



# The Impact of Sports Corruption on Economic Performance Aspects of Egyptian Football

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## Abstract

*Corruption affects in the economic life fields on both economic development and football development, and makes processing very expensive, where corruption limits fair opportunities and access to resources. So, current research aims to identify the impact of corruption fields on football economic performance and its contribution to national economy growth, so, the researcher has been collecting data through reconnaissance a sample included (147) individuals from those who have direct relation with inputs and outputs of football industry, its financial and business control, boards' members of association and clubs, in addition to, players, coaches, agents, broadcasters, managers of marketing and sponsorship. The results showed many obvious aspects of sport corruption fields in Egyptian football. Where, sport corruption according to sector comes in the forefront, in addition to the negative impact of corruption fields on aspects of football's economic performance and its positive contribution in national economy growth.*

## Introduction:

Football nature has changed from a popular sport into a global industry in light of increasing its economic impact on social systems with different levels, that has made football not only a source of income for many individuals, but also serve as a tool for local economic development in many countries, in addition to its role in promoting social solidarity and transferring cultural and humanitarian values. The continuing role of football as a tool for economic development depends partly on football's industry ability on continuous growth and permanent confrontation for various forms of crime and corruption (FATF, 2009).

The link between corruption and football has far historical dimensions. In recent decades, corruption behavior became the most common behavior in football. This behavior includes individuals who work cooperatively like: players -coaches - referees, it also extended to include some brokers (players' agents - sports marketing agencies), in addition to officials in clubs and national associations, as well as organized crime entities (Bricknell, 2015).

Bricknell (2015) identifies sports corruption as "a form of behavior, whether by athletes who fail to achieve required sport performance levels in order to win the competition

and instead deliberately allow others to win, or by officials who perform their tasks consciously in inconsistent manner with goals and ethical values of club or concerned association and competitive sports and society in general".

In light of this concept, there are many combined factors that make football sector one of the most attractive sectors for corruption practices, where the results of FATF (2009) indicate to identifying three key fields that represent weakness points to penetrate corrupt practices of global and national football industry: football structure- football financing- football culture (FATF, 2009). These three fields expansion within football industry in various images including: complex networks of beneficiaries and stakeholders- management's lack of efficiency and professionalism- diversity of legal structures for football clubs- fiscal spending is not rational and this does not provide the ability to predict future results of profits- social and cultural weakness of some coaches and players, and such aspects of weakness lead to committing some corrupt sports practices within football industry.

The expansion of these fields has led to mismanagement, lack of accountability and inability to develop football industry, and consequently reducing its ability to make profits. Where, these clubs and national associations are running largely unprofessionally, in addition to political interference that (in some cases) created a complex social

context in terms of cultural and political and economic spaces, which in turn intersect together to produce so small evolution in football game as vibrant trading entity (Chiweshe, 2014).

Brooks et al. (2013) refer that, fraud and corruption can destroy sport commercial success, because this is offset by a loss of integrity in any sport. Here, commercial interests of economic institutions seek behind new ways of advertising and withdrawing or reducing their sport sponsorship. So, many international football organizations, led by UEFA have decided to develop an action plan includes a number of tangible initiatives focused on education, prevention, control and disciplinary sanctions, which aim to protect football integrity and emphasizes lack of tolerance policy towards manipulating and corrupt practices in football competitions (UEFA, 2013).

#### **Literature Review:**

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Serbym (2015) which aims to identify the reasons that prompted European Union to approve a new international treaty on match-fixing, where he explained that the most important reason to approve this treaty was the notorious scandal of fixing Bochum games for (2009- 2011) in football, where police investigations led to doubt in suspicious 323 games, of which: 75 in Turkey- 69 in Germany- 40 in Switzerland, including payments to referees, players and coaches reached to 12 million euros, where the results showed that tracking movement of accounts in Russia, Malaysia and China as well as several European countries have shown the existence of match-fixing practices.

Bricknell (2015) aimed to examine some events in which corrupt behaviors were obvious, that affected Australian sport integrity during the period from 2009 to 2013. The results showed that sports events of: football- rugby – motor and horses races, were the most events that witnessed corruption. Where corruption fields included steroids and match-fixing related to betting, in addition to using insider information for betting purposes.

Chiweshe (2014) aimed to analyze corruption in various parts of African continent to shed light on reasons that led to weakness in game development operations, closely linked to lack of fairness and transparency in game management. Where the results showed that corruption in African football systems and structures had many names: little something, gift, motivation, envelop, dash. Also, cases as vote-buying and corruption in elections to gain access to positions in football, in addition to some agents paying bribes to coaches to take their players (those whom they represent) to join the National Team and

consequently: increase their market value and have sponsorship money and broadcasting rights instead of clubs and associations. Those were the most important aspects of corruption in African football.

UEFA (2013), aimed to recognize dangers of match-fixing in European football, and developing a joint action plan that includes a number of tangible initiatives that focus on education, prevention, control and disciplinary sanctions to protect football integrity in Europe. Where results showed that sports organizations in Europe does not have the legal methods or systems to face any corruption problems, which include criminal organizations. It also showed that sports organizations recognized that "sports fraud" should be described as a criminal offense specified in national legislation across Europe, beside the necessity of sports organizer's right in betting revenues as a source of football financing.

Brooks et al. (2013), aimed to identify types of fraud and corruption within commercial era of "modern" football in the international context, which indicated that tickets that are sold at market price instead of ticket's actual face value comes at the forefront of sports corruption types, in addition to illegal websites that take advantage of market gaps to disappear before police do anything with them. This study also showed that football agents dodging from paying the fees and potential taxes and also dodging from having a license, those were the most obvious corruption methods.

James (2013), who aimed to analyze the impact of sport commercialization on illegal commercial exploitation of sport consumer or fan, where study results indicated that counterfeit goods carrying slogans and names of professional teams without legal authorization from the rights holder, consider an illegal practice as well ambush marketing practices between sponsoring institutions and access to matches' broadcasting content, because such corrupt practices harm clubs' commercial revenues, and put their economic performance at risk.

#### **Research Problem:**

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Chiweshe (2014) refers that corruption stifles economic development and football development, which makes processing very expensive. Corruption limits fair opportunities and access to resources; this was reflected on football clubs, players and fans, which may have serious repercussions in game commercialization because fans themselves are required to be part of the game through contributing with their money to financing football.

Who follows Egyptian football in the past five years notice audience absence of stadiums, that reflected on Egyptian football economic performance in general and regression of sports' clubs revenues in particular. Egyptian football is facing a growing number of scandals associated with: purchasing votes in elections- players' transfers- nepotism and marketing contracts, it even reached to choosing team's elements that put football integrity at risk, and this may destroy the economic performance of that promising industry. Egyptian football suffers from lack of regulatory control and creative accounting with interests' conflict, which leads to cases of significant corruption. The most famous case ever at all match-fixing for Egyptian Football Team and League came through appointing foreign referees, that case was presented by Mr. Ahmed Schuber, former vice president of Egyptian Football Association, through his sport program on Sada Elbalad Channel, to Minister of Sport and Youth at 24 November 2014 (Sada Elbalad Channel, 2014). Accordingly, this current study will focus on corrupt behaviors in four key fields (Type- Activity- Sector- Place), and their impact on economic performance aspects of the Egyptian Football Association.

#### **Research Hypotheses:**

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- 1- There is significant relationship between sports corruption fields and football contribution aspects to national economy growth.
- 2- There is significant relationship between sports corruption fields' dimensions and football contribution aspects to national economy growth.
- 3- There is a negative impact of sports corruption fields on football contribution aspects in national economy growth

#### **Research Tools:**

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The researcher prepared a questionnaire consisting of two pivots: the first pivot "**football contribution aspects to national economy growth**"- the second pivot "**sports corruption fields**" and this includes four key dimensions, reflects the key fields of Sports corruption as follows:

**First Dimension: sports corruption fields according to type**

**Second Dimension: sports corruption fields according to activity**

**Third Dimension: sports corruption fields according to sector**

**Fourth Dimension: sports corruption fields according to place**

The researcher also conducted scientific transactions for research tool, where stability coefficient of the first pivot was (0.750), and second pivot (0.868). Meantime, honesty coefficient reached to (0.866) for the first pivot and (0.932) for the second pivot.

#### **Research Method:**

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The researcher used descriptive method, and this is worthwhile method where it depends on collecting information regarding economic performance aspects of Egyptian Football, in addition to identifying corruption aspects in Egyptian football through four key areas. The researcher's selection is justified because this help football decisions makers on developing economic performance through reducing or controlling corruption aspects revealed by the study, and this opens the way for more researches towards developing the economic performance of the Egyptian football.

#### **Research community and sample:**

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Research community is represented in those professionals who are directly related with inputs and outputs of football industry, and also professionals working in financial and commercial performance control such as regulatory institutions (Accountability State Authority - Administrative Censorship- Controls and Standards Department at Youth and Sports Ministry), Directors' Board at Egyptian Football Association, football clubs which participate in Association's competitions, in addition to the players, coaches, referees, and finally players' agents, broadcasters, sponsorship and marketing managers. Where, research sample included (147) individual.

#### **Results presentation and explanation:**

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**First: Football contribution aspects to national economy growth**

Table (1)  
Relative importance and t-test value of research sample opinions of first pivot's phrases  
"football contribution aspects to national economy growth" (N = 147)

Elements	Arithmetic Mean	Standard Deviation	Relative Importance	T	Sig.	Significance
first pivot: "football contribution aspects to national economy growth"	3.67	1.06	40.77	-15.174	.000	Significant
Attracting investments to football industry is affecting on economic growth rates	3.71	2.07	41.27	-7.528	.000	Significant
Attracting national capital to football industry rather than directing to regional and international markets	3.46	1.94	38.47	-9.617	.000	Significant
Promoting competition rather than emergence of monopolistic practices in football national competitions	3.52	1.76	39.15	-10.165	.000	Significant
Increased media investments in purchasing broadcasting content of Egyptian football rights	4.97	1.99	55.18	-.207	.836	Not-significant
Increased investments of economic institutions in advertisement inside football competitions	4.72	2.06	52.46	-1.644	.102	Not-significant
Retaining national talents in national football markets rather than other markets and competitions and naturalizing them	4.53	2.33	50.34	-2.439	.016	Significant
Increase employment and rising salaries to fit with capabilities and skills	3.86	2.08	42.93	-6.614	.000	Significant
Increased demand from public on live viewership inside stadiums	4.83	2.44	53.67	-.846	.399	Not-significant
Developing new media services of (Facebook - Twitter - YouTube ... etc.) to purchase football content	4.52	2.17	50.26	-2.654	.009	Significant
Control of football competitions' sponsorship fields on economic institutions' spending rather than their spending on cultural and artistic and media sponsorship	4.82	2.06	53.51	-1.079	.282	Not-significant
Rise in sports games' revenues from ticketing and consumer spending at match day	2.89	1.98	32.12	-12.937	.000	Significant
Ability to attract support from international organizations for developing national football	2.73	1.63	30.39	-16.834	.000	Significant
Increasing Association's and clubs' ability on investing government's financial resources in development projects of football programs	2.68	1.70	29.78	-16.583	.000	Significant
Promoting general budget's resources through tax payments of football	3.56	2.06	39.53	-8.497	.000	Significant
Retaining economic competencies at leadership positions in football	2.56	1.60	28.5	-18.495	.000	Significant
National football competitions Penetration for key and neighboring markets enhance psychological revenue for public in those markets	2.63	1.67	29.25	-17.209	.000	Significant
Raising brand value of clubs and competitions	3.54	1.69	39.3	-10.498	.000	Significant
Raising value of clubs' assets	3.93	2.17	43.69	-5.959	.000	Significant
Football contribution in raising foreign capital resources	2.73	1.71	30.39	-16.029	.000	Significant
Acceptable interest rates on loans	3.17	1.73	35.22	-12.799	.000	Significant

Table (1) shows results of research sample opinions of "football contribution aspects to national economy growth"; the table shows that "Increased media investments in purchasing broadcasting content of Egyptian football rights" come in forefront of football contribution aspects to national economy growth with relative importance (55.18%). The results also show convergence in relative importance for both "Control of football competitions' sponsorship fields on economic institutions' spending rather than their spending on cultural and artistic and media sponsorship" and "Increased investments of economic institutions in advertisement

inside football competitions" with (53.51%) and (52.46%) respectively, meantime other previous aspects of "Increased demand from public on live viewership inside stadiums" with relative importance (53.67%).

On the contrary, we find that the most least element of football contribution aspects to national economy growth in terms of relative importance are: "Retaining economic competencies at leadership positions in football" with relative importance (28.5%), "National football competitions Penetration for key and neighboring markets enhance psychological revenue for public in those

markets" with relative importance (29.25%). while the results show that "Ability to attract support from international organizations for developing national football" and "Football contribution in raising foreign capital resources" had the same relative importance by (30.39%), as an element in football contribution to the

national economy growth. This table shows significant difference at level (5%) between research sample's opinions regarding contribution of football aspects to national economy growth which got a relative importance less than (52%).

### Second: Sport corruption fields

Table (2)  
Relative importance and t-test value of research sample opinions of second pivot's phrases "Sport corruption fields" (N = 147)

Elements	Arithmetic Mean	Standard Deviation	Relative Importance	T	Sig.	Significance
second pivot: Sport corruption fields	4.65	1.27	51.64	-3.350	.001	Significant
First Dimension: sports corruption fields according to type	4.12	1.34	45.73	-8.015	.000	Significant
Bribery	4.45	2.10	49.43	-3.185	.002	Significant
Blackmail	4.14	2.04	46.03	-5.084	.000	Significant
Embezzlement	3.61	2.29	40.14	-7.361	.000	Significant
Match-fixing (associated with betting)	2.59	1.77	28.72	-16.501	.000	Significant
Match-fixing (unrelated to betting)	2.83	1.78	31.44	-14.811	.000	Significant
Trading with powers	4.87	2.28	54.12	-.687	.493	Not- significant
Steroids to improve performance	3.90	1.65	43.31	-8.098	.000	Significant
Insider Information	3.72	1.55	41.35	-10.021	.000	Significant
Physical intervention to deportation from competition	3.23	1.49	35.9	-14.437	.000	Significant
Match-fixing for promotion or relegation	3.72	1.90	41.35	-8.157	.000	Significant
Bribes for the right to host championship	3.87	2.27	43.01	-6.031	.000	Significant
Securing access to popular matches	3.55	2.03	39.46	-8.663	.000	Significant
Conflicts of interests	5.34	2.11	59.33	1.953	.053	Significant*
Abuse of power	5.67	2.13	62.96	3.800	.000	Significant
Nepotism and cronyism	6.24	2.20	69.39	6.868	.000	Significant
Second Dimension: sports corruption fields according to activity	4.72	1.51	52.48	-2.226	.028	Significant
Players' transfer	5.27	2.04	58.5	1.581	.116	Not- significant
Attracting sponsorship , media and marketing rights	4.63	2.15	51.4	-2.114	.036	Significant
appointment of unqualified individuals	6.52	2.35	72.49	7.850	.000	Significant
Buying teams' kits	5.59	1.84	62.13	3.903	.000	Significant
Delivery of programs and services	4.38	1.95	48.68	-3.851	.000	Significant
Licenses of using brands	4.69	2.35	52.15	-1.577	.117	Not- significant
Organizing events	4.23	2.41	47.01	-3.867	.000	Significant
Issuing permits	4.31	2.32	47.85	-3.628	.000	Significant
Construction of facilities and buildings	5.01	2.20	55.63	.037	.970	Not- significant
Supervising Committees	4.70	2.32	52.23	-1.563	.120	Not- significant
Manufacturing needs	3.69	2.07	41.04	-7.652	.000	Significant
Fans' behaviors	5.44	2.52	60.47	2.128	.035	Significant
Participation in matches	3.78	1.51	42.03	-9.805	.000	Significant
Referees behavior outside field	3.74	1.79	41.57	-8.539	.000	Significant
Management behavior outside field	4.49	1.93	49.89	-3.208	.002	Significant
Maintenance of stadiums	5.10	2.51	56.69	.492	.623	Not- significant
Third Dimension: sports corruption fields according to sector	4.97	1.51	55.25	-.219-	.827	Not- significant
Team's management	3.96	1.84	43.99	-6.876	.000	Significant
Club's management	4.35	1.94	48.37	-4.038	.000	Significant
Competitions' management in lower divisions	4.94	2.12	54.88	-.350	.727	Not- significant

Managing tournament	4.82	1.91	53.51	-1.164	.246	Not- significant
Managing Junior competitions	5.29	2.32	58.81	1.526	.129	Not- significant
Sport Authority	4.84	1.93	53.74	-1.025	.307	Not- significant
Areas' management	5.13	2.27	56.99	.691	.491	Not- significant
Committees' management:						
Arbitration	6.37	2.49	70.75	6.654	.000	Significant
Competitions	4.76	2.07	52.83	-1.437	.153	Not- significant
Players Affairs	5.09	2.04	56.54	.526	.599	Not- significant
Grievances	4.83	2.16	53.67	-.955	.341	Not- significant
Taxes	4.78	2.29	53.06	-1.187	.237	Not- significant
Legal Affairs	4.42	2.02	49.13	-3.470	.001	Significant
Sports Media	6.36	2.28	70.67	7.250	.000	Significant
Financial management	4.67	2.20	51.85	-1.837	.068	Significant
Fourth Dimension: sports corruption fields according to place	4.78	1.64	53.1	-1.633	.105	Not- significant
Inside field	3.53	2.24	39.23	-7.942	.000	Significant
Outside field	4.93	2.15	54.8	-.383-	.702	Not- significant
Training	3.59	1.94	39.91	-8.800	.000	Significant
Workplaces	4.24	1.86	47.17	-4.912	.000	Significant
Clubs	4.82	1.89	53.59	-1.133	.259	Not- significant
Association	5.06	1.95	56.24	.380	.704	Not- significant
Association's Areas	5.18	2.10	57.6	1.062	.290	Not- significant
Localities	6.07	2.40	67.5	5.432	.000	Significant
Cities' teams	4.49	2.05	49.89	-3.024	.003	Significant
Football Academies	5.26	2.61	58.43	1.202	.231	Not- significant
Analytical studios	5.38	2.53	59.79	1.824	.070	Significant

\* Significant at level (10%)

Table (2) shows results of research sample opinions' of the third pivot "sports corruption fields". The results showed that third dimension "sports corruption fields according to sector" came in forefront between key dimensions of Sports corruption fields with relative importance (55.25%). On the contrary, the results showed that the first dimension "sports corruption fields according to type" had the lowest relative importance (45.73%) between the four key dimensions of sports corruption fields according to research sample's opinions. This table shows that "Nepotism and cronyism" come in forefront between first dimension's phrases "sports corruption fields according to type" had relative importance of (69.39%), while "Match-fixing (associated with betting)" had the least relative importance (28.72%) according to research sample's opinions in the four dimensions of corruption fields.

The table shows rise in relative importance of opinions about the item "Appointment of unqualified individuals" as one of second dimension's elements "sports corruption fields according to activity" among all four dimensions by (72.49%). Also, "manufacturing needs" had the least

relative importance of (41.04%) in the second dimension. The results of table (2) shows a clear convergence of research sample's opinions in sports corruption prevalence at the third dimension "sports corruption fields according to sector" for elements of "arbitration" as one of FA committees with relative importance of (70.75%), then "sports media" with relative importance (70.67%). And, "localities" come in forefront of "sports corruption fields according to sector" with relative importance (67.5%), on the other hand, there was a clear convergence in relative importance of "sports corruption fields according to place" for both elements "training" and "inside field" with the least relative importance of (39.91%) and (39.23%) respectively in fourth dimension. Table (2) also shows significant differences between most elements of the four corruption fields at significance level (5%) according to research sample opinions.

**Third: Results of first hypothesis ... There is a significant relationship between sports' corruption fields and football contribution aspects to national economy growth**

Table (3)  
The correlation between sports' corruption fields and football contribution aspects to national economy growth

	sports Corruption as a whole	football contribution to national economy growth
sports Corruption as a whole	1	
football contribution to national economy growth	- .911 **	1

\*\* Significant transactions at significance level (1%).

Table (3) show a strong correlation between sports corruption fields as an independent variable and between football's contributions aspects to national economy growth as a dependent variable, as the value of the correlation between the two variables was (- 0.911) at significance level (1%) according to of average research sample's opinions, which shows strong inverse relationship, the more expansion elements of sports

corruption fields and its four key dimensions, the more there was a clear decline in football's contribution aspects to national economy growth.

**Fourth: Results of second hypothesis ... There is a significant relationship between dimensions of sports corruption fields and football contribution aspects to national economy growth**

Table (4)  
Correlation between dimensions of sports corruption fields and football contribution aspects to national economy growth

sports corruption fields	football contribution to national economy growth
Type	-.686**
Activity	-.721**
Sector	-.863**
Place	-.819**

\*\* Significant transactions at significance level (1%)

Table (4) shows correlation matrix for average of research sample's opinions on the four key dimensions of sports corruption fields and football contribution aspects to national economy growth, where the results show a high correlation between the third dimension "sports corruption fields according to sector" and football contribution aspects to national economy growth, where correlation value was (-.863), while the lowest value of correlation between the first dimension "sports corruption fields according to type" and football contribution aspects to national economy growth at ( -.686). The results also

showed that correlation values are significant at level of (1%), in addition to strong inverse relationship between the four dimensions of sports corruption fields and football contribution aspects to national economy growth, meaning that the more of Sports corruption elements, the more there was clear decline in football's contribution to national economy growth.

**Fifth: Results of second hypothesis ... There is a negative impact of sports' corruption fields on football contribution aspects to national economy growth**

Table (5)  
Estimates of simple regression model to the impact of sports corruption fields on football contribution aspects to national economy growth

R2 coefficient	F (sig.)	Estimates			
			$\beta$	t	Sig.
0.831	711.784 (0.000)	Constant	7.179	52.593	.000
		x2	-.756	-26.679	.000

Table (5) shows simple regression model's estimates of dependent variable regression "football's contribution aspects to national economy growth" and independent variable "sports corruption fields", where we find significant impact at level (5%), and R2 coefficient reached to (0.831), which shows the independent variable

"sports corruption fields" explains (83.1%) of changes in the dependent variable "football contribution aspects to national economy growth". And this confirms the existence of a statistically significance between "sports corruption fields" and "football contribution aspects to national economy growth".

Table (6)  
Estimates of gradual regression model to the impact of sports corruption fields  
on football contribution aspects to national economy growth

R2 coefficient	F (sig.)	Independent variables in the model	Estimates			
				$\beta$	t	Sig.
0.843	191.243 (0.000)	x2.3 x2.4 x2.2 x2.1	Constant	7.143	53.161	.000
			x2.3	-.250	-5.393	.000
			x2.4	-.225	-5.521	.000
			x2.2	-.177	-5.100	.000
			x2.1	-.079	-2.036	.044

Table (6) shows estimates of gradual regression model for dependent variable regression "football contribution aspects to national economy growth" on key dimensions of sports corruption fields as independent variables, where results show a significant impact at level (5%), and became obvious that order of sports corruption fields' dimensions that affect in the dependent variable is:

- Sector
- Place
- Activity
- Type

The value of coefficient was (0.843), which shows that the key dimensions of sports corruption fields explains (84.3%) from changes in football contribution aspects to national economy growth. This confirms existence of a statistically significant impact between the dimensions for each field of sports corruption on football contribution aspects to national economy growth.

### **Discussion and conclusions:**

The results of this study confirm that media's investments in purchasing broadcasting rights and economic institutions' investments in sponsorship and advertising inside football competitions, in addition to increased demand from public on live viewing inside stadiums, became a major engine for revenues' growth of Egyptian football, and thus increase its contribution to national economy growth.

This agrees with Szymanski (2010) and James (2013) in that football economic dimensions has widened largely in the last twenty years because of unexpected growth in commercial investment of both: sports sponsorship and broadcast rights, in addition to fans who were and still basically who finance these developments and business transformations in sport, but the relative importance of these aspects did not exceed (55%), and this reflects that these engines have great opportunity for growth in the coming years, depending on Egyptian Football Association's and its clubs' ability on rules' structuring

and drafting that govern the process of commercialization both sponsorship and broadcasting rights, as well as solving problems that face audiences inside stadiums and adjust relationships with marketing agencies in the Egyptian sports market, because of random found in commercialization operations, which in turn represent a fertile environment for expanding sports corruption practices.

This is in line with Freeman (2000); Hamil and Walters (2010), Brooks et al. (2013), Szymanski (2010) that fraud and corruption types within "modern" commercial football in international context have increased with the emergence of commercial era, where corruption cases have emerged in football. This prompted many supporters to call government to put laws that organize football commercial activity, in order to help football not to break down, in addition to weakness of Egyptian football structure that makes it a good environment for sports corrupt practices, and, of course this is reflected on its economic performance.

This is consistent with Brooks et al. (2013) that tournaments structure, ownership organization and rules of German and Italian football clubs were open to fraud and influenced by corruption, so, Bundesliga and FIGC took structural reforms to face fraud and corruption, in addition to adopting different approaches to manage their own tournaments.

Results of our current research indicate that decline in Egyptian football's ability to "Retaining economic competencies at leadership positions in football" has led to weakening their contribution to national economy growth, beside that "nepotism and cronyism" have expansion as one of corruption fields according to type, as well as to "appointment of unqualified individuals" as one of corruption fields according to activity. All that has been reflected on football's ability to complete financing requirements - management of financial and business operations and the provision of foreign exchange in reducing pressure on the Egyptian local currency and reducing its ability to bring support from international

sports organizations, for developing infrastructure as well as developing football talents. This considers a result of elected councils' boards in both National Association and its clubs do or engage in daily operations, in addition to lack of awareness with professional legal, commercial, technical and regulatory principles that will enable them to enter complex situations that may arise while dealing with international institutions such as FIFA and IOC.

This is consistent with Chiweshe (2014) that corruption expansion in African football was a natural result for mismanagement and lack of accountability that has affected negatively on football development in Africa and made it far from being profitable economic system as a result of systematic and institutional problems with its managerial football structures, this made corruption synonymous with African football, with the exception of some countries such as South Africa.

So, Frank (2010) and Dimitropoulis (2011) asserted that football organizations and clubs of today have been transformed into public companies, with functions similar to those functions at profit- businesses, which created the need for qualified administrative, economic and financial professionals supporting its ability to generate revenue and continuity in the future.

Our results indicate that elements of "Arbitration" and "Sports Media" comes in forefront of Sports corruption fields according to sector, these results reflect referees' impact on matches' results and making mistakes for the benefit of some teams, as a sequence for weakness and irregularity in financial dues of referees, even some of them goes to work for some agencies (involved in sponsorship contracts of some clubs) or working for companies (which owns or manages clubs involved in major competitions of Egyptian football Association), even some members of arbitration committee work in matches' analysis in media, and by so they press on matches' referees or game's officials to appoint certain referees for the benefit of some teams.

Nomurato (2009), confirms that deployment of common stories about biased referees are recycled throughout football culture and gain a legendary force in enhancing systemic expansion of corruption. This is consistent with Chiweshe (2014), that referees are playing a major role in expanding sports corruption practices in African football, in which referees and linesmen are bought by air from all over Africa and Europe specially to disrupt games. This is also assured with Brooks et al. (2013), that referees conspire to manipulate football matches' results in order to obtain illegal payments, and this what causes majority of damages occurred in football integrity.

These results confirm that media plays a major role in expanding corruption in Egyptian football and this is consistent with Whannel (2003), which emphasizes the role of media within the broader process of sport professionalism and commercialization which has strengthened unethical forms of social behavior, and that was the reason for sports corruption existence.

These results are due to the obvious influence and complexity of the relationship between football industry and media industry in: fulfilling financing processes, increasing its market share and building consumers' and viewers' databases, and therefore media is trying to secure access to football content and coverage. This is consistent with Giulianotti (2005) and Jackson et al (2004) and Silk (2004) that complex relationship's dimensions between sport and media have reinforced sport corruption aspects in the context of media growing influence in public sports. Also, risks of bribery and corruption have increased along with technological development and continued globalization and sport's commercialization.

Media is trying to secure football content through obtaining information illegally from rights' holders, in which some of them work in sports associations and clubs, and at the same time work with sports media, which leads sometimes to conflict of interest and enhances chances of sports corruption. This is consistent with Gillianote (1999) that corruption emergence in football culture is partly a result of growing complexity in enlarged institutional relationships in football, and presence of some big owners for some football clubs as key representatives in media industry, and this relationship created business projects or conducting paid interviews, and thus providing channels to transfer indirectly bribes.

Media publish a lot of incorrect information about for rights' holders and hurt them to achieve some personal interests, In addition to manipulation in selecting specific individuals in analytical studios and sports programs to improve the image of some players in order to make interventions with those programs and achieve high watching ratios beside analysis concentration in favor of one of the teams and host officials from those teams to enhance their position or influence on the general assembly's attitudes at adopting budget or at elections.

Nomurato (2013) mentions that one club's president influenced presentation nature of a sports program at national television for the benefit of his club through manipulating in viewers surveys' results and influencing in: selecting matches and situations that be analyzed-selecting invited guests- guiding criticism. Furthermore, some media broadcasters press on clubs who own the

rights to get the interviews they want with players or coaches or vice versa, such as practicing some forms of marketing ambush against or for the benefit of official sponsors of broadcasting rights' owners. This is consistent with Expatica (2008), that one of sports programs' supervisors on public TV channel Hessischer Rundfunk, was jailed for 32 months after being convicted of taking bribes from sponsors between 2001 and 2004 to shed light on some of their products and to ensure coverage in media.

### **Conclusions:**

- 1- Investment of commercial rights to each of: sports sponsorship - broadcasting rights, in addition to revenues of fans, all of that consider the key drivers for developing economic performance of Egyptian football beside the great opportunity for growth in the coming years if there was control corruption.
- 2- Media play a major role in the expansion of corruption in Egyptian football as a result of increasing its influence during periods of professionalism and commercialization, because it fostered the expansion of unethical practices that was the reason of sports' corruption expansion.
- 3- lack of professional awareness of legal, commercial, technical and organizational principles at football industry leaders that enable them to penetrate complex situations in managing football business operations, to eliminate its economic potential development and corruption expansion in sports.

### **Recommendations**

- 1- Egyptian Ministry of Youth and Sports should cooperate with Egyptian Football Association and member clubs to include clear articles in national legislations related to "sports corruption" as a criminal offense to develop football economic performance.
- 2- Egyptian Football Association develop a joint action plan with member clubs includes a number of intangible initiatives focused on education, prevention, control and disciplinary sanctions for all aspects of may affect the integrity of football.
- 3- Egyptian Ministry of Youth and Sports should put a mechanism to ensure close cooperation for exchanging information between police and investigation authorities and judicial process at the first side, and by Football Egyptian Association and members clubs at the other side, without explaining that by FIFA as a form of government intervention.

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