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Research Article

Scope of Sports Management in India

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Abstract:

The aim of this study is to examine the importance, trends, future scope, and development of sports and its management in India. With immense development of various sports activities and easy access to infrastructure and other amenities, sports have gained momentum. Management of different fields has helped those field to run smoothly and gain profits. Sports management is a completely new field and is set to make changes and gain importance and momentum of the management of sports activities in India. The scope of the research is to understand the field of sports management, study the past developments, and identify its future goals. As this study is a research paper the pre-existing data were analysed and new data was obtained through primary source.

Keywords: Sport, Facilities, Management, Innovation

Introduction:

With Introduction to new sports and lifestyle change, sports industry has boomed all over the world including, India. With immense development of various sports activities and easy access to infrastructure and other amenities, sports have gained momentum. The sports world is here to stay, and sports management is a billion- dollar industry that involves managing and organizing various aspects of sports teams, events, facilities, and organizations. The primary goal of a person working in the field of sports management is to ensure that all aspects of a sporting event- or professional organization - run smoothly, efficiently, and effectively. Sports have always been an essential part of human life – providing a source of entertainment, physical fitness, and competition. In recent years, sports have also become a significant industry, with billions of dollars spent on broadcasting rights, sponsorships, and merchandise - so sports management roles are now an important part of society.

LITERATURE REVIEW:

In the past few years requirement of sports management has come into sharper focus and several journals, articles, reports, and various books dealing with the management of sports and related fields have been developed and highlighted. The sports industry and the capacity of sports entertainment have had a significant boom in the past decade with a rise in investment due to multiple leagues and tournaments. With this surge has come a rising demand for a conducive infrastructure for management of sports. This led to a mirage of developments towards developing an organised structure for the sports community. Parallel to developments happening globally, India also witnessed their initial developments in the field of sports management.

LITERATURE REVIEW REFLECTION (RESEARCH GAP)

As India witnesses rapid growth in the sports and allied industries, India is taken slow yet steady steps for the development of management field in India. Sports management is a field that applies management principles and techniques to the specific conditions of the sports industry. This includes practices such as strategic planning, personnel management, marketing, and communication. Sports managers should make strategic decisions, develop leadership skills, and effectively utilize resources by applying management principles in sports organizations to achieve success.

Although India is on the correct path of implementation of sports management, certain lacunae need to be addressed by the higher body.

- LACK OF KNOWLEDGE about the sports management field
- NO COMPREHENSIVE SPORTS LAW in India to protect the workers and managers working as sport managers.
- Too many ASSOCIATIONS AND ORGANISATIONS involved
- Lack of AWARENESS of Sports Management
- Lack of Educational Institute offering Sports Management Courses

RESEARCH METHODOLOGY:

I. RESEARCH DESIGN:

The proposed research paper is a blend of mixed-methods research design, combining both qualitative and quantitative data collection approaches. This step will allow for an intensive, wide study of the scope of Sports management in India & its future providing a deeper understanding of the respective field from multiple perspectives.

II. DATA COLLECTION:

Data collection methods used in the context of the research paper comprises of the techniques of questionnaire, interviews, e-mails, telephonic discussions, articles, journals, books and other documents. Apart from this, focused group interviews are also used to collect information.

SIGNIFICANCE AND LIMITATIONS:

The research findings will contribute to academic knowledge on the scope sports management in India & its future. However, it is essential to acknowledge some limitations such as lack of

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knowledge of interviewees or limited availability of secondary data of research paper.

SCOPE OF THE STUDY:

Sports industry is not limited to leisure activity but has transformed into huge commercial profession with attached large infrastructure, opportunities and huge sum of money. Sports Persons form the backbone of the sports industry. They bring fame and pride to the nation. Total utilization of their skills, retaining and attracting more talent is a challenge for any nation today. These can be dealt with Sports management. Sports management education should aim to train future sports managers who can adapt to the rapidly changing sports industry. This should involve gaining competencies in areas such as keeping up with technological advancements, data analysis, and digital marketing. Additionally, topics like globalization and diversity should be addressed as sports organizations are becoming increasingly international. Sports management is a diverse and dynamic field that requires a combination of business, marketing, and sports knowledge. Professionals working in this industry are often responsible for overseeing a wide range of tasks, from managing athletic programs to negotiating contracts with professional athletes. India is a vast country with largest population, the man power required for sports management is easily and readily available. It only lacks professionalism and the way the sports managers shall work and handle work. Hence, Scope of sports management in India is wide and holds a bright future. Regardless of the specific role within the sports world, sports management professionals are typically knowledgeable, organized, hold a solid business acumen, and are strong communicators. Sports management professionals use their knowledge of the industry - and creative thinking - to execute engaging marketing strategies that attract consumers, fans, and sponsors. They also often influence an organization's youth sports marketing plan. In terms of areas of interaction between management and the field of sports management, the following can be lined: -

1. Strategic Management: Defining the goals and aims of a sports organization for present and future and creating strategic plans to achieve these objectives.
2. Financial Management: Managing financial matters for growth and development of the organisation through effective utilization of financial resources.
3. Marketing and Communication: Determining marketing strategies
4. Human Resource Management: Handling aspects related to human resources, including the selection of employees, the employment process, Athlete management.
5. Event Management: Planning and organizing sports events, from local tournaments to international competitions
6. Sports Media and Journalism: Covering sports events through traditional media or digital platforms. Managing broadcast rights, commentary, and media relationships.
7. Sports Analytics and Performance: Using data to enhance team performance, evaluate players, and optimize training strategies.

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8. Sports Law: Advising sports teams, athletes, and organizations on legal matters, contracts, and disputes.
9. Operational Management: Managing operational aspects such as the planning, organization, and execution of sports events, facility management.

FUTURE OF SPORTS MANAGEMENT IN INDIA:

The Future of Sports Management depend largely on development in Technology, Globalisation and consumer behaviour playing the major role. The digitalization of sports is pacing up and the sports managers need to keep up with the pace and adapt to the changing sports trends. E-sports have been recently gained momentum and is yet to explode. However, eSports has become a major player in the sports industry, with competitive gaming gaining significant viewership and sponsorship deals. With globalization, sports have gained a larger international following, especially in markets like China and India. This opens up opportunities for international careers in sports management and requires managers to understand diverse cultures and markets. As India is becoming one of the strongest powers in the world with Planning to conduct Olympics in India in 2032, India is gaining a big opportunity for extreme developments in Sports management field.

CONCLUSION:

While sports management has been a phenomenon in the world since ancient Greece, modern sports management emerged in late 19th-century in England. The sports world continues to evolve. The sports industry has become increasingly complex and competitive in today's world. Many sports organizations, such as sports teams, sports events, aim to achieve sustainability and success through effective management. As per the information obtained from different sources in context of Sports and Management, it can be concluded that Sports Management is a field which has been an unknown path and a dead end for a lot of aspirers since it is a completely new field. However, with increase in importance of sports this field is an upcoming career option for many people. The future of sports management is golden and shall be the largest to be adopted in coming years. Overall, the world of sports management is likely to undergo significant changes over the next few years. While it's impossible to predict the future with certainty, we can expect to see continued growth, innovation, and exciting developments in these industries.

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