



Sports brands & sports organization management in India – new digital challenges

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Abstract : *This paper looks at the impact of new digital challenges on sports brands & sports organization management . Heavy commercialization & digitalization of sporting activities is already reflecting on managerial activities of the sports organization This is having a great impact on sports organizational hierarchy & Management . There is a need to explore the managerial activities essential to governance and policy development of sports in the nation's interests not in the company interests . The willingness & ability to spend money on digital market research enhances the power of sports organizations & the management of the sports towards newer heights is achieved through competence. Conflicts in sports organizations can be checked through market researches. But the sports organizations should work towards understanding & identifying the consequences of & the challenges of over utilizing of digital equipments.*

Keywords, *Sports brands , sports organization management , new digital challenges*

Introduction : Sports organizations are a necessity to sport promotion. The issues relating to enhancement in player's confidence , his support towards boosting his performance, acting as his performance indicator , are physical benefits of the organizational linkage. As Brands become popular with youngsters it supports marketing , it helps trade alliances , it enhances global prospects of the game as the game becomes globally acceptable. (Sharma J P - organization & management of physical education & sports; Khel sahitya Kendra , 2005). Sports Brands often help in boosting the morale of the player . There have been several instances which have indicated that brands often mar the prospects of the player by donning him as a model instead of projecting him as a player. There were many such cases where a player was in the shooting studio rather than in a practice field.

Sports organization & management of sports brands

Three management theories that can be applied to a sport club are discussed, namely the works and ideas of Frederick, W. Taylor, Peter Drucker and W. Edwards Deming. The main elements of a club plan such as the club philosophy, vision and mission statement, goals, policies and procedures, club governance and organization structure are broadly explained. (Sharma J P - organization & management of physical education & sports; Khel sahitya Kendra , 2005).

The young entrepreneur will be able to compile such a club plan for his sport club. Sports Clubs are increasingly using groups as their fundamental unit of organizational structure to respond more flexibly and quickly to rapidly changing environments. Group structures are therefore discussed as well as group processes. The group development stages



are explained in detail and the reader will be able to compile groups and understand the working of groups better. Not all decisions made in sport clubs are long and complex.

Decision making is a central aspect of the four fundamental management functions, namely planning, organizing, leading and control. In this book the types of decisions you get, the conditions of decision making, the decision making process and techniques for improving decision making are explained. A further point of discussion is conflict in sport clubs. Functional and dysfunctional conflict is explained as well as other conflict types such as personality conflict and intergroup conflict.. This information will give an understanding on how to handle different types of conflict in his sport club.

The administration of coaches involves the recruitment of coaches, job descriptions, selection of coaches, supervision and evaluation of coaches. The reader will be able to recruit, select and supervise and evaluate coaches successfully. The section about finance management gives the reader an inside look of sources of funds, developing an

sponsorship, budgeting and accounting and explains how to compile a income statement and balance sheet. This will help the reader to conduct his club's own finances. Risk management is a further aspect addressed in this book and discuss aspects such as the risk management process, how to make activities in your sport club safer, supervision guidelines and managing specific risks. The reader can apply this information in his sport club to function safer and without legal consequences. The last section in the book is about event management. The reader will be able to organize an event in total and includes a 16 point sport event planner to guide him or he

Sports organizations need to enable certain responsibilities (as shown in Chart-1)

1. leagues
2. coaches
3. team equipment
4. player equipment
5. player facilities
6. **team commitment**
7. **spiritual development**





Thus there is an emotional side to these bonds such as player is attached to the brand emotionally it helps to build loyalty revenue & bondage affinity. the very presence relevance performance advantage bonding all these are interlinked while branding with bonds. sports needs brands sports has a long fan g following & fans always consider their players as icons hence brands are benefitted by bonding with players.

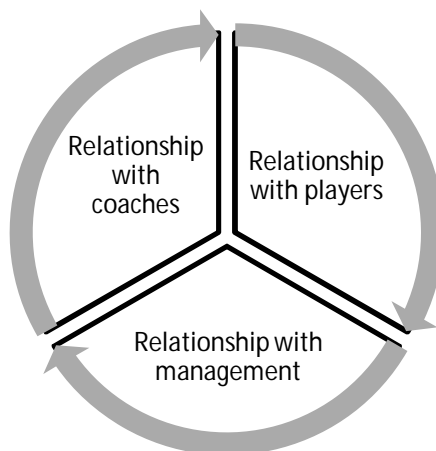
1. It enhances player's confidence
2. It boosts performance
3. It acts as performance indicator
4. Brands become popular with youngsters
5. It supports marketing
6. It helps trade alliances
7. It enhances global prospects of the game
8. It helps the sports to become globally acceptable
9. It helps image building
10. It enhances competence

Sports organizations are bonded with brands . Brands which are popular with the players are

1. Energy drinks / protein powder mixes /
2. Trendy footwear
3. Defensive Eye wear
4. Energy products /
5. sports cookies
6. Sports gears
7. Improved head gears

There have been several sports organizations / companies which are tying up with popular brands

1. Brands often help in boosting the morale of the player .
2. There have been several instances which have indicated that brands often mar the prospects of the player by donning him as a model instead of projecting him as a player.
3. There were many such cases where a player was in the shooting studio rather than in a practice field.





The enhancement in player's confidence his support towards boosting his performance, acting as his performance indicator, are physical benefits of the organizational linkage. As Brands become popular with youngsters it supports marketing, it helps trade alliances, it enhances global prospects of the game as the game becomes globally acceptable.

Challenges; Today sports persons are more interested in pay related issues rather than performance related issues, This globalization has led to commercialization each player is a part of the market product trend. each player wishes to earn more, model for branded icons, in short span of time wants to become a billionaire. Thus athletes are spoiled, selfish prima donnas solely focused on the next endorsement or payday. They hold out for bigger contracts, they cause internal disaster within organizations and prove to be a disgrace to the sport to which they owe their livelihood. Majority of them have a me first & team next attitude. The digital equipments are also spoiling the athlete's performances. Heavy digitalization of sporting activities is making the player part of the machine not part of the organization.

Thus running sports organization without conflict is very challenging as an organization runs on team effort.

Conclusion- Heavy commercialization & digitalization of sporting activities is already reflecting on managerial activities of the sports organization This is having a great impact on sports organizational hierarchy & Management. There is a need to explore the managerial activities essential to governance and policy development of

sports in the nation's interests not in the company interests. The willingness & ability to spend money on digital market research enhances the power of sports organizations & the management of the sports towards newer heights is achieved through competence. Conflicts in sports organizations can be checked through market researches. But the sports organizations should work towards understanding & identifying the consequences of & the challenges of over utilizing of digital equipments.

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