



Research Center
Finance & Information Management



Project Group
Business & Information
Systems Engineering

Discussion Paper

Value of Star Players in the Digital Age

by

Dr. Christoph Buck, Sebastian Ifland, Michael Renz

January 2019

To be presented at: 14. Internationale Tagung Wirtschaftsinformatik

University of Augsburg, D-86135 Augsburg
Visitors: Universitätsstr. 12, 86159 Augsburg
Phone: +49 821 598-4801 (Fax: -4899)

University of Bayreuth, D-95440 Bayreuth
Visitors: Wittelsbacherring 10, 95444 Bayreuth
Phone: +49 921 55-4710 (Fax: -844710)

WI-927



Universität
Augsburg
University



UNIVERSITÄT
BAYREUTH



Value of Star Players in the Digital Age

Christoph Buck¹, Sebastian Iffland¹, Michael Renz²

¹ University Bayreuth, Information Systems Management, Bayreuth, Germany
{christoph.buck,sebastian.iffland}@uni-bayreuth.de

² University Bayreuth, Sport Governance and Event Management, Bayreuth, Germany
michael.renz@uni-bayreuth.de

Abstract. International professional football has become a billion dollar market worldwide. Up to half of the world's inhabitants watch major events such as the FIFA World Cup or the UEFA Champions League Final. Central players and elements in this global advertising market are the clubs' teams and the players themselves. Social media platforms today allow professional footballers to reach millions of people through private marketing as individuals, thereby creating their own brand. The brand and reach of each player is also a valuable resource for clubs in terms of player value and transfer activity. The outlined results in the following article show indicate a positive correlation between the social media value of professional players and the transfer activities of football clubs. Consequently, the impact of digitization on professional football can be shown by a relationship which has not been investigated in research to date.

Keywords: social media, transfer market, digital strategy, football, star marketing