

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Tuesday, 3<sup>rd</sup> October 2017**  
at **13 p.m.** in room **P-119**  
at the **Faculty of Economics, University of Ljubljana**

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will present the article:

### **“The stakeholder-strategy relationship in non-profit basketball clubs”**

“Non-profitability implies the obligation of using the surplus of income over costs for organizational purpose, but in practice, poorly developed legislation regulators often fail to prevent profit sharing among organizational members in good times of financial surplus. Correspondingly, in bad times, the non-profit status enables hiding the organizational stakeholders’ structure and allows the distribution of risk of financial loss. Obviously, the non-profit sport clubs face with the problem of the lack of transparency, foremost regarding the identification of what is known as “key players” and their interests. The purpose of this study is thus to shed new light on the described problem. It offers an empirical insight into the stakeholder structure of non-profit sport clubs, planned hierarchies of organizational objectives, and then measures the strategic impact of different groups on the way the key strategic decisions are actually made. Therefore, the study deals with the problem addressed with the questions “who really counts” and “what do the key stakeholders want”. Moreover, the study makes one step further with an examination of how stakeholders actually influence the key strategic issues. The data was collected from a survey of 73 basketball clubs’ top managers from four South-East European countries. Findings show that private sponsors are the most influential stakeholders in top quality clubs that pursue top sport and financial results more than local community inclusion and other non-profit objectives. Conversely, volunteers, public sponsors and donors, as well as members of local community have a more strategic influence in lower division clubs that have a more local and non-profit strategic focus. The results enable better understanding of the relationships among stakeholders, planned hierarchy of organizational objectives and implemented strategies that will contribute to the discussion of the justifiability of sport clubs to operate in the context of non-profit legal forms. From the practical point of view, the results should be useful to managers in sport organizations to anticipate better the pressures from various interest groups, and to improve their ability to successfully manage the potentially conflicting interests of stakeholders.”

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, 2<sup>nd</sup> October 2017.

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!**

