

## The phenomenon of preventing Asian and African members from assuming the FIFA presidency: an analytical study of rights and the election process

**Abbas Al-Jabouri**

Edmonton City of Alberta, State of Canada

abbas.myjob@gmail.com

### Abstract

This paper examines the issue of the continued denial of the presidency of the International Federation of Football Association (FIFA) since its establishment in 1904, despite the fundamental transformations that the global football system has witnessed in terms of the numerical expansion of the member associations, the geographical spread, and the mass and economic weight of the two continents. The research is based on the hypothesis that elections within FIFA, despite their formal legal legitimacy, have historically not served as a neutral mechanism for the rotation of power, but have turned into an institutional pretext for the reproduction of leadership dominance European-rooted.

The research relies on the historical-analytical and descriptive-analytical approaches, by tracing the evolution of the leadership structure within FIFA, analyzing the electoral system and its undeclared mechanisms, and revealing structural flaws in leadership representation. The research also discusses the human rights dimension of exclusion, highlighting the contradiction between FIFA's value discourse on inclusivity and non-discrimination, and its actual practices at the leadership level.

The research highlights the importance of the Asian-African People's Movement as a moral and media pressure tool capable of transferring the issue from its closed institutional framework to the space of global public opinion, thus contributing to the accountability of the legitimacy of the current leadership and pushing for reforms in governance and the electoral system. The research concludes that achieving representative justice in the FIFA leadership is not only a symbolic requirement, but also a prerequisite for enhancing the organization's credibility and consolidating the principles of good governance in global football.

**Keywords:** International Federation of Football Association (FIFA), Sports Governance, Representative Justice, Sports Elections, Asia and Africa, European Hegemony, Popular Mobility, Sports Diplomacy, International NGOs.

## Introduction

Football in the modern era is no longer just a sporting activity or a means of mass entertainment, but has turned into a social, political and cultural phenomenon with global extensions, exerting a direct impact on international relations, shaping the mental images of states, and reproducing the balance of power between North and South. FIFA occupies the institutional heart of this phenomenon, as an international non-governmental organization that monopolizes the organization of the game globally, controls its symbolic and economic resources, and defines the rules of legitimacy and belonging within International Football System. (Boli & Thomas, 1999)

Since the founding of FIFA in 1904, its presidency has enjoyed a special status as the highest executive and symbolic authority within the organization, with the president's role not only managing organizational affairs, but also representing FIFA before governments, influencing global sports policies, building continental alliances, and directing the distribution of financial resources. For more than a century, however, this position has remained almost the exclusive domain of European figures, with limited exceptions from Latin America, while no one has held the position The two continents of Asia or Africa are the presidency of FIFA to this day, despite the enormous numerical, human and geographical weight of the two continents within the global football system. (Lanfranchi et al., 2004)

This reality is usually presented as a corollary of democratic elections within an independent organization, but this interpretation ignores the structural and historical dimensions that govern the decision-making process within FIFA, and ignores the power imbalances that prevent equal opportunities between candidates from different geographical spaces. The continued denial of the FIFA presidency by Asia and Africa raises fundamental questions about the fairness of the electoral system, and whether elections are being used as a genuine democratic mechanism, or as a legal pretext for the reproduction of hegemony Rooted History. (Sugden & Tomlinson, 1998)

This research is based on the central premise that elections **within FIFA, in their historical and institutional dimension, were not a neutral tool for the rotation**

of power, but rather constituted a procedural framework that legitimized the continued exclusion of Asia and Africa from the highest leadership position in the organization. The research also assumes that **popular mobility and organized public pressure on both continents** represent a necessary entry point to dismantle this exclusionary pattern and re-raise the issue of representative justice within global sports governance.

The research aims to analyze the historical and political roots of this deprivation, explain its human rights nature, interpret the role of elections in enshrining it, and then highlight the importance of the Asian-African movement as a reform tool that seeks to rebalance the leadership of FIFA, in line with the principles of inclusivity and non-discrimination raised by the organization itself. (Katwala, 2000)

### Research Problem

The problem of the research is that the continents of Asia and Africa have been deprived of the right to assume the presidency of the International Federation of Football Association (FIFA) since its founding in 1904, despite the fundamental transformations that have taken place in the world football system, which have made the two continents the largest bloc in terms of the number of member associations, fans, and players. This disenfranchisement is presented in FIFA's official discourse as a natural consequence of democratic elections based on the principle of equality among national associations, but this interpretation ignores the historical and structural contexts that govern the process of making Decision within the organization. (Lanfranchi et al., 2004)

The fundamental problem is that the electoral system within FIFA, despite its formal legal legitimacy, operates within an unequal structure in terms of political, economic, and institutional influence, leading to the reproduction of historical European dominance over the presidency, and turning elections into a procedural tool to justify exclusion rather than a means of achieving a fair transfer of power. Thus, the research raises a central question about the fairness of this system, and whether the continued absence of Asia and Africa from the FIFA presidency is an expression of Structural imbalance in global sports governance. (Sugden & Tomlinson, 1998)

The research problem is also exacerbated by the clear contradiction between FIFA's value discourse on inclusivity and non-discrimination, and its institutional practices, which reflect a persistent pattern of leadership marginalization of entire continents, which undermines the organization's credibility and raises human rights and ethical questions about the legitimacy of its global leadership. (Tomlinson, 1999)

### **Research Importance**

The importance of this research stems from the fact that it addresses an issue that goes beyond the narrow framework of sport to broader issues related to representative justice, the distribution of power within international NGOs, and the role of sport in the reproduction of global power relations. Examining the issue of the FIFA presidency from an Asian-African perspective contributes to exposing the mechanisms of symbolic and institutional domination that are often hidden behind the slogans of democracy and elections.

The study is particularly important in light of the growing global interest in issues of good governance, transparency, and accountability within international sports institutions, especially after the recurring crises witnessed by FIFA in recent decades. The research contributes to linking the demand for fair leadership representation to issues of integrity and institutional reform, thereby enhancing the understanding of the relationship between the distribution of power and the effectiveness of governance.

The research also highlights the role of grassroots movement and public pressure in Asia and Africa as effective tools for bringing about change within an institution that enjoys broad independence from direct government oversight. This paper helps to broaden the academic debate on sports diplomacy and the role of societies and audiences in influencing global sports organizations.

### **Research Objectives**

This research aims to analyze the historical and institutional roots that have led to the continued denial of the presidency of FIFA in Asia and Africa since its founding, and to show how elections have been transformed from a supposedly

democratic mechanism into a legal pretext for reproducing leadership exclusion.

The research also seeks to uncover the human rights dimensions of this deprivation, by linking it to the concepts of fair representation and non-discrimination within international organizations, and analyzing the contradiction between FIFA's value discourse and its actual practices at the leadership level.

The research also aims to highlight the importance of the Asian-African popular movement in re-raising the issue at the international level, and to show its role in pushing for the reform of the governance structure within FIFA, in order to present a set of proposals that can contribute to achieving greater representative justice in the organization's leadership.

### **Research Methodology**

The research relies on the historical-analytical method, by tracing the evolution of the leadership structure within FIFA since its establishment in 1904, and analyzing the political and institutional contexts that accompanied this development, allowing to understand the historical roots of leadership dominance and its continuity

The research also employs the descriptive-analytical approach to study the electoral system within FIFA, analyze its formal and informal mechanisms, and uncover structural imbalances that prevent the achievement of equal opportunities between candidates belonging to different geographical regions.

The research is also based on governance and accountability approaches in the study of international sports organizations, while benefiting from the critical literature that addressed issues of integrity, corruption, and sports diplomacy, which allows for an integrated analysis that links the human rights dimension and the institutional dimension of the FIFA presidency.

#### **1. FIFA as an international NGO and a global symbolic authority:**

##### **First: FIFA and Building Global Football Culture:**

FIFA is an international non-governmental organization, but its peculiarity lies in the fact that it does not merely play a coordinating or technical role, but also contributes to building a unified global culture around the game of football. It not

only sets the rules governing the game, but also sets standards of belonging and legitimacy, and produces a moral discourse around values such as "fair play", "equality" and "anti-discrimination", giving it symbolic authority beyond the narrow field of sport. (Boli & Thomas, 1999)

This symbolic power is all the more important given the wide popularity of football, where the game is a cross-border cultural communication tool and an effective means of influencing global public opinion. FIFA leadership is therefore not only about running a tournament or organizing a competition, but also about controlling an influential global discourse and a value system that is exported to various societies, including those in Asia and Africa. (Keys, 2006)

### **Second: FIFA Presidency between the Executive Authority and Symbolic Representation:**

The FIFA President is the central figure within the organization, combining executive powers with a representative function. The president heads the executive office, influences the formation of committees, participates in the formulation of strategic policies, and is the official face of FIFA in international forums. Historical studies have shown that successive FIFA presidents have played influential political roles, contributing to guiding the organization's course in the service of their visions and alliances. (Tomlinson, 1999)

Thus, the monopoly of this position by a specific geographical space reflects an imbalance in global representation, transforming FIFA from an organization that claims to be global to an institution that reflects the interests and perceptions of a limited elite. This imbalance is even more pronounced when we note that the two most marginalized continents in this position are Asia and Africa, despite the fact that they represent the numerical majority within the FIFA General Assembly. (Sugden & Tomlinson, 2005)

## **2. The Historical Roots of the Deprivation of the FIFA Presidency of Asia and Africa (1904–1945):**

### **First: The Emergence of FIFA in a Dominant European Context:**

FIFA was founded at the turn of the twentieth century in a historical context in which Europe was the center of the international order politically, economically,

and culturally. This reality was directly reflected in the nature of FIFA's founding states, all of which were European countries, and on the values that governed the organization of the game in its early stages. Asia or Africa had no real presence at the moment of its founding, as most of the countries of the two continents were under colonial control. (Beck, 1999)

This context contributed to the consolidation of a European identity for FIFA, not only in terms of leadership, but also in terms of defining norms and rules, which made the organization, in its first structure, reflect the balance of power prevailing globally. Thus, the globalization that FIFA later claimed was in essence a European expansion, rather than an equal partnership between the different regions of the world. (Guillain, 1998)

### **Second: The Relationship between Football and International Politics in Europe:**

Historical studies have shown that international football in its early days was closely related to the foreign policy of European countries, as matches and tournaments were used as a means to enhance international standing and build national identity. Britain and Western Europe played a pivotal role in exporting the game and its rules to the world, while retaining a position of symbolic and organizational leadership. (Beck, 2000)

Despite the differences between Britain and FIFA at certain times, these tensions did not undermine European hegemony, but rather contributed to its reshaping within a broader framework that remained subject to a strong European position. Thus, it formed an early pattern of "unequal globalism," in which the doors of membership are opened without a real opening of the doors of leadership. (Rous, 1978)

### **3. Elections within FIFA as a legal pretext for continued exclusion:**

#### **First: The Logic of Formal Equality and Its Structural Limits:**

The electoral system within FIFA is based on the principle of formal equality among national associations, with each member association being given one vote in the General Assembly, regardless of its population, economic power, or sporting achievements. This principle is presented as the embodiment of justice and

democracy within the organization, but this proposition overlooks the fundamental difference between abstract legal equality and de facto equality of influence. Formal equality does not necessarily guarantee fairness of results if it is conducted within an unequal structure Influence, resources, and alliances. (Katwala, 2000)

Asian and African federations, despite their numerical numbers, operate in an environment characterized by sharp disparities in institutional capacity, financial dependence on subsidy programs, and poor representation within decision-making committees. This situation neutralizes numerical power in favor of historical networks of influence capable of directing votes and controlling election outcomes, without the need for outright violation of legal rules. (Sugden & Tomlinson, 1998)

### **Second: Continental Alliances and Invisible Networks of Influence:**

Elections within FIFA are not conducted as an individual competition between programs and visions, but as a complex negotiation process between continental blocs and informal alliances. With its historical experience in running the organization, Europe plays a pivotal role in building these networks, whether by controlling senior positions on committees, by influencing the distribution of financial resources, or by employing moral discourse about "stability" and "unity of the game" to criminalize any attempt to redistribute power. (Tomlinson, 1999)

In contrast, Asia and Africa suffer from sharp internal divisions, which make it difficult to formulate a unified electoral position, which is exploited to weaken the chances of any potential candidate from both continents. In this sense, elections do not serve as a neutral mechanism for selection, but rather as a tool to manage existing balances and ensure that they are not penetrated by new forces. (Lanfranchi et al., 2004)

### **Third: Elections and Artificial Legitimacy:**

Elections within FIFA produce a kind of "artificial legitimacy," in which legal procedures are used to justify results that in essence reflect the continuation of a historical pattern of domination. These results are represented to world public opinion as an expression of the collective will of member associations, while questions of equal opportunity, freedom of choice, and the influence of money and

influence in the direction of votes are absent. (Pielke, 2013)

Elections are thus transformed from a means of rotation of power into a legal cover that masks a structural imbalance in representation and reproduces the exclusion of Asia and Africa under the guise of procedural democracy, rather than substantive democracy. (Sugden & Tomlinson, 2005)

#### **4. The Human Rights Dimension of Asia and Africa's Deprivation of the FIFA Presidency:**

##### **First: The Concept of the Right to Leadership Representation within International Organizations:**

The concept of rights within international organizations is not limited to explicit legal rights, but extends to normative, unwritten rights, including the right to fair representation and equal participation in decision-making positions. Contemporary literature on the governance of international organizations emphasizes that the absence of such representation is a form of structural discrimination, even in the absence of a legal provision that prevents a particular group from accessing leadership. (Boli & Thomas, 1999)

Applying this concept to the case of FIFA, it becomes clear that the denial of Asia and Africa the presidency since 1904 cannot be explained only by chance or natural competition, but rather points to a structural imbalance in the distribution of leadership opportunities, which contradicts the organization's principle of inclusivity. (Katwala, 2000)

##### **Second: The Contradiction between Anti-Discrimination Discourse and Institutional Practice:**

FIFA has a strong discourse on combating racism and discrimination on and off stadiums, and presents itself as an institution committed to universal human values. But this discourse collides with an institutional reality that excludes entire continents from the highest leadership position, creating a clear gap between rhetoric and practice. This contradiction undermines the organization's credibility, not only in the eyes of member associations, but also in the eyes of global public opinion. (Jennings, 2011)

Discrimination here does not take the form of direct legal exclusion, but rather is

embodied in an organizational structure that accumulates historical privileges in favor of a certain group and restricts the opportunities of other groups through undeclared mechanisms, which is an indirect violation of the principle of equality. (Sugden & Tomlinson, 1999a)

### **Third: Accountability and Corruption as Exacerbating Deprivation:**

Numerous studies show that crises of integrity and corruption within FIFA are not isolated events, but a direct result of weak accountability and oversight mechanisms. In such environments, positions of leadership become more susceptible to monopoly by closed networks, excluding weaker regulators from fair competition. (Jennings, 2012)

This reality is compounding the impact of exclusion in Asia and Africa, where the two continents face not only a historic power gap, but also a governance system that impedes any attempt to correct this imbalance through traditional institutional means. (Yallop, 1999)

### **5. The Importance of the Peoples Movement of Asia and Africa in Breaking the Pattern of Leadership Exclusion:**

#### **First: The Popular Movement as a Tool for the Politicization of the Football Issue:**

The field of sports, especially football, is no longer a neutral or separate field from politics and society, but has become a central arena for the symbolic struggle over justice, representation and legitimacy. In this context, the popular movement of the peoples of Asia and Africa is of particular importance, because it moves the issue of the FIFA presidency from its narrow administrative framework to a broader public space, in which it is presented as an issue of global justice and representation, rather than just an internal electoral contest. This shift contributes to a redefinition of the problem, from a "failure of candidates" to a "historical exclusionary pattern" that calls for Review and Reform. (Keys, 2006)

The popular movement is characterized by its ability to transcend the official restrictions that bind the national unions, as the masses, the media, academic elites, and civil society organizations can create moral and moral pressure on the institution by holding its rhetoric and practices accountable, and linking it to the

values of inclusivity and non-discrimination that it raises on many occasions. (Hocking, 2005)

### **Second: World Public Opinion and Rebuilding Legitimacy:**

FIFA's legitimacy, as an international non-governmental organization, depends to a large extent on global public acceptance of its role and values. Exposing the contradiction between its stated rhetoric and its actual practices in terms of leadership representation calls into question. The Asian-African grassroots movement is an effective way to highlight this contradiction, by employing traditional and digital media, and producing a critical discourse that links leadership exclusion to broader issues such as symbolic colonialism and global inequality. (Nelson & Izadi, 2009)

This movement also contributes to breaking the monopoly of the official narrative that presents elections within FIFA as a model of sports democracy, by proposing an alternative narrative that highlights the structural constraints that prevent equality of opportunity and restores the voice of the two continents as non-dependent partners in the global football system. (Olins, 2005)

### **Third: Movement as a Means of Building a Common Continental Consciousness:**

The importance of the popular movement is not limited to external pressure, but extends to the continent itself, where it contributes to building a common awareness among the unions and peoples of Asia and Africa about the nature of exclusion that the two continents suffer. The absence of a president from the two continents is not the result of individual weakness or interim deficit, but rather the result of a historical pattern that calls for collective confrontation. This awareness leads to the reduction of internal divisions and the enhancement of opportunities for coordination and solidarity in future electoral entitlements. (Katwala, 2000)

## **6. Governance reform and rebalancing mechanisms in FIFA leadership:**

### **First: Reform the electoral system and promote equal opportunities:**

Reforming the electoral system within FIFA is an essential entry point to address the structural imbalance in leadership representation. This does not necessarily mean abolishing the principle of "one vote per union," but rather revising it in the

light of complementary mechanisms that ensure a level playing field, such as enhancing transparency in electoral campaigns, controlling funding, and limiting the influence of informal networks of influence. Democracy is measured not only by the soundness of the procedures, but also by the fairness of the context in which they are conducted. (Pielke, 2013)

The reform also requires a review of the composition of influential committees within FIFA, ensuring a more balanced representation of different continents and reducing the monopoly of decision-making within closed circles. This approach is a necessary condition for transforming elections from a pretext for exclusion to a de facto tool for the rotation of power. (Sugden & Tomlinson, 2005)

### **Second: Building Leadership Capacity in Asia and Africa:**

Alongside institutional reform, it is important to invest in leadership capacity building and sports diplomacy within Asian and African confederations. Competing for the FIFA presidency requires not only an electoral platform, but also experience in managing international organizations, a deep understanding of power networks, and the ability to negotiate and build transcontinental alliances. Strengthening these capacities will help reduce the historical gap between the two continents and traditional centers of football. (Gratton & Jones, 2004)

Documenting historical experiences and leveraging oral history tools is also a way to understand and dismantle past mechanisms of exclusion, helping to develop more effective strategies for the future. (Thompson, 1978Lummis, 1987).

### **Third: Integrity and Transparency as a Condition for the Redistribution of Power:**

The issue of leadership representation cannot be separated from issues of integrity and transparency within FIFA. Repeated corruption crises have shown that the lack of accountability creates an environment conducive to the monopoly and reproduction of power within closed networks. Strengthening integrity mechanisms thus not only serves the fight against corruption, but also opens the door to fairer competition for leadership positions. (Jennings, 2011)

The link between the demand for Asian-African representation and the demand for institutional integrity will broaden the base of reform support, transforming the

issue from a regional demand into a comprehensive reform project that serves the future of global football. (Yallop, 1999)

## 7. Comparative Analysis of the Dominance of the Presidency within FIFA Using Tables:

This paper aims to provide a quantitative-qualitative analysis that supports the research findings theoretically, by employing tables as an interpretive tool that highlights the imbalance of leadership representation within the International Federation of Football Association (FIFA), and clearly shows the continued exclusion of the continents of Asia and Africa from the presidency since the establishment of the federation in 1904.

Table (1): Geographical distribution of FIFA presidents since 1904

Continent	Chairman's Name	Time Period
Europe	Jules Rimet	1904–1954
Europe	Rudolf Sellderers	1954–1955
Europe	Arthur Drury	1955–1961
Europe	Stanley Ross	1961–1974
South America	Joao Havelange	1974–1998
Europe	Joseph Blatter	1998–2015
Europe	Gianni Infantino	2016 – Present

This table clearly shows that the FIFA presidency has been monopolized by Europe for more than a century, with the exception of one period from 1974 to 1998 during which a South American president took office. The complete absence of Asia and Africa from this position of leadership reveals that the exclusion is not circumstantial or tied to a particular historical period, but rather an ongoing institutional pattern, refuting the claim that the two continents' lack of access to the presidency is the result of natural electoral competition.

Table (2): Comparison of the numerical weight of the continental federations and representation in the FIFA presidency

Number of times the presidency has been held	Percentage of total membership	Number of Member Associations (Approximate)	Continent
The overwhelming majority	Medium	~55	Europe
Zero	High	~54	Africa
Zero	High	~47	Asia
One time	Low	~10	South America
Zero	Medium	~41	North and Central America
Zero	Low	~11	Oceania

The comparison between numerical weight and leadership representation reveals a stark paradox: the two most populous continents in the member confederations (Africa and Asia) never had the opportunity to assume the presidency of FIFA, while Europe won the largest share despite the convergence of the number of federations. This imbalance confirms that the electoral system does not reflect numerical equilibrium, but operates according to the logic of historical influence and institutional alliances that go beyond the principle of "one vote for every federation."

Table (3): Comparison of FIFA's Value Discourse and Institutional Practice

<b>Institutional Reality</b>	<b>FIFA's official letter</b>	<b>Dimension</b>
A European monopoly on the presidency	Non-discrimination between continents	<b>Equality</b>
Exclusion of Asia and Africa	Representing all the peoples of the game	<b>Inclusiveness</b>
Repeated results for a single pattern	Free Elections	<b>Democracy</b>
Recurring governance crises	Anti-corruption	<b>Integrity</b>

This table reflects the structural contradiction between FIFA's professed values and its actual practices, as it uses the concepts of equality and democracy as legitimate discourse, while emptying its content at the leadership level. This contradiction is one of the most prominent manifestations of the human rights crisis addressed in the research, as it weakens the credibility of the organization and turns its slogans into tools of justification rather than reform.

Table 4: The Impact of the Potential Popular Movement on Leadership Reform

<b>After the movement (expected)</b>	<b>Before the movement</b>	<b>Sphere of Influence</b>
A Case for Global Justice	An internal issue for FIFA	<b>Public Awareness</b>
Subject of Accountability	Not up for discussion	<b>Legitimacy</b>
Political Pressure Tool	Formalities	<b>Elections</b>
Rebalancable	Fixed and closed	<b>Acting</b>

This table illustrates the transformative role of the popular movement in moving the issue from the closed institutional sphere to the global public sphere. The movement does not automatically guarantee the arrival of a president from Asia or Africa, but it does change the terms of the political game, and makes the continuation of exclusion more morally and media-wise, opening the way for gradual reforms in the leadership structure.

The previous tables, supported by interpretive analysis, confirm that the denial of

the FIFA presidency by Asia and Africa is not the result of incompetence or poor attendance, but rather the result of a structural imbalance rooted in the global sports governance system. It also shows that elections, as they currently stand, operate as a mechanism of legitimacy rather than a correction mechanism, and that the popular movement represents one of the few paths capable of destabilizing this pattern and reopening the horizon of fair representation.

## **Conclusion, Findings and Recommendations**

### **Conclusion:**

This research concludes that the continued denial of the presidency of FIFA in Asia and Africa since its founding in 1904 cannot only be explained as a natural consequence of democratic elections, but also reflects a historical pattern of structural exclusion, established in the context of European hegemony, and perpetuated by institutional mechanisms that reproduce inequality of opportunity under legal cover. The analysis showed that the elections within FIFA, despite their formal legitimacy, have become a pretext to legitimize unfair results

The research also showed that this exclusion contradicts FIFA's value discourse on inclusivity and non-discrimination, and undermines its credibility as a global organization that represents all peoples of football on an equal footing

### **Results:**

The study led to a number of key findings, most notably that the expansion of FIFA's membership to include Asia and Africa has not been matched by a parallel expansion in the distribution of leadership power, and that the existing electoral system operates within an unequal structure that neutralizes the numerical power of the two continents and keeps the decision-making center in the hands of limited historical networks. The results also confirmed that the lack of accountability and transparency exacerbates this imbalance and prevents it from being corrected through traditional institutional mechanisms

### **Recommendations:**

Based on the findings of the research on the persistence of leadership imbalance within FIFA, and the absence of Asia and Africa from the presidency since the

founding of the organization, the research recommends the following:

**First: Recommendations related to governance reform within FIFA:**

- A comprehensive review of the governance structure within FIFA is needed to ensure a more balanced distribution of power between continents, and decision-making centres are not concentrated in a single geographical area.
- Reconsider the composition of the FIFA Executive Office and Standing Committees, taking into account the proportional representation of different continents, particularly Asia and Africa, in influential decision-making positions.
- Strengthen the independence of internal control mechanisms within FIFA, linking them to clear and transparent governance standards, to reduce the monopoly of power and reproduce it within closed networks.
- Obliging FIFA to publish detailed periodic reports on decision-making and voting mechanisms within the General Assembly, in order to enhance transparency and reduce institutional ambiguity.

**Second: Recommendations related to the electoral system for the FIFA presidency:**

- Develop the existing electoral system by introducing complementary mechanisms to ensure a level playing field between candidates, such as setting a ceiling on campaign spending and preventing conflicts of interest.
- Establish clear and public criteria for running for the FIFA presidency, which go beyond personal considerations or informal alliances, and focus on reform programs and visions.
- Strengthen the neutrality of the bodies overseeing elections within FIFA, and ensure their independence from any political or continental influence.
- Studying the possibility of adopting voting mechanisms to ensure that the numerical weight of the Asian and African federations is not neutralized, in order to achieve greater representative justice.

**Third: Recommendations related to Asia, Africa and the continental confederations:**

- Work to crystallize a unified continental position within both the Asian and African Football Confederations regarding the FIFA presidency file, in order to overcome the internal divisions that weaken the bargaining power.
- Investing in the development of leadership cadres with experience in

international sports management and sports diplomacy, thereby enhancing the chances of effective competition for the presidency.

- Strengthen coordination between national associations within the two continents, and establish permanent consultation mechanisms on major electoral entitlements within FIFA.
- Support academic research and studies that address issues of representation and governance in football, and apply their findings to the formulation of continental positions.

#### **Fourth: Recommendations Related to the Popular and Media Movement:**

- Promoting popular and mass mobility in Asia and Africa as a moral and media pressure tool that contributes to re-raising the issue of leadership representation at the international level.
- Employing traditional and digital media to highlight the contradiction between FIFA's values discourse and institutional practices, and linking the issue to the values of justice and non-discrimination.
- Strengthen the role of civil society organizations and human rights bodies in monitoring FIFA's performance, and issue independent critical reports on its governance and elections.
- Building transcontinental media and academic alliances to broaden the scope of the debate and transform the issue from a regional demand to a global one.

#### **Fifth: Future Recommendations for Research and Study:**

- Conduct comparative studies between FIFA and other international sports organizations to analyze leadership patterns and derive best practices.
- Expand the scope of the research to include the impact of unequal leadership representation on resource distribution and football development in developing countries.
- Examine the role of sports diplomacy in reshaping the balance of power within global sports organizations, with a focus on Asian and African experiences.
- Encouraging researchers to use advanced quantitative and qualitative approaches to monitor the transformations of sports governance and link them to global political and economic contexts.

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