

Article: Structure of Thailand Professional Football League and How The Football Club Run the Business

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This research paper illustrates the overall structure of Thailand Professional Football League. It provides the readers information about all divisions of the Thailand Football League and also how Thailand Football Association manages the league and gains revenue to improve the quality of the league, compared to other leagues, in the form of performance of each team and popularity of Thai football. Moreover, the author also gives some details about how professional football clubs in Thailand run the business and survive in this industry.

The data that the author uses are both primary and secondary data. Also, the author analyzes this industry through the SCP paradigm (Structure-Conduct-Performance) which the author states that it is the easiest and accurate way to analyze the structure of the football industry. Besides, some marketing methods such as supply chain analysis and marketing mix (4P's) are applied to help the author analyze the result as well.

The result of the research indicates that the popularity of the Thai football league has been increasing in the last 10 years which leads to the increase in the value of the television broadcast rights. According to economic theory, it will provide a spill-over effect to other industries such as the tourism industry, transportation. Many employment opportunities are made due to the development of Thailand football league. However, there are still some problems that many Thai football clubs are facing which is a financial problem as the revenue that is generated during the season is less than the cost of running the business. Which is the main difference between the Thai football league and other famous leagues as there are many investors in each football club in the famous league while most Thai football clubs are owned and invested by only a group or small number of owners.

Overall, the author provides useful information about the Thai football league that many people may not know. However, there are still some mistakes in the paper such as grammatical error, misspelled words. Besides, the sample size is also very small, only a small number of examples are shown in this research. The explanation of the methods that the authors used are not very clear, and it does not seem useful as much as it should. If the author can solve the problems mentioned above, this would be a very interesting research paper as not many people study about it yet.

