

## **Abstract**

Professional football environment is becoming more corporate and alienate itself more and more from the fans. Because of that UEFA, under influence of fan groups, decided to incorporate new licensing regulations in 2011. The goal of those new regulations was to offer a bigger share of influence over big clubs to fans. The new position of Supporter Liaison Officer was a part of those new licensing regulations. SLOs main goal is to provide a source of communication between club and its fans.

After a few years in 2017 the Czech League Football Association LFA incorporated SLO into its own licensing regulations. In this thesis we are focusing on the process of implementation SLO into Czech football and which institutions played role in it through interviews with Czech SLOs.

We are using the theory of Institutional Isomorphism which allows us to focus on functioning of SLO in Czech football through its three isomorphic processes. Because the position of SLO was implemented by just four first league, we are going to focus on why it is not implemented by all as well. Thanks to the analysis of interviews and recherche of documents we were able to show which processes affect SLO and how. We identified all three of the isomorphic processes, coercive, mimetic, and normative. The thesis also allows comparison with foreign projects and shows options of further sociological research.