

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Tuesday, 15<sup>th</sup> January 2019**  
at **13:00** in room **P-119**  
at the **Faculty of Economics, University of Ljubljana**

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will present the article:

**“Stakeholders’ perspective on value measurement of football clubs: Critical discussion on evidence from Central Eastern European Country”**

“It is a big challenge to identify and classify the factors influencing the value of football clubs as well as to establish how these factors may affect the measurement of the value. It raises a question how accounting data are useful to measure value of football clubs? The qualitative research approach was applied in order to identify, classify and understand the factors that create value of sports clubs.

The obtained results provided the most significant value factors, determined by the stakeholder approach. The paper presents stakeholder analysis conducted in the stakeholder’s theory context, in order to present the specific stakeholder groups, which are the receivers of the football clubs’ value. The utility of financial information and financial indicators is established on the basis of the case analysis. The results of the interviews are presented and commented in the paper in order to classify key value factors. The presented approach may lead to establishing the performance measurement system of sports clubs. “

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Monday, 14<sup>th</sup> January 2019.

You can find all information regarding future research seminars on following link:  
[http://www.ef.uni-lj.si/raziskovanje/seminarji\\_in\\_konference](http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference)

**We look forward to seeing you!**

