According to another well-known sports journalist, Farid Ramazanov, "all media methods are used in Azerbaijan. Preference is given to the print media. There are objective reasons for this. The reality is that if any important information needs to be made public, they do so primarily through the print media. The new media benefits not only football, sports, but also people working in all fields. When it comes to football in particular. Thanks to the new media, it is possible to learn about the daily life of any footballer. In the past, clubs hired special staff to obtain information. With the development of new media, it is easier and faster to get all the information. The emergence of new media was a kind of downfall, especially for football managers. Because thanks to the new media, they can easily get information and images about the player they are interested in transferring, and they can deliver the information to the club they are negotiating with faster".

The rising number of international internships hosted abroad or in our country in this field may contribute to the experience and thus professionalism of Azerbaijan's football managers. The growing interest of people in football, the increase in the number of players and professional managers can have a positive impact on the development of football management.

### Conclusion

In conclusion, it can be stated that as it is proven and also as people believe the more powerful and more wisely management at club level, the more successful the national team of a country. Despite the high level of funding and attention paid to Azerbaijani football, not enough results have been achieved in this area yet.

Some reasons are analysed in this article. It is concluded that one of the main reasons of the national team of Azerbaijan can be using inefficient methods in the management of football clubs. To reach higher results, gaining more appropriate knowledge through trainings and information exchange is required - both inside and outside of Azerbaijan. Access to

international experience should be available through new media and social platforms. Special trainings for the football managers allowing them to specialize on some important matters such as how to earn the trust of football clubs, athletes, coaches, and how to gain authority among their fans would be very helpful.

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## AZƏRBAYCANDA FUTBOL MENECMENTİ YENİ MEDİANIN İMKANLARINDAN NECƏ İSTİFADƏ EDİR

**H.E. Əliyev**

*Azərbaycan Dövlət Bədən Tərbiyəsi və İdman Akademiyası*

[hamid.aliyev2020@sport.edu.az](mailto:hamid.aliyev2020@sport.edu.az)

**Annotasiya.** Sosial medianın futbol menecmentinə təsiri sosial medianın modelindən və onun effektivliyindən asılıdır. Azərbaycan futboluna ayrılan yüksək finans və diqqətə baxmayaraq bu sahədə hələdə yüksək nəticə əldə edilməmişdir. Ancaq yaxın gələcəkdə situasiya dəyişə bilər. Menecmentin istifadə etdiyi yeni metodlar, vasitələr, bura hətta sosial medianın göstərdiyi töhvələr buna kömək ola bilər. Azərkeşlər, digər ekspertlər ilə diskussiya və onlarla müxtəlif suallarda fikir mübadiləsi, daha effektiv idarə üçün yeni strategiya-

ların tapılması. Bu məqalədə hətta Azərbaycandakı futbol menecmenti necə yeni media qabiliyyətlərindən istifadə edir sualıda vurğulanıb. Bu məqalədə belə suallara da rast gəlmək olur: Azərbaycandakı futbol menecmentini necə xarakterizə etmək, necə yeni medialar bu sahənin inksafına təsir edir və hansı faktorlar gələcək inkişafa gətirib çıxara bilər? Futbol və sosial media əlaqəsi hansı səviyyədədir?

**Açar sözlər:** *futbol, menecment, yeni media, təhsil, təcrübə.*

## КАК ФУТБОЛЬНЫЙ МЕНЕДЖМЕНТ В АЗЕРБАЙДЖАНЕ ИСПОЛЬЗУЕТ ВОЗМОЖНОСТИ НОВЫХ МЕДИА

**Г.Э. Алиев**

*Азербайджанская Государственная Академия Физической Культуры и Спорта*

[hamid.aliyev2020@sport.edu.az](mailto:hamid.aliyev2020@sport.edu.az)

**Аннотация.** Влияние СМИ на менеджмент футбола зависит от моделей СМИ и эффективности этих моделей. Несмотря на высокий уровень финансирования и внимания, уделяемого Азербайджанскому футбо-

лу, значительных результатов в этой области пока не достигнуто. Однако в ближайшем будущем ситуация может измениться. Новые способы и методы, используемые менеджментом, включая возможности, пре-

доставляемые новыми СМИ, могут быть полезны. Дискуссии с болельщиками команд и другими экспертами, обмен мнениями по различным вопросам могут способствовать разработке новых стратегий для более эффективного управления. В данной статье рассматривается вопрос о том, как футбольный менеджмент в Азербайджане использует возможности новых медиа. В статье также рассматриваются следующие вопросы: как можно охарактери-

зовать текущее состояние футбольного менеджмента в Азербайджане, как новые медиа влияют на развитие этой сферы и какие факторы могут привести к дальнейшему развитию в этой области? На каком уровне взаимоотношений находится футбол и СМИ?

**Ключевые слова:** *футбол, менеджмент, новые медиа, обучение, практика.*