

# SURVEY

A Journal of Management and Welfare Studies  
Special Issue on Sports Management

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A Memoir of Jagmohan Dalmiya an Intertwined Partnership**  
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**The Evolution of Event Management**  
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# **SURVEY**

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## **From the Editor-in-Chief...**

IISWBM is well known for its intellectual excellence and dedicated approach towards dissemination of knowledge in the academic world. The Institute appreciates the role of research in education and is committed to develop zeal towards research in both faculty and students. In this pursuit, the Institute used to publish Journal SURVEY which was not published for the last two years for Covid-19.

It is a bi-annual Journal launched exclusively to publish academic research papers and articles by the faculty members and the students on contemporary topics and issues in the area of commerce, economics, management, governance, policies and welfare.

To maintain high academic standards, academic ethics and academic integrity, a rigorous process of double blind review of research papers is followed. The research work published in Survey is original and not published or presented at any other public forum.

The present edition is on the subject of Sports Management for which Department of Sports Management, IISWBM, headed by Dr. Madhab Milan Ghosh, Associate Professor, and Mr. Ankan Banerjee, Assistant Professor and Coordinator, took initiative and presented before you a very high standard publication with guidance and assistance of committee members.

I wish to thank the authors and others who have contributed in this issue.

I am hopeful that in future also we will be able to publish SURVEY so that it reflects the Creative Quality of the Students Community at large.

Happy reading and sharing.

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# Sincerity and Dedication in Sports Administration—A Memoir of Jagmohan Dalmiya an Intertwined Partnership

Ushanath Banerjee<sup>1</sup>

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## Abstract

*The late Jagmohan Dalmiya, the doyen of cricket administration in India, not only foot marked his managerial aptitude in the development of the game of Cricket, but also shown the ray of light of generating revenue to run the cricket shows in India. He dedicated his life to promote the game of cricket with determined spirit of sincerity, dedication, solidarity and fair play, devoid of any personal wisdom or vested interests. Dalmiya had paranormal vision and astuteness to initiate, proceed with incredible persuasive negotiations and discussions based on long drawn calculated discipline and sincere rigorous reasoned exercises beforehand inclusive of detailed legal analysis and advice from his most trusted legal advisor which resulted in bending to what he was looking for, without an iota of any faulty decision-making process. Dalmiya, after taking the legal advice, sold the Hero Cup Telecasting Rights in the year 1993 which was an empirical decision to sell the broadcasting rights of any sports event. He took away the monopoly right of Doordarshan to telecast the sports event of cricket in India and sold it to the highest bidder Trans World International (TWI) for a minimum guaranteed payment in foreign exchange of 5,50,000 US Dollar. This atomic decision started the historical legal battle for achievement in revenue generation in sports in India. The resultant effect was the red lettered iconic judgement delivered in February 1995 by the Honourable Supreme Court of India that Doordarshan never had any monopoly right, nor any telecast of any sporting event could be equated with commercialisation. The resultant effect of the ultimate judicial pronouncement provided the Board of Control for Cricket in India (BCCI) as well as to every sports discipline in the country independent rights to commercially exploit telecasting and broadcasting rights of the sporting events which provided enormous financial dominances and strengths.*

**Keywords:** Women, Sports, Performance, Title, Equality, Gender bias, Media

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# Women in Sports: Gender Equality-Inequality

Alok K. Banerjee<sup>1</sup>

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## Abstract

*The fact that the women can successfully compete in strenuous athletic activities without physiological and psychological harm is gradually gaining acceptance in our society. Gender role has changed significantly in recent years because large numbers of women are involved in all walks of life. Female participation in sports has increased following Title IX of 1972. Women by virtue of their gender are at a disadvantage in many sports. Sex has a definite influence on training and performance due to physiological differences between male and female. However, females benefit from training just as males do and through similar physiological changes. There exists no difference between male and female in respect of behavioural aspects of sports. Performance of elite women athletes are very close to men in many sport events and have come closer to achieving gender equality. Sports media reports massively about male athletes and women tend to be alienated from sports media since it is a male dominated setting. However, women athletes are breaking this convention by achieving successes at the international arena of sports.*

**Keywords:** *Women, Sports, Performance, Title, Equality, Gender bias, Media*

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# The two trends in sports in Neo-Normal Situation with Fans at its Centre

Avishek Dalmiya<sup>1</sup>

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## Abstract

*The sports industry is a huge sector that covers habits, professions and lifestyles bordering on fitness, health, pure entertainment and business as well as the areas that are on the frontier of digital in all its forms. It has a vast and much diversified audience, in terms of age, geography, and society and - above all - it is a hyper-dynamic sector, one that is in constant change. All of this can only be reflected in the digital sector: a playing field where one needs to know how to operate in a way that is current and up to date, but also well in advance of other players. Sports is adapting to these changes in the post pandemic world as they prepare to take off into a new stratosphere of digital connect, coverage and commerce. This paper tries to track two major trends that are dominating the world of sports. The centre of these trends is the fans who would determine a lot of how the commerce of the sports will be driven. Changes, for the most part, have to do with digital. Therefore, with the advent of Digital Transformation, learning how to see what is on the horizon is the most effective way to obtain a competitive advantage.*

**Keywords:** *Neo-normal situation, Non Fungible Tokens (NFTs), Augmented Reality (AR), Virtual Reality (VR), Betting, Fantasy Sports.*

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# Managing Cricket in Bio-Bubble: The New Concept of Continuing Sports and its Business in a Pandemic Situation

*Madhab Milan Ghosh<sup>1</sup>*

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## **Abstract**

*Covid-19 pandemic and subsequent lockdown to control the situation impacted heavily on games and sports as well as on Sports Bodies throughout the world. It disrupted the worldwide sporting calendar and even Tokyo Olympics 2020 was postponed for one year. Since the new norm is social distancing, hence it becomes next to impossible to conduct games and sports. In this context, the concept of Bio-Bubble, i.e., the implementation of Bio-Secure environment develops to start the games and sports by restricting the spread of Covid-19 virus. A Bio-Secure Bubble, also known as a 'Bubble', is a hosting arrangement of sporting events that emerged during the Covid-19 pandemic, under which events are held at a centralised site often behind closed doors, with strict quarantine and safety protocols in order to prevent the spread of Covid-19. There are several steps of implementing the Bio-Secure environment. The Cricket Association of Bengal (CAB) is the first state sports association in India which successfully implemented this Bio-Secure environment to conduct various tournaments just after the resumption of play in the post-covid period. The successful implementation of the Bio-Bubble system by the CAB paved the way to conduct other games and sports by other Sports Bodies and Associations. A pilot study has been done to understand the work flow of implementation of the Bio-Bubble system by the CAB which revealed a hundred percent success rate since not a single match has fallen through due to players and support staff getting infected by Covid-19 virus.*

**Keywords:** *Bio-Bubble, Covid-19 Pandemic, New Normal, Quarantine, Bio Secure Environment, Sanitisation, Personal Protective Equipment (PPE)*

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# Revenue Generation and Distribution Mechanism of the English Premier League (EPL): An Empirical Study

Ankan Banerjee<sup>1</sup> Rajdeep Chakraborty<sup>2</sup>

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## Abstract

*This research work gives a detailed understanding of the commercial viability and sustainability of the English Premier League (EPL) by studying its revenue generation and distribution mechanism. The EPL, once lagging behind the other European Football Leagues, had formulated an effective system to boost the commercial aspects of this league. The EPL not only focuses on generating revenue by effectively selling its commercial rights, but also concentrates on how a part of this revenue can be distributed among the participating teams in order to make them financially viable. This study also highlights on how the major teams of EPL are efficiently generating their own revenue from different sources, including and not limiting to the gate revenue, sponsorship, merchandising, in-stadia advertisements and other commercial engagements. The revenue generation and distribution mechanism of EPL can be considered as a model that can be followed in order to make the Indian football ecosystem commercially viable.*

**Keywords:** Football, EPL, Revenue, Generation, Distribution

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# Changing Trajectory of Sports

Amitava Chakrabarti<sup>1</sup>

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## Abstract

*The paradigm shift in Sports in India happened on 24th August 1971, when India won the Oval Test match against England. Since then, India has changed from a single sport to multi-sport nation. As a result, many professions have sprouted combining business and sports. In spite of this, India's sports culture is still in its nascent state. Sports remain alienated from the chain of attention, cohesion and integration. As a result, sports related education has not found a place in the curriculum of mainstream education in India. This paper discusses the model to bridge the gap amongst sports education and profession. The basic framework of the model is to adopt a tailor-made system matching India's unique culture and society through an effective sports policy and technological innovations to enthuse people towards sports profession while in turn will boost sports education and develop sports economy.*

**Keywords:** *Sports, Education, Economy, OTT (Over the Top), Sports Policy*

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# Physical Education, Sports and their Interdependent Nature: A Study

Asish Paul<sup>1</sup> Ankan Banerjee<sup>2</sup> Siya Manna<sup>3</sup>

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## Abstract

*Movement and locomotion are the inborn qualities of any living organism. The form of these activities has been changing considering the changing needs. The application of an organised and controlled system is required for daily physical activities following a set of rules, with or without the use of equipment. The low intensity activities that are targeted towards health and wellness are the parts of physical education while the high intensity activities that take place in the form of competitions are the parts of sports. Mass participation, talent identification, nurturing talents, application of sports science, qualified coaches and proper infrastructure are the key factors for preparing an elite athlete, who can be considered as a product in the sports market and to achieve this objective, the application of both physical education and sports is required. This process starts with the physical education programmes in schools and takes complete shape by applying the concept of sports management.*

**Keywords:** *Physical Education, Sports Management, Talent Development, Sports Economics*

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# Cinematic Promotion of Sports in Indian Film Genre— An Analysis of its Synergistic Impact

Shivaji Banerjee<sup>1</sup> Ritoriddha Dasgupta<sup>2</sup>

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## Abstract

*This article makes an attempt to analytically determine the factors that attract the audience to watch Indian films based on sports effectively and vice versa with an understanding into the aspects of the respective film-contents. At the same time, how the socio-political environment of India is favourable for the related industries' growth is also kept in consideration. Our sample consists of 78 Respondents both male and female of various ages residing in various parts of India. The dataset of the survey which was conducted mainly contained categorical data. Later on converting it to a numerical data with the help of R (Software), correlation is performed in order to check multicollinearity of the dataset. Practicalities of sponsoring films in India to increase Brand Recall Value of the popular brands along with the major issues to popularise sports via Indian Movies are also analysed in the article. The findings of the study may have important implications for the film production houses, Government bodies, advertising agencies, sports organisations and sports equipment manufacturers along with other related or unrelated business houses to flourish both the industries tactfully for a better social enrichment in India.*

**Keywords:** Promotion, Genre, Trust, Creative, Synergy, Audience, Interest.

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# A Conceptual Study on Sports Tourism: A Growing Segment of the Global Tourism Industry

Avijit Das<sup>1</sup> Ankan Banerjee<sup>2</sup> Siya Manna<sup>3</sup>

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## Abstract

*Sports tourism is a major niche of the tourism industry which is growing at a rapid rate. It involves a large number of people travelling from one location to another to see a sporting event and visiting the places of interest of that location at the same time. It can also be defined as the socio-economic and cultural phenomenon that arises from the interaction among the people, activity and place. Sports tourism not only deals with the sporting activities, but also deals with the tourism related experiences delivered to the tourists. It can be divided into various categories which include hard and soft sports tourism, active and passive sports tourism, nostalgia sports tourism etc. This segment of the tourism industry has seen a phenomenal growth in the recent times. The global sports tourism market was valued at US\$ 323,420.0 million in 2020 and is estimated to reach at US\$ 1,803,704.0 million by 2030, registering CAGR of 16.1% from 2021-2030. Undoubtedly, sports tourism provides enormous economic opportunities for the local population.*

**Keywords:** Sports Tourism, Sports Events, Impact, Global, Trend

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# The Evolution of Event Management

Ranbir Mukherjee<sup>1</sup>

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## Abstract

*The present shape of events is the result of the evolution over 2000 years and it continues to evolve to suit the needs of ever changing expectations of our society. With the advent of television and social media, events were seen as great opportunity by brands for media exposure and an effective communication tool. Sports event management soon became billion dollar industry with funding by major brands. Use of technology in this situation became relevant to enhance the engagement among brands and target audiences. Emergence of hybrid events in post-COVID era and the growth of e-sports introduce a new challenge in managing sporting events successfully and justify the sponsor's funding as well.*

**Keywords:** *Sports, Event Management, Technology, Funding, Communication Tool, Social Media*

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  - Full text of the manuscript including tables and graphs.
  - Conclusion
  - Reference list containing information in the given sequence.  
Authors(s) name (starting from surname, then first and middle name) Year of Publication Title of Work. Journal (in Italics)/serial proceedings/book in which the work was published. Volume and number of Issue: Page no.  
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