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Effect of Board Composition and Structure on performance of Kenya Football Premium League

Football is an “industry” and clubs “businesses” characterized by competition for resources. The opportunities presented by expanding markets and the challenges of an environment characterized by increasing competition require that clubs successfully position themselves to build sustainable, competitive advantage. The main aim of the study was to analyze the effects of board composition and structure on performance of soccer management in Kenya Premium League. The study adopted descriptive research design taking 96 elected officials and 48 employees giving a total of 144 target population who understood key issues of football governance as the target population of the study. The study used probability sampling random sampling technique to select the respondents. Data was collected using both primary data collection tools. Structured questionnaires administered to the selected respondents was used elicit information related to governance structure of the Clubs whereas both structured questionnaire and secondary data collection form was used to collect information related to Kenya Football Premium League Performance. In spite of board membership being drawn from members who were not necessarily footballs, the board lacked wider representation in terms of gender, institutional representation like the government, age variability making the board not to have the face of Kenya, that is most clubs were aligned to specific tribe or counties, the idea which was a replica of their respective boards. The first objective of the study was to establish the effect of board composition on performance of Kenya Football Premium League. The study established that the Premium league Club’s boards had other board members who were not necessarily footballs, which was a good idea in terms of bring into the clubs varied views that are meant to make the clubs perform well. In spite of board membership being drawn from members who were not necessarily footballs, the board lacked wider representation.

Keywords

Corporate Governance, Football Performance, Corporate Structures

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