

**SIGNIFICANCE OF I.C.T. AND SPORTS INDUSTRY IN FORMULATION OF  
MODERN SPORTS IN INDIA****Mr. Ashok Kumar**

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Email ID: - [Chaudhary.ashok11@gmail.com](mailto:Chaudhary.ashok11@gmail.com)**ABSTRACT**

Digital and ICT transformation has become a priority for 80% of sports companies around the world, but statistics show that 70-95% of Digital and ICT transformation projects fail due to the large and diverse competition that sports companies face during the Digital and ICT and ICT transformation process. Because what drives Digital and ICT innovation are ideas, not technology. Moreover, the Digital and ICT transformation models of developed and developing countries are different and cannot be used as models. Sports management is a complex and competitive field that requires adaptation and innovation. In the Digital and ICT age, sports leaders must embrace new technologies, platforms and strategies to stay ahead and achieve their goals. Whether you are a student, professional or sports manager, here are some tips to help you successfully manage your sport in the Digital and ICT age. As we continue to connect to the Digital and ICT world through smart phones, tablets, laptops, smart watches, and more, it's easy to see how more and more technology works. Today, technology plays an important role in sports, helping many athletes in a variety of sports improve their performance during preparation and competition.

**INTRODUCTION**

Digital and ICT transformation has become an important part of many areas of life, including the electronic sports sector, as it forms the basis for promoting change and change in business processes and information, increasing efficiency and productivity, facilitating access to new markets. The emergence of threats and opportunities brought by dynamics and rapid change; automating processes, reducing costs and improving decision-making; making new changes after changes; improving customer experience, ultimately increasing customer value and generating new revenue. Therefore, many businesses have taken steps in this direction to benefit from these developments. At the same time, due to the increasing demand and change in Digital and ICT solutions, the sports industry has become one of the largest consumers of this new technology. Digital and ICT marketing is a priority for 80% of sports companies worldwide. For example, go pro. We have begun supplying cameras suitable for aerial sports filming. The company then uses its brand, social networks and provides users with high-quality software to reach millions of people around the world. This Digital and ICT transformation is not limited to social media. Roger Good Well of the National Football League (NFL) also shared the NFL's approach to using technology to enhance the gaming experience. Stadium operators are starting to digitize their stadiums by providing smart phones for spectators, media, fans and other stakeholders to communicate and create value. For example, the San Francisco 49 years offer fans the ability to order food and drinks interact with other fans, access real-time statistics, and view traffic patterns in and around the stadium. This means that the sports industry wants to generate new ideas and has come to the conclusion that new technologies will help create products and services.

**Understand your audience**

One of the most important skills of an athletic director understands who you work for and what they need. Target audiences in the Digital and ICT age consist not only of fans, athletes, and supporters, but also online communities, influences, and media. You need to understand your customers' interests, behaviors and expectations and adapt your communication, marketing and engagement strategies accordingly. We also track and measure feedback, satisfaction and loyalty, and use data and analytics to improve performance.

**Embrace Digital and ICT and ICT transformation**

Another important skill for sports managers is to support Digital and ICT transformation and use it more effectively. Digital and ICT transformation is the process of using Digital and ICT technologies to create new business processes, products or services or to replace existing business processes, products or services. In sports management, this means using tools like social media, mobile apps, cloud computing, artificial intelligence and block chain to improve your operations, revenue and customers. For example, you can use social media to build your brand, reach new audiences, and engage with stakeholders. You can use mobile apps to offer personalized and convenient services such as ticketing, sales and loyalty support. Cloud computing allows you to store and access data and resources from anywhere in the world. You can use AI to complete tasks, improve decisions, and gain insights. Block chain can be used to secure transactions, verify identity, and create smart contracts.

**Develop your Digital and ICT and ICT skills**

To succeed in sports management in the Digital and ICT age, you must develop Digital and ICT skills and abilities. To find, measure, apply, create, communicate, collaborate, promote, sell, collect, analyze, interpret, create and use new data and metrics, you will need Digital and ICT literacy, communications, marketing, and analytics. And innovation is both needed. Or develop Digital and ICT and ICT solutions. These skills are essential to success in game management in the Digital and ICT age.

**Learn from the best**

To succeed in sports management in the Digital and ICT age, you can learn from the best by reading books, blogs and podcasts on important topics and trends. Engaging with influential sports leaders and organizations through social media and online platforms can also be beneficial. Attending webinars, seminars, courses and events on sports management and best practices can give you great insight. Joining and participating in online networks, communities, and forums is a great way to stay up to date on game management issues and opportunities. Finally, asking and receiving feedback from your peers, mentors, and coaches can help you grow as a professional.

**Keep up with the changes**

Finally, in order to be successful in sports management in the Digital and ICT age, you must adapt to change and be ready for change and innovation. Digital and ICT age; It is characterized by rapid and continuous changes in technology, society and business. As a game manager, you must be aware of new developments, trends and challenges in your field and be prepared to respond and change accordingly. You also need to be proactive, creative and find new ways to improve your products, services and processes. You must be flexible and resilient and view change as an opportunity to grow and learn.

**Technology in Sports**

It's always very difficult to play around. The search for new ideas and techniques to increase sports performance has led to the use of methods, equipment and additional equipment in the process of some changes. These are all designed to provide athletes with greater comfort while providing excellent performance. In addition, the technology used in sports helps to obtain information easily in sports broadcasts. As a result, the coach's decision-making ability regarding the athletes improves.

**Benefits of Technology in Sports**

As it has evolved so far, technology has become an important friend in the movement, providing many benefits to the environment. Every innovation introduced by not only supports spectators while watching matches, but also encourages athletes to push their limits. On the other hand, in cases where the human eye cannot perceive some information, artificial intelligence helps to obtain fair results by closing this gap. For example, in a football match, referees use electronic scores to increase the effectiveness of their actions. The same technology is also used on tennis and basketball courts to increase the accuracy of results.

**Influence of Technology on Sports**

Football, basketball, swimming, fencing, athletics, etc. Sports have benefited from the use of new technologies. Sports games have achieved great results and genuine communication between athletes and coaches has achieved incredible results. Additionally, production of special equipment continues to ensure maximum performance. Smart clothes are devices with sensors that collect data and analyze performance. The key technologies driving these advances are:

**Nanotechnology**

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Participate in the creation of tissue containing nano particles that freeze impact to protect athletes from injuries. This is a machine still in the research phase, but it provides promising data;

### **Biomechanics**

It is widely used in swimming. In addition to tracking the athlete's heart rate, the technology can also monitor the athlete's kicks and jumps. It plays an important role in the rapid growth of the skin. Reducing the friction between the body and water during the race;

### **CONCLUSION**

Perhaps the most important and decisive point to consider when talking about Digital and ICT and ICT marketing applied to sports is that sports, more than ever, are not sports. In addition to representing an important business, it is also an area where all new and Digital and ICT and ICT solutions are competing to conquer because it has the characteristics of a Digital and ICT and ICT business: the importance of information, the source of information, people. Essentially, powerful analysis. This, in addition to its powerful ability to create impactful and important emotional stories, is the basis of modern communication.

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