

Abstract

Title: Women in managerial positions in the football industry

Objectives: Based on literature research and in-depth interviews with women in the managerial position in Czech football industry, the objective is to find out, what helped those women to reach the managerial positions and how are their careers within the sport industry influenced by their gender, eventually, how they have perceived the whole gender issues within the Czech football industry context.

Methods: In-depth interview was used as the main method, based on triangulation. The structure of the interview was constructed based on conceptualization and operationalization. The data interpretation of this research is based on interpretative phenomenological analysis.

Results: The respondents barely experienced any discrimination at the workplace. While doing their job and even during recruitment, respondents felt like there were more advantages or equality based behaviour than disadvantages for them as women. The fact that it is not that easy to reach potentially helpful network during early socialization while actively playing football, doesn't always have to be disadvantage for women. It is also possible to gain the network somewhere else during life and what more, network is the most important factor for getting into the football industry and being successful. To be successful, the women needed mainly feminine characteristics to first get into the industry and then masculine and feminine characteristics combined, when it came to reach the managerial position. Knowledge based on education was one of the most important aspects to succeed, gained during life. Only one respondent was confronted with a negative reaction of public, which is connected to her media and PR profession. There were no negative bias found in relation to other women from any of the respondents. The main point for all the respondents within the gender issues was to individualize.

Keywords: male-dominated industry, gender issues, women in management, discrimination, success factors, feminism