Functional Dependence of Performance on Managerial Techniques: A Study of Cricket as a Game in India

ABSTRACT

The game of cricket in India has undergone a process of steady transformation from a pastime of the elite to entertainment for the masses. In the process, it has been commercialised, benefiting all the stakeholders in the game and enabling the sport to emerge as an investment prospect. Based on an appreciation of the emerging scenario, it may be observed that this transformation of the game of cricket may be attributed, inter alia, to the successful application of a number of managerial techniques consciously pursued by the BCCI and its affiliated state units.

An overview of published literature on cricket reveals that though quite a large number of cricket-related aspects have been dealt with from different perspectives, basic commercial and managerial aspects have not been focused outlining the obvious research gap.

An attempt is there to trace the origin of the game and the development of cricket as a game in India with particular reference to some specific important managerial aspects identified.

The basic objective of this research is to gather and analyse the perceptions of the cricket administrators in India vis-a-vis the relevance of those managerial aspects—leadership strategy, competitive scenario, marketing effectiveness, and effective human resource strategy—identified based on the review of the documented literature and interactions with some informed cricket administrators.

An appropriate questionnaire to gather responses on the afore-mentioned aspects is administered to a sample of cricket administrators.

The primary data collected have been intelligently collated, processed, tabulated and analysed, with the help of a statistical software package, viz., SPSS (version 21). Related Factor Analysis and Multiple Regression Analysis reveal that a consortium of variables, like Effective HR Strategy, Competitive Scenario and Marketing Effectiveness, leads towards an overall development so far as cricket as a game in India is concerned, ensuring a positive impact (viz., 54.3%, 26.1% and 15.4% respectively) on the level of development of cricket.

Effective HR platform is one of the components of the overall managerial architecture and, with a consolidated cricket managerial architecture, leadership will be better enabled to execute its vision and design appropriate marketing strategies and other responses to the emerging and evolving competitive challenges and, thus, take cricket forward for not only India but for the other cricket-playing nations also.