

Wanchalee Noriya 2011: The Model of Professional Football Agents in Thailand. Doctor of Philosophy (Sports Science) Major Field: Sports Science, Interdisciplinary Graduate Program. Thesis Advisor: Mr. Somchai Prasertsiripan, Ph.D. 280 pages.

The objective of the research was to study analyze and propose the model of professional football agents in Thailand. The conceptual framework of agents' roles and responsibilities consisted of three aspects, which were general management, sport marketing and contract negotiation. The researcher applied the EDFR (Ethnographic Delphi Futures Research) technique to study future roles and responsibilities of the professional football agents in Thailand. The 27 of experts in professional football agents were the sample in this study by using purposive sampling. The data were analyzed by using Median and Interquartile range. Besides, Survey Research method was applied in this study to collect professional football players' opinion about the roles and responsibilities of sports agents that fit the Thai culture. A sample size of 232 would be needed to represent a cross-section of the population. The researcher applied the Simple Random Sampling method. The football players' opinions were analyzed by using percentage, mean and standard deviation. According to the results, the professional football agents should apply role and responsibilities cover three aspects as follows;

1) General management: the experts' opinions were highly congruence on the General Qualification ,Knowledge, Skill and other characteristics. The highest congruence level were "the agents must thoroughly understand the current football regulation "and "the agents must be well rounded of local and international football"(IQ=0,Mdn=5.00). Beside, in financial and career planning perspective, The highest congruence level was "the agents should recommend the best option for the player for the career and post-career planning" (IQ=0.25,Mdn=4.00).

2) Sport marketing: the highest congruence of experts' opinions was "the agents should evaluate the player's marketing potential" (IQ=0.25,Mdn=4.00).

3) Contract Negotiation: the experts' opinions were highly congruence in all question (IQ=1,Mdn=5) as follows; An agents should review a contract with a club or transfer agreement , seeking legal experts or handling all legal process and an agents must prepare all required document such as employment contract .

Apart from the study of The Model of Professional Football Agents fits the Thai context , there must be an educational process that educates the roles and responsibilities of the agents and the regulations involved in a move to achieve the ultimate goal of systematically promoting the athletes to become the efficient professional football players

Student's signature

Thesis Advisor's signature