

Abstract

Title:

Analysis of sports agents activities in connection with identifying and developing sports talents (on the examples of football and ice hockey).

Objectives:

The goals of this study was to analyze the activities of sports agents in ice hockey and football. The actual research was conducted by comparing the information from 4 groups of probands - a) Sports agents, b) Coaches, c) sports managers, d) players.

Methods:

The main research method chosen was a qualitative research approach, information was obtained in two ways: a) providing a structured interview (sports agents, coaches and managers) and b) a questionnaire with open questions (players).

Results:

The research results showed similar ways of view of sports agents in the field of football and ice hockey. Individual groups of probands understand the activities of agents in different terms. A unifying feature defined by all groups is representation of players in terms of negotiation for professional contracts with clubs. Except for a group of sports agents, no other group sees their work as important for the development of the players performance.

Keywords:

Sports agents, players, coaches, sports managers