



# Master's degree thesis

**IDR950 Sport Management**

**Title: The Changing Face of Cricket and Its Impact on Cricket Growth with a Focus on Two Leagues; IPL and PSL- Need for Introducing Short Formats of the Cricket**

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## **Preface**

This thesis is the final project of Master of Science in Sport Management at Molde University College. This research has been made during last couple of months in order to complete the degree.

It would not be possible to complete this without the continuous guidance of my Supervisor. I would like to thank Solenes Oskar, who has been supervising my work throughout the process and led me to the right direction with valuable and informative discussions. I am so grateful for his continuous guidance during the entire time of writing my thesis.

Lastly, I would like to thank my family for their encouragement and support. I appreciate their encouragement and affection during this journey.

## Summary

This research is conducted to analyze the historical evolution of cricket to fit into this more globalized world. The purpose of this study is to determine the need and motives which were necessary to change the formats of cricket in order to survive in market. This study is made on two cricket leagues from the countries which have this game of cricket as most famous sport. The objective of focusing on these two leagues is show how the traditional cricket needed to adapt the changes according to the perspective of interest of fans and grab the crowd to the stadiums. These leagues have proven in shorter period of time that it was necessary to make the long game short to develop more interest among fans, which ultimately attract the investors as well. There are several aspects discussed on the historical background of cricket in those countries which are making cricket big at an international level as well.

The research has also been made on the figures which show the growth rate of this business of cricket after introducing the leagues based on shorter format. This study also examines the different challenges that cricket has been facing from many years and there are some problems which are affecting the cricket in a negative way despite of making immense growth in terms of worth and gaining popularity.

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## 1.0 Introduction

*Cricket is often thought of as the very embodiment of tradition and slow evolution, yet it's a sport that has been prepared to adopt quite radical changes to survive and thrive over the last 50 years - even if reluctantly at first (Oliver 2018).*

Cricket was invented in Europe just like other popular team sports i.e. is not a big sport as football and rugby, the uniqueness of the game was the reason of its development and internationalization (Dominic Malcolm 2009). In the Asian region of the world Cricket has grasped more roots than in Europe, and now it is the most popular sport in India and Pakistan. Even though Field hockey is the national game of both countries, but cricket is the most popular sport of the sub-continent. These two countries have great exposure for this game and supported by millions of die-hard fans especially in the international events when these two countries compete with each other, then millions of people from both countries watch this game worldwide. These two countries have a historical background of rivalry since the partition in 1947 and cricket matches between India and Pakistan are considered as the mother of all cricket battles (India 2018). Because this is the most famous and favorite sport of both nations, so their historical and political rivalry is reflected in their matches of cricket as well.

In general, cricket can be described as a bat and ball game which is played between two teams, each team has 11 players. The cricket matches are being played on the 22-yard-long pitch in the center of the field. The match is divided into two periods called innings and in an inning one team bats (two batsmen at field in one time) while the other team fields with all 11 players, the purpose is to score more than the opposing team (Checkfit n.d.). But over the time, the formats of cricket have been changed but with the same basics of playing the game. The changes in format and technological innovations made it so popular and it has become a \$2 billion a year sport with a revenue growing at 5 to 6 percent a year (Oliver 2018). But still there are some issues despite of all innovations and technological advancements. First one is relevant to the five-day test match cricket as it is losing its charm and becoming boring, so it might need to be cross-subsidized by the one-day formats (Oliver 2018). The second issue is relevant to the national imbalance i.e. the growing gap between economic



and financial power of Indian cricket and the rest of the world, although it greatly increased global cricket revenues (Oliver 2018). India has proven itself a biggest market for cricket and it is creating influence worldwide, as many other cricket playing countries are following their path the way cricket is being marketed there.

In this case study all the motives and forces will be discussed which have affected the older and traditional format of cricket by elaborating the structure and operating patterns of these biggest and well-known cricket leagues of Asian region. Since cricket is huge in India and Pakistan, that creates a valuable market for investors and sponsors to create some hype and excitement to make the event successful. This sport started declining almost a decade ago due to its long formats and became boring for young fans and even for the people. This problem got more serious when International Cricket Council and other domestic test cricket events were not generating revenues from the test matches events anymore, even though the format of one day internationals saved somehow to generate profits which was enough to pay the expenses spent on test matches. but this game was losing its charm in such time where everything was becoming faster, and fans do not have enough time to spend all their day in front of Television screens or in stadiums. So, this shorter format of Twenty20 was introduced in England first, this idea went pretty well. Especially for India, as they adopted this format and implement into their domestic league i.e. IPL started in 2009. Some other countries and Pakistan most prominently followed this format and launched its very own home league i.e. PSL. It became major success for both of the countries because they formed their cricket leagues on this three-hour format of the game with some national players and some international players. IPL started almost a decade ago but PSL 2015, which is quite new and smaller as compared to IPL. Both leagues are generating immense revenues as an international event and much appreciation from the fans all over the world.

In this research, different aspects of changing or updating version of cricket will be elaborated and analyzed to see this elite game changing and becoming bigger in other countries rather than just being a British sport. The aim is to discuss the change of traditional cricket into modern cricket by focusing on the cases of Indian Premier League and Pakistan super league to show how this diversity and change has affected the growth of cricket worldwide. Because these leagues are showing huge growth despite of facing major challenges and making a distinguish position in the world of cricket. These leagues are mixture of sport and entertainment as lot of actors and movie stars are part of these leagues even some are the owners of teams. This factor is very successful in grabbing more people

to the stadiums by making opening and ending ceremonies with some glamorous touch of movie stars.

This research also shows the brief history of cricket, its origin and how it evolved into different formats with the passage of time. The purpose of this study is to investigate the motives which have affected the traditional cricket to make it bigger and more successful through introducing cricket leagues concept, which became massive successful in India and Pakistan. The focus is made on two leagues which will describe the facts and motives that how this changing face of cricket has become a big deal in this business. These leagues are organized on the frequent basis after a specific period of time and are gaining attention from the world. It was important or the survival of cricket to introduce shorter and faster format of matches to grab more fans and make more opportunities for investors who can own and turn into venture capitals and business entities. After the arrival of Indian premier league, the global business of cricket has moved to the eastern part of world and it has become a financing hub for cricket (Agur 2013).

## **1.1 Research Question**

This research is about the new format of cricket which is updated version of the old traditional cricket with some changes and this new format has turned out to be the most successful for the cricket i.e. Twenty20. In this research the focus is made on two cricket leagues which are formed on this format of cricket and have been successful in shorter period of time. These leagues are from India and Pakistan because cricket is huge in these countries and they have their domestic cricket leagues, so this research is an analysis of changing of cricket over the time. So, the research question would be;

How the changing face of traditional cricket by introducing Twenty20 format is affecting the growth of cricket? What are the driving forces and resistances to make the long game short along with its background? To discuss and explain this topic two cricket leagues from India and Pakistan are focused as a case study, which will explain how the shorter format of cricket is affecting the big business of cricket in India and Pakistan? What are the major challenges and problems that these leagues are currently facing? Since these countries are the cricket loving nations and they formed their own domestic cricket leagues which is not less than an international event. So, in this case study the there is a brief discussion on the history of cricket to understand what cricket is and how it evolved according to the need of the time. The discussion will be based on the patterns on which these leagues are formed

and operating, will show how it is affecting the growth of cricket worldwide in terms of marketing along with the consequences and shortcomings of such leagues.

## **1.2 History and origin of cricket**

Cricket is usually considered as representation and symbol of tradition with slow evolution, but it has adopted reasonable changes to survive and sustain its growth over last 50 years (Oliver 2018). It would not be wrong to say that cricket had to adopt reasonable amount of changes to survive and grow in this faster and more competitive world of sport.

The overview of this very British sport and history along with the origin of this bat and ball game is described as follows that how this English game became so much popular in Asia. In first half of the 18<sup>th</sup> century cricket became the leading sport in London and south eastern region of the England. Due to the constraints in travelling its spread was limited (Council u.d.). It was a popular game in rural English people of every social class, this game was not only played on village grounds but also in public schools that is why it became a English game and by the end of eighteenth century a number of villages found the teams of women cricket as well (Guttman 1994). Cricket was introduced to North America via English colonies in early 17<sup>th</sup> century and in 18<sup>th</sup> century it was arrived in the other parts of the globe (Council u.d.). The development of railways network in England helped cricket to grow and spread as different teams could travel and play from long distance teams and it also helped to grab the large size of crowd (Cricket u.d.).

The first ever international cricket game was played between the USA and Canada in 1844 at the St George's Cricket Club in New York and in 1859 a team of leading English professionals visited North America on the first-ever overseas tour (Cricket u.d.)

The British army units made cricket more famous by introducing it to the locals and it increased the number of teams across the British Empire that is how it became more popular. 19<sup>th</sup> century was also important year of women's cricket development but very first women's county match was played in 1811, then in 1890's women match was played out in front of crowds across the south of England and in Australia (Cricket n.d.).

When Imperial cricket conference (as ICC was originally called, now known as International cricket council) was founded in 1909, has three members i.e. England, Australia and south Africa and later more countries became test (cricket) nations (ICC n.d.). Since this research is about the cricket of India and Pakistan, these countries became the part of ICC after

1930's. India became the Test cricket nation in 1932 before the second World War and Pakistan became the part of test cricket nations in 1952 (ICC n.d.) as Pakistan was part of India until 1947.

Test cricket match is the longest duration game played between the two teams who play four innings which may last up to five days and considered to be the best way to see the performance and endurance of players and teams. International Cricket conference ICC organized its first Men's Cricket World Cup in 1971 in England with all teams which were member of ICC at that time i.e. Test playing nations and West Indies triumphing at Lord's in the final (ICC n.d.).

### **1.3 History and Significance of cricket in India and Pakistan**

India and Pakistan were used to be one country i.e. India, before 1947, and British Crown ruled this region of world since 1858 until the partition 1947. Both countries have so many things in common e.g. culture and interests, while cricket is one those. Britain brought this game to India in early 1700s and after that some cricket clubs in different communities started establishing (Nair 2011).

The cricket was a British elite game but over the time it made deep roots and according to Nandy, "*Cricket is an Indian game accidentally discovered by British*" (Nandy 2001) (Nair 2011). There is one part of Indian culture which seems to belong to England and that is known as cricket, resulted in dynamics of decolonization of Cricket in Asia from Great Britain (Appadurai 1995).

The India is more prominent in all the history of cricket because Pakistan was the part of India before, People used to live together and share a lot of common interest. So, the concept of history of cricket in Pakistan is also referred in the same context of India until partition in 1947. The Parsee community is considered to be the bridge between Indian and English cultural sensibilities because they were first Indians who played the game at high level in Bombay (Nair 2011). The seamen employed by the East India Company used to play cricket at Cambay in 1721, thus Calcutta cricket club was found in 1792 by Parsees, this minority gave most successful cricketers to Indian region for a decade (Guttmann 1994). It gradually became a popular game, later on this game became the most spectator sport in India. The first Indian cricket club-based tournament was organized in 1907 by Lord Harris who was the governor of Bombay, was avid cricket player since childhood, realized the potential of

this game in the region and constructed cricket grounds and organize native teams to encourage this sport (Guttmann 1994). Lord Harris inaugurated the annual cricket tournament between three teams consisting of Parsees, Europeans and Hindus, and after couple of years in 1912 Muslim team entered in the biggest tournament in India i.e. Bombay Quadrangular (Nair 2011) (Guttmann 1994).

This is how other communities also joined this game in subcontinent. At that time there were freedom movements going on between Hindus and Muslims from early 20<sup>th</sup> century until 1947. There were a lot of conservative mindsets has motto of 'Divide and Conquer' (which means to divide the people of subcontinent in two countries on the basis of religion and race) but the Governor of Bombay Lord Harris hoped that the game of cricket might create a strong bond among different religions and linguistically divided people (Guttmann 1994). This idealism was followed by other notable personalities e.g. governor of Bombay and Bengal as well and they supported this concept that Hindu and Muslim should play on the same team between 1937 to 1932 (Guttmann 1994), (when freedom movements were on peak and some Hindu Muslim riots were going on to get freedom). Before the partition of the subcontinent in 1947, this game emerged in all the communities and became the common interest of the nation which remained the common among the people of that region even after getting the freedom from British Empire.

Since the partition in August 1947, India and Pakistan became two separate countries and got their independence from the British Rule, All the corporations, banks, newspapers etc. replaced the British officials but if we see the role of game's sponsors and promoters they continued the British opposition to religiously divisive communal cricket (Guttmann 1994). After becoming an independent country India got their first victory in Test match against England in 1952 and in the same year they won their first Test series against Pakistan (Nair 2011). In that era cricket became passion for the people of India and most prominent victories included the World Cup in 1983, the Asia Cup in 1984, and World championship of cricket in 1985 (Nair 2011). This decade with some important victories made a great deal for fans to rejoice and cheer for their favorite sport.

In almost 70 years since the partition, both countries have had three wars even after partition, although there was not any formal declaration of war but most of the time there is so much tension on the borders (B. News 2017). This rivalry also reflects in cricket as well, people become so much hyper when there is an international match or series of match organized by International cricket council, the people of both nations expect too much and billions of

people from both countries watch these matches. Every time when there is match between these two great rivals, the TV viewership creates history. In the Champions trophy one day international match played between India and Pakistan in 2017, the viewership was registered over 201 million reach, and according to a television viewership agency BARC India, 47.45 million viewers at any time during the match (Laghate 2017). This game had 324 million viewers in total of which 60% was from India, while the world cup of 2011, when India and Pakistan played, it was estimated that around a billion viewers of both countries around the world have viewed the match, But ICC figured out 495 million viewers who watched game on TV overall and 313 million watched in 2015 world cup match between India and Pakistan overall (Wigmore 2017). These events have other teams also from all over the world, but the viewership and craze during a match between India and Pakistan is notable. Cricket remained as popular and being loved in both countries after the partition as well, but it became more interesting when these countries have confrontation of their teams in International cricket events. As, it is obvious in facts and figures of viewership of these big matches.

#### **1.4 Understanding of the Cricket and its different Formats**

There are three formats of the cricket played internationally, i.e. Test matches, one day international matches and Twenty20 internationals, all these formats and matches are played under the rules and regulations approved by International Cricket council (game n.d.). The historical evolution of formats of cricket are explained in order as follows; Test match is traditional format of the cricket and has been played since 1877, in this form two teams are tested over a longer period of time based on their skills and playing techniques, now it is settled in a five day format consists of two innings each and teams has to show their techniques and attitude according to the situation (game n.d.).

The second format started in 1971 which is called one day internationals, this format consists of one inning of 50 overs (one over consists of 6 balls) for each team (game n.d.). Both teams have to exhibit the technique along with speed and skills to score without losing much wickets. This format developed more interest of fans because of the speed and being for just one day. The ICC cricket world cup and ICC women's world cup (of one day international format) are held after every four years in this format (game n.d.). This is one of the mega events hosted by International cricket council with all the member countries participating.

Twenty20 internationals are the latest, shortest and fastest form of cricket in which each team plays 20 overs. This format was introduced in 2005 and it became so successful to bring more audience to the cricket because this format is completed in three hours with amazing bowling, batting and fielding techniques (game n.d.). ICC world Twenty20 is the premier international T20 tournament started in 2007 and Women's World T20 started in 2009 along with men's event (game n.d.). The most famous cricket leagues that are going to be discussed here i.e. Indian premier league and Pakistan Super league have the same format of Twenty20. These are not the first venture of this format because in 2003 England and Wales Cricket Board (ECB) as they noticed the decreasing number of attendances and reduced revenues from the test matches (played over five days for one game) and one day internationals i.e. 50 overs game (played for around 8 hours). Then they came up with this new idea of Twenty20 (limited to 20 overs with three hours of game time) matches and in Twenty20 world cup the result was obvious with packed stadiums and increasing number of revenues (Ankit 2018). Along with the developments in formats, there has been lot of technological innovations such as Hawk eye, heat cameras and snickometers (a review system that helps the sense of fairness of the game and the way to increase crowd involvement) were introduced in cricket to improve the umpiring decisions (Oliver 2018). In 2007, International Cricket Council held the inaugural Twenty20 World Cup in South Africa and it had a very exciting final when there was match between two great rivals i.e. India and Pakistan, India beat Pakistan by five runs to win the tournament. It was unexpected victory for India like they won in 1983 in the 50-over World Cup and this new victory in the inaugural season of Twenty20 world cup brought new joy for the Board of Control for Cricket in India (BCCI) then BCCI used this format for national and international events and hosted some Twenty20 series (Agur 2013). Initially, it consisted of a mid-season event for a shorter period of time over the year to attract fans to the stadiums. Twenty20 quickly gained the attention and became instant recipe of money making because of packed stadiums even for domestic leagues in the world's most cricket loving countries (Agur 2013) not just for international events.

## **1.5 Establishment of Twenty20, why there was a need to introduce this format?**

The globalization has been a major factor to describe the changing and integration of markets which are greatly affected by the benefits and disbenefits of economic relationships (Remco M. Beek 2019). This term of globalization has changed or affected many games over the period of time due to the need of market and economic conditions, the games like football and cricket were also affected in a way. The new globalization is directed by the introduction of modern technology which has reduced the cost of exchanging of ideas in different regions of the world (Baldwin 2016). There are two stages of globalization, described by (Baldwin 2016), firstly around 1820 which was ‘unbundling’ of production and consumption i.e. (when people used to produce more products than they consumed and manufacturing other things which were needed but not as direct product but the products are needed in manufacturing process) (Grenville 2016). The European countries colonized Asia and sub-Saharan Africa, as these countries became the suppliers of raw material for European manufacturers and the markets of European goods (Remco M. Beek 2019). The second stage of globalization occurred when the ‘communication cost’ declined due to technological innovations and this was the start of globalization (Baldwin 2016) (Remco M. Beek 2019). According to (Little 2017) it authorized the innovation in the development of new business models and strategies.

Twenty20 cricket competition was launched in England and it is the faster and updated version of traditional Test matches (four day) and one day matches. This version was introduced because of the decreasing interest of the people and lowering profits of England Cricket board. This very British sport has a governing body ECB which generates revenue from international cricket matches through the ticket sales, media right sales and merchandising, in 2004 the turnover of ECB was £75.12 million and 80% of the income was coming from the media rights (Adrian Pritchard 2009). The domestic clubs and counties of cricket in England receive incomes from England and Wales Cricket board and are also subsidized by ECB. If the revenues of cricket are compared with the British football then it had greater turnover of around £85 million, Manchester United with the highest of £ 167.8 million (Rich Parkes 2007) (Adrian Pritchard 2009). The main reason of higher revenues of football in England shows that it has higher interest of people and more fan following than



cricket. But this fact seems ironic because cricket was considered a British game and has evolved more in India and Pakistan in terms of popularity and fan following than the Britain. Because cricket is huge now in Subcontinent rather than in England or any other part of world, but there are other countries too who have this game as one of the big and recognized sport but not as big as it is in subcontinent.

The purpose why this shorter and faster format was introduced, was to grab more people to the game through such variations to develop the interest of the people. In the county cricket season teams would take a break from first-class test matches (consisting of three to five days) which were obviously time consuming and started becoming more boring for the fans of cricket over the period of time, then there came a play a series of compressed and fast-paced matches i.e. T20 (Agur 2013). It is limited to 20 overs (120 balls) for each team, this format quickly made itself distinguished from traditional cricket and it became the breath of fresh air for the Fans towards these action-packed three-hour spectacles (Agur 2013).

The marketing manager of English Cricket Board Stuart Robertson commissioned a detailed survey to know the exact reasons of declining of cricket attendance in stadiums. The top reason which was found after so much anticipation that it is becoming boring for fans and when the question about shorter format of the cricket was asked 34% of the participants expressed their approval (Williamson 2012). The majority of the participants or the people who responded to the survey were children, young people aged 16-34 and women etc. who disliked the game, so introducing shorter form was the reason to attract these rejectors or the people who lost interest in this game (Adrian Pritchard 2009). So, Robertson came up with the idea of introducing shorter format, but ECB took a lot of time to convince counties and these communities, petitions were approved in April 2002 by ECB, the chairman of ECB Lord MacLaurin said;

*'From the feeling there, we were not going to win the votes.'* *'I had the list of chairmen and called them the night before. I said 'All I ask is that you give me a chance. After three years, we will have review. If it's not successful we'll pull the plug.'* (Williamson 2012).

When counties voted it was 11 to 7 and this is how this format was approved. The marketing manager Robertson hosted a media group in Spain in a room of 20 to 30 people and asked for new name of this short format of cricket, most of them came up with Twenty20 in various spellings (Williamson 2012). The Twenty20 was launched in 2003 and played among the 18 first class counties in England and Wales, it was staged during the month of June and consisted of around three hours, since it happened during the summer in evening timing to grab more crowd and to get more social attention by targeting younger people who have

spare time after their jobs and work. There were no sponsors for the event and £250,000 were spent on the marketing however some TV channels broadcasted this event (Adrian Pritchard 2009).

New product development strategy was adopted, although this process is always risky and there are greater risks of failure (Adrian Pritchard 2009) and the 4 counties out of 11 voted against it which shows that making amendments in games formats is not that easy and no sponsors were shown up in the first Twenty20 event of England. According to (Booz 1982) new product developments are categorized as; Product replacement, addition to existing lines, new product line and the new products. If Twenty20 is categorized in the product development category, then it would fall under the 'addition to existing lines' because it already had the four-day test matches and one day cricket matches, and this shorter form was new in the existing world of cricket (Adrian Pritchard 2009). In an economic context, consumers need a product which increases their satisfaction and happiness in their life (Sunaina K. Chugani 2015). The main motive to introduce the shorter format was to attract more fans (consumers of sports) to the stadiums and the existing longer formats were not providing the level of satisfaction (entertainment) to the fans. Consumer satisfaction depends upon the disposal of the product and this shows the relationship between the product and the happiness of the consumer (Sunaina K. Chugani 2015). This aspect of product replacement is somehow relevant to the fact that the shorter format of cricket is a replacement of the product in order to entertain the consumers to their expected level. This product (cricket) is influenced by the fans of different regions and particular market needs, that is why it was upgraded according to the need of society. Social identity theory is relevant to the formation of an individual's identity with different categorization.

Fans witnessed the birth of a faster, more aggressive, harder hitting version of cricket and Twenty20 also became so much popular with broadcasters, sponsors, advertisers, and among national and international players (Agur 2013). All of these stakeholders have made tons of profit from the new form of the game and other countries also started such leagues after seeing the success of this faster and hard-hitting version of cricket to make profits out of this new concept of cricket format.

## **2.0 Theoretical Approach**

### **2.1 Social Identity theory**

Social identity theory is relevant to the formation of individual's identity with different categorization based on name and classified based on name and classified world (Stryker 1980). These categories are recognized on the basis of culture, symbols and designated positions which are structured by the rules specified by the particular cultures (J. E. Burke 2000). So, social identity theory and identity theory deals with the elements of the sutured society and inter group relations among member of one category or group (J. E. Burke 2000). Cricket in Asia has developed and become like an identity gradually. The players used to be from predominantly from middle class or rich families. In the past, cricket used to be the game for rich and elite people until 80's. Then it started giving way to the people from other grounds and some talented players from poor and middle-class background, who had not the privilege to play in clubs and get coaching but used to practice in the streets, got attention and prove themselves in international matches as well. Now, this game of cricket has become more diverse in terms of socio-economic backgrounds of players before starting these leagues. The way Cricket in India and Pakistan which are still developing countries have given the exposure, fame and wealth to the players, helped cricket a lot to keep it popular in the both countries (Gupta 2011). This shows that giving value to the game and exposure to under privileged players is because of the well-recognized identity of the cricket in these countries. The process by which this British sport gradually became dominant in Sub-continent can be referred to the concept of hard and soft culture forms; hard culture forms are explained as the set of links between the values, meanings and practices that are difficult to break and go against these traditions and values, these norms are hard to transform as well (Appadurai 1995). Soft culture form is opposite, and the values, meanings and traditions are comparatively easy to transform at each level (Appadurai 1995). According to (Appadurai 1995) cricket is hard culture form that changed who are socialized into more readily than it is itself changed. The institutional logics are social products which are identified by environment and understandings of the particular organizations which are determined by the shape, ideas, beliefs and values that should that organization do. The cricket leagues especially the Indian premier league and Pakistan super league have created an environment

where it has shaped the idea of introducing the international players in such a nation who does not own the foreigners easily. But the belief and culture of the game has somehow changed the perceptions of the fans to think ahead of their cultural values and allow the foreign players to come to India and play in their domestic teams. So, this game has successfully changed the ideas and beliefs at some extent. The social identity of cricket in those countries is great example to see the loyalty of fans for the team sport not just for the athletes.

## 2.2 Institutional Theory

Institutional theory deals with the stronger and detailed aspects of social structure, it is process which includes rules, traditions, and sequence of actions that structures the principles of verified guidelines for social behavior (Scott 2004). The institutional theory of organization gives the vast but complex view of organizations, because it shows that organizations are influenced by different by external and sometimes internal sources (Zucker 1987). These influences include state and normative pressure as well. These kinds of influences create pressure on the organization which direct it to adopt standard operating process and state requirements (Zucker 1987). By adapting these influencing elements, there is more chance of the survival of organization because adapting the justified pressures creates Isomorphism (Zucker 1987). The idea of Isomorphism is that environment pressures the organizations to adopt specific practices and processes to survive (Marvin Washington 2011). According to (Marvin Washington 2011) Sport provide rich empirical setting to explain the core principles of institutional theory. The perspective of institutional theory in sports is used to understand the issues and (Danny O'Brien 2003) explained it as *“All sport organizations are embedded in organizational fields, and are subject to pressures from key suppliers, resource and product consumers, competitors and regulatory agencies. This makes the organizational field level of analysis extremely apropos for analyses of organizational changes in sport”*. If sports clubs are taken in organizational context, the term “commercialized” sport clubs (CSC) with their distinguished institutional logics, which are linked to other groups, make the clubs continuously engaged in different tasks (Gammelsæter 2010). As they are commercialized and have to survive in market through different tactics. That is why the institutional logics are pluralist in nature that is even complex to manage, and this might be the reason that management has to face the frequent economic problems in commercialized sports clubs (Gammelsæter 2010). The author

discussed the institutional pluralism to describe the challenges of football clubs, but in a broad view the same concept can be linked to the game of cricket somehow. The institutional logics possibly explain the core problems which a league or sport club is facing and how these are surviving at the same time. Any organizations not particularly the sport organization have the governance in order to meet its objectives, and without a governance it is not possible to achieve that goals. Governance is defined by (Royston Greenwood 2008) as; defining ends and controlling the means of achieving the ends. But this controlling is often complex and ambiguous when goals are not clear, so it becomes difficult to achieve (Gammelsæter 2010). The concept of institutionalization refers to remove the conflicts in managing the structure of organization and resolving the conflicts require the theories for the organizing structure and institution (L.Wright 2009). The historical description of evolution of cricket can be examined through this institutional theory, consists of two aspects as institutional formation and institutional change (L.Wright 2009). The history of cricket shows how it was formed in England and was mostly known as amateur sport with cultural restrictions and classifications and then the institutional change occurred, which changed the county cricket over the period of time. The first-class county cricket was established in 19<sup>th</sup> century as ‘philosophically driven institution not as economically driven institution’ (Sandiford 1998). Cricket, formed as amateur and professional sport became complex and by having multi-level of hierarchal level became influenced by the social identity publicly announced social position, and it changed the cricket game gradually at institutional level (L.Wright 2009).

The institutional logic is defined by (P.H Thornton 2008) *institutional logics are basically social products, subjecting the actor to the identity of an institutionalized group, movement, organization, or community* (Gammelsæter 2010). According to (Gammelsæter 2010) there are seven institutional logics at play in European team sport clubs, which explain the end objectives of the logics and the criteria to measure the performance of the particular logic.

Logics	Carriers	End	Means	Measurement criteria
Idealism	Club founders Community projects	Higher order goals	Practicing sport	Mobilizing members/ participants
Identity	Fans, supporters and followers of the team	Identity	Sport club as medium	Feeling of respect and empowerment
Autotelism	Players/athletic artists	Excellence, practising sport	Talent. Training and competing	Sport performance measures
Entrepreneurialism	Entrepreneurs, professional players	Mixed personal aims	Agency	Cash or intangible pay- back
Managerialism	Salaried managers	Profit	Business plans, commodification	Formalized measurement criteria
Bureaucracy	Sport federation servants, civil servants	Competition, competitive balance, fair play	Rules, controls and penalties	Adherence to regulations
Politics	Elected politicians	Political objectives	Sport club as pulpit or lever	Narratives of success, community wellbeing

(Gammelsæter 2010)

All these logics have different means and measuring criteria. These seven logics can be linked to other sports as well e.g. in context of the cricket leagues e.g. Indian premier league and Pakistan Super league which have private owners but are governed by institutions. Since (Gammelsæter 2010) had written these logics to explain the European commercialized sports. The idealism of sports clubs in Europe (Gammelsæter 2010) is used to describe higher goals, cricket might be taken in context of history of cricket when it was established in England then Parsees community played an important role to make this game famous in subcontinent in early 19<sup>th</sup> century. When the main motive was to promote the game and make sure the participation of members. Historically, cricket used to be a time-consuming game which took five days to deliver results and the rules were so complicated, but the audience has changed over the time and they expect instant and fast game along with shorter duration with high intensity (Jayanthi 2012). Second logic is Identity (Gammelsæter 2010), this logic can be linked to the current situation of the newly established cricket leagues which have established themselves so well and have their own fan following, support from the fans

along with the recognition as a separate identity e.g. Indian premier league and Pakistan super league. All the teams of IPL and PSL have their own identities representing different regions of their countries, which has helped players to build their own too and vice versa. As this logic is already discussed in social identity theory mentioned above which states all aspects that how fans, and supporters are important to give the sport club an identity. The third logic is Autotelism (Gammelsæter 2010), where the measuring criteria is performance of the athletes, this logic has important influence on the teams and owners, if athletes are performing well, then they are kept in the next season of the leagues. This is happening in IPL and PSL that some players who are playing great for their teams stay for a longer period of time unless there are some issues of pricing in buying the same players for the next season. Fourth logic is about Enterprenurlism which as end goal of making profits through business plans, which is ultimately the logic behind every business model (Gammelsæter 2010) whether it is sport business or not. This logic greatly relevant to the fact that there was a need to change the traditional cricket to make it more profit-oriented sport through private ventures. The governing bodies of cricket boards became the carrier to make different strategies to make the event successful and profit oriented. The logic of Bureaucracy has an objective to make sure the fair play and competition (Gammelsæter 2010), Since the governing bodies who control the sport and regulate the rules are usually the government officials and civil servants. This logic is measured through the strictness of implementation of regulations by the authorities towards sport organization. Political logic is relevant to the wellbeing of the community and support to the sport clubs in order to achieve the political objectives (Gammelsæter 2010). Political influence has always been in sport clubs, In Asian Sport, politicians have major influence on the sport leagues especially the bigger or national sports.

## **3.0 Methodology**

### **3.1 Research Design**

This research is based on literature review to analyze the evolution of cricket and how the change of traditional game has affected this sport so far. So, two cases are focused for analysis after the brief historical background. Case is defined by John Gerring as '*A spatially delimited phenomenon observed at a single point or over some period of time*' and a case study as '*the intensive study of single case*' (Gerring 2007) (Darcy 2014). Cases can consist of individuals, organizations, countries, places or events etc. So, it can have both i.e. qualitative and quantitative methods, the ways of gathering the data are primary and secondary both. which means this research has the sources from journal articles, highly cited historical books, different websites, environmental facts, social and demographical situations of countries or markets, all these methods and sources are used for descriptive research on different levels (Darcy 2014). The descriptive method of research is being used in this method of comparing two biggest leagues of cricket of Asian region of the world. The purpose of Descriptive research is explained in the book of (Darcy 2014) as identifying the characteristics of particular phenomenon and the comparison between these phenomena occurring and affecting over the period of time. The purpose of this research is to examine the driving motives i.e. why there was a need to change the format of this hard-cultured game of cricket after so much time. The objective of comparing two cricket leagues, is to show how innovative steps can create the difference regardless of the size of the league i.e. bigger or smaller. So, the focus on two cricket leagues is to illustrate the particular proposition with the concern to show success and successful organization (Darcy 2014).

### **3.2 Accomplishing the research**

The research is based on this case studies which consists of literature review, Historical research and document analysis. Sources of gathering all the information consist of official documents available on the official websites of the Cricket leagues and the international governing body of cricket. To have the overview of historical background of cricket which shows the important turning points of developments of cricket are extracted from the official website of International Cricket council and from books which are written on the history and



evolution of cricket. Most of the information sources are journal articles available on different databases and search engines e.g. Google Scholar, Science direct, Academia.edu, Pro Quest etc. to explain the historical background of cricket and on Indian Premier league and Pakistan super league. But the information about leagues especially on Pakistan super league is driven from different news channels websites since it is new and hot topic for the media. Mostly used search engine is google scholar, this website stores the bibliographical information about authors but does not contain the entire bibliography for the individuals listed, but only the items that have been referenced or cited by other authors (Darcy 2014). Another kind of searching the date for this topic, was going through the list of those articles which were really fit with the topic. Searching through reference list is like sniffing out the anything relevant to the topic in the books and articles often lead to useful material (Darcy 2014). This method has led to some useful sources at some extent about the historical evolution of cricket and change of the traditional cricket, but very few things in relevance to the cricket leagues. The google scholar can also be used to search with keywords as well (Darcy 2014), I did search with using keywords, there 7000 results for Indian premier league and traditional cricket, the articles or books are chosen which contains the contents of globalization, innovation, changing face of traditional cricket, global business of cricket, branding of athletes and impact movie stars etc. But when there was search made on Pakistan super league and traditional cricket then it showed only 1970 results, mostly were not even useful in this context. Since the leagues are quite new. To extract most valuable and relevant information, different approaches are used to search for the topic using these keywords. There is not so much literature review on these leagues especially on Pakistan Super league and few articles are written on it, but Indian premier league has some decent amount of literature written on it, as it was introduced a decade ago. That is why some information is extracted from different blogs of sports news channels and some written pieces from sports journalists. When the keywords were searched on the Science direct there were just 14 results about Pakistan Super league and 320 results for Indian premier league, but all of the results were not about cricket. That is why google is being used for making the searches about this topic to rely on the press releases and interviews of the official of the cricket boards of these leagues which they had given to the news or sports channels. These statements from press conferences are included to explain about the leagues and the news articles and blogs which are used i.e. BBC News, Express tribune, The Times of India, Forbes, The Guardian, Financial times, The Economist, The Nation, The Economic Times, Dawn, The Hindu, The Daily News, CNN, The New York Times etc. are the sources which

are relied to explain how these leagues are doing in current market situation and how it is affecting the traditional cricket with lot of entertainment and developmental aspects. All the material searched was in English already on all the databases and the sources kept for this study are also in English.

### **3.2.1 Key words:**

Traditional Cricket, History of cricket, Indian Premier League, Pakistan Super league, Innovation in Cricket. Sports Marketing, cricket marketing, athlete branding, traditional cricket, innovations in cricket, Match fixing scandals, Betting, Gambling, Auction of Players in IPL, Auction of Players in PSL, Institutional theory, Identity theory, Loyalty of foreign players in domestic leagues, Political influence in cricket leagues.

## **3.3 Analyzing the data**

After searching the information through different databases, the data that I kept for analyzing this study is based on the topics which needed to be explained, relevant to the research question. The analysis of data is made to hook the ties of the topic of research with respect to organization, state, economy, security, institutional and social identity of this sport in countries where it is more popular and bigger. To give an overview of historical background of cricket i.e. where it was originated and how it evolved with the passage of time, the sources which have this historical approach was selected and kept. Secondly the sources are selected to explain the organizations i.e. International Cricket Council, Indian Premier league and Pakistan Super league. The relevant journal articles, books, websites and news reports, which were results on different databases research, have narrowed down to the topics related to research question. Different information sources are kept on the basis of identity of this game in subcontinent from different perspectives i.e. fans, players and the sport itself. The articles and information related to economic impact of upgrading the cricket and introducing such leagues is extracted and included in this study. The information which contained the challenges of traditional cricket and the challenges which the cricket leagues are facing now, extracted from different sources. There are the sources which are kept relevant to foreign players in domestic leagues and their loyalty towards the team along with the comparison of both leagues. The comparison of IPL and PSL is usually presented by the articles and blogs of news channels, that is selected for in terms of the economic growth, money, and popularity in this study. All the information sources which describe the study

topic is kept, everything else was excluded, but there were still some sources which provided a small description of my topic, so that portion was also kept.

### **3.4 Methodological Implications**

The research made on Pakistan Super league is mostly based on the statements of the officials and press releases from the Pakistan Cricket board, because those are the authentic sources, few articles and blogs also provide reliable information for the different editions of the league. The information that is extracted to write about this topic is mostly googled, because then it shows the articles and blogs written by the Sport journalists of different news channels or sports channels. The searches which are made on google by entering keywords. This kind of basic research is useful for searching about organizational websites (Darcy 2014) , but there is lack of source references in the information in this searching method. This kind of information mostly written at that time when there was an interesting incident happened during the event or game, which grabbed the attention from media. The sources have lack of knowledge and sometimes do not provide clear financial position and growth, the reason might be related to the fact that this league is new but popular so most of the news and sports blogs exaggerate the facts to get the attention from people. So, this is the main problem to extract the authentic information and literature on this league to make research on was not enough. The strength of this method of using online sources is that, a lot of relevant information is found easily, but there is some primary data used which was not enough to analyze to different grounds. So, statements of officials of sports are used a lot in describing the respective topic, especially for the leagues. The news reports which are analyzed are the opinions and blogs of journalists, which can be biased sometimes. So, this is the main problem to analyze the info if the writers of news platforms are neutral or not.

## 4.0 Introduction of IPL and its structure

IPL portrays a national level identity as it is governed by the Board of Cricket control for India despite of the fact that teams are owned by private owners (Agur 2013). Indian premier league- IPL is India's franchise based twenty20 cricket competition founded by the BCCI i.e. Board of cricket control of India in 2008 which represents eight Indian cities and some states. This franchised based ownership venture was first for cricket and in just three years it was grown into the one of world sports (Mitra 2010). Since it was the new concept for cricket but within three years it reached distinguished height by valuation of \$4.13 billion which proved that this format of Twenty20 of IPL franchised based venture is successful (Ankit 2018). If this sport is compared with other sports, then it can be seen that players of this game have the second highest annual average salary only after National Basketball association-NBA (Ankit 2018). The players of IPL are earning massive amounts in India not just with the league itself but also by advertising and endorsements of different brands.

IPL has 8 big teams competing with each other in this league named as;

1. Mumbai Indians
2. Royal challengers Bangalore
3. Chennai Super kings
4. Delhi Daredevils
5. Kings XI Punjab
6. Kolkata Knight Riders
7. Rajasthan Royals
8. Sunrisers Hyderabad

(I. P. League 2019)

As the names of the teams show that these are based on the regional basis and due the big population of every region, these teams are supported by fans on the basis of loyalty and connected identity among the people in that particular region.

## The IPL: India's foray into world sports business

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Table 1 of 2  
Table 1 Selected franchises

City franchise	Value	Owners	Principal industry
Mumbai (Mumbai Indians)	\$111.9 million	Reliance Industries	Petrochemicals
Bangalore (Royal Challengers Bangalore)	\$111.6 million	UB Group	Breweries
Hyderabad (Deccan Chargers)	\$107 million	Deccan Chronicle	News media
Chennai (Chennai Super Kings)	\$91 million	India Cements	Cement
Delhi (Delhi Daredevils)	\$84 million	GMR	Construction
Punjab (Kings XI Punjab)	\$76 million	Preity Zinta, Ness Wadia and others	Textile
Kolkata (Kolkata Knightriders)	\$75 million	Red Chillies Entertainment	Film production
Jaipur (Rajasthan Royals)	\$67 million	Emerging Media	Media property

Source: Srinivas and Vivek, 2009.

(T. V. Alam Srinivas 2009)

In this image it is seen that these eight teams are owned by different companies as some of these are owned by Movie stars, industrialists, media companies etc. The franchisees came from the other sectors and backgrounds rather than sports, because it looked testifying opportunity to the businessmen and they took this risk to invest in this massive venture. It has proved itself a huge success and these owners have been making millions of dollars through this investment. Eight team owners which included India's richest tycoons e.g. the Owner of Reliance Industries, UB Group i.e. a liquor baron who also owns an airline and formula1 team, the Bollywood Star Shahrukh Khan's production company i.e. Red Chillies bought the franchises. The IPL is very famous in the world of cricket globally and because of its financial rewards as it is advertised in a way to make it look bigger. So, this shows how media created so much hype of this event and it was the important factor in making this league very successful. When people saw the big names from film industry and some other tycoons of India are investing in this league it became the combination of power, passion and glamour.

## 4.1 Economic Impact

When this league started these owners pay BCCI \$723.96 million for the ten-year franchises (Mehta 2009). The auction held 20<sup>th</sup> February 2008 and it grabbed media's attention with making of highlights in newspapers and channels the next day and received exciting reactions from the media, the biggest newspaper of India i.e. The Time of India declared on its front page '*Cricket just got even bigger*', The Hindustan Times edition made the best edition with the link between Indian economy and cricket (Mehta 2009) and so on. In 2008, Board of Cricket control in India auctioned eight team franchises of worth US\$723.59 million, almost the double base price of US\$400 million and Mumbai Indians became the most expensive team worth of US\$111.9 million (Cricinfo 2008). If the growth of this league is analyzed, most of the reports show successful growth rate within shorter period of time and by the February 2008 this league generated \$1.7Billion form the sale of media rights and team franchises (Mehta 2009). An Indian entertainment channel i.e. Sony Entertainment Television and World sports Group bought the television rights for \$1.03 Billion for 10 years (Mehta 2009). It is a fact that IPL does not need viewership outside the India necessarily because it has huge population of 1.5 billion people that provides an edge to the cricket league demographically. This business of cricket has offered a lot to other businesses in India as well, the number of mobile phone users has increased immensely and in 2011 there were 234 million subscribers, which provide Indian corporations and mobile phone services a huge benefit by offering cricket related services e.g. ringtones of their favorite team song and providing them facility of instant scoreboards via text messages (Gupta, The IPL and the Indian domination of global Cricket 2011). This aspect of using technological services in such a huge population of India provides profitable outcomes to other corporations involved indirectly in this business. The appeal of the IPL was best summed up by The Economist: '*For advertisers, the IPL's audience is mouth-watering. It is dominated by young, middle-class city-dwellers, who are among India's most free-spending consumers. Remarkably, around 45% of viewers are women. They are attracted not only to the IPL's breathless sort of cricket but also to the glamour that attends it. Thus, the Bollywood stars, three of whom have stakes in IPL teams, including one of the biggest, Shahrukh Khan. So, too, the tycoons, many of whom, including Mr. [Vijay] Mallya, have similarly starry status among middle-class Indians. In an economy expanding by about 8% a year and with a cable-television market growing at a similar clip, the league's prospects*

*appear gilded. According to Mr. Mallya, 'the revenues generated by the league can only go one way, north – and go rapidly north'* (Economist 2011) (Gupta 2011).

*According to a newspaper The Guardian; 'Theatrical, wildly hyped and hugely lucrative, the auction was a watershed moment for the IPL and the international game. In the last month, before a ball has been bowled, the league has raised \$1.8bn, more than the ICC will receive for its next two World Cups. It has exposed the ICC's commercial limitations, strained relations between member states, underlined the deficiencies of the overcrowded international calendar and, by offering staggering annual salaries for six weeks' cricket, threatened the bond between players and national sides'* (Kelso 2008) (Agur 2013).

## **4.2 Foreign players in IPL**

The purpose of introducing the foreign players might be relevant to the fact that during the domestic level cricket competitions, the stadiums are almost empty and have no television coverage at all (Mehta 2009). That is why the marketers and buyers of the club knew that nationalism will work by including domestic players and for creating more charm and enhance the market value they bought foreign players as well. This was very important factor for the brand value to show the worth and recognition globally. This big business of IPL has affected the schedules of global calendar of cricket, as different international players are already playing in IPL (Agur 2013). That is why test playing national bodies have decided to organize less international matches because IPL remains in limelight (Agur 2013) a lot of other players from different countries are busier at IPL event so those players are absent from the national level matches which is the main reason that other countries accepted this fact to organize few cricket events during April and May. There was a time when the best international cricketers were bought by Australian dollars in 1977 but in 2007 they were bought with Indian rupees (Mehta 2009). Of the 78 players who went under the hammer for auction 51 were the international players, the owners of the franchise spent around \$14 million on 27 Indian players and an average of \$518,518 per player were spent (Mehta 2009) That is how 51 foreign players attracted \$18 million. Even though it is this league represents India and have Indian players in its teams, but it has other international players who are playing in different teams. This makes Indian premier league more valuable and worldwide recognizable. The famous names in the world of cricket have been part of IPL series since its beginning. The same thing was adopted in Pakistan super league to introduce international players who can play in the league. The involvement of international players

is not limited just to be the part of team and play as cricketer, but some teams have those captains and coaches who are not Indians and players of other countries but contributing in these leagues as important part. For example, Shane Warne an Australian Cricketer has been captain and coach for the Rajasthan Royals from 2008-2013 and this team was winner in the inaugural season of IPL, he stated; *'It is not a case about putting the Indian premier league before my country. Yes, I am excited about coaching and captaining the Rajasthan Royals and I believe that the IPL will give a huge boost to cricket worldwide'* Shane Warne (Mitra 2010). IPL has proved itself a massive success and made a trend that how to create more opportunities and the new ways how the game should be managed for other countries as well to organize such leagues. This league is composed of the players from the different cricket playing countries and the best and most expensive players became the part of this league since the beginning which attracted more international players in the next season.

### **4.3 Security and Nationalism**

There were two main challenges which IPL had to face while establishing i.e. Security concerns and nationalism. The first challenge it had to face was; at the timing of the formation of this league the public security became a question after 2008 Mumbai terrorist attacks which caused fear (Agur 2013) and made speculations that this league might happen outside the India because the security has to be strict enough to provide a safe playing environment to the international players and the crowds at the stadium. It was a great concern for the foreign players to come to India and have the safe and sound environment to play the cricket.

The involvement of the international players and buying them on higher prices were criticized as well. So according to the criticism and nationalism factors the leagues rule restrict the franchises to buy just four foreign players per season (Mehta 2009). This was a challenging situation for the franchises to be accepted by the Indian people and respect their sentiments. In terms of organizational culture, Indian culture is the hard culture which does not accept the changes easily in their traditions and values. That is the reason why there is restriction of not having more than four players in each team of IPL per season and this gives the benefits to some Indian players who have not even played so many international matches like Rohit Sharma, Manoj Tiwari and Gautam Gambhir, are more expensive than the legends of the cricket like Australian captain Ricky Ponting, Mathew Hayden and Adam Gilchrist (Mehta 2009).



## 5.0 Introduction of PSL and its Model

Pakistan is a sport loving country exactly like India famously known for its Cricket, Field Hockey (which is the national game of Pakistan, but cricket is much bigger than the national game), the country has the population of more than 190 million people. India and Pakistan have huge fan following of cricket and fans of both countries love their respective T20 leagues Indian premier league and Pakistan super league (Ankit 2018). They have been great rivals since the beginning in every confrontation in big matches of international cricket series.

Pakistan is included in the list of those countries which have adopted this Twenty20 format of cricket and a huge crowd of 25000 people showed up for its very first domestic Twenty20 match in Lahore in 2005 (blog 2019). The concept of introducing its domestic Twenty20 league was founded in 2008 but it officially started in 2015 with five region-based franchises representing each province of Pakistan (blog 2019). The gap of making the idea and implanting this idea into reality took so long time because of lack of infrastructure, political instability, economic conditions and corruption and security reason. There were a lot of hurdles that came in the way to organize such big event but eventually it happened and became a success since its beginning. The only thing which made the fans disappointed was that it moved to UAE rather than happening in Pakistan and this was the need of the time not to host a big event with international players in Pakistan because of the security concerns. But if the entire event happened in Pakistan then it would not be wrong to say it could have generated a lot more revenues as compared to UAE stadiums. Few big matches e.g. the finals of the league were hosted in Pakistan which was a ray of joy for the fans and people of Pakistan and all the tickets were sold in short time but in Dubai mostly stadiums were not full as these are jam packed in Pakistan because of the love of the nation for cricket.

Pakistan Super League (PSL) and its very first edition was golden opportunity not only for business and Cricket board of Pakistan but mostly for foreigner cricketers to win loyalty in a country that is usually known for supporting only their own race members (Fletcher 2011). Pakistan super league i.e. franchise based event started in 2015, initially it had five teams representing the provinces of Pakistan but now there are six teams playing in this event (AFP 2016). The teams are;

1. Islamabad United
2. Karachi Kings
3. Peshawar Zalmi

4. Quetta Gladiators
5. Lahore Qalandars
6. Multan Sultan (P. S. League 2019)

While announcing the dates of the PSL in Lahore in late August, Najam Sethi, the chairman of the PCB's Executive Committee, had stated: *"The PSL will be held in Doha from February 4-24 with prize money of \$1million and we are getting encouraging responses from sponsors and foreign players."* However, a source in the UAE told the Gulf Times on Monday that *"it is now 99.9% certain that Pakistan Cricket League will be held in the UAE."* (Reporter/Doha 2015).

## **5.1 Security: A Major Challenge**

The event is being held in UAE since its beginning because of the security concerns, Pakistan have been playing its 'home' matches in UAE, and the matches of PSL also started in UAE not in Pakistan (Reporter/Doha 2015). International cricket matches were not being played in Pakistan since 2009, when there was an attack on the bus of Sri Lankan cricketers and international cricket got banned in the country. In 2009, the Sri Lankan team was attacked in Lahore (Pakistan) while heading to the stadium and seven players got injured (Chughtai 2017) but not fatal injuries were reported. The target of this terrorist activity was not the Sri Lankan team, but the main objective was to isolate Pakistan from international sports. New Zealand team also cancelled its tour for 2009 because of the security lapse. The biggest loss that Pakistan had to face due this incident that it got stripped of co-hosting the World Cup games in 2011, because India, Pakistan and Bangladesh were supposed to host this mega event of the international cricket and Pakistan lost over 7 million euros (Sport 2009). After this incident the international cricket matches were not played for eight years. The security conditions got better by the time and international cricket series finally started in Pakistan again in 2017 when Sri Lankan team. There were many side-effects of not having cricket in home grounds in Pakistan which became the main reason that infrastructure got neglected as stadiums were empty. There was no income generated from the home grounds that could be spent of the infrastructure and economy. Zainab Abbas, the popular Pakistani sports journalist and television presenter said in an interview to Forbes *"It's been very difficult for cricket in Pakistan with our grounds empty, "Some of our brilliant grounds were not maintained but now that cricket is returning that leads to the grounds being refurbished."* (Lavalette 2019). Pakistan cricket board has been organizing the home

matches, international matches and now this Pakistan super league in expensive place like Dubai and has spent lot about 100 million dollars in past decade (Lavalotto 2018).

## 5.2 Cricket Comes Home

Sri Lankan team was in Pakistan in 2009 for cricket series, and their bus was attacked by a terrorist group, after then incident international teams stopped coming to Pakistan to play cricket because of security concerns. But when security conditions started getting better then Zimbabwe cricket team visited Pakistan in 2015 to play, and this was the ray of joy for the cricket fans of Pakistan. The ordinary people, officials, former players, singers, celebrities in short, all Pakistanis were so much excited when Zimbabwe team came to play, and cricket comes home became the trend on twitter worldwide (Zahra 2015).



(Zahra 2015).

In the picture shared by a Pakistani news Channel 'Dunya News' showed that cricket comes home was trending fifth number in worldwide trends. After this, some observers were still in doubt if international cricket has returned for good or not but at that moment it was the reason of happiness for cricket starving nation (Zahra 2015). The biggest Stadium in Lahore i.e. Gaddafi stadium has capacity of 60,000 people and it was overflowing with people (Zahra 2015). The same thing happened in 2017, when the final match of Pakistan super league was played in Pakistan rather than in UAE, then twitter went crazy with the same trend when cricket fans used the same hashtag i.e. cricket comes home to express their feelings (Dawn 2017). Cricket fans also used the microblogging websites with the same trend #CricketComesHome in recent PSL season in 2019, when some matches were played in the biggest city of Pakistan i.e. Karachi (Rehman 2019).

### 5.3 Brand value and growth of PSL

PSL became very successful in its first year and chairman of Pakistan cricket board stated at news conference i.e. *“Fortunately, we had a \$2.6 million-dollar profit but since the franchises incurred some losses we decided to give \$2 million to them and reduced our profit to \$0.6 million,”* (AFP 2016). After the first successful season of PSL, there was huge demand to add one more team in this league that is how sixth team was added after its first season. The first season which was held in Dubai and Sharjah received a passionate response from the crowd (blog 2019). The fourth season is happening currently and started in February 2019.

After the success of first edition, the second season of PSL was held in February 2017, teams reshuffled some players and introduced few new faces too. It was the historical event for Pakistan because in this edition the final match between Peshawar Zalmi and Quetta Gladiators was played in Lahore, Pakistan. Even though the entire event was held in Dubai but the final as played in the homeland among the fans of cricket and it was watched by over 20,000 people at stadium (blog 2019). When it was announced that the final of the season would be played in Pakistan it created excitement among the fans and it became more successful than the previous edition of the PSL. In the beginning some international players who were parts of the team refused to play in Pakistan, but many people came to play.

Third season was even more successful when group matches were played in Dubai, but the two playoffs were played in Lahore and final match was played in Karachi which is known as the city of lights had its first big match after gap of nine years (blog 2019). This time overseas players realized the level of appreciation and love of the nation towards this game and came to Pakistan to play. Some notable international players e.g. Joe Denly, Colin Ingram, Ravi Bopara (Karachi Kings), Daren Sammy, Liam Dawson, Andre Fletcher (Peshawar Zalmi), JP Duminy, Samit Patel, Luke Ronchi (Islamabad United), Thisara Perera, Mahmudullah (Quetta Gladiators) were some of the high-profile overseas players who became the part of the cricket teams to play in Pakistan in front of massive and crazy crowd in Pakistan (blog 2019).

PCB chairman Ehsan Mani has focused and emphasized his goal for the Pakistan Super League to take it back to Pakistan where exactly it should be rather than in UAE, because it has around viewership of 150 million on Television and huge crowd comes outside to gather

around the big screens placed at different places in different cities for the matches, which is making the PSL as the second most popular Twenty20 domestic league in the world after the Indian Premier League (Lavalette 2019).

The Chairman of PCB also said *“We will certainly try to hold the PSL entirely in Pakistan next year, “The overseas players are getting comfortable with the security levels in Pakistan. “Frankly no country is totally safe as we have seen with the tragedy in Christchurch. Obviously, the safety of the players is paramount but Pakistan’s perception of being dangerous in not the ground reality anymore.”* (Lavalette 2019). But still there some countries which have remained hesitant to come to Pakistan e.g. Australia declined the PCB’s offer of being the part of the upcoming One-Day International series to be played in Pakistan, but Despite of that PCB is continuously trying to invite and get more countries on board to play in Pakistan, and somehow PCB is getting there slowly as there is a possibility of Bangladesh and Sri Lanka to tour in the near future. (Lavalette 2019). If some countries agree to send their players to Pakistan, then those countries who are not satisfied with the security conditions might not hesitate to send their players to play in the home grounds of Pakistan either in PSL or other cricket series.

The continuous growth of PSL along in terms of popularity and worth can be determined by the fact that in third season of PSL 10 more games and one new team in Multan Sultans was introduced. According to the press release of PSL on their website it was revealed that this new team is sold to a Dubai-based enterprise for twice the amount of the previous most expensive franchise (blog 2019).

According to the press release issued by PCB the calculated brand value of Pakistan super league was estimated \$230 million, while the Nielson Sports conducted a detailed research on the league and came up with the result that PSL and its officials has generated 38% higher value than the last edition which is a proof of rapid growth of this league after two editions (B. Hussain 2019)

## **5.4 Bidding process, Auction, Media rights and sponsorship deals**

“We’re happy that seven credible companies with clean and strong backgrounds have participated in the bidding war of PSL franchises,” PSL official told The Express Tribune (Hashmi 2015). When PSL started Seven companies participated in bidding process, though a lot of parties bought the documents for the bidding but only seven parties got the formal proposal and some companies from middle east were also included in that (Hashmi 2015)

The concept taken from the IPL and other cricket leagues to show the worth of league and enhance its worth through introducing international faces while IPL took this concept of having overseas players in domestic teams by the Football leagues. This is how the concept worked in

initially at the inaugural edition of PSL, the cricket board had not set any benchmark for sponsors or broadcasting rights that might be reason of bidding too low and Cricket board had to accept it anyway but in the next editions of PSL the worth of media rights increased. Blitz advertising and Techfront paid \$36 million in 2018 for the rights for next three years which was 358% more than the previous edition even tough PCB estimated media valuation \$24 million for all six teams. (B. Hussain 2019).

If the growth of this league is measured in terms of sponsorships and media rights, then it is a success which is growing continuously. But for owners of the franchises it is not as profitable as it should be, the main argument can be made in this regard that since all the events have not been organized within the Pakistan that fails to grab more fans to the stadiums. While going to Dubai from Pakistan to support their favorite team in PSL is not affordable for most the people there. Ticket sales are generating relatively low and the great sources of revenues are sponsors, advertisements and televised the matches. According to a magazine Profit Pakistan today PCB signed \$14.3 million title sponsorship deal distributing half of it among all six franchises, with Habib Bank Ltd i.e. the Pakistan’s largest bank by assets for the next three PSL seasons (B. Hussain 2019) which was three times more than the title sponsorship contract of the first season i.e. \$5.2 million in 2016.

## 6.0 Discussion

### 6.1 Impact of these leagues on traditional cricket and current market

Initially, cricket was semi amateur sport, this status of being semi amateur and close to tradition was the major strength of this game (Gupta 2004). According to (Richard Holt 2002) *'Cricket's very strength, and hence its mobilization by John Major as a political tool, was, and remains, its traditions. The game has always looked to the past and its bedrock certainties, rather than to the future and to new modes of operation and activity. [They continue, quoting Brian Stoddart], 'Cricket devotees need to be convinced that new forms fit their social world. Attempts to attract new crowds founder upon this point. Cricket survives and flourishes because those who follow it find meaning within its playing and representational text.'* (Richard Holt 2002). This is also very important point that cricket was well known for being so traditional game more emphasis on tradition also hurt the factor of making it fit for the modern sport market. But from the perspective of the players and resources, it has not been very much privileged in the past to make good profits. The players wanted to earn money and made their living through this sport and cricket had lack of resources to give its players as much as they deserve. In the time of old traditional cricket, few famous cricketers used to do some endorsements because of their celebrity status but other players could not get any other source of income (Gupta 2004). The market of cricket has shown immense growth after commencing such leagues. The IPL which turned out to be a successful and improved version of cricket, is being sold more in terms of marketing but before, cricket had been aiming at convincing advertisers and corporate sponsors to increase 'eyeballs' i.e. impressions views of the people on social digital platforms (Subramanian 2013). Because it was necessary to engage more fans to sell the game in market, but at the same old format of cricket was the hurdle to make cricket a valuable experience for fans that could attract and keep the consumers (fans in this case). This was only possible if this game provides the fans a required level of excitement if they are investing their time in watching this game. The true fans of cricket were the only market left which cricket had, but it was failing in getting more young fans involvement for the game and this factor of 'eyeball' is the main key to attract the sponsors and advertisers who make

the effective policies to attain maximum from the game or event. IPL has made itself worth sold as improved version of cricket undoubtedly. It provided huge fan following not only in India but also it gave the idea to other cricket playing countries to go on this path, make more innovations in the game to stay alive and competitive in more globalized world. Now, people have so many other options than watching the cricket game for many hours. Other countries like Bangladesh, Australia, England and south Africa are the prominent names in having these successful domestic Twenty20 cricket leagues (Sportek2 2016).

In order to look more attracting and appealing to this new society of consumers and young target market, cricket has to transform itself into other several commodities that could be consumed by the target consumers in terms of consumer market (Subramanian 2013). If the cricket is discussed in context of product and market then the spectators of the sport are consumer of the game and watching a cricket match is equivalent to buying the concepts and ideas of the new kind of the cricket i.e. products, brands, glamour, etc. (Subramanian 2013). The leagues like IPL and PSL has become a product that has its own brand value apart from the international cricket and such big leagues are more famous than some international cricket events, because of the target market and interest of consumers in different markets. These leagues are also creating hype and increasing its worth in market by introducing legends of the cricket, who used to be the biggest names in cricket before their retirement. By putting them in commentary box, has provided a value in the marketing of the game i.e. from describing the game to hyping product and brand value with their experiences of the game and compare of the new players and old players along with the new and old format of the cricket (Subramanian 2013). Now it has come so far in terms of being slow and long game to faster and shorter format, but still the previous formats of cricket i.e. test matches and One day international events are organized and watched by many people. The Indian premier league is mainly providing the direct benefit to the players, owners of franchises and Board of cricket control in India, but it is providing a lot of benefits to other corporations as well in many ways, because this factor of recognition of their own players has become an identity (Gupta 2011). There are two factors that are determined by the sport which affect the sport in all ways i.e. market and state. Market has started growing immensely by introducing these leagues while state is the main governing body of cricket in these countries despite of the fact teams are owned by private owners.



## 6.2 IPL has Americanized cricket: element of US and UK sport

The idea of IPL looks very familiar with sports games in US in terms of continuous entertainment for the fans and the format of players auction is one of the prominent factors that makes it relevant to the US sports. (Lavalotto 2019). The format of Indian Premier League and Pakistan Super League is more like a US sports because the way auctions are made to buy the players according to the preference of the franchise owners is US style. It is interesting that cricket is an English game which was developed in England, but now these new leagues are made on the US sport formats. In an interview to CNN Talk Asia, the Chairman of IPL replied a question i.e. *Really American isn't it? It is -- to a certain extent. We added a lot of music to the games. I think it provides entertainment for the crowds and between breaks. People are able to lap it up and enjoy it -- it's an evening out. A Bollywood movie is three hours. This is a three-hour function. A lot of good food and catering and popcorn and ice cream for the kids. And you know, snacks for everybody and something for everybody to do* (Rao 2008).

There are also some elements in these leagues that can be linked to European sport as well, as Cricket is an English game and has some elements of being a British sport regardless of the fact that it is not a big sport there anymore. Lalit Modi a businessman and cricket administrator, who was former vice president of Board of control for India from 2005-2010, was the brain behind the idea of Indian premier league made this format of league by following the idea of English premier league (EPL) of football (Gupta 2011). Modi was also the first chairman and commissioner of IPL for three years. If we talk about the identity, this league is representing a country globally with international players all over the cricket countries of the world (Gupta 2011). Since the IPL has the same essence of EPL in terms of more globalized factor of having international players but also possess the uniqueness of local environment that represents the identity of the league and country. To maintain the identity of the teams to look more Indian, each team representing major cities, has to sure that there must be one icon Indian player who is mostly high paid in respective team (Gupta 2011). In the second season of IPL top seven earner were Indians in all teams rather than the fact of having big international cricket legends, just because of its identity of people and to maintain the Indianness of the domestic league. Indian nation is very possessive in terms of their tradition and national identity and sometimes people become biased to take international players as their representation. That is why state and governing body has to maintain the identity and people's perceptions and emotions which they have for this game.

This league has the effect of English leagues but mostly it seems influenced by the American sport leagues in terms of operating and players auction.

### **6.3 Discussion and analysis on IPL and PSL in theoretical perspectives**

#### **6.3.1 From perspective of institutional Theory**

(Gammelsæter 2010) wrote institutional logics to explain Europe on commercialized sports but these logics are applicable to the commercialized cricket leagues which are introduced not so long ago. Because after introducing these privately-owned cricket leagues, cricket has become more commercialized globally in recent years. In the institutional theoretical perspective, the entertainment factor which is introduced in IPL has contributed a lot in its growth. This sport league provides a lot of entertainment quotient to its fans and general public, by introduction of big names from business industry, the worth of this league enhanced and it created a great impact on the goodwill of the IPL and this format of Twenty20. When some movie stars became the owners and co-owners of the different teams it enhanced the entertainment factor of the IPL. People became more interested that they can see their favorite actors and players at the same time during the matches.

The idea of this cricket event held at evening timings in different cities, was very successful according to the demography, as the teams have the fans nearby to attend the matches and franchises can earn more on ticket sales as a source of income (Ugra 2012).

Media industry executive finds the *IPL 'more inclusive than going to test match'* because people who bought even the cheapest tickets can go to see the match and *'see their casually dressed stars in a stadium and that has something that connects India'*, said the media executive (Ugra 2012). So, it created a strong bonding and gained more loyalty of fans for these city-based teams. Some international players were also introduced in different teams and this precedent was set by IPL in cricket by following the practices of football, baseball and basketball (Mehta 2009) and introduction of this concept in such traditional game was the breath of fresh air for the fans of cricket. There is no sport Indians are more passionate about than cricket. This game has not only won the hearts of millions of cricket fans, but also managed to attract global brands to invest in this cricket league. The support of fans

and towards this league is measured by performance of the teams and players, which is important to gain and loyalty of fans as well. The institution has created identity from the perspective of fans which is empowering the sport institution itself. The IPL became very successful in its very first season not for itself but turned out to be a very successful advertising and branding platform for various brands as well (Aditya Mittal 2017). As an innovative and new sport league, other international players of IPL gained attention- positive and negative as well, among fans and commentators (Agur 2013). This league has formed almost on national structure which brought players from different cricket playing countries into commercial teams playing at domestic level in India (Agur 2013).

#### **6.3.1.1 Logic of Entertainment**

The logic which is missing from the article of (Gammelsæter 2010), is ‘entertainment’, because entertainment and sport go hand in hand. There are celebrities from film industry or singers who perform at sport event, which is important factor to the success of the event. For example, the cricket league of India has used this tool (logic) to enhance the growth of the game. Some teams are owned by the mega stars and it has developed more interest of fans to support the particular teams in Indian premier league. The end goal of this objective is to provide maximum entertainment to build more interest of the fans which will grab more audience to the grounds to make an event successful. The measuring criteria is the market value of players and teams along with the fan following which will build a goodwill and worth of the event in terms of profits as well. The businesses are using this as a tool to attract more crowd of all ages and sport industry is developing this entertainment quotient in events at global scale (Haidary 2015). The entertainment factor has already in sport business for some years as Shakira at the 2010 World Cup, cheerleaders at IPL Cricket, Janet Jackson and Justin Timberlake at the Super Bowl, and Hollywood A-listers sitting courtside at the NBA (Haidary 2015). Sponsors invest a huge amount for more entertainment for fans so that they can earn more from this logic of providing entertainment.

The IPL from its very beginning became a truly globalized event of cricket which has some factors to make it distinguished i.e. corporate owners of franchises, player auctions, cheerleaders at every game (Subramanian 2013). The games are scheduled in evening timing to ensure the important objective of getting maximum attendance and viewership (Subramanian 2013). This league is based on new version of cricket that is providing great opportunities for businesses and it became the reason for awareness in free market of India. It gathered people from different sectors e.g. Liquor barons, movie stars, large real estate

developers and media management firms all came together to create sporting league and invested heavily in their home market (Subramanian 2013). The target market of the IPL is slightly different from old traditional cricket in which only few are interested in recent times. But the target is everyone who has an interest not only cricket but in television, cinema, or in celebrities, IPL put all quotients of entertainment tighter to run this huge league and one of its kind in business of cricket (Subramanian 2013). Television commentator Harsha Bhogle claimed that *“Cricket was desperately in need of fresh ideas because at least in the big metros it was losing kids to EPL. Children had begun to think of cricket as the dad’s game”* (T. V. Alam Srinivas 2009). The ‘origin story’ quoted from Lalit Modi the chairman of Indian Premier league was brought forward by (T. V. Alam Srinivas 2009) that *‘We are not pitching IPL against cricket; we are pitching it against the prime time (7 to 11p.m.) of general entertainment channels’* which means the goal was to attract the huge audience who sit in front of the Television at that time in their homes with families to spend some quality time. So, IPL had offered every kind of entertainment throughout three hours of match, this was the reason that made IPL a hit show by involving movie stars and international players (Subramanian 2013). The actors made it more attracting factor because cinema is huge in India, so is the cricket. When it came together IPL, became the successful and including international cricketers in teams made it more appealing to grab the fans from all over the world not just from India. All the ingredients of making IPL were great enough to ensure maximum benefits by utilizing everything for entertainment. Cricket especially such leagues like IPL has become a platform that connects advertisers, entertainers, movie stars, business and socialites together (Subramanian 2013) which makes the economy strong at the end. All these stakeholders and the cricket institution of India are working together to make it bigger.

### **6.3.1.2 Logic of Managerialism**

The managerialism of an institutional logic by (Gammelsæter 2010), also determines the maintenance of such big event through planning, controlling and its implementation. In terms of the managerialism to make sure the business plan is working well, Twenty20 Indian premier league was introduced with eight Indian city-based clubs and has the format like World series Baseball, the NFL draft and English Premier league (Mehta 2009). In 2008, the Board of Control for Cricket in India (BCCI) launched the Indian Premier League (IPL) i.e. highly energetic filled with glitter, glamour and entertainment quotient (Aditya Mittal 2017). As cricket becomes more advanced game with technology and there is complex system in managing the whole event especially during the game, there is a lot of maintaining

required for the complex system (Subramanian 2013). The twenty20 matches are faster and more money is involved as teams have private owners who spend a lot to make the event successful, but this faster format of game has a lot of uncertainties and instabilities (Subramanian 2013) which are challenging for management and stakeholder. But some challenges are beyond the control of institution at some extent e.g. political instability, lack of security and match fixing etc. which can be prevented but cannot be fully removed from the event (Subramanian 2013). It was seen in cricket world that the reason the 2007 World Cup in the West Indies was a monetary disaster because when the Indian and Pakistani teams crashed out in the group stages of the tournament (Jamkhandikar 2011). It caused a major drop in interest in viewership in the Subcontinent, which is the major source of revenue for cricket (Jamkhandikar 2011). The majority of the cricket fans live in India and Pakistan, these countries are the center of attraction of cricket in subcontinent. So, this major drop led International cricket council to make some changes in the format of the next World Cup so that the 'best' or 'top' teams stay in the draw as long as possible (Subramanian 2013). It is the priority to make cricket more interesting and lucrative so then these teams were placed higher on the priority list prevent such spontaneous twists which can ruin the essence of engaging the fans. This logic of organizing teams in a way to keep the entire tournaments more logical and engaging is also used in Indian premier league to success to another level (Subramanian 2013). This is how organizers (and cricket as a whole) more interesting to viewers and ultimately it provides advertisers the required engagement on digital platforms and get more impressions on different platforms of advertisements. Such leagues are the combination of entertainment and sport which was not expected in cricket before as it is turned into a reality show like the World Wrestling Federation which have fake fights (Subramanian 2013) but the cricket leagues like IPL and PSL have to be real because fans want these to be, rather than being scripted. There is sometimes lot of entertainment factor and matters that seem to be fake like wrestling but somehow this fake news can be used for publicity and get more attention from fans to make the game interesting.

It takes a lot of effort and tremendous arrangement and management to hold everything together a disparate set of elements in a complex and more advanced technology during an event which has thousands of spectators on field and millions of fans watching the online streaming on different sports channels (Subramanian 2013). The stake holders who put the efforts to avoid all the uncertainties because their money is on stake through the success or failure of the event are the engineers who design analytical software, film stars who use their celebrity charm to seek the publicity, players looking for quick money, businesses looking

for a better advertising platform and more exposure, television channels trying to get more ratings (Subramanian 2013). These elements that needs to be on time and manage to build a brand image which makes it worth of the expectations of stakeholders and fans who are looking up to the success of such events.

The political influence on cricket in India is a ground reality, that this game is heavily influenced by politicians not just in domestic cricket but in international cricket as well. The pressure and influence can be estimated by the example; that whenever there is a match between India and Pakistan, it becomes the matter of honor for both countries to win the match for the sake of their nation, lot of politicians use their social media accounts or news channels to show their support to their cricketers. But these domestic leagues do not have such traditional rivalry and still this game is in hands of politicians mostly who are running it indirectly, especially in India cricket is heavily politicized. The state is playing a crucial role in popular sports as an institution of governing and running in a country and at international platforms too.

### **6.3.2 From Perspective of Social Identity theory**

In context of social identity theory, the leagues are discussed on these aspects; while establishing IPL, it was important to keep all the geographical and regional aspects in mind because it is designed to represent different regions where fans are supposed to support their regional team regardless of players where are they from. In so doing, there was an understanding required for the game which has had to be geographically reworked in terms of players who were not even from that region mostly or even not form the India as well (Subramanian 2013). The process of how the teams and players of the IPL have been bought, their commitments and loyalties depend on the team owners mostly and these international players who represent their countries became the part of the domestic leagues of another country (Subramanian 2013). Consequently, the fans pick their teams as brands which they support regardless of the nationality of all the players as long as the team is representing their region. So, it does not matter so much which players are playing in their favorite team and representing them.

W.G Grace, a former English amateur cricketer from early 19<sup>th</sup> century described cricket as ‘ritualized garden party’ i.e. violent battle played in a sophisticated way as well as a ‘new profession and a game practiced as if it was a past time’ (Fraser 2004). In this regard, an Indian social theorist and critic Ashish Nandy once nostalgically described it as a “ritualized

garden party” (Nandy 2008) as cricket as a sport has developed many foci around which it is played (Subramanian 2015). The cricket of the IPL is a fundamental platform on which several other interests and stakeholders are depending upon. So, the stake holders have to make some strategies for international players, so they can get the respect and loyalty of region-based fans to make event successful. But this aspect of making event successful is blurred, because international players in domestic teams of IPL, PSL and other Twenty20 leagues in world have gotten the support from the fans in a particular region. But this question is still in the mind of fans that the players who are from other countries, are they playing as a loyal player for that region in a particular domestic league i.e. IPL or PSL? This is obvious that they are giving their best performances for their respective teams but is there loyalty is only limited to their performance or team? Or is it for the people of the region whose brand are they representing, these are the factors which are still unclear for some fans of such nations where people are very much stuck with their values and give the priorities to their own traditions. And if the international players feel safe while playing in such countries like India and Pakistan where security conditions have always been an issue from many years. But if the perceptions of players are discussed rather than questioning on their loyalties towards the PSL or IPL then It is a fact that international players get a lot of respect from the people of India and Pakistan especially when they are playing in their domestic teams. These players are welcomed and treated as the same way as their local or national level players are. The perception of international players of Pakistan Super League is mostly positive, because this country was not considered safe place for international players especially after the incident of the attack on the Sri Lankan team’s bus in Pakistan in 2007. But gradually security conditions got better, and it has become a safe place for international cricket. In the beginning seasons of PSL a lot of international players were hesitating to visit the Pakistan for final match and some of them even left the match because they were not feeling safe to go to Pakistan at that time. But after a while international player started coming to Pakistan for PSL’s big matches as most of the matches are being held in UAE. There are some statements which were given by international players and big names of cricket about Pakistan’s environment to play and the support of the people for them; The International Cricket Council’s chief executive Dave Richardson visited Pakistan recently with security experts of Bangladesh and Australian Cricket (A. Ahmed 2019) in 2019 after attending the PSL final between Peshawar Zalmi and Quetta Gladiators. *“There was perception outside Pakistan in the past that it was quite a dangerous place to visit,”* he said.

*“That perception has slowly but surely changed through the good work that has been done.”*  
(Lavalette 2019).

The selection of the first players for the league, that took place in Lahore in December 2015, 98 top-ranked cricketers, including 29 overseas cricketers were picked by the five teams. The captains of the five teams representing each province picked up Shahid Afridi, Shoaib Malik, Shane Watson, Kevin Pietersen and Chris Gayle for Peshawar, Karachi, Islamabad, Quetta and Lahore, respectively (blog 2019). Only two teams i.e. Peshawar and Karachi had Pakistani Players as captains and other teams had Pakistani players, but the captains of the teams were overseas, which was overwhelmed by the fans of cricket in Pakistan and they did not criticize for not having the national players for the teams representing their region. That is how the diversity can be seen in this cultural game where people are so close to their values, but they welcome the overseas players in the national league because of the loss of not having international cricket for some years in homeland due to security concerns. Now they know the value of international events and became more welcoming towards this fact that an overseas player is the skipper of their favorite team. The players seem to be happy with the response of the fans and try to meet their expectations as well. The 33-year-old cricketer from west Indies who got the Twenty20 world cup twice in 2012 and 2016 as a captain of his team, Darren Sammy currently playing in Pakistan Super league, he visited Pakistan earlier this year for the PSL final with Peshawar Zalmi, talked to media in Dubai that he’s glad to be part of a process to bring cricket back to Pakistan, *“Pakistan is trying to bring cricket back safely and we are happy to be part of that,”* the cricketer said that it is good to be visiting Pakistan again and he would have been disappointed if he was not picked for the team to tour Pakistan (Post 2017). Sammy is captain of Peshawar Zalmi and won the PSL title in 2017 said to media that *“It is exciting. It is bigger than just cricket matches...it is bigger and will play a part in bringing cricket back in Pakistan,”* Sammy said. The players are also happy by the fact that fans are loyal to the teams and are not biased towards international players. The St. Lucia player also said, *“This morning I shared my experience of visiting Pakistan for the PSL final but the fact that all of them are here is because they have accepted to be part of this [series],”* said Sammy. *“We all are glad to be part of this process, I know that fans would go crazy in the stadium and we’ll play some good competitive cricket,”* he said (Post 2017). When a journalist asked him about his favorite thing in Pakistan, Sammy quickly replied *“people of Pakistan.”* *“We just enjoy playing the game and Pakistani fans are very massive fans of people from the West Indies,”* *“I try to entertain where I go and that’s what I’ll try to do when I will be playing in*



*Pakistan,*” Sammy also expressed his hope for cricket fans in Pakistan to soon be able to witness more international cricket on their home ground. *“It is so crucial, the part we play, in making sure that fans in Pakistan get to see some good competitive cricket and I am excited about these three games,”* (Post 2017). A sport teams do not only represent the owner or coaches, but they also represent the city or state and they are linked to other groups e.g. political, religious, social or ethical (Bob Heere 2007). All these teams of league are connected to all these groups or stakeholders in a way.

This is not exactly the same in India they support their own players and race mostly, the extreme example can be seen when Indians did not allow Pakistani players to be the part of IPL after its first season in 2008. Even though some famous players were the part of Indian Premier league in its first edition in 2008 just like any other foreign player playing in Indian domestic league but after some terrorist attack, no Pakistani player was the part of the IPL because of the reaction of the people. Indian Government suspended all sporting ties with Pakistan afterwards (IndiaToday.in 2015). No Pakistani player was allowed to play in the Indian league after so many years and vice versa i.e. no Indian player is playing in Pakistan super league, but both countries compete each other at international level matches e.g. world cup matches, Asia cup or other match series organized by International cricket council where only national players compete with other countries. This shows that people of Pakistan and India are so much loyal towards their countries and do not compromise values and loyalty for their country when it comes to the honor of the nation. But Indians are more supportive and welcoming for other international players who are playing in IPL, because those players are not from the country which has historical rivalry with India. So, the overwhelming response of both countries is the same for all the international players, but they do not accept the Pakistani player playing in their domestic league and vice versa.

The domestic leagues of IPL and PSL have the sport rivalry in cities and regions, which is quite normal in terms of competition. This twenty20 shifted the attention from the fans of different regions and rivalry among the people of different cities make these cricket leagues more interesting for fans. This transformation of making complex and long game easy and instant was more practical than idealism according to the history, but according to market conditions, the sport needed to be branded practically (Jayanthi 2012).

## 6.4 Comparison of both leagues on grounds of growth

Cricket is second most followed sport after football and cricket's most successful league is Indian Premier league which has now worth of \$9 million each match and has four times more value than NBA basketball games in United States (B. Hussain 2019). The entire value of IPL is \$6.3 billion this year and broadcasting rights have major contribution in the worth (B. Hussain 2019). If we compare the brand value then, IPL is one of the richest leagues in the world of sports not just in cricket and it much bigger and more glamorous than the PSL. The estimated brand value of PSL is around 5.6 billion dollars while PSL has a conservative estimated value of 600 to 800 million dollars (K. Hussain 2018). The audience and fan following is also major factor for the success of both leagues i.e. PSL and IPL. Indian league has more spectators in stadiums while Pakistani league is held in Dubai, so it has tiny number of spectatorship but could have been jampacked stadiums if it is held in Pakistan. (Kiyani n.d.). It is a fact that PSL is much smaller as compared to the IPL if we see the facts and figures along with the number of matches happening within these leagues. In Pakistan super league there are 24 matches which were played in 20 days in a recent season this year, while in Indian Premier league there are 60 matches played over 45 days (Azeem Siddiqui 2016). At some extent these leagues are not comparable in terms of the size and money involved but the way PSL is growing fast in just four seasons despite of being and organized outside of the country. The main argument can be made that IPL is settled and bigger league and have around 1.3 billion population (based on recent UN data in 2019) (Population 2019). Cricket is the most famous game of such big population and considered as their religion by the fans while Pakistan has the same passion for cricket and has the population of Pakistan is around 200 million based on United nation's estimate (Worldometers 2019). The size and population are a major factor to compare these two leagues.

But if it is compared on the grounds of success, growth and popularity, then it would be interesting to see two leagues of different sizes but with more or less the same growth and success rate according to the perspective of institutional level and from the perspective of social identity. Both leagues are major opportunities of investment from the perspective of investors, media, fans and sponsors. It is also a fact that PSL despite of being new and smaller than IPL which is established and bigger league of cricket, can be compared because it has created a huge impact and build credibility within shorter period of time. As, this league is not as big as Indian premier league, but it has shown great potential by having successful editions each year. If the success of PSL is measured in terms of profits then

owners of the franchises might have been losing some money, but they can see the future potential by investing in this game. A former official of PSL Salman Sarwar said in his statement that, *'there is great potential for sports leagues industry in Pakistan as there are about 70 million people who have propensity to spend on such leagues. A sports league in Pakistan demands very low investment in comparison with western countries as here an investor can buy a whole franchise in less than the amount of a player is traded for example in football league. It's an industry rising in the region. I see great potential both in gulf as well in Pakistan'* (B. Hussain 2019).

## **7.0 Challenges for leagues**

There are some challenges mentioned earlier, which these leagues are facing. But major challenges which can be solved or reduced by the state or governments include tax exemptions, corruption scandals and political influence. Since IPL is facing major challenges in money and profits due to organizing the event in expensive place i.e. UAE. So, this league has not been generating big profits in stadiums abroad. It was revealed by sports news website ESPN Cricinfo, PSL has lost from PKR200 million to PKR700 million each in its first two seasons and the owners have been trying to restructure the league and struggling to get the tax exemption from the government to make this league more profitable (B. Hussain 2019). Since the franchisors are subject to pay the sales tax because they fall under the category of services business. The governing body of cricket i.e. Pakistan cricket board in that regard sent letter to the finance minister of the largest province Punjab (which is home of three teams out of six) to give the exemption from the tax. Because this is still the time when league is being structured and established. So, there is need for tax exemption in the league from the State. The major challenge is to host this league in Pakistan (Chughtai 2017) even though some big matches have started hosting in home grounds to generate more profits, but still it has a long way to go and pay for all the expenses of the event. That is why challenge for PSL franchise owners was to get the exemptions from the tax because the letter which was written to the finance minister in order to get the tax exemptions stated the following facts and figure in the financial details about all the franchises from the editions of 2016 and 2017; All the amounts are measured in Pakistani Currency i.e. Rupee; Lahore Qalandars owned by the Qatar lubricant company based in Doha, which showed the poor performance on the field faced the greater loss among all the teams had 312 million rupees in 2016 and had more loss in next edition of 421 million rupees (Hashmi 2015). While Quetta

Gladiators which was the lowest cost franchise in terms of bid prices had the least losses with 46 million and 64 million rupees in 2016 and 2017 respectively. This challenge is currently faced by PSL which is giving stress to the owners of franchises.

Another challenge, which should be called a threat instead i.e. some politicians take advantage of the game to make money, as corruption is the biggest problem of India and Pakistan. As, it is known that cricket boards are governing these leagues even though teams are owned by private owners which means a sport minister and the chairmen of Indian cricket boards are appointed by the sport ministry or state of both countries. So, there is political influence that politicians can appoint any person they want, that is why favoritism and nepotism is a famous blame on politicians. Different situations like match fixing and a deep politicization of the cricketing structure—at least in India has become a normal aspect as well (Subramanian 2013). Another challenge for IPL is to control the match fixing in the events. Some scandals of match fixing in India made headlines few years ago. Some biggest scandals of cricket in India and Pakistan include; The match fixing scandal of Pakistani players before the PSL when of two cricketers were convicted in a spot-fixing case in England, and there were reports that semi-final match between India and Pakistan in the 2011 World Cup was fixed Sports which India has reported and allegedly four Pakistani players had been found to underperform in the game for money (Pandit 2011). The specter of match fixing has become too real and full of possibilities.

## **7.1 Betting is illegal: threat or challenge? And logic of gambling**

Betting in cricket is illegal in most of the countries, but there are five countries where betting is legal i.e. Australia, United Kingdom, South Africa, Sri Lanka and New Zealand (Symondson 2018). It is still illegal in India despite of the fact that this business is going on a big scale and authorities are not able to control it fully. This is also a fact there are number of casinos and online betting websites and it has become a multi-billion-dollar industry but remains illegal activity in India and Pakistan but after experiencing the growth of this betting billion some countries made it legal (Symondson 2018). There might be possible in future that betting becomes legal in India soon, because gambling and betting are getting huge and authorities are not able to control so in near future. It is predicted that cricket officials have to make it legal because of its growth that is why it is supported by the stakeholders and owner of the franchises in IPL. But it would be too early to say that gambling can be the legal in Pakistan because it is an Islamic state and state has to follow the religious rules as

well as implementation of laws according to religion. But despite of strict anti-gambling law it was noted that gambling mafia has made profits of US\$1.43 million from the Pakistani people in cricket betting (Betting n.d.). A lot of people use some gambling websites and are in contact with gambling mafias to make betting on the cricket matches. The main concern of cricket officials for betting and gambling which is indirectly affected on the cricket matches and players, because these mafias try to offer bribe to the players to fix the match. *The bookmaker can either be organization or single person who facilitates gambling mostly on sporting events, make money by placing bets and charge transaction fee on their customers bets* (Chen 2019). Indian premier league had to face the most serious and famous scandal of match fixing which created headlines on all the Indian news channels and created a disturbing news for fans in 2013. There was a case of spot fixing during the match happened in evening and exactly on the same night Delhi(capital city of India) police arrested three cricketers representing Rajasthan Royals while 11 bookmakers were also arrested in night time raids across the India (Crabtree 2013) and some other member of the Chennai Super Kings who were allegedly found guilty in having links with bookies. The police had to give the clarification on the arrest of the players and other people because it had turned out the biggest news on the news channels and fans started becoming furious. The police commissioner had to sit down in press conference and all the aspects of the allegations of match fixing, According to the financial times; *“There was an agreement between the bookies and the players that in a certain over they would give away a minimum amount of runs,” he said; a scam known as a “spot fix”, in which a small part of a match is rigged, not the final result. Prearranged signals showed the fix was on, he explained: a hand gesture, a rotated watch or, in Sreesanth’s case, a towel tucked into his trousers as he sprinted in to bowl. Video clips showed the suspicious incidents. Bags of cash, filled with as much as \$70,000, were the player’s reward. And somewhere, far beyond the stadiums, massive illegal bets had been laid by groups unnamed – high-rolling punters, shady betting syndicates and international underworld criminals. “The mastermind is sitting abroad,” was all that Kumar would say* (Crabtree 2013). The Board of cricket control of India also promised to investigate the matter and suspended the arrested players until the inquiry is done and according to News18 BCCI gave a statement: *“The BCCI is shocked and saddened at the recent developments. The BCCI has zero tolerance to corruption. We will offer all co-operation to the Delhi Police and all other authorities in their investigations in this matter. The IPL Governing Council has met and decided that the cricketers found involved will be dealt with severely. As of now, the 3 players viz; Ankeet Chavan, Ajit Chandila and S.*

*Sreesanth stand suspended pending enquiry. All information required to bring the persons involved to book will be collected and strictest action will be taken, if found guilty,"* (Staff 2014).

BCCI imposed a life time ban on Indian cricketers S Sreesanth and Handila, but it was set aside by Supreme Court of India in March 2019 and the ban was lifted on Sreesanth (Line 2019). The co-owner of Rajasthan Royals was also investigated and police claimed that he confessed of placing bets through bookmakers and consequently all his shares in teams can be taken if it is proved but it was recommended for further investigation of the entire matter by BCCI and Supreme Court on IPL spot fixing case (Staff 2014). Because of this scandal h was suspended by BCCI in 2013.

<b>WORLD CUP BETTING RACKETS BUSTED</b>						
<i>The police in the Capital went into overdrive during the biggest event of the year</i>						
<b>RAID ON</b>	<b>CASES</b>	<b>ARRESTED</b>	<b>CELLS SEIZED</b>	<b>LAPTOPS SEIZED</b>	<b>AMOUNT BET</b>	
Feb. 20	03	08	30	04	₹2.78 crore	
March 11	01	05	38	02	₹1.35 crore	
March 2	01	03	12	01	₹1.00 crore	
March 8	02	05	13	02	₹3.79 crore	
March 11	01	02	09	02	₹1.00 crore	
March 25	04	11	55	03	₹3.00 crore	
March 26	01	03	03	-	₹0.40 crore	
March 31	01	03	13	01	NA	
April 4	05	14	36	03	₹1.82 crore	
<b>Total</b>	<b>19</b>	<b>54</b>	<b>209</b>	<b>18</b>	<b>₹15.14 crore</b>	
<b>THE IPL... SO FAR</b>						
<b>RAID ON</b>	<b>CASES</b>	<b>ARRESTED</b>	<b>CELLS SEIZED</b>	<b>LAPTOPS SEIZED</b>	<b>AMOUNT BET</b>	
April 21	01	02	04	-	₹3.5 crore	

Source: Delhi Police. Data for Delhi and the National Capital Region through April 26, 2011

(Pandit 2011)

Here, it can be seen that how much heavy amounts were reported by the police during the world cup, and these figures are only from India. Police arrested the people on making bets because it is against the law. The world cup is the biggest event in cricket, and tams from all over the world participate in it, in 2011 the world cup event was hosted in India, Sri Lanka and Bangladesh. That is why more cases of betting were recorded in India. but the amount of bet placed during the IPL during the same year was also an eye-opening situation.

India's big betting industry is not a secret anymore and the bookmakers are operating from other countries and from the India as well despite of lot of arrest and police raids. There are also some cases where Indian police released a phone call of a bookmaker (Crabtree 2013).

British newspaper caught three Pakistani players who were involved in match fixing in London (Crabtree 2013) which had long lasting effects for the country itself, cricketers and their families as well. In 2010 prior to the existence of Pakistan super league a big scandal of match fixing became the highlight in media when British newspaper exposed three Pakistani players who were allegedly involved in taking bribe from the bookmaker to underperform during the game and they did actually in a Test match at Lord's ground in London. The UK based newspaper 'News of the World' released a videotape where bookmaker offered £150,000 to middleman for Pakistani bowlers to bowl 'no ball' during the game on purpose at certain decided over of the game (Online 2010) (no ball in cricket can be defined as; *a bowled ball in cricket game that because ruled unfair by umpire cannot take a wicket, does not count as a ball in the over, and counts one run if not otherwise scored from* (Webster n.d.)). This term was referred as spot fixing rather than match fixing because no balls cannot affect the outcome of the game but can make a big deal for illegal betting because gamblers can take benefits from this secret information of the game (Marks 2010). The newspaper showed the footage of the bookmaker and bag of cash on the table besides. Three players were named by the newspaper who were involved in this scandal i.e. Salman Butt, Mohammad Asif and Mohammad Amir, all these players were banned by International cricket council terms between five to ten years according to their involvement. Amir who was 18 years old at that time and the youngest amongst all. On the same series Amir showed extremely good performance and disturbed English team's upper order by taking four wickets for no runs (Marks 2010). During that innings Amir took his 50th Test wicket in his 14th match and became the youngest cricketer in the history of the game to reach that landmark, it was a shining career ahead for him predicted by all the fans and cricket experts but this scandal became a hurdle and dark part of his personal and professional life, which ruined some important years of his career. He was a fast bowler and they are likely to take oversteps while bowling but usually one or two inches, in this case he overstepped around six to eight inches during his overs (Marks 2010). This whole situation was more damaging for the reputation of the Pakistani cricket and players as the international cricket was already banned in Pakistan due to Sri Lankan team attack in 2009. Right after a year this scandal happened which was disappointed for the fans of cricket, it made them criticize towards the players and they even protested in against these players. There was a mixed response from the people of Pakistan but mostly it was criticizing towards the biased behavior of International cricket council as they did not take such serious actions before for other international players when they were found guilty, while in this case Pakistani players had

to face bans from different platforms imposed by Pakistan cricket board and international cricket council but also there was criminal investigation held against the cricketers. When the allegation were proved in court in UK, Consequently, the bookmaker received two years and 8 months for conspiracy to make corrupt payments and 16 months for conspiracy to allow others to cheat at gambling while Salman Butt and Mohammad Asif along with bookmaker were sent to Wandsworth prison in south London but Amir was sent to serve his sentence at Feltham young offenders' institution in west London (BBC 2011). This sentencing of the cricketers became the hot debate in news headlines in Pakistan. According to BBC reporters in Pakistan (BBC 2011). There was a lot of public anger in Pakistan about the spot-fixing scandal and they are disappointed on this matter, not only the fans but general people expressed their feeling as the parleys has let down the country and the most famous sport by their actions. The spokesman of Pakistan Cricket Board said in a statement;

*"Instead of having pride in playing for their country, these players chose to disappoint their supporters, damage the image of their country and bring the noble game of cricket into disrepute. There is little sympathy in Pakistan for the sorry pass they have come to."* (BBC 2011) He also said; *'the PCB was introducing measures to stamp out corrupt behavior, which will include training courses particularly aimed at younger players. The Pakistan government will also be urged to make corruption in sport a criminal offence'* (BBC 2011).

It can be seen that identity of the cricket is way more important than the cricketers and fans of the cricket and other officials supported the fairness in the game and asked for the punishment because they brought shame for the country and destroyed the image of sport at international platform.

PSL is quite new and there has still not any big scandal of match fixing, or betting have been witnessed but this illegal business is not a secret despite of strict laws and punishments. There was one scandal of match fixing apparently which was noticeable when few players were suspended by PCB, when they were investigated by the anti-corruption unit of Pakistan Cricket board and allegedly found involved in match fixing and this investigation was backed by Anti-corruption unit of International cricket council (Farooq 2017). Six players were suspended or banned for certain period of time by Pakistan cricket board in 2017 and some reliable sources also revealed that Sharjeel and Khalid Latif, the players who were playing for champions Islamabad United, were not only suspended from their contacts by being in contacts with bookies but they were also involved in the spot-fixing in the matches. According to a weekly magazine report The Nation which described this story as; *'The*



*sources revealed that Sharjeel cracked a deal with bookies to play two dot balls in the first match of the Pakistan Super League and get two million rupees (Pakistani currency) as reward. Sharjeel played four balls in his first match against Peshawar Zalmi taking single on one and the playing two dot balls before Hassan Ali got him LBW on the fourth ball he faced. According to sources, the person with whom the players met and reached a deal is also a Pakistani national. According to sources, it was the ICC's anti-corruption unit that unearthed the dealings of these players with the bookies who notified it to the PCB upon which the PCB took a prompt action and suspended both the players and sent them back home till further investigations (Imran 2017). The involving of players in such illegal activities is as destroying as the doping is for the game, because such rigged matches hurt the sentiments of the fans bring the honor of the country to shame. Some talented and hardworking players also loose the important years of their career too when it is on peak and it falls quickly. This case took a serious turn and according to the report of a newspaper i.e. Daily News reported that on 19<sup>th</sup> of May as; *The Pakistan Cricket Board on Friday said it had seized bat grips given to Khalid Latif by a bookmaker which the Islamabad United opener was allegedly supposed to use to indicate he would participate in a spot-fix. The 31-year-old batsman stands accused of attempting to spot-fix, accepting an offer by a bookmaker which he did not report, and luring other players into the conspiracy. His case is currently being heard by a three-member tribunal convened to adjudicate on the scandal which emerged during the Pakistan Super League (PSL) in the United Arab Emirates in February and March. Fast bowler Mohammad Irfan and spinner Mohammad Nawaz have already been banned for six months with six suspended, and one month with one suspended, respectively and fined after they confessed to failing to report meetings with bookmakers. Khalid and three other players -- Sharjeel Khan, Shahzaib Hasan and Nasir Jamshed -- are also provisionally suspended on various charges and face bans ranging from five years to life if found guilty. "One (piece) of... evidence is that we seized the bat grips that (a) bookie had given and they were seized from Khalid's kit bag," PCB lawyer Taffazul Rizvi told reporters (D. News 2017).**

The tribunal gave a detailed decision on the allegations against Sharjeel Khan according to the rules of breaching Pakistan Cricket Board's Anti-corruption code 2015 for participants, and one the part of that was labeled with betting in this ; *Ensuring for Betting or other corrupt purposes the occurrence of a particular incident in a Domestic Match (Z. Ahmed 2017).*

So, betting in both countries is illegal but still finds its way in different forms, players are manipulated, and they risk their career for money, not just the players but the people who make bets are also arrested sometimes if they get caught by the police as of being illegal activity. Officials and states of India and Pakistan are both failed in terms of controlling the betting. But in India there were recommendations of legalizing the betting in Indian committee for legalization of betting in cricket, but it got mixed response from public i.e. it was not welcomed by the cricket fans and general public, but stakeholders and legal experts supported the implantation and legalization of betting (Symondson 2018).

## 7.2 Political Influence

The institutional logics explained by (Gammelsæter 2010) in the article has politics and bureaucracy which are the main aspects in this case of cricket league. Since politicians and sport federations are controlled by the governmental bodies, that is why the authorities or politicians manipulate the sports by their power. The corruption is one of the biggest problems in India and Pakistan and the politicians are usually being accused of making money and taking benefits through the sports. The big match fixing scandal of IPL raised fingers on the politicians and governing bodies of BCCI, cricket has been involving itself into such controversies like match fixing, corruption, influence of governing bodies and politicians' different levels. But in subcontinent, politicians have more influence on the sports sector especially cricket is huge and popular, so it has more political games and corruptive elements involved. The scandals apart from match fixing also included tax evasion, possible betting and misuse of political influence in mighty multibillion-pound Indian Premier League (J. Burke 2010). The match fixing, doping done by players, corruption from investors and tax evasions are the topics that continuously going to almost all the news channels mostly during and post the event. There is a huge political influence in IPL and PSL too, because these are governing bodies are mostly politicians. The sports ministers obviously a politician who are responsible to facilitate and organize the event in different cities, so either way they have influence on the whole process.

Sometimes the owners of franchises want to hide profits in order to prevent from higher taxes (J. Burke 2010) which is a form of corruption. But these things are there since the beginning in developing countries like India and Pakistan where corruption is the biggest problem. IPL has been involving itself into so many controversies since its beginning and somehow these controversies are the reason to attract the more people for the event and hype is created to make it successful and be in lime light on the news channels all the time. But tax evasions, match fixing, and corruption are the serious and actual problems of the league which claims to be the successful and billions of dollars' worth league of cricket (J. Burke 2010). However, the controversial businessman and sports administrators of IPL no doubt are creating a tournament now estimated to be worth more than £2.6billions which is increasing continuously (J. Burke 2010). In making illegal profits and tax evasion cases the offices of some IPL teams, owned by Bollywood stars and corporate business tycoons, have been raided by tax authorities, which made the biggest headlines on the media channels after

match fixing scandals (J. Burke 2010). *“The great pity in India is that creations like the I.P.L. became a victim of their own success,”* the editor in chief of the magazine India Today, Aroon Purie wrote; *“Where there is money involved, especially large sums, corruption is not far behind.”* (Yardley 2010). Prabhudev, a professor of University of Texas wrote in his article in newspaper; *‘Once again a promising initiative is embroiled in controversy, money laundering, nepotism, corruption, and subsidy for the rich and famous. This time it is the Indian Premier League (IPL). History repeats itself where public trust is misused and a great opportunity to make a positive impact on society is lost’* (Konana 2010). There is no doubt creation of IPL was the best thing India can do through cricket and it made it useful in all aspects to make it beneficial for so many businesses directly and indirectly.

But the threats and shortcomings within the system made it victim for the taxation system and has enhanced nepotism somehow where politicians and officials can use public assets (Yardley 2010) without being getting noticed or if they get noticed they are hardly accountable for these kinds of deeds. The size of the league is so big that controlling it in every aspect is difficult. Corruption can find so many new ways, despite of taking actions from tax authorities and the indirect benefits cannot be counted which owners of the teams are earning. There was an accusation on the chairman of Indian premier league, who served the league very well and operated it in way to make it more successful in terms of money and fame undoubtedly (Yardley 2010), but he enriched himself and his family members through hidden shares in teams and charged fees from television and Internet contracts for getting the benefit of being the chairman (Yardley 2010). The board of cricket is also in a compromised position even though it is a nongovernmental organization but governed and run by the most powerful politicians of the country, that is why the political domination is affecting the fair system to be accountable for (Yardley 2010). The editor of The Financial Express Dhiraj Nayyar gave his analysis on such cricket scandals in the context of India’s economic evolution. In 1980’s and 1990’s a lot of scandals were outbroken when India’s stock exchange took off over market manipulation until regulatory structures were strengthened and now there is still lack of transparency and regulation in cricket (Yardley 2010).

*“The I.P.L. is a curious creature that combines the best and worst of Indian capitalism — fabulous enterprise and outcomes on the one side, riddled with cronyism, patronage and power politics on the other,”* Mr. Nayyar wrote recently. *“In many ways the I.P.L. is a confirmation of what India really is: an emerging economy.”* (Yardley 2010). This shows how the entire structure is manipulated by the influence of politicians and it greatly affects

the economy, since IPL is contributing to the economy at big scale. So, these scandals can make a huge impact on regulatory structures and can become a reason to revoke the strengthening the transparency in systems.

There is cliché that cricket is a religion in India and subcontinent and states are responsible for the games in India, Pakistan, Sri Lanka and Bangladesh, Political stability is a major factor and instability goes a long way in handling state of the game (Mehra 2018). Political instability is one of the biggest problems of sub-continent it is one of the reasons in declining the economy from many years. For example the matches of India and Pakistan can generate huge profits because millions of people watch it around the globe, as this is one of the major event in the world of cricket but India-Pakistan cricket ties have been directly proportionate to political harmony at the top level (Mehra 2018), which means mostly the politicians decide if these countries will be playing together in some cricket event or not. But despite of not being at absolute peace, both countries have managed to tour each other in past to increase harmony via sports (Mehra 2018). But this has not affected the peace struggle between two countries because of the role of the state and politicians. When two countries compete in an international match, the viewers from both countries make this a big deal to watch and people get so much excited despite of the political differences.

## 8.0 Summary

This research is based on the analysis of the evolution of the cricket that how it is evolved from the long game of few days to just three hours format match. All the important aspects are analyzed to show why there was a need to upgrade the long and boring game to survive in current market situation. On this newer and shorter format of cricket, lot of countries have made their domestic leagues to grab and engage more fans. Two leagues have been focused in this research which are from the countries, famous and well known in cricket game i.e. India and Pakistan. Although cricket was originated and very much English game, but it has become more famous in south Asian region of the world. The cricket has evolved gradually but still the longer formats are being played internationally to keep the original forms of cricket alive. But the one-day internationals and twenty20 matches are more played and watched in almost all countries. When the domestic leagues of twenty20 were introduced in different countries then this idea was appreciated by the fans, that they do not have to spend all of their days for one game, they can just go and watch the game for three hours. This format is faster and more happening in terms of entertainment and enjoyment. The one case that is Indian premier league is the biggest twenty20 league which changed the whole sense of the game and made it more shining event of the cricket which has all the elements to entertain the fans and make every match with full packed stadiums. It started a decade ago and still showing more growth every year. Because of the success of IPL, many other countries started their own leagues. The other case which is Pakistan super league which is not as established as IPL but in few years after starting it has made a huge progress and came a long way despite of facing problems which IPL did not have to. This league is comparatively smaller, but it can be compared on the grounds of growth, success popularity. These leagues have shown the new ways to market the cricket, because this game was losing its charm from the fans and almost a decade ago young fans were not seemed interested in this game. These domestic leagues not only proved themselves a great source of revenue but also grabbed more fans, provided investment opportunities directly or indirectly to many businesses. These domestic leagues not just have changed the traditional cricket at some extent but have been more profitable for the economy of their countries and International cricket as well. This study shows the importance of change and how it can affect the business of sport, even though change in traditional sports is not easy but it happens slowly and takes

time. The need for change is estimated by the behavior of market and interest of people in a particular sport. The social identity theory is used to analyze the social aspects and identity of the sport and fans, which describes the motives to introduce the change and these leagues have created a great impact on the identity of sport, players and fans. The other theoretical approach i.e. institutional theory used to analyze different logic which are found in this format of sport leagues. The different logics discussed to explain the organizing of sport leagues in a broad view. Since these two cricket leagues are the biggest and popular sport leagues in the world of cricket but somehow their success and growth can be compared to at some extent but not entirely because of the size of the leagues.

The challenges and problems, which are mostly common in both countries in terms of politics, betting, gambling and political influence. So, these challenges and problems are highlighted with details to explain that changing the traditional sport did not affect badly but there are some other factors which the main hurdles in progress of the game of cricket in subcontinent. This study examines overall change in format of cricket and its impacts on the economic conditions. The two challenges of gambling and political influence are affecting this game at large extent, that is why these challenges are discussed with details.

This study also shows that upgrading of the sport affects the state, fans, players, economy and various other aspects as well. To sum up, this study shows, that sports also need to adapt the change according to the change of market and interest of fans. It is important for the survival of all sports, not just for cricket, to develop the interest of fans through different changes. Being stuck to the traditional and customs of sport or society can be harmful for the survival of the support. So, there is a continuous need to upgrade in the sports in order to be an institution which is flexible enough to grab more fans over the period of time rather than decking the number of fans. This is also important aspect for the business point of view, in order to increase the worth of sport, it is important to be innovative and adapt the change without hurting the traditions.

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