

## **Abstract**

**Title:** Dependency of market value of a team on the result achieved at the Synot liga

### **Objectives:**

The aim of this work is to determine the dependence of the market value of the teams which take place in the Czech Top Football league and their achieved results in this competition. Market value of the team is given by a sum of market value of all its players, regardless of their taking part in the match or not. It's put into the context with the final result in the league, which is expressed by a total sum of the gained points. The partial aim is to determine effectiveness of these teams (expressed by total market value of the team) and the total sum of the points achieved in the competition

### **Methods:**

Regressive and correlative analysis was used for determination of the dependence in the practical part of my research. Regressive analysis was taken from the assumption of free dependence. In this case the aim was to identify the degree of its intensity. So this is the way how the assumption that total market value of the team has certain influence on the achieved result in the league was checked.

### **Results:**

In the results you can see characteristic and may be big influence of the market value of the team on the achieved result in the league. The value of correlative coefficient for the previous 9 sport seasons was 0,609 and even 0,714 – for the previous five seasons. The best result contrary to the predicted value registered the Slovan Liberec FC team which had 66 points compared with predicted 40, 4 points at the end of this season 2011/12. The Bohemians Praha (2009/10) team takes the furthest place down in the regressive line. It has got 16 points compared with predicted 37, 4 points. The measurement of the effectiveness in particular seasons had the best impact for the teams which are low in the table of the market value. So, it's possible to say that the teams which have lower market value are more effective and vice versa “expensive” teams have got bigger chance to win the competition.

### **Keywords:**

football, Synot liga, market value, duality, result, effectiveness