

Future Challenges of Sport Manager

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Abstract: Sports managers face enormous challenges in the face of globalization, epidemics, economic recession, and social and cultural issues. Managers are trying to change management strategies against the backdrop of the pandemic to increase spectator engagement during matches and improve the viewing experience. Sports managers are also doing more community research on management risks due to political issues and gender issues. This paper uses literature analysis and qualitative analysis to analyze and evaluate the ways that sports managers can take to deal with the risks they face in the future, as well as help to improve the sports industry.

Keywords: sports, management, global, future, opportunity

1. Introduction

The future has many tests and challenges in store for sports managers. Different approaches will be taken to deal with issues like globalization, epidemics, the economic downturn, and socio-cultural, racial, and gender issues. Managers attempt to alter the strategy in the case of the epidemic in order to increase fan engagement, improve their viewing experience, change how they watch the game, alter the prerequisites for watching the game, and alter the various ways in which players can interact with the game both online and off. How to remain profitable in the world's economic downturn. If sports betting is legalized in the future, there will be plenty of opportunities and political unrest in various nations may have an impact on how globalized sports develop. It is possible that players will take action for a particular group during a game, protesting, etc., as a result of social issues, including racial and gender issues, which will alter how people currently view sports. Particularly the gender issue, which also affects some of the current major leagues. More community research could be conducted by managers, ideally in such a way that people of various racial backgrounds and communities come to the same conclusions. Sports that are more readily internationalized will eventually be a part of mainstream sports as well.

This article looks at the risks that sports managers will face in the future, the issues they will face, how they will have to deal with these issues, and how they will take advantage of opportunities to improve the sports industry. Whether it is sports and race, sports and gender, etc., they have been analyzing the market since around 2000 in the previous literature. These studies have helped with both this article's analysis and upcoming ones of the sports market. We are interested in studying the future of sports managers because we want to be able to globalize sports in the future, which will benefit the global economy and society.

2. Future Challenges of Sport Manager

The term "globalization" is currently widely used to describe the increasingly interdependent relationship between the world's population, culture and economy, because globalization will bring more development opportunities, and enterprises can give this opportunity to expand the scale of the industry, while relying on technology. The development of the company improves product quality and focuses on innovation. Under the new environment, employment opportunities are also increasing, and the gap between the rich and the poor is narrowing. Therefore, if any enterprise wants to develop and grow, it must embrace globalization. This is an inevitable fact and the only feasible choice. Because it is difficult to globalize sports in the face of epidemics, politics, the economic downturn, social unrest, and cultural issues, the globalization of the sports industry presents even greater challenges. Sports will undoubtedly be very profitable when they can be a global phenomenon. These elements will have a significant impact on globalization in the future. Each nation will experience significant changes at various levels, including the economic, technical, and ideological. When a sports organization attempts to go international, it must consider the knowledge of each nation, the culture, and must develop a strategy for each nation.

3. The Challenges Which Happened During the Covid 19 Period

3.1. Question

3.1.1. Online Sports

Taking the Tokyo Olympics as example, due to the epidemic, not only are there no spectators present to watch, but new rules will also be established. The epidemic is the first significant influence in the future of globalization, and it also affects the global economy. "athletes are allowed to interact with the media in the mixed zone. Although everyone present wore a mask and the organizers were responsible for mask duties, the distance between the athletes and the media was no more than six feet" [1]. Without the traditional sports atmosphere of applause, cheers, and a novel and different experience, the athletes would have had a very different experience that would probably have had an impact on their performance.

In addition, another most famous example is the NBA's establishment of the bubble league in 2020. All of the teams in the bubble park closed after the game, and fans could only watch the game online. This was a great test for the players. Of course, under the epidemic, it is also a new experience for the fans because it converts offline viewing directly into online viewing. "To create a lively atmosphere, it set up at each venue LED screens that displayed about 300 fans watching the teams play by using the Together Mode function in Microsoft Teams, an app developed by Microsoft Corporation with chat, meeting, and task functions. This innovative function created the effect of a crowd watching the games as a shared virtual experience" [2].

Chang and his team conducted a survey on Amazon and used a special method to tally the results. The researchers collected data on the Amazon Mechanical Turk platform during the period of 18-25 March 2021, and received a total of 209 valid questionnaires. Of the total sample, 55% were female and 45% were male; 24% were aged 30-39 years and 23% were older than 60 years; 59% were single; 45% had a college education; and 26% held a graduate degree" [2].

Because it was one of the few things that allowed people to enjoy the sporting atmosphere at home while watching a game offline, after the epidemic, people also had to embrace this technology. The United States and Canada were the only countries to use this technology, but the author thinks that as globalization continues, watching sports will change with the times and most, if not all, will switch to digital in the same way. Naturally, due to the epidemic, some offline businesses will close, and

employees will be let go, making it impossible for the team and the company to turn a profit. To make up for this shortcoming, they added an online store to the previously mentioned technology.

3.1.2. Economic

The second is how the global economic downturn has affected athletes, businesses, and fans. The epidemic has caused a recession in the global economy, and according to Russian economist Kondratieff's discovery of the Kondratiev long wave, the economy will experience another severe downturn soon. The second quarter of 2020 saw the largest ever one-period decline in global merchandise trade, falling 14.3% from the prior quarter [5]. The figures demonstrate the overall decline in global trade as well as how difficult it will be to recover from such a recession in the short term. However, this time around, there is also an epidemic that will complicate matters further. Most fans won't travel far or spend a lot of time attending a game. The team's and the company's profitability will be significantly impacted by this.

3.1.3. Policy

The third point is the knowledgeable about each nation's policies. Once you do, you will have better opportunities. Sports lotteries will become a very popular trend in the future. With globalization, businesspeople will also approach governments to negotiate the legalization of sports lottery, just as they did in China, where it is already compliant and legal, enough though it is currently only permitted in specific states in the United States. Fans, teams, and managers will benefit once the sports lottery is legalized. Fans will want to watch games more frequently and pay more attention to game information, so teams and managers will need to increase their sports lottery business so that they can earn a good, unbiased living. Political tensions between nations have resulted from the conflict between Russia and Ukraine, according to the current situation. Sports will be impacted in some ways, similar to how Roman, the Russian owner of Chelsea, was forced to sell his Chelsea FC stock as a result of the sanctions put in place as a result of the conflict between Russia and Ukraine." League regulations would usually require Abramovich to relinquish control within 28 days, but the British government now has a say in the sale process under the terms of the license that allows the team to continue operating despite the owner's assets being frozen" [4]. So, politics is one of the important factors for sports administrators.

3.1.4. Social Issues

The fourth point is that a lot of social issues are currently starting to surface, such as the Black Lives Matter movement, gender equality, abortion legislation, etc. These social issues can present opportunities for sports administrators and players, and when a well-known player publicly supports a particular group of people, it has an impact on many people, including teammates and fans." August 23, 2020, in Kenosha, Wisconsin. A white police officer, Rusten Sheskey, fired seven times at the back of Jacob Blake Jr. away from Sheskey and towards the vehicle where his three young sons sat waiting and watching for their father" [6]. "Players on the Milwaukee Bucks NBA team, located just 40 miles north of the Blake shooting, decided 'There has been no action, so our focus today cannot be on basketball', " said Bucks guard Sterling Brown. Their boycott reverberated across the NBA and professional sports, as teams decided to cancel or postpone games and matches in MLB, MLS, the WNBA, and tennis" [3]. Every consumer, including players and fans, is greatly impacted whenever a social issue like this arises, and some teams will speak out in support of such issues and volunteer in the community. In the future, this type of issue will arise more frequently, even in different nations, so managers must be ready with fresh approaches to address it.

3.2. Suggestion

Under the epidemic, additional features can be added to the technology discussed above. When people purchase online in order to watch the game, they can receive gift cards, they can also purchase some of their favorite peripherals online, and of course, NFT can be added to the mix. Additionally, an event can be created where fans who watch the most games in a year and who participate at a higher level can have the opportunity to get a limited edition NFT from the player.

For the second point, it can control player salaries during the global recession by lowering the team salary cap. If an owner wants to sign players with high salaries, they will have to pay high taxes, which will also slow the economy's recovery. We can perform volunteer work, hold fundraisers, and distribute free tickets at events to make up for the potential loss of fans. As a result of the recession, many people may have to work multiple jobs and may only have Saturdays or Sundays off during the week, so it is necessary to reschedule games. Whenever possible, games will be scheduled on weekends to draw in more spectators who will want to attend.

Regarding the third point, which deals with political aspects, the author believe that once sports lotteries are legalized, additional measures should be taken to regulate the legal gambling age as well as the game's transparency and fairness. Politics should not be involved in sports because sports are just sports. The league won't be able to retain talent if everyone is punished due to political considerations, and many owners will move their money to a league where sanctions are less likely to be applied.

The final point is that social issues are something that everyone is willing to focus on, especially in the future. Every country has different social issues, and while it is admirable for players to speak out on behalf of a particular group, the strike was not a conscious choice and that more could have been done by the players themselves to support the community and address social issues.

4. Conclusion

Globalization presents us with a number of opportunities as well as a number of challenges in the future. We must put in a lot of effort and come up with fresh ideas for dealing with various scenarios in the future if we want to seize the opportunities. Every strategy for globalization needs to be carefully considered, from the overall picture to the smallest details. New businesses and technologies will emerge to enhance the fan experience, much like when a disease first appears. When dealing with politics, it's crucial to keep politics out of your decision-making. Instead of picking a poor strategy for resistance when faced with a social issue, it's critical to find the best solution. Numerous opportunities will present themselves once these and other issues have been resolved. This essay is only a judgment of the issues we are presently facing and the societal issues we anticipate arising in the near future. The author feels that it is necessary to revisit and update the influence of globalization on sports as well as the impact of sports on globalization every five years because it is obviously difficult to make specific judgments regarding future economic forms and developments. Because of the rapid advancements in technology, the environment, and societal challenges, mankind is currently in a period of rapid growth. In the future, it is increasingly likely that individuals would adapt to globalization and the market in order to identify lucrative entry points and to globalize sports in response to various circumstances, such as wars, emerging illnesses, or other new societal ills.

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