

عنوان مقاله:

Identifying and ranking key performance indicators in football clubs

محل انتشار:

ژورنال بین المللی نوآوری در مدیریت، اقتصاد و علوم اجتماعی، دوره 3، شماره 2 (سال: 1402)

تعداد صفحات اصل مقاله: 10

نویسنده:

Kianoush Rahmati * - *Master's Degree in Physical Education (Sports Sciences), Islamic Azad University, Gorgan Branch, Iran*

خلاصه مقاله:

Key performance indicators are actually measurable variables based on which we can measure the success rate of an organization in reaching defined key goals. In order to create key performance indicators, steps, and standards must be passed, each of which is of great importance. Based on how the key performance indicator (KPI) is defined and determined, it is possible to measure the performance of a person, department, process, campaign, or strategic goals of a brand. In fact, KPIs can be considered for different industries and for different levels of each business. Considering the importance of football clubs and their high social impact, the purpose of this research is to investigate these key performance indicators in order to grow and improve their comprehensive performance. In order to extract data, a literature review was used. Data refinement and prioritization were done using the fuzzy decision-making method, and the opinions of active experts in clubs and football players were used. The results show that indicators based on infrastructure development are among the most important indicators and should be given special attention. Key performance indicators are actually measurable variables based on which we can measure the success rate of an organization in reaching defined key goals. In order to create key performance indicators, steps, and standards must be passed, each of which is of great importance. Based on how the key performance indicator (KPI) is defined and determined, it is possible to measure the performance of a person, department, process, campaign, or strategic goals of a brand. In fact, KPIs can be considered for different industries and for different levels of each business. Considering the importance of football clubs and their high social impact, the purpose of this research is to investigate these key performance indicators in order to grow and improve their comprehensive performance. In order to extract data, a literature review was used. Data refinement and prioritization were done using the fuzzy decision-making method, and the opinions of active experts in clubs and football players were used. The results show that indicators based on infrastructure development are among the most important indicators and should be given special attention.

کلمات کلیدی:

key performance indicators, performance improvement, sports development, football clubs, sports management

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1912113>



