

CRICKET INDIA; SAVIOUR OR BULLY?

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Abstract

Sport administration and governance in developed economies has come under increasing public scrutiny and greater regulation has done little to settle its controversies. The debate around what constitutes appropriate disciplinary measures for on and off field behavioural violations has had significant media coverage. The progressively larger sums of money that have flowed into sponsorships, advertising, the paying of players and betting has also led to a demand for greater governance controls. The considerable amount of influence that India, a developing economy but latterly the wealthiest and most powerful voice in world cricketing circles, has come to exert in demanding administrative and profit-sharing reform has been relatively recent. The actions of India however have not met with universal approval. This paper seeks to examine the question of whether the Board of Control for Cricket in India has used its increasingly deep pockets to drive its own agenda through the ICC and whether its demand for reform is a progressive or regressive step in good governance. The paper will summarise current theory regarding definitions of sports administration and sports governance and its objectives. It will examine the actions of India in recent cricketing controversies in terms of these objectives and the question of whether these actions align with the objectives of good governance or not.