

SPORTSKI FINANSIJSKI MENADŽMENT

SPORTS FINANCIAL MANAGEMENT

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Rezime

Internacionalizacija sportskih finansija u nas, uklapa se u sam proces rekonstrukcije globalnog finansijskog i bankarskog sistema. Formiranje sportskih fondova, sportske banke i fondova sportskih „biznis andjela“ (engl. bussiness angels) u strukturi finansijskog i bankarskog sistema reprezentovalo bi novi tržišni pristup u razvoju poslovnog, komercijalnog i razvojnog bankarstva sa atraktivizacijom ulaganja u sportsko preduzetništvo. Ulaganje u sport, na makro planu, i medjusektorska prelivanja u kome finansije sportskih fondova i banke imaju zavidno mesto, svakako će doprineti kontinuiranoj likvidnosti privrednog sistema i persualizaciji makroekonomskih performiteta. U ovom kontekstu sportski finansijki doping koji bi kroz institucije ulazio u ekonomske tokove, lečio bi i podizao državni ekonomski sistem iznutra. Trenutno u nas »dobro« stoje samo poljoprivreda, narodna muzika i sport, koji širi sportsko tržište i inicira nove privredne aktivnosti vrhunskog sporta. U tom smislu, institucionalizovane sportske finansije bi reprezentovale novi nukleus u razvoju preduzetničkog bankarstva, koje sa svojim finansijskim biznisom idealno »spaja« sport, narod, privredu i politiku. Time se faktički otvaraju vrata internacionalizaciji kapitala i povratku poverenja u domaće bankarstvo i domaće finansijsko tržište. Samo novi tip preduzetničkog bankarstva i aktivnosti na finansijskom tržištu, sa prilivom novog kapitala, u pravom smislu, zdravog sportskog kapitala, sa novoprofiliranom poslovnom strukturom, vraća nadu i poverenje naroda u svoje banke, fondove i finansijsko tržište. Ulaganja u vrhunski sport jesu ulaganja u ljude, nacionalni prestiž i društveni ponos, pogotovu kada svetski rezultati podižu i zastavu i himnu. Vrhunski sport sa vrhunskim rezultatima je novo privredno čudo kome treba i sportska banka, i sportska televizija, i sportsko sponzorstvo, i sportsko tržište, i sportska privrede kako bi se eliminisale devijacije u sportu na principu efikasnog sportskog menadžmenta.

Ključne reči: sportski menadžment, sportsko bankarstvo, sportsko preduzetništvo, sportski marketing, sportski biznis

Summary

The internationalization of sports finances here fits into the very process of reconstruction of the global financial and banking system. Establishment of sports funds, sports bank and

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sports "business angels" funds in the structure of the financial and banking system would represent a new market access in the development of business, commercial and development banking with the attraction of investment in sports entrepreneurship.

investment in sports at the macro level, and intersectoral spillovers in which finances of sports funds and banks have an enviable place, will certainly contribute to continued solvency of economic system and personalization of macroeconomic performances. In this context, sports financial doping which would enter economic trends through institutions, would heal and raise state economy system from the inside. The only "good" result here have, agriculture, folk music and sports which expands a sports market and initiate new business activities of professional sports. In this sense, institutionalized sport finances would represent a new nucleus in development of entrepreneurial banking. which with its financial business ideally connects sports, people, economy and politics. This fact opens the door to the internationalization of capital and return of confidence in the domestic banking and domestic financial market. Only the new type of entrepreneurial banking and activities in the financial market, with the influx of new capital, in the true sense of healthy sports capital, with newly profiled business structure, brings back hope and the people's trust in their banks, funds and financial markets. Investments in professional sports are investments in people, national prestige and social pride, especially when the world results raise the flag and anthem. Top sport with top results is a new economic miracle, that also needs a sports bank, sports television and sports sponsorship, sports market and sports economy in order to eliminate the deviations in sports on principle of effective sports management.

Keywords: sport management, sport banking, sport entrepreneur, sport marketing, sport bussines
