

Sport Electronic Management

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1. INTRODUCTION

1.1 SPORT ELECTRONIC MANAGEMENT:

People devouring sporting occasions regularly use social media to spread electronically. People have more control of media encompassing their most loved groups than any time in recent memory. Instead of being constrained to messages from advertisers, musings and sentiments from anybody can be dispersed and gotten to over the globe utilizing the web. The ascent being used and fame of the Internet has significantly changed the way sport associations speak with their partners Sport Electronic Marketing is a subdivision of advertising which focuses both on the advancement of games occasions and groups and the advancement of different items and administrations through sporting occasions and sports groups. It is an administration in which the component advanced can be a physical item or a brand name. The objective is to give the customer methodologies to elevate the game or to advance an option that is other than game through games. Sport Electronic Management is likewise intended to address the issues and needs of the shopper through trade forms. These procedures pursue the conventional four "P's" of general showcasing Product, Price, Promotion and Place, another four "P's" are added to Sport Electronic Management, identifying with the reality sports are viewed as an administration. The extra 4 P's are: Planning, Packaging, Positioning and Perception. The expansion of the four additional components is known as the "Sport Electronic Management mix." [1][2]

Sport Electronic Management is a component of games advancement which includes a wide assortment of areas of the game business including broadcasting, publicizing, social media, computerized stages, ticket deals, and network relations. Sport Electronic

Management are separated into three areas. The first is the promoting of game and sports affiliations, for example, the Olympics, Spanish Football class and the NFL, and game groups like Real Madrid and the New York Yankees. The second concerns the use of sporting occasions, sporting groups and individual competitors to advance different items. The third class is the advancement of game to the general population with a specific end goal to expand interest.[3]

In the principal case, the advancement is specifically identified with games. In the second case, the items can however don't need to be straightforwardly identified with games. At the point when the advancement is about games as a rule, the use of this sort of technique is designated "Showcasing of Sports." When the advancement isn't about the games however sports occasions, competitors, groups or classes are used to advance diverse items, the promoting procedure is named "Advertising through games." When the advancement is tied in with expanding investment among the general population, it is classified "Grassroots Sport Electronic Management." To advance the items or administrations, the organizations and affiliations use distinctive stations, for example, sponsorships of groups or competitors, TV or radio notice amid the distinctive communicate sports occasions and festivities, or potentially notice on sporting scenes. "Road advertising of game" considers Sport Electronic Management through bulletins in the city and furthermore through urban components (road lighters and walkways, and so on.) to encourage advance and gain exposure amid major overall sporting occasions, for example, the Football

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World Cup, the Olympic Games, the Super Bowl or the Winter Olympic Games.[4]

1.2 TYPES OF SPORT ELECTRONIC MANAGEMENT:

With such a variety of contrasts of games fans, diverse composes and levels of games are found over the globe. For instance, in numerous nations cricket and soccer are to a great degree famous while in the United States football, baseball, and b-ball are most supported while school sports are likewise favored. Notwithstanding the grouping of games by levels, sports have likewise been delegated either standard or non-standard, otherwise called specialty.

There are seven item traits that separate standard games from non-standard games: openness, prominence, uniqueness, moderateness, star control, player expertise, and player closeness. Availability, moderateness, and likeness are emphatically identified with specialty sports while notoriety, player aptitude and additionally openness are unequivocally identified with standard games. In the interim, fans that are less-related to a group are attracted to player comparability as they believe they can relate more with players while exceedingly distinguished fans lean toward the star intensity of players. Reasonableness likewise is a separating factor among fans, as less-distinguished fans put more prominent significance on cost. A down to earth showcasing case of this is the National Lacrosse League commanding players to go to gatherings of eateries who support the group. Different methodologies that specialty sports use to separate themselves from standard games are giving simple access to group and player data, particularly on the web, and additionally offer reasonable ticket costs and significant advancements, for example, dollar lager evenings and 25-penny wiener evenings. Interestingly, well known standard games like Major League Baseball (MLB) and the National Basketball Association (NBA) feature the star intensity of players, or, in other words go to incredible exertion to advance their best players. This is additionally found in media as broadly broadcast

sporting occasions frequently advance particular players paving the way to recreations.[5][6]

Fans likewise hold distinctive desires for various game composes and levels of games, or, in other words sport advertisers to get it. For instance, fans going to a small time ball game will contrast their involvement with past diversions went to at small time ball games, or even other small time sports in the event that they have little involvement with small time baseball. They won't, in any case, contrast a small time baseball involvement with a NFL amusement as they comprehend the two encounters will be altogether different.

Game separation is likewise critical concerning sponsorship. Organizations who support specialty sports put the most significance on properties including cost viability, onlooker socioeconomics, and the organization fit with the game picture. Specialty sports frequently permit organizations who can't stand to support standard games a channel to advertise their organizations. Likewise, with specialty sports appeared to draw in an alternate sort of buyer, these organizations want to expand their open mindfulness inside a particular target showcase. Different ascribes critical to organizations supporting specialty sports are improving both their picture and network contribution, which might be less demanding to do through specialty sports than standard games.[7]

1.3 STATEMENT OF PROBLEM

The researcher noted through his contact with sports federations absence of Sport Electronic Management, which is the key element for the development and dissemination of different sports games where it is one of the important things and taking them must be at the organization of the preparation of anySports competitions ,it also for raising the living standard of the players and all those involved in these area where ,the most talented not find sponsored whom take by there hand, and the lack of financial or health support. Most of these talent not continue his training and looking for another job. Big shortfall in the presence of specialists in

this field .wenoticeable that many of the unions fail to apply the full annual plans because of the deficit in the financial aspects .institutions and unions not use the Sport Electronic Management to improve its resources with the Sport Electronic Management.[8]

Since the institutions and sports federations reliance on government support and its inability to develop its resources makes them unable to provide the best results in sports tournaments and field service for its members and their audiences, and thus affect the sports federations in terms of the lack of financial revenues and the level of players teams representing clubs And clear Sport Electronic Management in India problem through lack of attention to the marketing side and the lack of awareness of the importance of Sport Electronic Management in support of activity of the enterprises and sports federations and improve performance in their work.[9]

1.4 OBJECTIVES OF THE STUDY

1. To study the role of Sport Electronic Management tools for the overall promotion of sports as industry in the country.
2. To examine the regulation and roles played by different stakeholders for effectiveness of football clubs.
3. To depict the importance of Sport Electronic Management activities for increasing the revenues of football clubs.
4. To study the efforts of football clubs to attract investments and to create brand image for increasing the demand for the game.
5. To frame guidelines and offer suggestions for the development of football players in football clubs, by utilizing Sport Electronic Management.

1.5 DELIMITATION

- This study was delimited to 6th football clubs for men in chennai city in the south of india.
- The place of the tournament was at j.n.stadum,Chennai
- The age of the player is open
- The number of players was-----
- The number of sponsor was----

- The number of organizations-----

1.6 LIMITATIONS OF THE IMPLEMENTATION

It has been selected Chennai state because it is the only city nearby from Andhra Pradesh and Telangana and there are 12 football clubs and also there is no clubs in such a number in Andhra Pradesh and Telangana.

Some players find it difficult to fill out a form, to their lack of knowledge of English, difficult access to the sponsorships who supports the club, players and one of the sports team therefor we chosen the season of the Football Association of Chennai for data collection and make interview with some sponsors and some organization to the League and departments of some of these clubs. Difficulty of gathering data and the difficulty of the presence of all the players at the same time so it was delivered application form for clubs before the league and collecting this data through the league a discussion referring to compilation of the questionnaires as well as interpretation of the questionnaire is also presented (analysis of the data)

1.7 HYPOTHESES

1. I am assuming that the best way to develop sports clubs for football is the existence of the shepherd who can support the club
2. Intimation to media is not properly given, which leads to lack of marketing of the game
3. Lack of appropriate tools for training players in a scientific manner so it is to be correct the lack of material.
4. Revenue income is not properly used for the marketing of the game in right way
5. Lack of Sport Electronic Management, which leads to less revenue to clubs and there is no development for the club or the players.

2. LITERATURE REVIEW

According to Thwaites, D. (1995), analysis results of this empirical study of the English Premier League and First Division indicate that the vast majority of companies express a very positive view of their

experience with professional football sponsorship. However, there is evidence of a failure to employ a number of the techniques advocated in the literature. This suggests that for some company's opportunities exist for sponsorship to make an even greater contribution to their communication objectives. Key areas which need to be addressed are objective setting, evaluation, leverage and integration with other elements of the communication mix.[10]

According to Madrigal, R. (2000), Sponsorship has become an increasingly popular form of marketing communications, yet little is known about what might influence consumers' intentions to purchase a sponsor's products. The focus here is on how the social alliances existing between fans and a preferred sports team influence purchase intentions. Data from a convenience sample of 678 adults attending a college football game suggest that favorable purchase intentions are more likely to occur (1) as identification with the team increases and (2) when such intentions are perceived as a group norm. Moreover, an ordinal interaction indicates that team identification has a greater effect on intentions at lower levels of group norms than at higher levels. Implications for practice are discussed.[11]

According to Farrelly, F., & Quester, P. (2003), There is little empirical research that examines the effects of marketing orientation on the two most important relationship marketing concepts, namely trust and commitment. In this paper, the sponsorship relationship is the focus of an empirical investigation aimed at uncovering the potential effect of market orientation, exhibited by both parties of the sponsorship dyad, upon trust and commitment. By selecting the leading sponsorship property in Australia, the Australian Football League, the majority of key Australian sponsors were included in this study, allowing the authors to draw managerial implications of direct relevance to other sponsors and properties aiming to secure long lasting sponsorship relationships.[12]

According to Beech, J., Chadwick, S., & Tapp, A. (2000), recent use of the Internet by business and commerce world-wide has proliferated dramatically. Indeed, many commentators are now claiming that the technology is leading to a new era in marketing. Sport has not been immune to such rapid developments and is increasingly using the Internet as a medium through which clubs and teams can effectively communicate and establish stronger relationships with supporters. Premier League football clubs in England are a particularly notable example of the scope and sophistication of this net use by sports clubs. Such an observation is especially pertinent in the context of the more professional approach to marketing activities being adopted by these clubs. Hence, this paper focuses on establishing the current extent and nature of Internet use amongst Premier League clubs and uses this as a basis for identifying key issues which football club marketers should consider when using the Internet. Initially, the paper examines the growing body of literature in the areas of sports marketing and the Internet. This subsequently leads into a detailed analysis of the primary research undertaken as part of this study. This involved a detailed examination of the websites of each of the 20 clubs in the Premier League during the 1998/1999 season. From this, it is established that every club in the league has a web presence but the focus, content and scope of these Internet sites differs greatly. The more sophisticated sites provide an array of facilities to users including opportunities to purchase merchandise on-line, engage in football-related chat and access live audio broadcasts. However, some clubs offer few services and little information to supporters via their websites and thus appear to be failing to exploit the medium effectively. The paper provides some indications of what might be considered best practice within the industry.[13][14]15]

3. METHODOLOGY

3.1 SELECTION OF THE SUBJECTS:

Forty members were chosen as members. Moral endorsement for this study was conceded by the analysts' workforce logical board and parental composed assent

was received preceding every single test strategy. Members were separated into a few football groups as per their intentional practice involvement in soccer; a survey was interrogated regarding sport advertising. A sum of 80 individuals were chosen seven football clubs (5 governments and 2 private). The chose players and groups are taking an interest in super association.

3.2 SELECTION OF INSTRUMENTS & STATISTICAL TECHNIQUES:

The impacts of the "experience level" and "SSG arrange" on offensive performance indicators were essentially contemplated through spellbinding measurements (implies, standard deviations, and outright frequencies). At that point, after the dismissal of the multivariate typicality suspicion and the homogeneity of covariance grids (utilizing Box's M test), non-parametric MANOVAs were connected to evaluate the interaction and the primary impacts of the two factors on basic and composite indicators.

For each MANOVA, partials estimated time of arrival squared (η^2) were computed as proportions of impact measure. As a third step, if the impacts of components on performance indicators were huge, it is fundamental to recognize in which the critical contrasts happened. Different Mann-Whitney tests were connected for that reason. At long last, chi-square tests were chosen for the ostensible variable of the Result of the Offensive Sequences. For every measurable methodology alpha (α) was set at 0.05.

3.3 COLLECTION OF DATA:

The information is gathered from various zones of Tamil nadu a province of India. This is the state alone has seven football clubs shape which five football clubs has a place with government and two football clubs has a place with private segment. The survey is completed from players who play in these chose football clubs.

3.4 RELIABILITY OF DATA:

As the information is gathered specifically from members who are by and by playing in the super class

football. The gathered information is dependable and examination is displayed superbly.

3.5 ADMINISTRATION OF QUESTIONNAIRE:

The research has two questionnaires:

1. FOOTBALL CLUB QUESTIONNAIRE FOR TEAM
This questionnaire is conducted in selected clubs (seven clubs = five government clubs + 2 private clubs).

2. FOOTBALL CLUB QUESTIONNAIRE FOR PLAYERS

It is conducted for 80 sample players from the selected clubs in tamilnadu

4. SUMMARY, CONCLUSION AND RECOMMENDATIONS SUMMARY

The study finishes up the role of sport in India and the issues looked by sports. This study is an inside and out analysis to clarify the points of interest and adjusted kept up of sport and the sport players. This study behaviors and questionnaire analysis. The questionnaire and its analysis unmistakably clarify the perspectives of individuals about the sports clubs and role of sports in their day by day life and sport as their future. This study clears up that the learning about the sport and its significance must be disclosed to the general population. For this sport marketing and sport learning are the imperative advances must be planed first to accomplish prudent parity in sport and sport clubs.

CONCLUSION

The study infers that the sport marketing and efficient help to the players are deficient in Tamil nadu football clubs. To defeat the issue of this circumstance we ought to break down its viability. This exploration is a help for sport clubs and enhancing players way of life and to build their marketing methodologies and increment their practical status.

PROPOSALS

- The look into suggests some imperative focuses in expanding the sport marketing systems in sport clubs.

- The study prescribes in actualizing web based life and current designs as an answer for expanding supports.
- To advance the preferences and advantages in sports for kids and youths.
- To advance brand marketing in sports to pull in more backers and business.
- This study suggests the cutting edge ventures in execution and tailing them in backers assembling and expanding conservative, societal position of the sport.
- The government needs to give exceptional grounds and territory to rehearsing with stoles to empower brand products deal, which enhances economy of clubs.

Recommendations:

- The study recommends making a general sport marketing status and audit in India.
- To enhance the role of online life and computerized media in offering abnormal state of advancements in sport.
- To study the administration role in supporting clubs and sport players monetarily and socially.
- To advantage the sport advancements and marketing in India and actualize more techniques.

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