

## **BUSINESS SUCCESS PREDICTION MODELS IN TEAM SPORTS OF FOOTBALL, BASKETBALL, HANDBALL AND VOLLEYBALL**

### **Abstract**

*The research results of global trends of sport in Europe and the world specified the crossroad of sport in Europe in 2002. The chosen ways were various, but all of them that accepted similar to „business approach“, based on management, were successful. Keeping in mind such trends, the focus of this research is directed towards sport organization management models (football, basketball, volleyball and handball organizations of Sarajevo Canton during 2003/04 Season) on the aspect of organization process – sport as a business. Using multiple regression analysis, actually, stepwise method of predictor inclusion in prediction model, the model of business success prediction was objectified and confirmed. According to this model it is possible to reliably design and develop management models of sustainable development of team sports. Within a frame of this statistical procedure, coefficients of multiple correlations and regression (beta) coefficients were calculated, as well as the levels of their significance and the selection of variables that most contribute to its prediction was conducted. Based on percentage value of described criteria determinacy variance it was concluded that model 4 presents business success prediction model of sport organizations/clubs of team sports (football, basketball, volleyball and handball) in Sarajevo Canton during 2003/04 Season. According to results of analysis it was determined that scientific model of sport success prediction has valuable predictive power considering the sum of total variances explained in ambient conditions of external environment which confirms scientific basis of designing and objectifying prediction models.*

**Key words:** design, prediction, model, business success

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