

## GLOBALIZATION IN SPORTS MANAGEMENT IN INDIAN CONTEXT

**Ankit Kharb** - Assistant Professor(Sports), Madhav University, Pindwara, Sirohi, Rajasthan, India  
Email - [akharb73@gmail.com](mailto:akharb73@gmail.com)

**Abstract:** The purpose of this research is to identify one definite version / definition for Globalization in sports management in Indian context. We begin by using the origin of the word ‘globalization’ & to describe socio-economic & political phenomenon, & its impact on the cultural milieu. The purpose of this research is to identify how globalization is perceived outside of the academics in India, & on how globalization in sports management influences small organizations and people of India at the micro level. This is done through cross-referencing of different academic definitions and interpretations of globalization. The outcome of this study was later contrasted and compared with the definitions given / perceived by target employees of a sports management organization. They were asked about their perception of this terminology and how it affected their professional and personal lives. Though a definite answer was not forthcoming, evidence that small organizations, the individual sportsman/woman and other cultural factors have a more active role on globalization was encountered. To this point, this research is a first step into better understanding of the nature of globalization and how there are more forces that become a part of its definition. This should be studied not only within the confines of academia, but at its practical grass root environment as well.

**Key Words:** Globalization, Sports Management, Indian context, Cultural Milieu.

### INTRODUCTION:

This purpose of this research is to identify one definite version / definition for Globalization in sports management in Indian context.

Globalization is the buzz word today. We tend to use, misuse & abuse this word. There is no area of human activity today where this word Globalization is not being used. In layman terms, the word globalization refers to a uniform / common / standardized frame of reference to measure or evaluate any phenomenon that applies to all regions of globe, be in America, Asia, Europe or Australia. In so far as sports management as an area of study is concerned, it is very unlikely that globalization will have any success. However it does not mean that there can be no global standards in sports management. The via media is to go for global standards with local implementation as per local culture. We may thus use a new word GLOCALIZATION, which means it is a combination of globalization & local culture.

We begin by using the origin of the word ‘globalization’ & to describe socio-economic & political phenomenon, & its impact on the cultural milieu. Globalization in sports have been in existence since thousands of years back in History. Olympic Games are a living example of the oldest global institution surviving centuries of global practices in sports. Olympia was a city state of Greece & invited sportspersons from far corners of world every four years to participate in open competitions. This practice continues till date. Today, in contemporary world, sports management firms & institutions have sprung up in all parts of world to set up global standards & parameters. For example, following sports management bodies/firms/organizations/institutions are instrumental in setting up global standards of sports in India.

### AIM OF RESEARCH:

The purpose of this research is to identify how globalization is perceived outside of the academics in India, & on how globalization in sports management influences small organizations and people of India at the micro level.

This is done through cross-referencing of different academic definitions and interpretations of globalization. Academics in sports is gaining ground in India. There are now many sports universities, & some of them are now rated as top class global level institutions, e.g. NIS (National Institute of Sports) Patiala, Rani Laxmibai University of Sports, SAI (Sports Authority of India). Very good work is being done now by Central Ministry of Sports & Culture.

### SCOPE OF SPORT MANAGEMENT:

The basis of most sport management professional preparation programs revolves around an interdisciplinary or multidisciplinary approach. Fields of study such as physical education, sport, business, computers, and communications are all intricately intertwined in the preparation of future sport managers and administrators. In fact, Sutton (1989) refers to sport management as a hybrid field of study in that it encompasses so many other disciplines. Sport management programs can prepare students to become generalists or specialists. The professional preparation curriculum typically consists of three basic components: Cognate or foundation classes, which are related to the discipline of sport management and can include courses in communications; interpersonal relations; business; accounting; finance; economics; statistics; and the historical, sociological, psychological, kinesiological, and philosophical perspectives of sport (Stier, 1993). Specialty or major courses, which are the core, applied courses geared specifically to sport management (Brassie, 1989). Examples include introduction to sport management, sport management theory, sport marketing, fundraising, promotions, public relations, ethics in sport management, legal aspects of sport, facility planning and management, computer applications to sport, research methods, sport management problems and issues, and risk management. Field experience, which is included in almost all undergraduate and graduate programs (Sutton, 1989). This may take the form of a practicum or internship. A practicum is usually a pre-internship, part-time field experience taken while the student is still pursuing cognate or specialty classes. An internship is taken when all or a majority of specialty and cognate courses have been completed. This experience is usually full-time, and the student is expected to provide meaningful assistance to the intern site. The internship is the quintessential learning experience for the sport management student (National Association, 1987).

### CAREER AND EMPLOYMENT OPPORTUNITIES:

An estimate was made in 1991 that there existed approximately 4.5 million sports jobs at all levels in the United States. These were in marketing (1.5 million), entrepreneurship (1.15 million), administration (500,000), representation (370,000), media (300,000), and other sports related areas (720,000) (Markiewicz, 1991). Although there is seemingly a wealth of job opportunities in sport, the competition for these positions has been and will remain severe. And, many of these positions involve extremely low pay in comparison to the amount of work expected. Career paths in sport management can include athletic team management, finance, sports medicine/athletic training, journalism, broadcasting, public relations, development and fund raising, sports information, facility management, cardiovascular fitness and wellness administration, aquatics management, among others.

Company	Contact Person	Contact Info
Approach Entertainment	Sonu Tyagi	72, 7th Floor, Juhu Groto Apartments, Next to Sangeeta Society,, Off Juhu Road, Santacruz West, Mumbai- 400049 Tel : 91- 22- 26606242 Mob : 9820965004  Delhi: 152, 1st Floor, Opp Max Hospital, Malviya Nagar, New Delhi-110014

		E-mail : <a href="mailto:info@approachentertainment.com">info@approachentertainment.com</a> <a href="http://www.approachentertainment.com">www.approachentertainment.com</a>
Cornerstone Sport & Entertainment Pvt. Ltd	Bunty Sajdeh ( CEO )	Shiv Sagar Estate, 'A' Wing, 8th Floor, Dr. Annie Besant Road, Worli, Mumbai - 400018, India. Mob : 9920622285 E-mail : <a href="mailto:bunty@cornerstoneindia.net">bunty@cornerstoneindia.net</a> <a href="http://www.cornerstoneindia.net">www.cornerstoneindia.net</a>
Emerging Media		# 6Th Floor, Mumbai Educational Trust, Gen.Akvaiddya Chowk, Bandra Reclamation, Mumbai - 600050, India. Tel : 91 22 2644 0000 E-mail : <a href="mailto:utkarsh.singh@emergingmedia.com">utkarsh.singh@emergingmedia.com</a> <a href="http://www.emergingmedia.com">www.emergingmedia.com</a>
Emerging Media	Raghu Iyer ( Chief Marketing Officer )	# 6Th Floor, Mumbai Educational Trust, Gen.Akvaiddya Chowk, Bandra Reclamation, Mumbai - 600050, India. Tel : 91 22 2644 0000 E-mail : <a href="mailto:raghu.iyer@emergingmedia.com">raghu.iyer@emergingmedia.com</a> <a href="http://www.emergingmedia.com">www.emergingmedia.com</a>
Equisport Management Pvt. Ltd	Adhiraj Singh ( CEO )	D-237, Defence Colony, New Delhi - 110 024, India. Tel : 91-11-41552395/96 Fax : 91-11-41553549 E-mail : <a href="mailto:mail@equisport.co.in">mail@equisport.co.in</a> <a href="http://www.equisport.co.in">www.equisport.co.in</a>
Frontfoot	Rakhee Mehra	Tel: 91-9810647090 Alt: 91-9871243453 E-mail : <a href="mailto:rakhee.mehra@frontfoot.in">rakhee.mehra@frontfoot.in</a> <a href="http://www.frontfoot.in">www.frontfoot.in</a>
Gameplan Sports Pvt. Ltd		19B, Shakespeare Sarani, 2nd Floor, Kolkata - 700 071 (India) Tel : +91 33 2282 1960/ 61 Fax : +91 33 2282 1959 E-mail : <a href="mailto:info@gameplan.co.in">info@gameplan.co.in</a> <a href="mailto:mail@gameplan.co.in">mail@gameplan.co.in</a> <a href="http://www.gameplan.co.in">www.gameplan.co.in</a>
Globosport India Pvt.Ltd	Mahesh Bhupati ( Managing Director )	501, Prime Plaza, 38/A S.V. Road ,Next to Asha Parekh Hospital, Santa Cruz (West), Mumbai-400054, India. Tel : 91 6753 4400 Fax : 91 6753 4499 E-mail : <a href="mailto:mahesh@globosportworld.com">mahesh@globosportworld.com</a> <a href="http://www.globosportworld.com">www.globosportworld.com</a>
GoSports India Pvt. Ltd	Nandan Kamath ( Director )	GoSports India Pvt. Ltd., 16/12A Binny Crescent, Benson Town, Bangalore - 560046, India. E-mail : <a href="mailto:nandan@gosports.in">nandan@gosports.in</a> <a href="http://www.gosports.in">www.gosports.in</a>
Havas Sports India	Anand Yalvigi ( General Manager )	MPG INDIA PVT LTD, 303/304, Trade World, 3rd Floor, B-Wing, Kamala Mill Compound, Senapati Bapat Marg, Lower Parel, Mumbai-13, India. Tel : 91 22 3044 0059 E-mail : <a href="mailto:anand.yalvigi@in.havassports.com">anand.yalvigi@in.havassports.com</a> ;

		www.havassports.com
IMG Sports & Entertainment, Asia Pacific	Ravi Krishnan ( Advisor/Consultant )	608,1-B/2, Western Express Highway Service Road, Next to Provident Fund Building, Bandra (East), Mumbai - 400 51, India . Tel : 91 22 2656 5900 www.imgworld.com
IMG Sports & Entertainment, Asia Pacific	Martin Jolly ( SVP, Managing Director )	608,1-B/2, Western Express Highway Service Road, Next to Provident Fund Building, Bandra (East), Mumbai - 400 51, India . Tel : 852-2894-0288 E-mail : <a href="mailto:martin.jolly@imgworld.com">martin.jolly@imgworld.com</a> www.imgworld.com
IOS Pvt. Ltd.	Neerav Tomar ( CEO )	IOS Pvt. Ltd., A1/231, Safdarjung Enclave, Lower Ground, New Delhi - 110029, India. Tel : 011-46018571/72/73. E-mail : <a href="mailto:neerav@iosindia.com">neerav@iosindia.com</a> www.iosindia.com
Leander Sport Pvt. Ltd	Aravindan Pararajasingham ( CEO )	4121/B, 19th A Main, 6th Cross, HAL II Stage Extension, Bangalore - 560 038, Karnataka, India. Tele : 91 80 42048420 E-mail : <a href="mailto:ara@leandersport.com">ara@leandersport.com</a> <a href="http://www.leandersport.com">www.leandersport.com</a>
Left Field International Pvt. Ltd.	Navneet Sharma ( CEO & Managing Director )	Comtrade Corporate Centre, Khetan Bhavan, 5th Floor, Churchgate, Mumbai - 400 020, India. Tel : 91 22 66157517/91 22 66157518 E-mail : <a href="mailto:navneet@leftfieldint.com">navneet@leftfieldint.com</a>
Mindscapes Media India Pvt Ltd	Yudhajit Dutta ( Director )	101, HVS Court., 21, Cunningham Road, Bangalore - 560 052, Karnataka, India. Tel : 91 80 4125 2955 / 41252 966 / 4125 6900 Mob : 91 22 30448321 Fax : 91 80 22370947 E-mail : <a href="mailto:rohit.kapoor@mindscapesindia.com">rohit.kapoor@mindscapesindia.com</a> www.mindscapesindia.com
New World Consulting International Ltd.	Satyajit Sadanandan ( CEO )	B-17 Diamond District, Bangalore 560 017 E-mail : <a href="mailto:satya@newworldconsulting.org">satya@newworldconsulting.org</a> www.newworldconsulting.org
Percept Talent Management	Manish Porwal ( CEO )	Contact P2, Level 2C, Raghuvanshi Estate, 11/12, Senapati Bapat Marg, Lower Parel, Mumbai - 400013, Maharashtra, India. Tel : 91 22 30448300 Mob : 91 22 30448321 Fax : 9820505888 E-mail : <a href="mailto:manish.porwal@ptmindia.com">manish.porwal@ptmindia.com</a> www.ptmindia.com
Procam	Bruno Goveas ( Director of Media Relations )	14, ST. James Court, Mumbai - 400 020, India. Tel : 91 22 22020284 E-mail : <a href="mailto:info@procamintl.com">info@procamintl.com</a>

		www.procaminl.com
Procam	Anil Singh ( Managing Director )	14, ST. James Court, Mumbai - 400 020, India. Tel : 91 22 22020284 E-mail : <a href="mailto:info@procaminl.com">info@procaminl.com</a> www.procaminl.com
Professional Management Group	Melroy D'souza ( COO )	E-6 Everest Building Tardeo, Dadar, Mumbai - 400028, Maharashtra, India. Tel : 91 22 23511356 / 23515686 / 66603723 Fax : 91 22 2352 0134 E-mail : <a href="mailto:pmsgsports@hotmail.com">pmsgsports@hotmail.com</a> www.pmsgsports.org
Roots Sports	Amit Chacko Thomas	No. 104, Classic Business Center, 14/1 M.G. Road, Bangalore - 560001 Tel : 080-65307331/41540216 Fax : 080-41122506 Mobile : +91-9900579895 E-mail : <a href="mailto:amit@rootssports.org">amit@rootssports.org</a> www.rootssports.org
SportzConsult	Jitendra Joshi ( Founder Director )	SS - Type, Plot No.82, Sector -2, Vashi, Navi, Mumbai - 400 705, India. Tel : 91-2-22-27820759/3646 E-mail : <a href="mailto:jitu@sportzvillage.com">jitu@sportzvillage.com</a> <a href="http://www.sportzconsult.in">www.sportzconsult.in</a>
SportzConsult	Yogesh Shanbhag ( VP- Business Development )	SS - Type, Plot No.82, Sector -2, Vashi, Navi, Mumbai - 400 705, India. Tel : 91-2-22-27820759/3646 E-mail : <a href="mailto:Yogesh@sportzconsult.in">Yogesh@sportzconsult.in</a> www.sportzconsult.in
Sports Marketing & Management Pty Ltd		Street Address: Lvl 7, 5-9 Harbourview Crs Milsons Point NSW 2061 Tel: 02 9959 3466 Fax: 02 9929 5218 Official Address: 5th Flr, 11-13 Knightsbridge London SW17LY Tel: 44 207 245 9992 Fax: 44 207 245 6982 68-72 York St, South Melbourne VIC 3205 Tel: 03 9696 0744 Fax: 03 9696 0230
Total Sports Asia	Suvrangsh Mukherjee ( Managing Director )	1019/1020 Maker Chambers V, Nariman Point, Mumbai - 400 021, India. Tel : 91 22 6655 0334 / 91 22 2283 1348 E-mail : <a href="mailto:tsaindia@totalsportasia.com">tsaindia@totalsportasia.com</a> www.totalsportsasia.com
Vijaya Ad-Sportz	Pradeep Kumar K R ( Director )	M/s. Vijaya Advertising "GANAPA", 12/2, II Floor Govindappa Road Basavanagudi, Bangalore - 560 004, India. <a href="mailto:E-mailpradeep.kumar@vijayagroup.in">E-mailpradeep.kumar@vijayagroup.in</a> www.vijayagroup.in
World Sports Group (WSG) South Asia	Venu Nair ( President )	4 - 01, Corinthian, 370 Linking Road, Khar West, Mumbai - 400 052, India. Tel : 91 22 6789 6600 www.worldsportgroup.com

**CONCLUSION:**

The outcome of this study was later contrasted and compared with the definitions given / perceived by target employees of a sports management organization. They were asked about their perception of this terminology and how it affected their professional and personal lives. Though a definite answer was not forthcoming, evidence that small organizations, the individual sportsman/woman and other cultural factors have a more active role on globalization was encountered.

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