Present paper deals with recognizing various barriers or challenges for sports industry and under development of sports in India. The study is conducted in three stages. In the first stage, an exploratory study has been made and various barriers recognized through literature survey as well as internet / google search. In the second phase these recognized barriers were then scrutinized via a questionnaire survey where the respondents were the people from all age groups from Delhi -NCR region. Through the analysis the selected barriers have been further studied via the Interpretive Structural Modelling Methodology in the third stage.

References


Index Terms

Computer Science Information Sciences

Keywords

Sports Industry, ISM methodology