IDENTIFYING CONDITIONS TO START A LEAGUE

*Rohit **Samiran Chakraborty

*Research ScholarDPESS, Vikas Puri, New Delhi. saroha905@gmail.com

**Professor, IGIPESS, University of Delhi, Vikas Puri, New Delhi

ABSTRACT

The purpose of the study was to identify different conditions of starting a league for any discipline. A total of twenty four community leagues and twenty three shareholders were chosen using purposive sampling technique from different Disciplines and Profiles. All the subjects were part of professional leagues at the time of data collection. Data was collected using Open ended Questionnaire, Semi-structured Interview, Case Study, Auction Documents of Professional Leagues, and Community Leagues from different part of globe. The analysis of data was done using NVivo software and based on the results a model was formed for condition to start a League.

INTRODUCTION:

In the times of globalization going local is the mission of our country's leadership. To create the product of global level lot of research and policy making is required. Implementation of those policies will eventually make a deference in vocal for local programme. The researcher has started this research with an intention to bring global product quality in the local products. As sports industry is a big market and now this industry is opening the doors for the new players. That will eventually bring the change in the products. Further, this will improve and strengthen the availability and accessibility of the products. Moreover, the researcher has extracted this information from five methods i.e., case study, league auction document, league documents, interview, and questionnaire of shareholders of different professional and community leagues

www.theuniversityacademics.com
Research & Academic Publishing www.ijobsms.org

RESEARCH JOURNAL
SINCE: 2012 PEER REVIEWED
ISSN: 2277-7547

from all over the globe. Based on collected data, the format of the analysis of data, research was bifurcated into two parts. Qualitative and quantitative data was represented in one part, and its related components was reported in the next chapter. As the model was framed, its validity was checked by the elite professionals from the field of sports and sports management.

The model is formed based on Analysis of data done by using Nvivo Software and frequently used terms were execrated from the collected data in the form of Questionnaire, Interview, Case study, Auction documents of different Leagues and League documents around the Globe. Those frequently used terms were used in framing the models.

All this gives the new entrepreneurs an idea about the new Product (Sports League). Now the Entrepreneurs can study the model and can use the sub objectives and innovations according to the availability of assets, resources, and requirement of their product (Community League) to form their own Product.

The data was extracted from the already established community leagues from across the globe. These leagues have already set a level of excellence and are for a bigger population. That's the reason the model's framed are of less value for the beginners and can help the experienced league owners to scale from a level of growth. Our models are of flexible nature and can be moulded according to the need and requirement of the hour and that of entrepreneur.

As the models are made from the data extracted from high end community leagues, these models follow all the professional dimensional used to establish a community league at national or international level.If the entrepreneur wants to do the launching of league on social media, then

these models provide an option for that and if the entrepreneur want to launch it offline with some celebrity, these models are flexible enough to do so.Every model is flexible in nature and can be used directly as well as can be moulded according to need and requirement.

Hall et al.'s (2003) multidimensional framework of human resources, financial, relationships/networks, infrastructure, and process, and planning and development capacity was used. The study incorporated interviews with board members and coaches as well as active-member researcher observations **(Adler & Adler, 1987)**. Key strengths and challenges of each capacity dimension were uncovered, and connections among the dimensions were revealed.

According to **Vanessa Ratten (2008)**, A multidisciplinary approach is required to make researchers informed about different aspects of entrepreneurship so to make appropriate courses of action in exploring entrepreneurial choices in sport-related contexts. The efforts to apply sports entrepreneurship to facilitate better individual and firm-level performance.

METHODOLOGY:

Selection of Subjects

A total of forty-seven subjects were chosen using purposive sampling technique from different Disciplines and Profiles.

Collection of Data

Data was collected using Open ended Questionnaire, Semi-structured Interview, Case Study, Auction Documents of Professional Leagues, and Community Leagues from different part of globe.

The analysis of data was done using NVivo software and based on the results a model was formed for condition to start a League.

FINDINGS:

## QUESTIONNAIRE RESPONSE OF ALL THE SUBJECTS ON CONDITION TO START THE LEAGUE

S. No.	Subjects	Percentage
1.	Kabaddi	9.98%
2.	kho-kho	8.93%
3.	Badminton	7.32%
4.	Football	11.26%
5.	MMA	3.86%
6.	Wrestling	10.86%
7.	Boxing	8.61%
8.	Volleyball	13.35%
9.	Cricket	12.31%
10.	Hockey	13.52%

Questionnaire Response of All the Subjects on Condition to Start the League
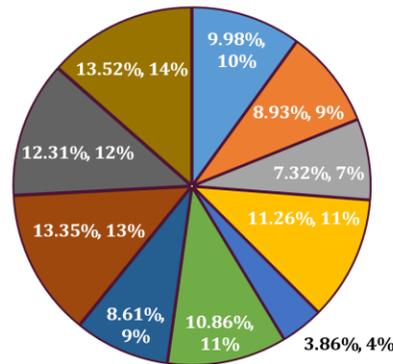
Kabaddi kho-kho Badminton Football MMA Wrestling Boxing Volleyball Cricket Hockey

INTERVIEW RESPONSE OF ALL INTERVIEWEE ON CONDITION TO START THE LEAGUE

S. No.	Interviewee	Percentage
1.	Interviewee No.1	9.6%
2.	Interviewee No.2	22.55%
3.	Interviewee No.3	11.17%
4.	Interviewee No.4	16.42%
5.	Interviewee No.5	24.93%
6.	Interviewee No.6	15.33%

Interview Response of All Interviewee on Condition to Start the League
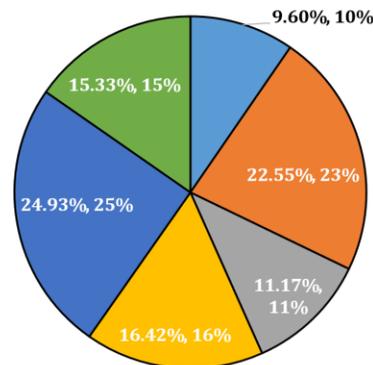
Interviewee No.1 Interviewee No.2 Interviewee No.3 Interviewee No.4 Interviewee No.5 Interviewee No.6

www.ijobsms.org

CASE STUDY ANALYSIS ON ALL OBJECTIVES

S. No.	Objective	Percentage
1.	Administrative structure	12.1%
2.	Auction Structure	13.61%
3.	Conditions to start the league	34.67%
4.	Revenue sharing Model	20.33%
5.	Sponsorship pattern	19.29%

Case Study Analysis on All Objectives

- Administrative structure
- Auction Structure
- Conditions to start the league
- Revenue sharing Model
- Sponsorship pattern
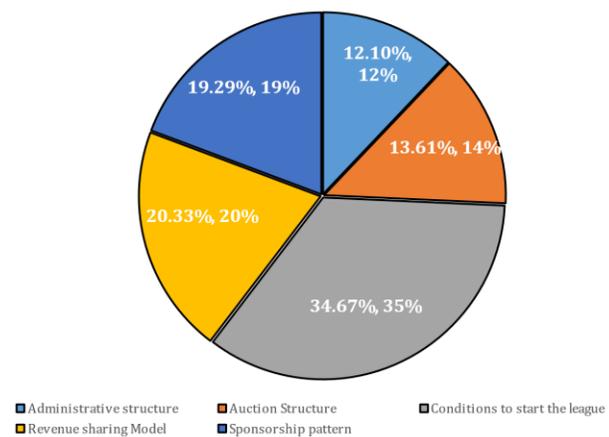
DOCUMENT REVIEW OF ALL DOCUMENTS OF CONDITION TO START THE LEAGUE

S. No.	Objective	Percentage
1.	Boxing	1.98%
2.	Cricket	24.61%
3.	Football	22.41%
4.	Hockey	21.85%
5.	Kabaddi	15.47%
6.	Volleyball	13.69%

Document Review of All Documents of Condition to Start the League

- Boxing
- Cricket
- Football
- Hockey
- Kabaddi
- Volleyball

www.ijobsms.org
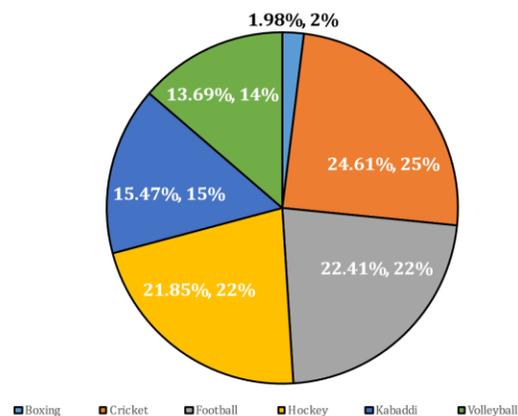
COMMUNITY LEAGUE REVIEW ON CONDITION TO START THE LEAGUE

S. No.	Code	Percentage
1.	Auckland Hockey Community – New Zealand	5.54%
2.	Badminton England	3.58%
3.	Baseball south Australia	2.93%
4.	Bedford Football Community League South Australia	4.23%
5.	British American Football Association – England	3.26%
6.	Community Basketball League – London UK	5.54%
7.	Football Community Champions League Europe	5.21%
8.	Community Sports Network (North Ireland)	4.56%
9.	Cricket NSW (Australia)	2.61%
10.	DSC Football Academies Championship (Dubai Sports Council)	4.89%
11.	Football Association of Singapore	3.91%
12.	Football West (Australia)	4.89%

CONTI……

S. No.	Code	Percentage
13.	Green Kenya – Football – Kenya	6.84%
14.	Highlands ranch community association – Lolorado USA	4.89%
15.	Hockey Dreams Foundation	2.61%
16.	Junior Hockey League – Moscow Russia	6.84%
17.	McDonalds Junior Football	4.23%
18.	National Rugby League Community Program – Australia	6.19%
19.	NSW Government (Australia)	1.95%
20.	Richmond Olympic Oval Corporation (Canada)	1.95%
21.	Sports Coaching Foundation Hyderabad	3.26%
22.	Sports Wellington, New Zealand	1.95%
23.	Tata Trusts India	1.95%
24.	Western Australia Hockey Association	6.19%

www.ijobsms.org
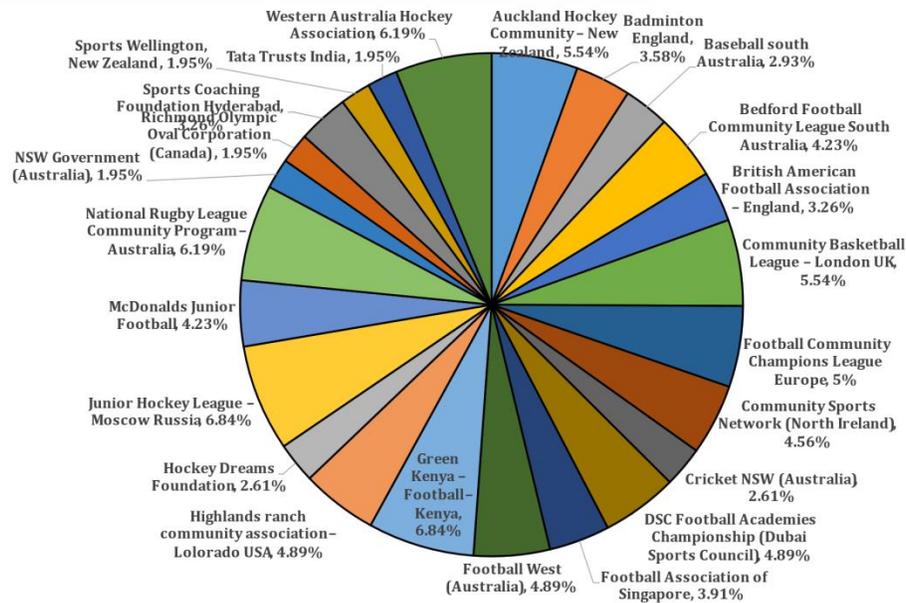
DISCUSSION OF FINDINGS:

Condition to start the league was analysed by using questionnaire, interview, case study, auction document of professional league and community leagues from different parts of globe respectively. Further, the descriptive statistics from table no.1 indicated the percentage distribution of condition to start the league about which all the subjects responded in the questionnaire. Furthermore, the highest response on condition to start the league were reported by volleyball (18.94%), hockey (18.78%), wrestling (14.87%), football (14.66%), cricket (14.21%), boxing (12.66%), Kho-Kho (12.48%), Kabaddi (12.20%), badminton (9.17%), and mixed martial arts (4.71%) respectively.

Table no.2 indicated the percentage distribution of condition to start the league about which the interviewee responded in the interview. Moreover, the highest response on condition to start the league were reported by Interviewee No.5 (24.93%), Interviewee No.2 (22.55%), Interviewee No.4 (16.42%), Interviewee No.6 (15.33%). Interviewee No.3 (11.17%), and Interviewee No.1 (9.6%) respectively.

Additionally, table no.3 indicated the percentage distribution of condition to start the league in the case study i.e., 34.67%.

Similarly, table no.4 indicated the percentage distribution of condition to start the league about which the auction document of professional leagues was discussed. Further, the highest section on condition to start the league were founded in the documents of cricket league (24.61%), football league (22.41%), hockey league (21.85%), kabaddi league (15.47%), volleyball league (13.69%) and Boxing league (1.98%) respectively.

Furthermore, table no.5 indicated the percentage distribution of condition to start the league in community leagues from different parts of globe on the basis of their annual reports and other documents. Moreover, the highest section on condition to start the league were founded in the annual reports and other documents of community leagues i.e. Green Kenya – Football: Kenya (6.84%), Junior Hockey League – Moscow: Russia (6.84%), National Rugby League Community Program: Australia (6.19%), Western Australia Hockey Association: Australia (6.19%), Community Basketball League – London: United Kingdom (5.54%), Auckland Hockey Community: New Zealand (5.54%), Football Community Champions League Europe (5.21%),

Cricket NSW: Australia (2.61%), DSC Football Academies Championship (4.89%), Highlands Ranch Community Association – Colorado: USA (4.89%), Football West: Australia (4.89%), Community Sports Network: North Ireland (4.56%), McDonalds Junior Football: New Zealand (4.23%), Bedford Football Community League South Australia: Australia (4.23%), Football Association of Singapore: Singapore (3.91%), Badminton England: England (3.58%), British American Football Association: England (3.26%), Sports Coaching Foundation Hyderabad: India (3.26%), Baseball South Australia: Australia (2.93%), Hockey Dreams Foundation: Uganda; Malawi; and Zambia (2.61%), Sports Wellington: New Zealand (1.95%), Tata Trusts India: India (1.95%), NSW Government: Australia (1.95%), and Richmond Olympic Oval Corporation: Canada (1.95%) respectively.

CONCLUSION:

The above shown high percentage of condition to start the league in every section is since condition to start the league is a very first and essential part of conducting any league. The above findings were also supported by Hall et al.'s (2003) indicated about multidimensional framework of human resources, financial, relationships/networks, infrastructure and process, and planning and development capacity. Further, Adler & Adler, (1987) incorporated interviews with board members and coaches as well as active-member, researcher observations to identify the conditions. Furthermore, Tidd (2003) also identified relevant contributions of organizational behaviour and strategic management to develop a framework relating environmental

www.ijobsms.org

contingencies, organizational configurations, innovation management and performance as the conditions.

References:

Dobson, S., Goddard, J. A., & Dobson, S. (2001). The economics of football (Vol. 10). Cambridge: Cambridge University Press.

Hoye Russell.et.al (2015). Sport Management Principles and applications (4th ed.). Routledge, Taylor & Francis Group.

Mandeep Singh Nathial, *Analysis of set shot in basketball in relation with time to perform the course and displacement of center of gravity*, American Journal of Sports Science, Vol.2 Issue.5 pp: 122-126 (2014). Retrieved from https://www.sciencepublishinggroup.com/journal/paperinfo.aspx?journalid=155&doi=10.11648/j.ajss.20140205.13

Mandeep Singh (2010). *Evaluation And Improvement Of Sports Techniques Through Biomechanical Updated Analyzing Technology*, University News, Journal of Higher Education Association of Indian Universities, Association of Indian Universities, Vol:48:Issue.05;2010 Pp45-57, 2010

Mandeep Singh Nathial, *A Study of Adjustment and Emotional Intelligence of University Coaches in India*, American Journal of Applied Psychology. Volume 3, Issue 6, November 2014 , pp. 122-126. doi: 10.11648/j.ajap.20140306.11

Nathial, Mandeep Singh. A COMPARATIVE AND ANALYTICAL STUDY OF SELF-ESTEEM AND JOB SATISFACTION IN ATHLETES AND NON ATHLETES. *Journal of Advances in Social Science and Humanities*, *2*(10).https://doi.org/10.15520/jassh210123

Singh, M., Kour, R., & Kour, A.,. A collaborative diversified investigation of respective responses of sports person coaches and organizations on criminalization of doping.International Journal of Health Sciences,6(S3), 11295–11310. https://doi.org/10.53730/ijhs.v6nS3.8641

Mandeep Singh., Assessment of Vocational Interests of Pahadi&Bakarwal School Students In Relation To Their Gender. Int J Recent Sci Res. 9(3), pp. 24817-24819. DOI: http://dx.doi.org/10.24327/ijrsr.2018.0903.1731

Dr. Mandeep Singh, 2017. "A study of awareness of inhouse doping errors among national level players and sports administrators in J&K state of India", International Journal of Current Research, 9, (01), 45226-45227. http://www.journalcra.com/sites/default/files/issue-pdf/20036.pdf

Mandeep Singh, 2019; "Effect of Mobile Screen Psychomotor Digital Image Motivators in Person Technique in Reducing Anxiety Level of Intervarsity Players of Cluster University Jammu, Blue Eyes Intelligence Engineering and Sciences Publication

(BEIESP).   Volume-9   Issue-1,   October   2019,   PP: 3750-3752,
DOI: 10.35940/ijeat.A9811.109119.   https://www.ijeat.org/portfolio-item/A9811109119/

Mandeep Singh. (2018). THE AWARENESS OF MOVEMENT AND FITNESS SCIENCES
AMONG   SCHOOL,   UNDER   GRADUATE   AND   POST   GRADUATE   LEVEL
STUDENTS: EMPOWERING EDUCATION THROUGH PHYSICAL EDUCATION.
European   Journal   of   Physical   Education   and   Sport   Science,
4(3).https://doi.org/10.5281/zenodo.1218149

Ratten, V. (2012). Guest editor's introduction: Sports entrepreneurship: Towards a
conceptualization. International Journal of Entrepreneurial Venturing, 4(1), 1-17.

Ratten, V. (2011). Sport-based entrepreneurship: towards a new theory of entrepreneurship and
sport management. International entrepreneurship and management journal, 7(1), 57-69.

SINGH SIDHU, A., & SINGH, M. (2022). KINEMATICAL ANALYSIS OF HURDLE
CLEARANCE TECHNIQUE IN 110M HURDLE RACE. *International Journal of
Behavioral   Social   and   Movement   Sciences*, *4*(2),   28–35.   Retrieved   from
https://ijobsms.org/index.php/ijobsms/article/view/267

Singh, A., & Singh , D. M. (2013). PROMOTION OF RESEARCH CULTURE –ENHANCING
QUALITY IN HIGHER EDUCATION. *International Journal of Behavioral Social and
Movement   Sciences*, *2*(2),   202–208.   Retrieved   from
https://ijobsms.org/index.php/ijobsms/article/view/152

SINGH, M., & SINGH SIDHU, A. (2016). A COMPARATIVE STUDY OF BODY
COMPOSITION AND RELATIVE HEALTH STATUS AMONG RESIDENT AND
NON-RESIDENT STUDENTS IN DIFFERENT SCHOOLS OF J&K. *International
Journal of Behavioral Social and Movement Sciences*, *5*(3), 08–13. Retrieved from
https://ijobsms.org/index.php/ijobsms/article/view/320

Singh Nathial, D. M. (2012). ANALYZING THE CREDIT BASED SYSTEM IN PHYSICAL
EDUCATION. *International Journal of Behavioral Social and Movement Sciences*, *1*(3),
172–176. Retrieved from https://ijobsms.org/index.php/ijobsms/article/view/37

SHARMA, N. P., & SINGH, M. (2014). SENIOR AGE GROUP RELATIVE EXERCISES
AND IMPACT ON THEIR LIFESTYLE. *International Journal of Behavioral Social and
Movement   Sciences*, *3*(04),   78–82.   Retrieved   from
https://ijobsms.org/index.php/ijobsms/article/view/246

CHAND PURI, P., MISHRA, P., JHAJHARIA, B., & SINGH, M. (2014). COORDINATIVE
ABILITIES OF VOLLEYBALL IN DIFFERENT AGE GROUPS: A COMPARATIVE
STUDY. *International Journal of Behavioral Social and Movement Sciences*, *3*(3), 56–68.
Retrieved from https://ijobsms.org/index.php/ijobsms/article/view/228

Dr.Mandeep Singh & J N Baliya, 2013; "**A study of family stress among working and non-
working parents",** International Journal of Research in Social Sciences.Vol 2, 2. 194-201.
https://indianjournals.com/ijor.aspx?target=ijor:ijrss&volume=2&issue=2&article=013

www.ijobsms.org