

INSMA 2024 PROGRAMME

December 16, 2024 | K J Somaiya Institute of Management

SHAPING THE FUTURE OF SPORT IN INDIA
INNOVATION, INCLUSION & INTEGRITY



ORGANISED AND HOSTED BY



INTERNATIONAL KNOWLEDGE PARTNER



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Dear Friends and Colleagues,

We invite you to join the Indian Sport Management Conference 2024, hosted at the Somaiya Vidyavihar University and organised by the Indian Sport Management Association and K J Somaiya Institute of Management on December 16, 2024. This gathering holds special significance as we come together to celebrate the 1st Indian Sport Management Conference.

This event will be a great opportunity for scholars, practitioners and people in sport business from India and all over the world to share knowledge, provide new insights and inspire the future of sport management.

The theme of the conference is “Shaping the future of sports in India: Innovation, Inclusion and Integrity”, an assumption that the future of sports in India hinges on embracing innovation, fostering inclusion and upholding integrity. By integrating advanced technologies, promoting equality and diversity, and ensuring ethical practices, India can build a robust sports ecosystem that not only excels on the global stage but also inspires and empowers its people.

The venue of the conference is Somaiya Vidyavihar University, which has the largest campus among private universities in Mumbai. The university is a community of over 30000 students and 3000 academic staff. The MBA Sports Management programme sits in the KJ Somaiya Institute of Management and gives unique experiential learning opportunities that complements students’ academic learning to ensure graduates are well-placed to thrive in the sport industry across the globe.

The city of Mumbai is the financial capital and the most populous city of India with an estimated population of 12.5 million. It is a place where dreams are realised and challenges are met with resilience, offering an ideal stage for hosting the 1st Indian Sport Management Conference.

We eagerly anticipate hosting you at this remarkable venue and facilitating a dynamic and successful conference. Our goal is to ensure that INSMA 2024 in Mumbai is a memorable and enriching experience for all attendees.

Sarthak Mondal

Dr. Sarthak Mondal
President
INSMA



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THEME OF #INSMA2024

SHAPING THE FUTURE OF SPORTS IN INDIA: INNOVATION, INCLUSION AND INTEGRITY



The theme of the conference is “**Shaping the future of sports in India: Innovation, Inclusion and Integrity**”, an assumption that the future of sports in India hinges on embracing innovation, fostering inclusion and upholding integrity.

The landscape of sports in India is undergoing a significant transformation, driven by three key pillars: innovation, inclusion, and integrity. These elements are instrumental in not only enhancing the performance and reach of sports but also in ensuring that the sporting ecosystem in India is robust, equitable, and ethical.

Innovation is at the forefront of this transformation. The integration of technology into sports has revolutionised training, performance analysis and fan engagement. Advanced analytics and wearable technology are now commonplace among athletes, enabling precise monitoring of performance metrics and health indicators.

Inclusion is vital for the holistic growth of sports in India. Historically, access to sports has been limited by socio-economic barriers, gender biases and regional disparities. To address these issues, various government and non-governmental organisations are working towards creating a more inclusive sports environment. Grassroots development is another critical aspect of inclusion as this aspect can bridge the gap between potential and opportunity.

Integrity forms the backbone of a sustainable sports ecosystem. Ensuring fair play, transparency, and ethical conduct is crucial to maintaining the trust of stakeholders, including athletes, fans and sponsors.

Across the day, INSMA 2024 will bring together business organisations, their key stakeholders and the academic community to foster collaboration to develop new solutions and ensure that the growth of sport in India is innovative, inclusive and ethical.

KEY PARTNERS



K J SOMAIYA INSTITUTE OF MANAGEMENT

MBA - SPORTS MANAGEMENT

The K J Somaiya Institute of Management (KJSIM) is an independent business school located in Somaiya Vidyavihar, Mumbai. It was established in 1981 as a part of the K J Somaiya Trust and Somaiya Vidyavihar. KJSIM was granted the status of autonomous institute by the University Grants Commission in May 2013.

It offers a range of MBA study programmes including ones which specialise in particular areas such as healthcare management, executive program and sports management. The institute is certified as ISO 9001:2015. It is a member of the Association to Advance Collegiate Schools of Business (AACSB). It has NIRF ranking of 45.

MBA Sports Management is jointly conducted by K J Somaiya Institute of Management and Somaiya Sports Academy.

MBA Sports Management syllabus is designed and structured with the aim of educating the students in a pattern that brings together the basics of business administration along with a niche specialization in sports management. A blend of classroom with on field experiential learning, the course brings a unique learning experience in all four semesters to enrich student's skills in real time.

Duration	Course Type	Campus	Code	Mode
2 years	Masters	Vidyavihar - Mumbai	ST 1750	Full-time



PLACEMENT & INTERNSHIP OPPORTUNITIES



KEY INFORMATION

START
07.45 AM

MORNING SESSION
08.30 AM - 11.50 AM

LUNCH BREAK
11.50 AM - 12.40 PM

AFTERNOON SESSION
12.40 PM - 04.30 PM

CLOSE
04.30 PM

KNOW YOUR LOC



Dr. Vandana Tripathi
Convenor



Dr. Shiny Raizada
VP (Academic) - INSMA



Dr. Sahen Gupta
VP (Research) - INSMA



Taruka Srivastav
VP (Marketing) - INSMA



Simarpreet Singh Negi
LOC Member



Manay Chawra
LOC Member



Vinay Reddy
LOC Member



Shravan Samra
LOC Member

The Indian Sport Management Conference 2024 is made possible by the dedicated Local Organising Committee, led by Dr. Vandana Tripathi, who is also the convenor of the conference. Apart from Dr. Tripathi, the LOC is made up of 3 board members of INSMA - Dr. Shiny Raizada, Dr. Sahen Gupta and Taruka Srivastav.

Apart from the above, the following students from K J Somaiya Institute of Management - Simarpreet Singh Negi, Manay Chawra, Vinay Reddy and Shravan Samra - makes up the rest of the LOC. All of them are final year students of MBA Sports Management in K J Somaiya Institute of Management.

On the day of the event, your LOC will be at hand to help you with registration. If you are a presenter, please make yourself known to the LOC upon arrival at the registration desk and a member of the LOC team will guide you with all the steps to ensure smooth functioning of the day.

Please remember that all members of LOC are volunteers and have given up their time for free to ensure smooth functioning of the event. If you do not agree or are not satisfied with answers provided by any members of the LOC, we request you to deal with it in a respectful manner. Any abuse, whatsoever, will not be tolerated and security will be asked to remove you from the event.

Prior to the event, the LOC can be contacted via email on loc.insma2024@insma.in

On the day of the event, the LOC can be contacted via the registration desk.

CONFERENCE OVERVIEW

MORNING SESSION

TIME	DESCRIPTION	LOCATION
07.45 AM - 08.30 AM	Registration and Networking	Lobby
08.30 AM - 09.00 AM	Opening Ceremony	Red Auditorium
09.05 AM - 09.40 AM	Keynote 1 by Dr. Christos Anagnostopoulos	Red Auditorium
09.40 AM - 09.50 AM	Networking Break	Lobby
09.50 AM - 11.05 AM	Parallel Sessions (x3)	Red Auditorium, Classroom 1, Classroom 2
11.05 AM - 11.15 AM	Networking Break	Lobby
11.15 AM - 11.50 AM	Fireside Chat with Pradyot Sharma and Aman Jain	Red Auditorium

CONFERENCE OVERVIEW

AFTERNOON SESSION

TIME	DESCRIPTION	LOCATION
12.40 PM - 01.15 PM	Keynote 2 by Mr. Vijayraghavan Venugopal	Red Auditorium
01.25 PM - 02.40 PM	Parallel Sessions (x3)	Red Auditorium, Classroom 1, Classroom 2
02.40 PM - 02.50 PM	Networking Break	Lobby
02.50 PM - 03.25 PM	Keynote 3 ft. Professional Standards in Sport Management	Red Auditorium
03.30 PM - 04.05 PM	Keynote 4 ft. Aditya Datta and Ramakrishnan R	Red Auditorium
04.10 PM - 04.30 PM	Award Ceremony	Red Auditorium
04.30 PM - 04.50 PM	Closing Ceremony	Red Auditorium

KEYNOTE 1 (09.05 AM - 09.40 AM)

Good Governance and Integrity: The key pillars of shaping the future of sport in India



Dr. Christos Anagnostopoulos

UNESCO Chair on Governance and Social Responsibility in Sport
Assistant Professor in Sport Management
Hamad Bin Khalifa University, Qatar



Biography

Dr. Christos Anagnostopoulos is an Assistant Professor in Sport Management at the College of Science and Engineering, where he teaches the MSc in Sport and Entertainment Management program, a joint program with the University of South Carolina (USA). Prior to this, he was the Deputy Head of the School of Business and Management at UCLan Cyprus and an Associate Professor in Sport Management at Molde University College, Norway.

He is an editorial board member in nine international scientific journals related to sport management, and he has more than 120 scientific publications (books, articles, international conferences). Since 2017, he has secured more than three million euros from leading and/or participating in seven European research projects dealing with sport governance, social responsibility and entrepreneurship in sport.

In 2018, he was commissioned by the highest authority of sport in the Republic of Cyprus to write the first ever Code of Good Governance for the national sport federations, while in 2021 he was appointed as the sole consultant for the development of a multi-criteria evaluation scheme that assesses the performance of the national sport federations. He recently established the UNESCO Chair on Governance and Social Responsibility in Sport at UCLan Cyprus where he serves as the Director and one of the two co-chair holders.

The primary objective of the chair is to promote research, training, public dialogue, and international cooperation focused on enhancing organisational sport governance and implementing (corporate) social responsibility programs with sport as a central component.

In his keynote, Dr. Anagnostopoulos will discuss his research and touch upon his practical experience in appraising the governance of National Sport Federations. With the introduction of the National Sports Governance Bill 2024, this keynote speech is timely as stakeholders can understand the concepts behind the key tenets of good governance and how that can be utilised to develop India into a sporting superpower.

FIRESIDE CHAT (11.15 AM - 11.50 AM)

Navigating athlete representation and management in the changing sporting ecosystem



Mr. Aman Jain

Manager - Talent Management & Business Development
IOS Sports & Entertainment

Mr. Aman Jain manages around 20 athletes at IOS, which is the first non-cricket sports agency in India, which represents around 75 athletes in total from 22 different sports. His role at IOS consists of acting as a sports agent in management, as well as looking after business development through commercial avenues.

Mr. Pradyot Sharma aspired to bring good governance regime into sports and has previously worked as the Integrity Coordinator at Comité Olímpico de Portugal and for a World Anti-Doping Agency (WADA) project that aims to enhance the capacity and effectiveness of anti-doping education plans. He is also a Youth Officer at International Sport and Culture Association, which is a global actor closely cooperating with its 287 member organisations, international NGOs, and public and private sector stakeholders from 89 countries.

In this FireSide Chat moderated by Dr. Sahen Gupta, Aman and Pradyot will discuss the challenges associated with managing and representing athletes in the changing sporting ecosystem and how their respected post graduate degrees will help them to navigate these challenges.



Mr. Pradyot Sharma

Youth Officer - Projects, Advocacy & Member Relations
International Sport and Culture Association

KEYNOTE 2 (12.40 PM - 01.15 PM)

Innovation as the cornerstone of the Indian sport industry



Mr. Vijayaraghavan Venugopal

9 sub 3-hour marathons, including world majors
Co-founder, Fast&Up

Biography

Mr. Vijayaraghavan Venugopal, a mechanical engineer with a master's degree in international business from IIFT, New Delhi, approaches running with the same dedication as his professional career. Determined to complete as many sub-three-hour marathons as possible before age affects his performance, he has already achieved this feat in nine marathons so far.

In 2008, while serving as the country head of Lupin in China during the Beijing Olympics, Mr. Venugopal had the opportunity to witness the Jamaican relay team, including Usain Bolt, in action. Reflecting on that experience, the 47-year-old co-founder and CEO of Aeronutrix Sports Products Pvt Ltd, the company behind the popular sports nutrition brand Fast&Up, considers it a pivotal moment in his life and career. Four years later, he took up running seriously, and eventually, this passion led him to co-found the sports nutrition company he now leads.

Mr. Raghavan observes that sports in India are poised for significant growth. Beyond cricket, numerous sports are now vying for attention, and we are in an era where children aspire to become world champions. Achieving this vision demands robust infrastructure, with nutrition being a critical component. He emphasizes that reliance on imports for sports nutrition cannot be a long-term solution. The sector in India is evolving, with a promising future focused on better quality, greater innovation and enhanced local production.

Fast&Up was born out of a serendipitous mix: a chance conversation with bikers, a connection with a family owning a state-of-the-art laboratory in Lugano, and a shared passion for fitness. This fortuitous beginning marked Mr. Raghavan's entry into the world of sports nutrition. From starting with the running community in 2015 to becoming the preferred nutrition choice for athletes, Fast&Up's journey has been nothing short of exhilarating, fulfilling, and humbling.

In his keynote, Mr. Raghavan will discuss the transformative phase of the Indian sports industry and innovation is emerging as its driving force. From advancements in training methodologies and performance analytics to the development of cutting-edge infrastructure and sports nutrition, innovation is reshaping how sports are played, consumed and supported in India. As the nation dreams towards hosting the Summer Olympics in 2036, innovation will play a key role in ensuring India wins more than 10 medals in a single edition of the Summer Olympics.

KEYNOTE 3 (02.50 PM - 03.25 PM)

Towards an inclusive sport management education system in India: A case for professional standards framework



Prof. Meena Barot

Programme Leader - Sport Management
K J Somaiya Institute of Management



Dr. Sandhya Manjunath

Assistant Professor - Sport Management
James Madison University



Dr. Shiny Raizada

Assistant Professor - Sport Management
Symbiosis School of Sport Sciences



Neel Shah

Associate Dean
Global Institute of Sports Business India

Sport management is now well-established within higher education in some countries and is becoming an increasingly popular discipline in many others, with approximately 505 sport management bachelor's programmes housed in various academic units worldwide. Despite the limited number of higher education programmes in sport management in India, sport in India has undergone significant commercialisation in recent years.

However, the existing sport management programmes do not offer the comprehensive range of competencies found in the United States, Europe and Australia. This keynote panel will discuss the need for professional standards guiding sport management programmes in India in order to enable a holistic development of student employability, linked to all functions of sport business and management.

KEYNOTE 4 (03.30 PM - 04.05 PM)

Innovations in sport sponsorship in the age of new media



With over 22 years of experience in the business of sports, Aditya Datta is Founder of Impetus Sports, having previously served as the Commercial & Marketing Director of Gujarat Titans, Chief Operating Officer at FC Goa and was the CEO at 8848 Sports Ventures (8848 Sports, 8848 Sports Merchandise and The Fan Store). His expertise in Sports Marketing, Commercial, Financial planning, Key Account Management, Licensing & Merchandise has allowed him to taste diverse success. He has worked with numerous reputed Sports organisations and has also been an entrepreneur. Aditya has the distinction of working with leading sporting bodies like Everton FC, Indian Premier League, ICC Cricket World Cup, Indian Super League among others.

Growing up, Aditya always wanted to become a sports person, prompting him to take up Hockey. His dedication and skill saw him quickly rise up through the ranks and within a span of 5 years, he was representing Rajasthan at the National level. Aditya entered the business of sports after completing his MSc in Sports & Leisure Management from Loughborough University, UK.



Ramakrishnan R (Ram) is the Co-founder and Director of Baseline Ventures. He has the experience of handling marketing and sales functions in varied industries. Ram has been a prolific dealmaker in his previous stints overseeing sponsorships and partnerships sales. With over 15 years of experience, he is adept in handling the US and Europe markets. Ram has been at the forefront of global sports marketing deals across varied sports and international talents.

Founded in 2014, Baseline Ventures is now a leader in sports, entertainment and brand licensing with offices in Mumbai, Delhi, Bengaluru and Singapore. Baseline represents and manages some of India's greatest athletes, is at the forefront of iconic brand partnerships and stages sports properties that deliver unmatched value to stakeholders. In addition, Baseline is the pioneer behind India's first privately owned sports league, the Prime Volleyball League. The league operates on a business model with franchise owners as stakeholders in its holding company. The league features eight teams from Ahmedabad, Bengaluru, Calicut, Chennai, Hyderabad, Kochi, Kolkata and Mumbai.

ChangeMaker In Sport 2024

PRESENTED BY



UNESCO Chair on Governance
and Social Responsibility in Sport

كرسي اليونسكو في الحوكمة
والمسؤولية الاجتماعية في الرياضة



ABOUT THE AWARD

The **ChangeMaker in Sport Award** recognises an individual or organisation who has/have positively impacted lives of people in India through sport. The 2024 Award will be presented by the **UNESCO Chair on Governance and Social Responsibility in Sport**.

These initiatives can either be in the **Sport for Sport** or **Sport for Good** strands.

The **Sport for Sport** approach focuses on the intrinsic development and promotion of sports for their own sake. It prioritises enhancing the quality, accessibility, and participation in sport itself. Success is measured in terms of participation rates, competition outcomes and the quality of the sport system.

The **Sport for Good** approach leverages sport as a tool to achieve broader social, economic, or developmental goals. The primary focus is on using sport as a means to address societal challenges. Success is measured by social impact (e.g., reduced crime rates, improved mental health, improved societal cohesion, increased youth employment or increased school attendance).

All nominations will be assessed in confidence. The award will be given out during the Indian Sport Management Conference 2024.

CONFERENCE PROGRAMME

SPORT FINANCE RED AUDITORIUM

TIME	TOPIC	PRESENTERS - AFFILIATION
09.50 AM	Financial regulation in French football and other European leagues	Dr. Yann Carin <i>University of Lille</i>
10.05 AM	Gender gap in payment of IPL vs WPL: A comparative analysis of payment vs performance and influence of broadcasting	Varsha Venugopal <i>Symbiosis School of Sport Sciences</i>
10.20 AM	The economic impact of MotoGP Bharat 2023 on the local community	Taruka Srivastav <i>PlayKnox</i>
10.35 AM	The intersection of accounting, legal and regulatory frameworks in professional team sports: a research agenda	Dr. Christina Phillippou Dr. Sarthak Mondal <i>University of Portsmouth</i>
10.50 AM	A comparative study of financial sustainability in the ISL and JLeague between 2014-15 and 2019-20	Dr. Sarthak Mondal Dr. Dan Plumley Prof. Rob Wilson <i>University of Portsmouth, Sheffield Hallam University and UCFB</i>





CONFERENCE PROGRAMME

SPORT DEVELOPMENT AND EDUCATION CLASSROOM 1

TIME	TOPIC	PRESENTERS - AFFILIATION
09.50 AM	Dynamics of SAPA literacy among school and college going students	Sulagna Mukherjee Tarun Abhichandani K J Somaiya Institute of Management
10.05 AM	Institutional isomorphism and professionalisation in sport management higher education and research in India	Dr. Sandhya Manjunath James Madison University
10.20 AM	Improving student employability in sport through the GOALS Masters	Dr. Yann Carin Pradyot Sharma University of Lille
10.35 AM	Action learning - a pedagogy for sport management educators	Prof. Meena Barot K J Somaiya Institute of Management
10.50 AM	Developing a healthier sporting ecosystem: Athlete and coach perspectives on motivation and self-care	Nandini Choudhary Dr. Sahen Gupta University of Portsmouth
11.05 AM	An overview of grassroots sport development in India	Suheil Tandon Pro Sport Development



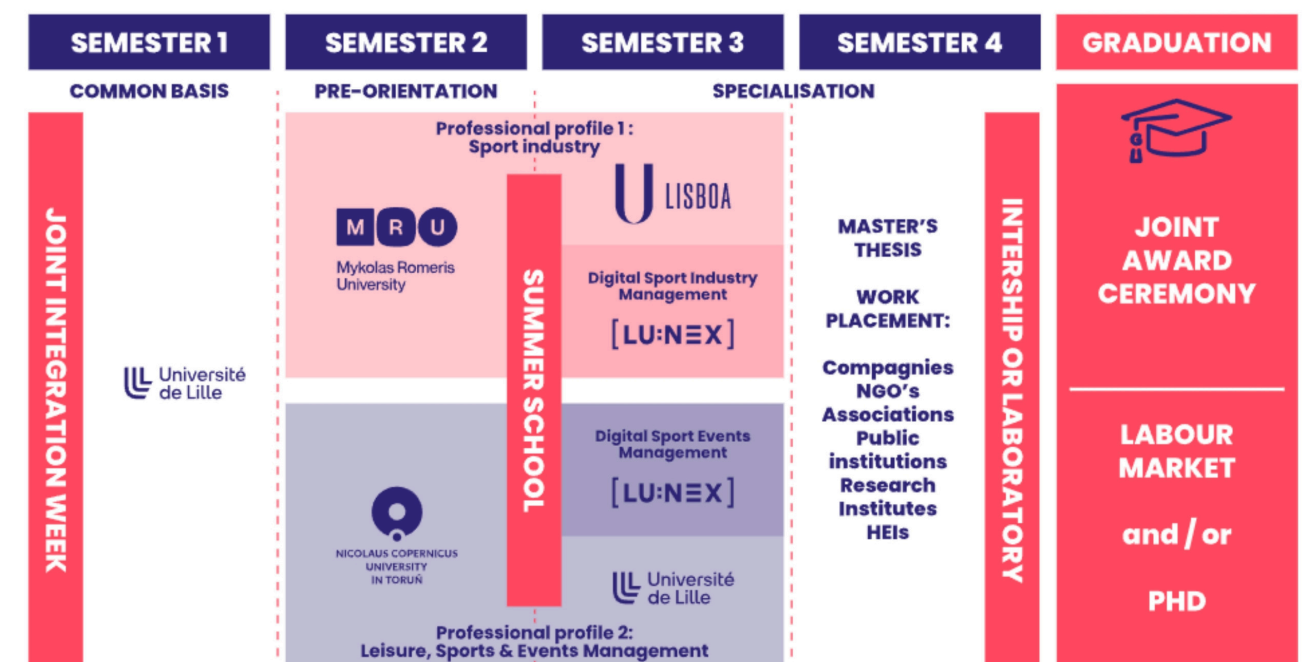
GOALS MASTER PROGRAMME

RECOGNISED BY THE EUROPEAN UNION

GOALS (GOVERNANCE and Administration of Leisure and Sports) is a two-year programme entirely taught in English (120 ECTS) and jointly operated by the *University of Lille (France)*, the *University of Lisbon (Portugal)*, *Mykolas Romeris University (Lithuania)*, *Nicolaus Copernicus University (Poland)*, and the *International University of Health, Exercise & Sports - LUNEX (Luxembourg)*.

GOALS Master program offers students many opportunities to pursue their academic and professional objectives. Upon completion of this joint degree, students are prepared for a range of careers in sport management. They will be employed in sport organisations also they will have the necessary skills and competences to act as self-employed on individual basis as a partner, consultant and expert.

Duration	Course Type	Location	Fees	Mode
24 Months	Masters	France, Lithuania, Poland, Portugal, Luxembourg	EUR 8000/year	Full-time



All students will spend their first semester at the **University of Lille** with a common track. The courses will cover technical aspects of sports management, finance and methods, within an economic and legal perspective frame. The knowledge-transfer process will develop the necessary skills of the attendants for a successful career in the international sports administration sector.

The second semester gives the student the opportunity to get pre-orientation between the two professional profiles: **(1) Sport Industry** and **(2) Leisure, Sports and Events Management**. The third semester allows students to specialise in the fields they chose in the first year.

In the final semester, students choose either an experience in a sports organisation (internship) or research activities in a laboratory. At the end of the semester, they defend their internship report or master thesis.

Sport, Business and Management: An International Journal

Sport, Tourism and Business: Innovation, Inclusion and Integrity in India and Emerging Markets



Call for papers!

*Sport, Tourism and Business:
Innovation, Inclusion and
Integrity in India and
Emerging Markets*



Closes: 31 May 2025

www.emeraldgroupublishing.com/journal/sbm

This special issue Sport, Tourism and Business: Innovation, Inclusion and Integrity in India and Emerging Markets aims to make several new contributions to the field. The issue will also look for interdisciplinary Insights into the domains of sports, tourism and business, focusing on the emerging trends and practices.

List of Topic Areas

- Sport Tourism Marketing Strategies
- Sustainability in Sport Tourism
- Sport mega-events and social inclusion
- Sport mega-events and public value partnerships
- Sport Business and the role of third sector agencies
- Sport, Business, and Sponsorship
- Policy and Governance in Sport Tourism
- Technological Innovations in Sport Tourism
- Ethical practices in sport tourism sustainability
- Management and Leadership in Sport Tourism

Key Deadlines

Opening date for manuscripts submissions: 29th November 2024

Closing date for manuscripts submission: 31 May 2025

Email for submissions: nkumar14@amity.edu



CONFERENCE PROGRAMME

MARKETING AND SPONSORSHIP IN SPORT CLASSROOM 2

TIME	TOPIC	PRESENTERS - AFFILIATION
09.50 AM	An overview of sports sustainability practices in India	Dr. Vandana Tripathi <i>K J Somaiya Institute of Management</i>
10.05 AM	A case study of sport event sponsorship in India: Learnings from the management of sponsor-see relationships at a major local sport event	Sagar Surve <i>K J Somaiya Institute of Management</i>
10.20 AM	The Growth and Challenges of BGMI E-Sports in India: An Analysis of Player Experiences and Industry Dynamics	Drick Burman Kunal Buddhadeo <i>Symbiosis School of Sport Sciences</i>
10.35 AM	Decathlon's Olympic Sponsorship: Exploring Fan Perceptions and Market Impacts	Mark GS Paul Dr. Peter Dickinson <i>Loughborough University</i>
10.50 AM	Global cheers, Local voices: Exploring how digital content bridges Indian fans to the world of sport	Avik Biswas Priyank Sinha <i>IIT - Guwahati and Stockholm University</i>



CONFERENCE PROGRAMME

INCLUSIVITY AND GOVERNANCE IN SPORT RED AUDITORIUM

TIME	TOPIC	PRESENTERS - AFFILIATION
01.25 PM	Barriers to female participation in sport in the state of Uttar Pradesh	Taruka Srivastav <i>PlayKnox</i>
01.40 PM	Proper policy and procedures: The keys to good governance and administrative reform	Kervin D Jean <i>University of the West Indies</i>
01.55 PM	Governance of sport organisations - case of boxing globally	Manay Chawra <i>K J Somaiya Institute of Management</i>
02.10 PM	Identifying key factors in anti-doping education plans to enhance the capacity of national sports organisations	Pradyot Sharma <i>LUNEX University</i>
02.25 PM	Inside the Ring - A Phenomenological Exploration of Boxers in Trinidad and Tobago	Dr. Anand Rampersad Nathan Chapman Makalya Ramlochan <i>University of the West Indies</i>



STUDY A GLOBAL MASTER'S DEGREE *in* SPORT



Study online with access to iconic stadiums around the world or on-campus in Brussels.

Global Institute of Sport's master's degrees in football and sport are available to study completely online or in a distance with attendance format with teaching inside the iconic Wembley Stadium, Inter Miami's Chase Stadium and Melbourne Cricket Ground. All GIS students also get access to New York's Red Bull Arena and Toronto's BMO Field.



BRAND NEW OPPORTUNITIES

S Study a **Postgraduate Diploma in International Football Business** on-campus at **RSC Anderlecht's Lotto Park in Brussels.**

S Study, train and play football in **Dubai** at GIS Dubai Academy in partnership with Steven Taylor's **The Player.**

**Master the global sports industry with Global Institute of Sport
GIS.SPORT/INSMA**

AWARDS TO BE GIVEN OUT IN #INSMA2024

The GOALS Best Research Paper Award

The **GOALS Best Research Paper Award** is a distinguished honour presented at #INSMA2024 to recognise exceptional scholarly contributions showcased during the event. The winning paper is selected through a comprehensive evaluation process by the program committee, based on criteria including originality, clarity, technical quality, and relevance to the conference topics.



The GIS Best Professional Practice Paper

The **GIS Best Professional Practice Paper** honors exemplary contributions that bridge the gap between academic research and real-world application. Papers considered for this award are evaluated for their practical relevance, clarity, originality, and ability to address contemporary challenges in professional practice.

The UoP Global Best Student Paper Award

The **UoP Global Best Student Paper Award** is a prestigious recognition presented at #INSMA2024 to honor outstanding research conducted by a student. The award seeks to encourage and celebrate the contributions of students to advancing knowledge and fostering new ideas in the field of sport management.



CONFERENCE PROGRAMME

PERFORMANCE ANALYSIS IN SPORT CLASSROOM 1

TIME	TOPIC	PRESENTERS - AFFILIATION
01.25 PM	Influence of menstruation phase on adolescent athletes	Sakshi Bhosale Dr. Nitin K <i>K J Somaiya Institute of Management</i>
01.40 PM	Paris Olympic Games 2024: Statistical significance of performance across set in Badminton Women's Doubles	Krishnapriya SP Vineetha Sankar <i>Symbiosis School of Sport Sciences</i>
01.55 PM	Towards a model to develop physical activity index for amateur athletes	Arko Biswas <i>SportiLabs</i>
02.10 PM	A comparative study on team communication and cohesion between super division and elite division football players of MDFA	Simarpreet Singh Dr. Nitin K <i>K J Somaiya Institute of Management</i>
02.25 PM	Performance analysis of India at the Paralympics 2024	Dr. Sanjiwani Kumar Prof. Sudarshan S Karan Jain Priyal Natani <i>K J Somaiya Institute of Management</i>



CONFERENCE PROGRAMME

MISCELLANEOUS CLASSROOM 2

TIME	TOPIC	PRESENTERS - AFFILIATION
01.25 PM	Analysing the game-related statistics in tennis grand slams	Dr. Shiny Raizada <i>Symbiosis School of Sport Sciences</i>
01.40 PM	Assessing reliability of portable devices for measuring countermovement jump height	Dr. Shiny Raizada <i>Symbiosis School of Sport Sciences</i>
01.55 PM	The economic impact of injuries on team performance, team morale and the business of sport: An Indian context	Dr. Amol Patil <i>K J Somaiya Institute of Management</i>
02.10 PM	Competition strategy for sport analytics: Achieving economies of scale for a sport based start-up	Mihir Chablani <i>K J Somaiya Institute of Management</i>
02.25 PM	Revolutionising the Indian sport ecosystem through technology: A study of 250+ Indian startups	Swathi Bhojraj Akanksha Mukherjee <i>Propelathon and K J Somaiya Institute of Management</i>



**YOUR TIME.
YOUR PLACE.**

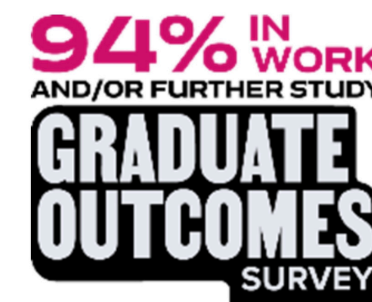
Study a Sports Degree in the Sporty City

- UoP Sport and exercise sciences courses are ranked **1st** in the UK for student support Postgraduate Taught Experience Survey 2024 (PTES).
- Portsmouth is home to the Great South Run, INEOS Team UK and Portsmouth Football Club.
- Guest speakers from professional bodies and elite sports organizations such as the Dutch Olympic Committee, European Athletics and Formula One Racing.



Postgraduate Courses:

- MSc Sport Management
- MSc Applied Sport & Exercise Performance
- MSc Sport & Exercise Psychology
- MSc Clinical Exercise Physiology



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SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

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