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# Sports Entrepreneurship: Ontology based Review through Digital Marketing

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## EDITORIAL BOARD EXCERPT

At the initial Time of Submission (ToS) submitted paper had a 22% plagiarism which is an accepted percentage for publication as one of the portions has been extracted from the author past work and its required to justify the present research. The editorial viewpoint is of an observation that article had a successive close watch by the blind reviewer's which at later stages had been rectified and amended by an authors (tanushree & koyel) in various phases as and when indispensable to do accordingly. The reviewer's had in a beginning stages mention with minor revision which at a small duration streamlined by authors. The comments related to this manuscript are exceptionally audible related to **Sports Entrepreneurship** both subject-wise and research wise by the reviewers during evaluation and further at blind review process too. The authors are praiseworthy of appreciation for their attempt to scrutinize the role of digital innovation in sports and how effectively it's growing day by day. It also defines sports entrepreneurship and how sports entrepreneur makes a social change and as well as the trend of generation. The research questions proposed are well articulated. By and large all the editorial and reviewer's comments had been incorporated in a paper at the end and further the manuscript had been earmarked and decided under "**Research thought**" category as its highlights and emphasize the work in relation to Digital Innovation and Sports Entrepreneurship: A Snapshot.

## ABSTRACT

Sports entrepreneurship activities are to a large extent impacted by the progress of technology that has been predisposed by the diffusion of evidences and the formation of new international marketplaces. Entrepreneurship in sports is composed of distinct entrepreneurs who control the prospects arising from their links and social connects and augment resources by recognizing where they are most operative. Innovation is something we hear a lot about in digital age at this moment; and sport is the next digital innovation hub. Sport, play, physical educations occupy an important role in human development. Formerly, we were not able to recognize our physical activity during sport, but nowadays not only we are able to know the physical movements with the bliss of digital technology, digital technology can help in body measurement, body movements, calorie check, and encouraging physical activity, performance & injury prevention. Worldwide there is a use of new technical equipments for better life. Digital trend helps in getting innovative idea for sports. There are so many opportunities with technologies such as digital reality, big data, live streaming, connected stadiums, artificial intelligence bots, eSport, etc. Innovation in digital world is enhancing economic progression in sport by better encouraging social activism, social responsibility (application/social media), by generating new business openings to sell image, sell television right, brand cognizance by increasing support through digital promotions; regular appraises on the online platforms develop strong sensitivity within the community. The benefit digital innovations bring to society and industry is assessed to 100 trillion dollars over the subsequent 10 years. It used to comprise a minimum of fortune 500 companies an average of 20 years to grasp worldwide assessment and establish its value. With this background, the present article endeavours to study the recent advances in digital innovation in sports and the benefits of those, what it takes to be a sports entrepreneur in digital era and future of sports entrepreneurship through digital technology. The present article has offered a theoretical outline for elucidating innovations in sports and social transformations in the sports milieu.

**KEYWORDS** Social Entrepreneurship | Sports Entrepreneurship | Digital Innovation | Advancements | Traits

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## Introduction

The sport enterprise has had an evolving effect on the worldwide economic system over the past two decades with investment in public infrastructure, mobilizing assets and developing new professions and jobs. These days it is one of the most knowledgeable and happening sectors in industry, and brings with itself maximum achieved financial momentum, emergent possibilities for plenty of individuals who aspire to a future within the world of sports activities. Sports activities regulation and its management is unquestionably a subject of education with respect to the business elements inherent to sports activities.

Now, sports entrepreneurship is developing with the state-of-the-art commercial enterprise approach. As a sports entrepreneur should take the possibility to create innovative degree and scope of executing the cutting-edge idea. Consequently, sports entrepreneur are folks that represent new ideas in sports, amassing facts and practices for a progressive answer for the causes of captivating in a business venture. An entrepreneur is an administrator who is actually accountable for layout plan, goal, and strategies for a business enterprise (Analow and Karami 2003). The conventional definition of entrepreneur is the one who expands idea which has limit of assets for exploitation of possibilities (Phan et al., 2009). Going by this definition, digital international sports entrepreneurship is definitely the largest subject to assemble a segment wherein worldwide people get to engage economically, socially and take risks to the formation of undertaking a function at the worldwide marketplace vicinity.

Entrepreneurship as a process is typically denoted to as being a crucial part of the course of nurturing innovation (Blume and Covin, 2011). The promoting of entrepreneurship contests unemployment and also poverty in vicinity and allows improvement of assets as well as resources which have formerly not been utilised to the full (Robson et al., 2009). Entrepreneurship reassures regional and local

improvement via governments, social policy makers and practitioners by way of 'hard' as well as 'soft' support (Bridge et al., 1998). Sports entrepreneurship involves developing new combos of markets or assets that update present marketplace equilibrium. Entrepreneurship via innovation fetches about modifications in enterprise, markets, products, techniques or required elements (Schumpeter, 1934). Entrepreneurialism in sports is set the predicting of feasible financial and social prospects. Financial advantages can encompass wealth advent through creation of employment and funding. Social welfares encompass community and fitness effects. Sports marketers function in global platforms, in which socio-economic challenges are getting increasingly dominant by making mind and farsightedness vital to business triumph. Sport activities play an essential position in our life and supply us with a healthy lifestyle that continues to provide us to have an existence which is lively, full of motivation, and have strength to some added degree. We will have a wholesome body even as we have a healthful mind and that sustenance come most effective from sports. Sports facilitate a lot of opportunities to maintain our physical and intellectual life and remain active for gaining positivity. This helps to make thoughts peaceful and helps boosting our energy level in order that we are capable to focus on our life in general, and that we are capable of understanding the value of healthy lifestyles. In this fashion, digital era plays a very vital role to beautify our existence further than ever. Previously sports was mainly for amusement, however now sports promote life to have an incredible existence. With passage of time the outlook towards sports has changed; wearables, records monitoring, video evaluation, cognitive computing and AI are redefining the form of this sports world. The development of technology and technological know-how no longer helps to enhance financial boom or help just to set up the nation. This is however critical for policy makers involved in recreation to appreciate how exclusive coverage schemes flourish or fail to do so and what circumstantial factors are enlightening for local improvement so that one



can help them make changes to their schemes. The window for engagement with enthusiasts, athletes, groups and brands inside the global sports landscape has never been bigger. Some companies within the area are new attackers looking to create a niche, others are constantly reinventing themselves at the same time as nevertheless others are names you can realize however have observed a brand new path to achievement. Entrepreneurship in the field of sports takes place by way offive principal methods (Schwarz and Hunter, 2008).

1. Comprehending customers and their needs through marketplace research and managing information systems.
2. Coping with logistics associated with the goods and services, i.e. supply chain management.
3. Coping with the promotional features of an enterprise, i.e. advertising and sponsorship.
4. Working with dedicated sports regions inclusive of retail control and electronic trade.

5. Spotting the domestic and international recreation sub-domains.

As entrepreneurship takes place in sports via a diffusion of various means, the focal point on this present paper may be explore the method of recreation-based entrepreneurship with a particular consciousness on social factors. With this background the present review article endeavours to answer the subsequent research questions:

### Research Questions-

1. What are the benefits, gain and reasons for digital innovation in sports enterprise?
2. How digital innovation in sports help economic increase in India?
3. What skill sets are required to excel in digital sports entrepreneurship?
4. What is the future of the sports entrepreneurship through digital technology?

### Literature Review and Implications: A Snapshot

S. No.	Author and Year	Findings
1.	Lumpkin and Dess, 1996	They have tried to describe entrepreneurship as the process value formation which is marked by identification and creation of opportunities.  Now looking that this definition it can be said that, sports entrepreneurship in the digital era has attempted to bring about novel ways of engagement in sports and brought a new platform in sports spectators.
2.	Ratten, 2011	In this research the author has focussed on the insinuations for sport associations which are involved in social entrepreneurship are specified the significance of governments around the world to encourage social entrepreneurship in sports.
3.	Hardy, 1996	In this study sport has been claimed as one of the largest worldwide industries that strongly controls many other segments such as technology and education. In the sport environment, entrepreneurs grow organisations and reassure new product and service development.  It can be stated here that, through digitalization in sports entrepreneurship, other sectors are combining together and sports entrepreneurship has been viewing a new vista of development.
4.	Berrett et al, 1993	Businesses in the sport sector are depositories of entrepreneurship as they attempt to revolutionise in order to indorse a competitive edge to clientele and treasure a place in the market.  The development that sports entrepreneurship has seen through digitalization is a way forward to competitive edge. The future too looks much brighter.

S. No.	Author and Year	Findings
5.	Sweeney, 2007	As sports organisations encounter contests from augmented entertainment possibilities and the advent of reachable digital technology it becomes progressively important to deliver value.  So, there is a need for continuous improvement in digital sports entrepreneurship to meet with the growing demand of the sports customers.
6.	Esaki et al. 2007	Governments and companies, by capitalising in sports, can leverage from people's petition for sports, and sports can play an important role in economic development.  Thus there is an ample opportunity for economic development through engagement in sports entrepreneurship in digital era.
7.	Wilson and Gerber (2008)	With respect to sports audience, their study found that the Y generation bears within multifaceted set of characters involving ambition, self-confidence, hopefulness and ability for high degree cooperative belief.  The sports entrepreneurs can segment the market well, and address the customized need of the customers.
8.	Chadwick (2011)	The study stated that the characteristic features of the sport have a suggestion on how business in sport will operate.  Thus with passage of time, and change in environment the nature of sports and business in sports changes. Digital innovation will address the needs of demographic changes.
9.	Ansoff, 1968	Sports entrepreneurship necessitates the use of social skills and market knowledge. One of the key responsibilities sports entrepreneurs have is to be uninterruptedly remain alert for swings and variations in the market.  Digital innovation will need to address the needs of market and social needs of customers. The sports entrepreneurs need to have skills and traits to cater to this need.
10.	Drori et al., 2009	Sports entrepreneurs even employ of industry comrades counting international networks. These industry grids deliver admittance to community relations and a communal culture.  One of the main benefits of this sports entrepreneurship from societal point of view is developing a communal culture.
11.	Schulenkorf, 2009	A sport is pretentious to social capital and has a link with business in travel involving sports and also general quality of life of people.  Sports entrepreneurship customized the connection and modified the entire dynamic of the ways a fan sees the player and ultimately the group.

## Conceptual Framework:

### a) Linking Entrepreneurship, Enterprise, Entrepreneur and Digital Entrepreneurship:

The words 'entrepreneur' and 'entrepreneurship' have become a vogue word; however, there are no existent and acceptable explanations (Chrisman et al., 1998) that can address those terminologies. Maximum avowals of entrepreneurship refer to economical phrases related to the entrepreneur (Drucker, 1995). An entrepreneur is an individual who

practices making use of all resources (e.g. physical, human, intellectual and financial resources) for delivering satisfactory product and service (Sawyer et al., 2004). Therefore, an entrepreneur is an individual who identifies and implements innovative thoughts into best productivity for advantageous profit making (Baumol, 1993). Entrepreneur stake an initiative to exhibit a new idea and utilized chances (Spencer et al., 2008). The present era is witnessing a peak of projects throughout the globe to nurture the



acceleration of digital entrepreneurial concentration associated with the introduction and improvement of “digital start-ups”, and more lately with their intensification to scaling-up levels. Digital Entrepreneurship may be described as embracing “new endeavours and the conversion of present enterprise by developing and employing innovative digital technology. Digital businesses are identified by means of a high depth of utilisation of new digital technologies (mainly social, cellular, analytics and employment cloud solutions) to enhance enterprise operations, discover new (digital) commercial enterprise models, hone business intelligence, and interact with customers and stakeholders through new (virtual) networks. Entrepreneurship provides an entrepreneur, a ground of chance to innovate new opportunity through an enterprise. Entrepreneur is a creator of an organization who builds an imaginative and prescient for business (Gartner, 1998). An entrepreneur is a person who starts an organization. Entrepreneurs run their business without a proper formulated plan on a regular basis (Kraus et al., 2011). This process of creation is referred to as entrepreneurship. The final results of the actor and the act is known as the business initiative. An organization is the business enterprise and it is shaped to offer products and services, generates jobs, and adds to countrywide income, even exports, and overall economic advancement.

Entrepreneurship can be described is a dynamic procedure of ambition, challenge, and creation. Entrepreneurship consists of origination of enterprise (Gartner 1988). It requires strong passion toward creation and energy level of implementation of new creations and taking risk to creative solution. Entrepreneurship creates a new direction to improve the economical segment (Spencer et al., 2008). Entrepreneurship is marked by the adventure towards the accomplishment of an economy (Morrison et al., 1999). Sport enterprise endeavours are also obtrusive in the partnering of sports activities teams with authorities and companies to construct new stadiums and arenas. Of late, in Texas the voters handed a law to hike taxes to pay for a brand new stadium for the Dallas Cowboys football team. Consequently, sport entrepreneurship operates in a different way relying on social, legal and government regulations.

**b) Social Entrepreneurship and Sports Entrepreneurship:**

Sports and entrepreneurship were occasionally interconnected in academic literature. Studying extant literature it can be found that, sport historians deal with sports entrepreneurship within the context of the interrelated histories of commercial enterprise and sport, acknowledging the function of entrepreneurial activity that appraises sports. Entrepreneurship is

Table 1. Specific features of sport and their influence on entrepreneurship in sport

Specific features of sport Smith and Steward ( 2010); Chadwick (2011)	Influence on the sport entrepreneurship
Irrational passion for sporting teams, competition or athletes; high degree of optimism and brand loyalty	Risk taking can be higher than in usual business
Different perception of the performance in sport; uncertainty of the outcome	High creativity in the development of the variety of economic, social and environmental indicators for evaluation of the institutional performance
Competitive balance, the principle of „ collaborating to compete”	The need to accept and balance the principles of “accepting the competitor”
Limited organizational control over product - limits the scope to attain competitive advantage	Necessity of inventing the unique non – sport product 's competitive advantage
Variable quality of sport product, Fans (customers) are producers and consumers	Inclusion of the fans and consumers of sport activities in the creation of the quality of sport product
Symbiotic relationship with media	Sports oriented innovation are bound to the media sector

Source: Smith and Steward (2010) and Chadwick (2011)

impacting everything. As entrepreneurs retain to binge out in all directions, it can be seen that there are discernible modifications in how human beings engage with those varied markets and industries, and it is more thrilling than anybody can perfectly guess. One such realm is the arena of sports. Sports entrepreneurship has thrived with the advantages which could come together with it. Behaviour in sports entrepreneurship is marked by enactment of risk taking behaviour, stems from the complexity of the worldwide marketplace, which has a number of specific sports contexts. Digital innovation in sports is the application of latest technologies to current sports issues or practices. The primary mannerisms of entrepreneurship are origination, proactivity and risk taking (Holt et al. 2007). In the sport context, Hardy (1986) proposed that these traits are crucial in both profit and non-profit forms of sport. Sport organizations are proactive in adopting new commercial enterprise opportunities. In Rugby Union, the Australian, New Zealand and South African organizations created a tri-nation competition that allowed for a better sale of TV rights. Within the Japanese Baseball Central League, every group is owned via a discrete TV agency, which permits for extra television coverage to boom vending and corporate sponsorship. Sports marketers interact in innovative activity that complements their capability to apply creatively and dynamically their resource base. As a consequence, sports activities marketers are those who enact ideas, data and practices for the reason of carrying out a business venture. Corporations in the sport sector are depositories of entrepreneurship as they are attempting to innovate so that it will promote an aggressive edge to clients and find a niche market (Berrett et al., 1993). Recreation services and products which might be evolved via entrepreneurship encompass stadium leases and monopolistic broadcasting rights (Mason, 1999). Entrepreneurial sport ventures have come approximately inside the non-profit agencies through community game trust businesses. Community sport trusts are autonomous charitable establishments with willpower of handing over network oriented

projects (Walters, 2009). In the United Kingdom, there are roughly 40 impartial community sports trusts related to professional football clubs (Madichie, 2009b; Walters, 2009). Innovations in sport are multifaceted and necessitate skills for ascertaining the collaborations across the sport segments and sport arena, so it is necessary to understand the skill sets needed to excel in sports innovation.

The process of sports innovation has started, has gain some momentum and is on-going, but, can be well understood as taking vicinity in waves, with each wave propelled by way of development in technology and the possibilities for the engaging organisation are threefold:

1. Enhancement of conventional enterprise models and method with digital technology.
2. Transforming existing commercial enterprise models and approach.
3. Inventing completely new engagement model or commercial enterprise models.

Entrepreneurs begin a business to augment the pronounced quality of their lives; others are looking for creating images for themselves while a few just want to test the possibility, again a few people need to start an organisation for creating fantastic modifications. Social entrepreneurs are innovators who thrive to breed services and products that disentangles social goals and troubles. In this line, social entrepreneurs have numerous traits:

- Purpose to reap a huge kind of social exchange.
- Use innovative concept to resolve a social problem.
- Use comments to acclimate and refine.
- Consciousness on the social and ecological exchange and being profitable to assist the change.
- Expand a new organizational shape reflecting a time of societal change



## Method

When undertaking this systematic literature review authors were required to specify the criteria that were used to hand-pick articles that were included. Inclusion criteria for this paper were social entrepreneurship, sports entrepreneurship, innovations, benefits, traits for sports entrepreneurship. Selected studies are compared and summarized on the basis of the authors' experience, existing theoretical framework and models. A focus on particular studies has been pooled with organized methods of study-selection and result investigation. Findings from various separate studies were examined. Extant literature was studied for the purpose of present study, key findings were recorded, analysed and the authors finally decided on the inclusion of the findings in the research paper. From around 55 articles available in the study, following keywords, information from findings were collected as secondary data for the study.

## Results

By studying the literature and the extant research that has been conducted on sports entrepreneurship and digital innovation, this review paper has obtained the results that follow. The following paragraphs endeavours to answer each research questions raised.

### *Research Question 1: Benefit, gain and reasons for the digital innovation in sports enterprise*

The sports enterprise may not be the largest sector in the world, but it is not immune from the forces of digital transformation and might even be uniquely positioned to take advantage of latest technology. Sports have moved from the sports ground to our living rooms and mobile phones. Digital media, and in large part, social media has had a massive role to play in the sport industry. For instance, the Royal Challengers Bangalore are the first team within the IPL (Indian Premier League) and the first sports team in India to adapt technology on a ginormous scale to hook up with their fans. They delivered the

RCB bold Bot, a chatbot that offers fans special content together with team information, participant interviews, videos, photographs, match reminders, and different backstage content material which are not available via conventional media. This way, the team remains linked with its fans even during the tough times, and when they should actually remain connected. Bonding develops in this way.

Innovation is when someone creates a brand new concept or evaluates an idea that already exists. Innovation is an idea which builds on adaptation (Crossan and Apaydin 2010). The technique of innovation includes selling idea and executing the developed idea (Rogers, 1995). Learning is a process to enhance quality of activity, and from gaining knowledge of strategies, one can choose the brand new idea or even be able to modify or refabricate thoughts in more recent methodologies. Innovation is imperative as it allows one to transform and develop. (Schwarz and Hunter, 2008).

Innovation in sport allows new logic and gather affordable phase. Fast advances in digital technology are redefining any enterprise and present society, sports innovation is similarly a part of it. Digital innovation in sports allows enterprises to rework on client expectancies and the way corporations can cope with them. *Product and process* both are crucial components of sport-based entrepreneurship. Product innovation in sports consists of sport related active wear, active gadgets, athlete likeness, sports related other materials, machine and nutritional and fitness merchandises. Some examples of product improvements are like computer video games, as gaming groups cognize on emerging new video games which include the range of diverse games. Every other one is fantasy sport which permits people to pick professional sports game fans to play video games on the laptop. Product innovation supplies new technical equipment's like cycling, kite surfing, rowing to include white-water kayaking. Sports products comprise virtual devices (smart-watch, head-band, and smart eyeglasses), garments, footwear,

a few manufacturing corporations especially are conscious on female active wear and a few produced sweat consumption lively wear. As an example, the “Oxylane/Decathlon” group employs greater than 1000 engineers, the workplace devotes to analyse & improve, and the company has manufactured three predominant products in 2016. One essential product innovation in sports activities is Air Seconds. “Air Seconds” is able to inflate a mattress in 10 seconds. Some different products are Swimming Goggles; “B-fast” are the first goggles capable of being adjusted to the micrometre. Walk shoes are capable suit each stride. *Process innovation* in sport has to change promotional component through advertising and marketing, sponsorship, celebrity endorsement, sports blogging, sports tourism etc. Even there are mobile fitness applications (apps) and available online workout and fitness web sites. Adidas released a brand new computerized manufacturing technique in a facility called speed factory. This could result in production returning again to Europe increasing the economic boom. It also educates brand awareness by using snowballing sponsoring through digital campaigns. Everyday updates on the net platforms increase sturdy community feeling. Other benefits of digitalization of sports include-

1. *Small and personalized offerings*- One perk of the start-up world in terms of sports is how unusual small corporations are. A common difficulty among athletes lie with big box stores - they are just too impersonal, and considering how personalized every athlete needs the whole thing to be, it truly is a problem. Fortuitously, marketers have made greater customized offerings to be had, that is growing greater possibilities for athletes throughout the country.

2. *Safety in sports*- In any sport imaginable, safety is the primary priority, but there are nevertheless endless protection concerns regarding virtually each component of each sport. Of course, there are protracted ways for the reason of use of leather football helmets etc., however that doesn't mean

there aren't very real worries nonetheless present. As a matter of fact, it really is where entrepreneurship enters the true picture. Because there is a robust cognizance on locating innovative ways to remedy issues, people have managed to locate elucidations to severe problems concerning athlete protection, and it is absolutely changing the game. One unique domain of challenge is brain health, a unanimously acclaimed critical issue.

3. *Tech-tracks*- Digital innovation in sports activities allows coaches to use the collected motion information in evaluation and enhancing player approach after the sport, with particular applications visualising the moves to review in practice periods, it presents greater scope for upgrades, identify mistakes, work on them, continuous monitoring the statistics gathered; all these are aggregated by the use of algorithms after which displayed snap shots for fans in actual time, developing a ‘deeper fan experience’, both in stadiums and for fans at home. Black Box Biometrics created a small wireless sensor referred to as Linx IAS which, connected to a cloth headscarf, detects blows to the head and without delay sends ‘effect information’ to a close-by cell phone or pill and is then driven to a cloud, which informs all staff of the severity of the effect.

4. *Continuous improvement*- There is a robust correlation among entrepreneurship and sports. Every sport is marked by team effort; but it is also true that nobody can go to the top by himself. Understanding the way to network with people and craft relationships is a key to success. Notably else, although, it is definitely understood that it is all about being the excellent one can be. Nobody is eternally at their best; it is true that there is constantly some room to keep developing and gradually improving, and this attitude shared via businesspersons and athletes alike is insistent on each party to be even higher at what they like.

5. The enthusiastic reaction is understandable, as having a digital device creates a variety of efficiencies. As an alternative of having down in routine work,





organisers can concentrate on achieving out to players and sponsors. The information accrued – suit effects and scores – can help in ranking gamers. It also enables to construct a web profile. Coaches can examine the performance of players and enhance their competencies and strategies. Matches can be recorded and performed back, facilitating permitting evaluation of errors or strengths. Digital revolution presents industries with tremendous possibilities for value creation. It used to take Fortune 500 agencies a minimum mean of 20 years to reach a billion-dollar valuation; today's new digital start- United States of America have gone there in only four years.

The sports arena is the largest and quickest developing industries worldwide. Humans now watch sports through the internet, which has spread out a new road for the internationalization of sports teams, activities, and athletes. Via growing reputation of sports activities has built a sturdy national and global prospect that includes financial, social, cultural, instructional aspect. Most of the corporations focus how sports groups trend to coping with their services and products and that they absolutely trade global market (Chad-wick, 2007a, 2007b). It may be observed nowadays humans are using so many sports devices from different places; Indian people wearing NFL hats, wherein people from the US sporting football jerseys with the call of Messi or Henri, and those from France carrying basketball caps and how it is miles possible because of globalization. The cutting-edge game has taken place in numerous phrases like basketball, tennis, bungee leaping, paragliding, sport of mountaineering, even rafting, mountain climbing, popular scuba diving, adventurous hurricane chasing, browsing and white-water kayaking (Olivier 2006).

Digital media has blurred the strains between a player and a fan. It has created a relationship between them that is going beyond the sphere. It has customized the connection and modified the entire dynamic of the way a fan sees the player and ultimately the group. Consequently, it is relatively

essential to place out the right content for fans and control their digital media successfully. That is where sports activities control comes into play.

### ***Research Question 2: Digital innovation in sports helps economic increase in India***

The world is changing rapidly. Innovation is visible in each sphere of life. With advent of so much of digitalization in sports, the economic system is also getting impacted. Formerly, sports used to be seen simply as an extracurricular interest. These days, people take the sport with significant passion and take up sports as their profession. Diverse careers are developing that revolve around sports activities. Opportunities had been created through employing particular stakeholders inclusive of the improvement of sports activities academies, sponsorship of sportsmen, and masses. Developing disposable incomes and the upward thrust of millennials are making the travel and hospitality zone unexpectedly adopt diverse gear, technologies and virtual structures to enhance patron enjoy. Sport as an enterprise is worldwide biggest and quickest developing employer together with training and tourism, which have an important attention of social innovation and social entrepreneurship. With the economic improvement and scientific technological development, information technology rose swiftly, and turns out to be the dominant element of socioeconomic development. Recreation is an effective device for companies to venture past sponsorship into social causes. There are social representations of sports manufacturers as they project their picture into their immediately community (Ferrand and Pages, 1999). The birth of science and generation will result in modifications within the structure of financial sectors; make the socioeconomic development towards the vertical facts. As the high innovation, excessive force, excessive multiplier roses of information generation in society more desirable, facts generation might be the main driving force for social development.

First, the development of information technology has injected new energy to different industries.

for instance, the application of information technology within the sports enterprise, have a signal of importance to elevate the extent of sports industry, sports and medical education, to decorate people's physicals and aggressive sports activities. Statistics technologies have a big role of studies and development of new technologies, for example, security machine in competitive sports activities; want hardware/software infrastructure answers, community implementation and some content. The sports activities enterprise zone may additionally include several unique segments along with sports tourism, carrying goods (in production and retail), carrying clothes, and the to be had opportunities in wearing management and sponsorship. It's far visible across the globe that sports as a complete-fledged industry. however, in India, game is yet to be identified as an economic region, particularly because of the truth there was little or no comprehensive have a look at finished at the enterprise's length, potential, and on the to be had opportunities which are on provide. Several issues stand up whilst examining the economic effect of sport. Furthermore, a risk exists while the choice makers employ different and contradictory principles (Howard, 1995). Usually, monetary effect studies are commissioned through those who will gain from a sport facility/franchise along with the proprietor of a team or the sponsors of a team (Coakley 2004). Any other capacity difficulty arises while a financial impact observe, executed with the aid of those who profit politically, incline to estimate only the fantastic blessings (Lee, 2006). Economically talking, it's far a not unusual certainty that sports and the constructing of novel sports activities stadiums, grounds or complexes in a place have a high-quality impact on the local community. Many experts are involved with the final results of those economic effect research due to the fact the studies tend to embellish the blessings a game facility or franchise will deliver to a zone (Hunter 1998).

### ***Research Question 3: Skill Sets Required to Excel in Sports Entrepreneurship***

The internet, in conjunction with being effective and less costly technology makes massive assets

extensively and freely reachable among people. This offers absolutely everyone the possibility to broaden a thriving commercial enterprise very swiftly even without capital or connections. Every person has some unique quality, the quality of leadership, advisor, and decision maker as a sport entrepreneur should have all traits. The characteristic of entrepreneurship are searching for opportunities (Shane and Venkatraman, 2000), success focused (Turan and Kara, 2007), being a visionary leader (Kao, 1989). An entrepreneurial traits and goal have a significant impact in term of strategy and behavioural style of an organisation as a strategic behaviour (Mckenna, 1996). The main focus of an entrepreneur is a value of innovation for taking opportunity through decent management (Kraus et al., 2011). He/she ought to have knowledge earlier than selecting a particular field, as an entrepreneur should be ready to face challenges as well as ought to take a risk using the opportunity and make a decision and come out with the new ideas or taking as a platform. Here some sport entrepreneur traits has been defined which are consists of:

1. ***Excellent Communicator:*** A sport entrepreneur should have effective verbal and non verbal communication ability. Both the abilities are required and that improve with hard work and as a sport entrepreneur ought to have knowledge of every perspective of sport so they can communicate professionally.
2. ***Equity:*** As a sport entrepreneur have a sense of right and wrong. Clients and commercial enterprise associates must be treated fairly. They must be a good decision maker and should be the good injustice.
3. ***Honesty:*** Honesty describes 4 parameters Sincerity; accept as true with, and commitment and Reliability. A sports manager need to have excessive maturity level, have to reliable and trustworthy person so they can judge honestly in each scenario.
4. ***Mastery and passion:*** A sport manager should have a knowledge and skill so that he/she will capable of demonstrate a personal commitment and she



- or he/she very passion about the job they do, then every new task will be tackled with enthusiasm.
5. **Selflessness:** As a sport entrepreneur is very demanding and challenging as well as flexible job. Be as a sport manager you have to focus on customer need and satisfaction and deliver quality service to the customer
  6. **Teamwork:** If someone wants to be a successful entrepreneur, they need to construct a good team and work together because each and every contribution of team worker has required without team one person cant capable of build a community or appropriate environment.
  7. **Humility:** As a sport, entrepreneur ought to not have an attitude that only she/he can do better than others because you have to be more open from inside so that you can learn from others or you can assist others to share your ideas.
  8. **Nous:**Some call it savvy, others wit or acumen. In the long run it boils right down to knowledge; knowledge how the systems you are operating in work. whether this is your place of knowledge, other associated regions or wider structural systems consisting of legislative frameworks

- or the economic system, it's miles essential to recognise how to control them and how they could have an effect on your commercial enterprise.
9. **Adjustability:** Simply as one desires to be able to that what allows him to diverge out of their imaginative and prescient mind, people furthermore might want to bring it again heading in the right direction whilst the inevitable and the unexpected knock individuals off the path. There is an infinite quantity of crashes on the street to achievement. Adaptability permits individuals to address any and all the similar types of problems. Thus in the field of sports innovation, adjustability is a very important trait required.
  10. **Tenacity:**With the number of challenges every entrepreneur faces you can never afford to let any get on top of you. A resolute entrepreneur is the individual,who gets inspired when they are blocked against a stump, come up against a wall, feel thrilled by the view of finding how to come out of the problem and never gets frustrated by roadblocks. Tenacious entrepreneurs don't give up because they don't know how to give up.

Desirable entrepreneurial competencies and skills defined by the entrepreneurs and scholar's and professional standards

Izquierdo, E., Desschoolmeester, D., Salazar, D. ( 2005) A View from Entrepreneurs and Scholar 's Perspective	Model developed by Consortium for Entrepreneurship Education ( 2004)	National Occupational Standards UK ( 2012)
Identifying business opportunities	Personal Effectiveness Competencies	Scan the business environment for enterprise opportunities
Evaluating business opportunities	( Interpersonal Skills; Initiative; Ambition; Adaptability and Flexibility; Willingness to take risks and learn)	Make sense of enterprise opportunities and their compatibility with organizational priorities
Decision Making	Academic Competencies	Identify stakeholders for an enterprise venture and evaluate their needs
Networking	Workplace Competences	Develop a vision and goals for and enterprise venture
Identifying and solving problems	Industry – Sector Technical Competencies	Demonstrate the difference created by an enterprise venture
Oral communication abilities		Monitor and evaluate the difference created by an enterprise venture
Innovative thinking		Plan to deal with uncertainties, ambiguities and contingencies relating to an enterprise venture
		Identify customers and how to engage them in an enterprise venture
		Manage an enterprise venture
		Review and sustain networks to support enterprise venture

Source: Own elaboration based on academic literature and national occupational standards in UK and USA

#### ***Research Question 4: Future of Sports Entrepreneurship through Digital Technology***

The three main stage of innovation which consist of taking initiative based on current phase develop an idea, adopting the business strategy, structure, system then finally implementing the idea which deals with complete challenges and risks, therefore, the result is innovation (Damanpour and Schneider., 2006). Application through the technological application can be recognized features of human frame its which include body fats, water level, muscle, heartbeat, walking step, weight and so on. smart gadgets are so powerful now a day without spend lot of time you may get the data via workout, playing, yoga and each day activity like the fitness band, smartwatch etc. live streaming is progress that non-stop flows of motion sports entrepreneurs has taken business opportunities to attract client. A fan can watch the action live any gadgets consisting of computers, tablets, mobile devices via Facebook, YouTube or more social site and many others. Sports fans watch and enjoy the sports because of entertainment and family fan (Wann et al.,2008). Linked Stadium Cisco connected stadium is a tremendously scalable, safe and comfortable community that's designed specifically for sports and purpose of entertainment locations to deliver all forms of admittance, infrastructures and amenities, entertainment, communications and procedures in a single modern platform. Sports blog sport is an individual generated sports content website, blogs cover a good number of personal interest including tour, culinary courses, and sports, sports activities blogs allow fans of given information about sport or players, sports activities, web-based sports betting etc. Manufacturers and retailers are seeing an urgent need for action. Their special function is subjected to thorough, vital examination, scrutiny desires to change absolutely. This also consists of in depth teamwork with the manufacturers in addition to have close interlocking between online and in-store offline products and services. While exploring facts about sports industry as a whole, however it can asserted that, Amazon is the most effective one of

many market contributors – they are constantly inquisitive about studying and benefitting from every market player. Certainly, the right handling of big data needs to be similarly deepened. The retail business nevertheless has a vital function with many static customers, particularly in the sports arena. Audiences are instinctively clustering to small screens and new systems (specifically social media) to meet their appetites for sports, seeking on-demand, immersive, and customized content material. Customers have one prerequisite, i.e. a seamlessly linked amusement in the form of a crest online and in-store. Additionally they anticipate being able to strive before they purchase, which may be facilitated by technology. Understanding this, [Intersport](#) (the multi-category professional destination in sports items) have hurled upon a retail concept stores which are marked by 'click-n-collect' kiosks, this one allows customers to order products sitting at home and receive in-store or it can even be vice-versa, and also to examine items and acquire more evidence about the products they choose to buy. The disjointed marketplace which is a characteristic of the digital world has sent spectators scampering off in so countless diverse directions that it's now more challenging for brands to influence customers in the teeming digital market.

#### **Conclusion**

This paper has attempted to examine the role of digital innovation in sports and how effectively it's growing day by day. It also defines sports entrepreneurship and how sports entrepreneur makes a social change and as well as the trend of generation. Sport is something that gives us an energy level, from beginning sport play a very crucial role in our life it gives us not only energy it gives us happiness, motivation, help to build community, healthy and active lifestyle. But it has more effective when we able to know the results quickly because of technology. Digital technology helps to get information throughout playing, cycling, workout and watching sport etc. For digital technology, we can get closer to our dream. The sports industry is



very demanding as well as fastest growing business, sports entrepreneurship has built a strong image between people, business government, and nation. Sports as a consumable product may be very much different from what it was even 10 years before in the past – and the enterprise neighbouring it almost unrecognisable. Digital era has been the catalyst for this metamorphosis in sports, and there may be slightly an element of recreation that has no longer felt its impact.

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**Annexure 1**

A Snapshot of Digital Sports Entrepreneurship

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