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Sports management from Indian perspective

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Abstract

Sports management is in huge demand in 21st century. Involvement of multinational companies has made it even more attractive and professional field. Globally, football and basketball most loved sports however it is not the case for the emerging countries like India. In India, most popular sports is cricket, present study use a case of Indian premier league as example of sports management. Present study proposes a framework of sports management by highlighting dimensions such as stadium planning, pre-event planning, team management and promotion management.

Keywords: Sports management, professional planning, cricket, team management

Introduction

Sports management has caught attention from practitioners to industry players. The popularity of football league and basketball league such as NBA have made sports management as most popular investment avenues (Ratten, 2011) ^[1]. It is expected that sport business to grow 15% up to 2025 and business of sports may reach upto \$700 million. Multinational companies have started investing in the sports management which has made it even competitive. India is a kind of sports loving nation and cricket has been worshiped as second god in India. Though sports have been most popular in emerging countries like India but it requires lot of work to be done to bring it to next level. Considering huge potential in sports management in emerging countries, there is not enough research work done. Present study tries to propose conceptual framework about improving present state of sports management from emerging countries like India. India has already started promoting sports like Kabbadi, football by the means of involving private players but the still the development is at nascent stage. Present study uses case Indian premier league as a reference for the sport Management Avenue and work done so far.

Present study moves further with basic introduction of cricket as a game and the basic development has happened in Indian premier league (IPL) and how all other sports can get benefitted from the kind of sports management techniques used till date. As on date IPL is in its 12th year and have been transformed from time to time from management and from technology perspective. All the transformation in IPL has proven to be pivotal in increasing popularity of the game (Majumdar, 2011) ^[5]. From practitioners' point of view, IPL has attracted huge amount of investment from industries since it has helped in increasing reach to every corner of India. Cricket has potential for management from so many perspectives. For example, stadium need to be managed with international standards. Since it is likely that IPL attracts huge number of people and gathering is sometime uncontrollable if not managed properly. Secondly, spectators planning need to be done so that quality service can be delivered. Then after, players, supporting staff, technical staff and ground man all these match officials need high quality services, it is essential that such stakeholder would expect high level of accuracy in its services. Present study would cover all such aspects and propose how other sports can learn from it and improve the level of sports in respective arena.

2. Basics about Indian Premier League (IPL)

The sport of Cricket has brought revolution in management practises in modern era. Cricket has been even more popular because of its modern version which is popularly known as "T-20: Twenty/20". It is evident that media has played big role in increasing the publicity of

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franchisee-based sports competition (Saikia and Bhattacharjee, 2011) [4]. Additionally, franchised-based club competitions across world has pushed cash chunk in the system across world. It is believed that Indian Premier League (IPL) is one of the worlds' richest franchise based T20 competition has caught attention of global players (Lenten *et al.*, 2012) [6]. So far it has been managed with all international standards. It involves the sale of publicity rights with big amount and which is the major source of income for its promoter Board of Control for Cricket in India (BCCI). It is likely that BCCI makes huge income from organisation of IPL every year and henceforth is committed for the management of same. With so much money invested in the game, franchise owners, management teams and coaches would be wise to apply successful game tactics, and select players most capable of executing a proven game strategy.

If we talk about basic rules of cricket, it is a game wherein each team faces 20 six-ball overs, with fielding restrictions (only 2 fielders are allowed outside the 30-yard circle) applying in the first six overs in each innings. The basic rules of cricket are such that it involves thorough management. If everything done in professional way, there is limited scope for error with one or two overs potentially influencing the overall match outcome. Effectively the team captain's manipulation of field placements and bowler rotations, each batsman's modification of innings tempo and each cricketer's overall skill execution, influences the game outcome to various extents. To date there is limited published data on T20 cricket. One comparative study of bowling tactics has been undertaken using only three right arm bowlers (a fast bowler, a medium paced bowler and an off-spin bowler) playing all three types of cricket; Test match, 50 over cricket and T20. The authors found that despite the batsmen's playing style becoming more aggressive with the shorter the version of the game; the bowlers did not alter their bowling style (Justham *et al.*, 2008) [2].

Considering this basic introduction, the subsequent section would discuss about four basic pillars of sports management pre-requisites. It involves organization of stadium, pre-match planning, facility planning, player planning, promotion planning, auction of players and event broadcast rights sales. The proposed framework can be seen into Figure 1: Sports management pre-requisite by discussing case of Indian Premier League.

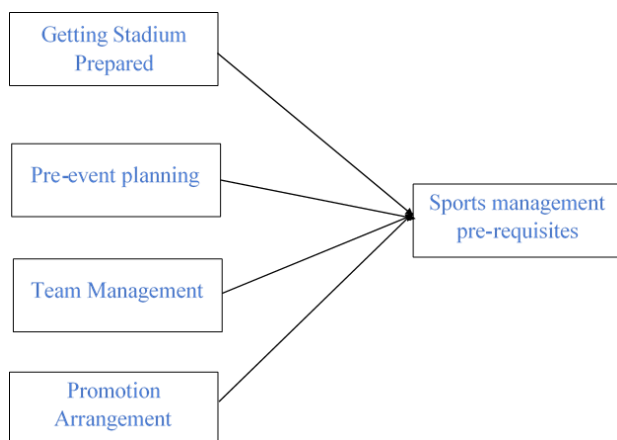


Fig 1: Sports management pre-requisite by discussing case of Indian Premier League

3. Getting Stadium Prepared

Among basic requirements with regards to preparing stadium for cricket, it is most essential to manage seating facility

effectively. Local authorities and organisers need to make sure to arrange seating in way that players won't get disturbed and spectators would enjoy the game. It is also essential to determine the restricted zone for players, spectators, technical staff, back stage team and match officials. Along with all these requirements, it also important that basic parties involved and paper work is done so accurately.

Where the stadium is owned by Local Government, it is recommended that cricket negotiate a long-term year-round lease of the ground. The Cricket Association should maintain the ground year-round, even if the Government wants the ground to be used by other users for a specified number of days per year. Where State Cricket Association identify that they have allowed the stadium resources and maintenance to run down, they should consider alternative management structures so standards are maintained. They may wish to consider managing the ground autonomously from the Association, so it can manage its own income and expenditure. IPL is also not exception in handling and managing stadium in effective manner. In its twelfth year of establishment, IPL stadium has been managed in most professional way.

4. Pre-event planning in IPL

Among several task of pre-event planning in cricket mega festival, the activities such as finalizing venue, determining sponsors, arranging players auction, broadcast rights sale and promotion of IPL before event and during event. Venue should be arranged in a effective way so that players won't get tired in travelling from one venue to other venue and it should be done in hassle freeway. Similarly, one of most challenging tasks in organization mega sports event will be identifying sponsors. It should be win-win situation for both parties, for organizers and also for sponsors. Finally, player auction should be kept dispute free and all the parties should equal rights and need to be done in fair way.

5. Team Management

With regards to team management, team managers need to play crucial role. Team managers need to ensure timely payment post matches. Further, team managers need to take care of travel and diet of each players. Cricketers follow very strict diet, so it is important that team manager take care of all the things very carefully.

6. Promotion Arrangement

To maintain its popularity, branding of event should been done so carefully. Specially, social media and advertisement through players need to be done in a effective way. Pre-event advertisement on social media should be used to provoke the interest throughout country.

Conclusion

Based on above discussion, it can be revealed that sports management requires careful attention (Petersen *et al.*, 2008) [3]. In nutshell, present conceptual article proposes several lesson from management perspective. The champion will be the one who really survives the cut throat competitions. Therefore, it is crucial to play very smartly not to be thrown away from the tournament. Just like that, a healthy competition is essential everywhere, be it in a game or profession. Sometimes, it is perfect to create such a competitive working atmosphere in your organisation. So that, something great you can expect from your employees refining their skills and making them smarter for the rising

demands. Everyone is well aware that a good performer alone wins high bids. Therefore, if you-as an employee- really wish to achieve a promotion or hike you must perform first. Always think that you are a brand and if you want to increase the value of this brand you should share quality, quality alone.

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