

81 - EXCHANGING SPORT MANAGEMENT SKILLS FROM POPULAR SPORT IN THE GLOBALIZATION PERSPECTIVE FOR YOUNG PEOPLE: THE OPPORTUNITY TO INCREASE THE CRICKET IN BRAZIL AND FOOTBALL IN INDIA

MOHAMMED SAYEED KHAN^{1,2},
LEONARDO JOSE MATARUNA-DOS-SANTOS^{2,3}
SARA ALKATHEERI³
MUHAMMAD MUSA KALEEM⁴
MUHAMMAD AZEEM²

1. Delhi Technological University – India;

2. College of Business Administration - American University in the Emirates;

3. Coventry University - UK;

4. Federal Urdu University, Islamabad, Pakistan
United Arab Emirates - khansayeed1998@gmail.com

doi:10.16887/90.a1.81

Introduction

Globalisation is driven economically by international financial flows and trade, technologically by information technology and mass media entertainment and human means such as cultural exchanges, migration and international tourism (UNESCO, 2010). Brazil and India are the world's leading emerging economies with a Gross Domestic Product (GDP) of 2.056 Trillion and 2.597 trillion respectively. Brazil's 206.1 million population represents 2.8% of the world population. India's population density is 386 persons per 1000 sq. km inhabited only in 2.4% of the world's territory. The females represent 50.855% and 48.18% of the total population of Brazil and India respectively. Sports is used as a medium to promote social development. It plays a significant role in ensuring the physical fitness and promoting a healthy lifestyle among the citizens of a nation. The most popular sports of Brazil and India are football and cricket respectively. The national football team of Brazil has won 5 FIFA world cups while the national cricket team of India has won 2 ICC cricket world cups. As popular sports a huge parcel of the population practice both sports. Buxy (2016) mentioned that as per the survey conducted by the government of India there are exactly 54,593,224 people playing cricket in India. Mataruna-Dos-Santos et al. (2018) described that around 61.3 millions of people play football in Brazil. Both country should exchange knowledge in those sports to promote the social development.

Methodology

This research used a descriptive observation method, looking into the youth generation of both countries and the engagement with sport. For this paper it was extracted some potential solutions based on the macro research. The cities observed was Rio de Janeiro, Brazil and New Delhi, India. The common area of data collection were slams or favelas. In Rio, we observed the Favela da Mare and in Delhi, Badli Slam.

Results and Discussion

Globalisation of sports industry has far-reaching implications on the global economy due to its close association with other sectors including education, real estate and tourism. Further, sports contributes significantly towards improving the overall health and well-being of a country (KPMG, 2016). Globalisation enables regional sponsors to expand their reach by providing them with access to a national platform. The international products are tailored to meet the requirements of a localised culture (CIM,2017). Several areas require some sport development. The sports industry includes several segments (KPMG, 2016):

- sports infrastructure.
- sports events.
- training.
- goods manufacturing.
- retail.

A country-by-country break-down finds that the sports industry is growing faster than GDP in BRIC (Brazil, Russia, India and China) economies. Since 2000, Russia's spending on sports rose more than 53 percent annually, China's rose by 20 percent, India's spending on sports rose by 17 percent and Brazil's by 7 percent annually (A.T. Kearney, 2011). The market for sporting goods and licensed products is worth \$310 billion (Source). The other sports revenues which include infrastructure construction, food and beverage are worth between \$100 billion and \$200 billion (A.T. Kearney, 2019). The English Football League agreed a new television rights deal with Sky Sports worth £595m, a 35% increase on the previous contract (BBC Sport, 2018). The deal covers the Championship, League One and League Two, with the money split between all 72 clubs.

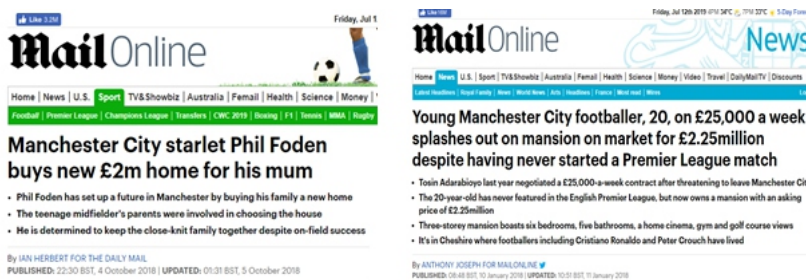
The key findings from a study undertaken by Sport England (2013) highlighted the benefits of playing sports include a reduction in youth crime, stimulating regeneration and community development. The potential of sport in bringing about a positive social change is evident from initiatives such as the Fútbol por la Paz (Football for Peace), a youth project that used football to combat violence in Medellin. The teams comprised of both genders and disputes were settled by the players themselves. The lives of participants away from the pitch improved with an increase in social mobility and a decrease in youth mortality. The football is a globally sport, but in Brazil is a prominent part of its national identity, such as cricket is the same for India.

The sport participation patterns of youth are highly influenced by the wealth, fame and extravagant lifestyle of an athlete. The meteoric rise of Gabriel Jesus from the favelas of Sao Paulo, Brazil to the star of Manchester City and Brazilian football is a stereotypical tale for the youth to emulate. Gabriel Jesus played várzea (Brazilian grassroots football) which has been identified as a key to his progress. He painted the streets before the 2014 World Cup in Brazil. Now, a mural with his image is painted in Sao Paulo, Brazil which reads "I can leave Peri, but Peri will never leave me."

Journalism plays an important role in forming national opinions on sportsman. It has the ability to glorify the

achievements of a sportsman or propagate negative opinion. The Daily Mail reported about two Manchester City youth players, Phil Foden and Tosin Adarabioyo, purchasing a house with distinctive headlines (see Figure 1). These headlines could lead to the formation of an opinion on the youth players which in turn could affect their sporting career. Some clubs and countries make an opportunity exploring the poverty of undeveloped countries.

Figure 1. Manchester city strategies announced by the media.



Source: Mail Online (2019).

The Indian Premier League (IPL) is a Twenty20 cricket tournament with eight teams representing their respective cities and states. Duff and Phelps (2018) valued the IPL ecosystem at £4.9 billion. The IPL was created with an aim to provide a springboard for Indian youth players and unearth cricketing talent by providing them a platform to excel. Many Indian youth players like Axar Patel have gone on to represent the national cricket team after displaying excellent performances in the IPL. In the IPL 2019 auction, 201 uncapped cricket players were in the auction list. Varun Chakaravathy, an uncapped player, was auctioned for £930,000. His base price was £22,000. The governments should provide exchanges according Figures 2 and 3. The sport high performance can disseminate a globally view and perception to disseminate policy makers that ensure purposeful and sustainable impact on Indian sports using the sport federations. Collective leadership can be a possibility according Azeem and Mataruna (2019). This strategy can be applicable to Brazil as well, focus on grassroots development, sport participation, cultural change and a combined communication program to promote sports as a way of life, using mass media channels and social media. Pande (2019) mentioned three focus and priorities:

- (1) Foundations for Nation Building - Lay the Foundations for Building a Sporting Nation keeping in mind that India is a country where 42% of our population is under the age of 20 years. Sports is one way to build character, shape personality and build life skills in a young country such as India.
- (2) Build National Pride - In order to build National Pride, it is critical that India as a nation, begins to make its presence felt at the world stage, in sporting events. We have to create national heroes through sports that inspire and motivate a country.
- (3) Sports as an Industry - Lay the foundations to develop sports as an industry as a means of generating income and employment

“As India begins its preparation for the Tokyo Olympics 2020 and beyond, it is critical that every effort is made to enable high-performance athletes. For now, some sporadic efforts have begun and other opportunistic remedies have been initiated”, (Pande, 2019). In order to India systematically identify, select, nurture and develop talent and institutionalize the process should be created unites of sport as Brazil did in the past. In the Mare Favelas' the sport is used is an option for escape from the poverty. Maré Que Transforma is a program that proposes a set of actions aimed at working on education focused on citizenship values. Since 2015, the program in the Maré is funded by the Inter-American Development Bank - IDB and the Japanese Fund, in addition to the partnership of Fundació Barcelona, Jr. NBA, Colgate and Visa. The Olympic Village of Maré was chosen by the IDB and the Secretariat of Education, Sport and Leisure (SMEEL) to implement the project as one of the legacies of the 2014 World Cup and the Rio 2016 Olympics. The program works on personal development. of children, youth and adults, focusing on sport, family and financial planning.

Figure 2. India development in Sport.



Source: Central Government (Ministry of Youth Affairs & Sports, 2019).

Figure 3. Five key questions for purposeful impact through sports.



Source: Central Government (Ministry of Youth Affairs & Sports, 2019).

Final conclusions

As the youth watch sports on television and hear from the residents about a sportsman's strong connection to his society, they often see organized sports as attractive activities to enhance status among peers and adults. They believe in the stereotypical rags-to-riches story of athletes. Social media can be used to convert the strategies in actions to encourage costumers (Milla and Mataruna-Dos-Santos, 2019).

The IPL provides a world-class platform for the youth to showcase their talent. In Brazil, many talents are under clubs or occurs in the poor areas without options for development. Brazil and India should join efforts to promote sport for all. The initiative should buster the cricket development in Brazil and the football in India, using poor people for enhance the global perspective of sport. In the economy perspective Brazil is more centralized in products to export and sale, meanwhile India economy is based on services. Historically, both governments neglected the possibilities of knowledge management exchange that can be a door for amplify agreements and sport for development. The Favelas Cup's is an excellent example of sport for development and could be adopted by the India government in order to exchange talents but to expand values and principles of sport. Different environments in poor areas can promote a better environment for the physical exercises practices for health and permit new policy approaches regarding physical activity. A more active lifestyle can generate impact in health indicators for both countries influencing directly in the general population of the country. The authors recommend a deep research in the BRICS countries exploring physical education, physical activity, and sport for development. All nations should use the model of hero to amplify the impact of public polices to promote a better lifestyle, as Mataruna-Dos-Santos, Zardini-Filho and Milla (2019), proposed for the Youth population of Arabic Countries.

References

- Azeem, M. and Mataruna, L. (2019), Identifying factor measuring collective leadership at academic workplaces, *International Journal of Educational Management*, Vol. 33 No. 6, pp. 1316-1335. <https://doi.org/10.1108/IJEM-04-2018-0131>.
- BBC (2018, November 18) Sky Sports: EFL agrees new five-year television deal worth £595m with broadcaster. Retrieved from <https://www.bbc.com/sport/football/46267320>
- Buxy, S. (2016). How many people play cricket in India? Retrieved from <https://www.quora.com/How-many-people-play-cricket-in-india>
- BRICS Joint Statistical Publication (2017). Retrieved from http://www.brics2018.org.za/sites/default/files/documents/Statistics/BRICS%20Joint_Statistics%20Publication%202017.pdf
- DUFF & PHELPS (2018). IPL Brand Valuation Report. Retrieved from <https://www.duffandphelps.com/-/media/assets/pdfs/publications/valuation/ipl-brand-valuation-report-2018.ashx>
- Ellerby, N. (2017, September 22). The making of Gabriel Jesus: how the humble kid from São Paulo became a superstar. Retrieved from <https://www.theguardian.com/football/2017/sep/22/gabriel-jesus-manchester-city-superstar-brazil>
- Hervé Collignon(). *Winning in the Business of Sports*. Retrieved from <https://www.atkearney.com/communications-media-technology/article/?a=winning-in-the-business-of-sports>
- Herbert, I. (2018, October 5). Manchester City starlet Phil Foden buys new £2m home for his mum. Retrieved from <https://www.dailymail.co.uk/sport/football/article-6241313/Manchester-City-starlet-Phil-Foden-buys-new-2m-home-mum.html>
- Joseph, A. (2018, January 11). Young Manchester City footballer, 20, on £25,000 a week splashes out on mansion on market for £2.25million despite having never started a Premier League match. Retrieved from <https://www.dailymail.co.uk/news/article-5253633/Man-City-footballer-20-25k-week-buys-market-2-25m-home.html>
- Kearney, A.T. (2011). *The Sports Market*. Retrieved from <https://www.atkearney.com/documents/10192/6f46b880-f8d1-4909-9960-cc605bb1ff34>
- KPMG (2016, September 5). *The business of sports*. Retrieved from <https://assets.kpmg.com/content/dam/kpmg/in/pdf/2016/09/the-business-of-sports.pdf>
- Mataruna-Dos-Santos, L.J., Range, D., Guimarães, A.L.P., Verdini de Carvalho, A.L., and Zardini Filho, C.E. (2018) Football in Brazil in the perspective of business and management. In: Chadwick, S; Widdop, P; Anagnostopoulos, C, *Handbook of Football Business and Management*. Oxford, Routledge. <https://doi.org/10.4324/9781351262804>, ISBN 9781351262804
- Mataruna-Dos-Santos, L.J., Zardini-Filho, C.E., & Cazorla, A. (2019). Youth Olympic Games: Using marketing tools to analyse the reality of GCC countries beyond Agenda 2020. *Journal of Human Sport and Exercise*, 14(3proc), S391-S411. doi: <https://doi.org/10.14198/jhse.2019.14.Proc3.12>
- Milla, A.C. and Mataruna-Dos-Santos, L.J. (2019). Social Media Preferences, Interrelations Between the Social Media Characteristics and Culture: A View of Arab Nations, *Asian Social Science*, 15(6), ISSN 1911-2025. (Accepted to be published in JUNE 2019).
- Pende, M. (2 May 2019). Indian sports needs a system overhaul. Retrieved from: <https://www.goplaysport.co/blog>
- Pollard, R. (2017, January 19). GABRIEL JESUS: THE STORY OF CITY'S NEW BRAZILIAN. Retrieved from <https://www.mancity.com/news/first%20team/first%20team>

%20news/2017/january/man%20city%20gabriel%20jesus%20palmeiras%20long%20read

Sport England (2013, July). Economic value of sport in England. Retrieved from <https://www.sportengland.org/media/3465/economic-value-of-sport.pdf>

Streetfootballworld (2019). Our Story. Retrieved from

<https://www.streetfootballworld.org/who-we-are/our-story>

The Chartered Institute of Marketing (2017, February 17). 'Glocalisation'?. Retrieved from <https://exchange.cim.co.uk/infographic/glocalisation/>

The World Bank Data (2017). Retrieved from <https://data.worldbank.org/?locations=BR-IN>

UNESCO (2010). TEACHING AND LEARNING FOR A SUSTAINABLE FUTURE. Retrieved from http://www.unesco.org/education/tlsf/mods/theme_c/mod18.html

Abstract

Globalisation is the process that is linking people, neighbourhoods, cities, regions and countries. The process of conducting business according to both local and global considerations is known as glocalisation. According to KPMG (2016), the global sports market is estimated at USD 600–700 billion; accounting for approximately 1 percent of the global Gross Domestic Product (GDP). It exercises a significant impact on the global economy due to its close association with education, real estate, tourism and other sectors. The objective of the study was to analyse critically some opportunities of social development for the future youth generations through the medium of sports in two developing countries from the BRICS.

Keywords: Globalisation, sports, youth.

Resumen

La globalización es el proceso que une personas, barrios, ciudades, regiones y países. El proceso de realizar negocios de acuerdo con consideraciones locales y globales se conoce como glocalización. Según KPMG (2016), el mercado deportivo mundial se estima en USD 600–700 mil millones; representa aproximadamente el 1 por ciento del Producto Interno Bruto (PIB) mundial. Ejerce un impacto significativo en la economía mundial debido a su estrecha asociación con la educación, el sector inmobiliario, el turismo y otros sectores. El objetivo del estudio fue analizar críticamente algunas oportunidades de desarrollo social para las futuras generaciones de jóvenes a través del deporte en dos países en desarrollo de los BRICS.

Palabras-clave: globalización, deporte, juventud.

Resume

La mondialisation est le processus qui relie les personnes, les quartiers, les villes, les régions et les pays. Le processus de conduite des affaires selon des considérations locales et globales est connu sous le nom de glocalisation. Selon KPMG (2016), le marché mondial du sport est estimé entre 600 et 700 milliards USD. représentant environ 1% du produit intérieur brut (PIB) mondial. Il exerce un impact significatif sur l'économie mondiale en raison de son association étroite avec les secteurs de l'éducation, de l'immobilier, du tourisme et autres. L'objectif de l'étude était d'analyser de manière critique certaines opportunités de développement social pour les générations futures de jeunes par le biais du sport dans deux pays en développement issus des BRICS.

Mots-clés: Mondialisation, sports, jeunesse.

Resumo

A globalização é o processo que liga pessoas, bairros, cidades, regiões e países. O processo de condução dos negócios de acordo com considerações locais e globais é conhecido como glocalização. Segundo a KPMG (2016), o mercado global de esportes é estimado em US \$ 600 a 700 bilhões; representando aproximadamente 1% do Produto Interno Bruto (PIB) global. Ela exerce um impacto significativo na economia global devido à sua estreita associação com educação, imóveis, turismo e outros setores. O objetivo do estudo foi analisar criticamente algumas oportunidades de desenvolvimento social para as futuras gerações de jovens por meio do esporte em dois países em desenvolvimento do BRICS.

Palavras-chave: Globalização, esporte, juventude.