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Analyzing and Comparing Websites of Turkish and English Football Clubs Which are List on Stock Exchanges in Investor Relations Context/ Halka Arz Edilmiş Türk Futbol Kulüpleri Web Sitelerinin İngiltere'deki Rakipleriyle Yatırımcı İlişkileri İçeriği Karşılaştırması

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ABSTRACT

The football industry continues to grow rapidly every year. In recent years Turkish football great progress in various activities to keep pace with this growth. The football clubs in Turkey have become organizations with high budgets. Both the world and in our country are experiencing difficulties in managing the clubs as associations therefore many of them turned into incorporations. For this reason clubs make public offerings in both national and international markets. It has begun with English clubs and spread all over the world. Since 1980s according to developments about financial liberalization, globalization and information technology importance of informing stakeholders of the company increased. Beside this improvements in international financial markets helped investor relations to become a profession. In this study, it is aimed to improve the management of investor relations of football clubs and make contribution to clubs' pricing in Istanbul Exchange. For this reason, it will be given information about websites of football clubs' corporations that listed on Istanbul Stock Exchange and developed markets and the space that is used for information relationship in those websites. When examining the websites of these companies, score cards, financial result explanation forms and website evaluation forms which are prepared by the advisory firm KPMG will be used.

KEYWORDS Investor Relations; Football Clubs; Public listing

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