Chapter V

Conclusions and Suggestions

Conclusions

According to results of the Factor Analysis, for the overall development of cricket as a game in India, the factor **Effective HR Strategy** has come out as the most significant factor followed by the factors **Competitive Scenario**, **Marketing Effectiveness** and **Leadership Strategy** in terms of the best direction discerned in the responses. Therefore, to build a relationship between the important factors (explanatory variables) and the overall development of cricket as a game in India, the aforesaid model has been prescribed with the help of the Multiple Regression Analysis. It reveals 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.

It is interesting to note that no discernible direction has been observed in terms of each of the biographical characteristics, (viz., Gender, Age (21-30/ 31-45/ 46-60/ above 61 years), Description (corporate person/ entrepreneur/ service-holder/ sports background), and Length of Service as Cricket Administrator (less than 5/ 5-10/ above 10 years) as such. That is why those have been kept out of the purview of the statistical analysis.

Suggestions

The popularity of cricket as a sport in India cannot be overemphasised. Further, India has established itself as a prime cricket playing country in the world. The other cricket-playing countries are looking up to India in terms of providing necessary
leadership in taking the sport forward. All these have happened because of factors outlined above---theoretically argued and modelled and discerned as much in the empirical investigation. While the competitive scenario will keep evolving and for the most part will be beyond control, the overall structure of cricket as a sport including its administration both at the national and international levels, the regional/state bodies and coordination among them, and liaison with the international and national bodies will have to be strengthened to consolidate and ensure the advantage and the gains the Indian cricket made. This certainly goes beyond the HR platform, the effectiveness of which has contributed to the position that Indian cricket enjoys now. Effective HR platform is one of the components of the overall managerial architecture. It is in this context, the role of leadership has to be viewed. 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 the sport forward for not only India but for the other cricket-playing nations as well.

**Limitations of the Study**

1) In spite of best efforts, all the state/union territory-level cricket associations, which are the full members of the BCCI, could not be covered for this study.

2) The state/union territory-level cricket associations, which are the associate members or affiliated members of the BCCI, have not been covered in this study.

3) Though a cross-section of the cricket administrators associated with the state/union territory-level cricket associations, which are the full members of the BCCI, have been covered in this study, some other important components associated with cricket as a game in India, viz., cross-sections of journalists, media persons, academicians,
trainers/ coaches, players, club organisers, sponsors and viewers, have not been covered in this study.

**Scope for Further Research**

This research lays the foundation for future investigation into a very promising but highly competitive and complex environment of world cricket. Further studies can be designed and undertaken by expanding the target area through inclusion of more nations and their cricket associations with a view to identifying their development needs and evaluating and benchmarking their development levels with the help of *Factor Analysis* and *Data Envelopment Analytic (DEA) Efficiency- Productivity* study.