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A Unique Merger of Sports, Business, and Physical Education Disciplines

^{*1}Dr. Abhishek Mittal

^{*1}Assistant Professor, Head Department of Physical Education and Sports, Nehru Arts, Science and Commerce College Hubballi, Karnataka India.

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*Corresponding Author

Dr. Abhishek Mittal

¹Assistant Professor, Head Department of Physical Education and Sports, Nehru Arts, Science and Commerce College Hubballi, Karnataka India.

Abstract

A special and complex relationship can arise when business and physical education come together, offering opportunities as well as difficulties for people, communities, and organisations. The importance of physical activity and its effects on health and wellbeing are emphasised in physical education, whereas the creation, marketing, and consumption of goods and services are the main topics of commerce. The link between these two disciplines, as well as its possible advantages and disadvantages, is examined in this essay. In particular, the paper looks at how commercial partners can assist physical education programmes and sports-related activities financially, with resources, and with innovative ideas, as well as how the commercialization of sports and physical activity might result in disparities and exclusions. In light of the possible benefits and risks, the study concludes that a critical and balanced approach to the interaction between business and physical education is required, one that aims to maximise the former while minimising the latter. This essay advances knowledge of the connection between business and physical education and emphasises the need for additional study and policy formulation in this area.

Keywords: Physical education sports, Commerce, Commercialization, Health.

Introduction

The goals, objectives, and results of physical education and commerce are two distinct disciplines. Physical education has a strong emphasis on the value of exercise and how it affects people's general health and well-being, whereas commerce is concerned with the creation, sale, and consumption of commodities and services. These two disciplines do, however, have a special relationship that can give rise to both new possibilities and difficulties for people, communities, and organisations. This essay tries to investigate the connection between business and physical education and its possible advantages and disadvantages.

Sports, physical education, and commerce are all interconnected in different ways. The trade of sportswear, accessories, and gear is one of the most direct connections. A variety of products are produced and sold by businesses in the multibillion dollar sports sector for players and sports fans. The selling of sports-related goods boosts the national economy by producing income and jobs.

A big part of the economy is also played by the sale of tickets to sporting events and other forms of entertainment. Large crowds attend major athletic events like the Olympics, World Cup, and Super Bowl, which also bring in a lot of money

from ticket sales, sponsorship deals, and media coverage. These activities significantly affect local economies, resulting in the development of jobs and economic expansion.

Sports and physical education are directly related to the fitness and wellness market. Gyms, fitness centres, and personal trainers are just a few examples of the businesses in the fitness sector. This sector is expanding as people are becoming more aware of the value of fitness and wellbeing. The fitness industry's business activities support the economy by generating income and jobs.

Through sponsorships and advertising, commerce is also connected to physical education and sports. Businesses frequently fund sports teams or individual athletes to increase awareness of their goods and services. Competitions and sporting events also present chances for marketing and advertising, which can support the promotion of brands and companies.

The Relationship between Commerce and Physical Education

Depending on the setting, objectives, and stakeholders involved, the relationship between business and physical education can take on various forms and shapes. By

sponsoring athletes and teams, developing new products and services, utilising social media and digital marketing, and other strategies, sports clothing corporations like Nike and Adidas, for instance, can profit from the promotion and popularity of physical activity and sports. Likewise, the funding and resources supplied by business partners, such as tools, technology, and training, can help physical education programmes in schools and universities.

The marriage of business and physical education can, however, also provide certain difficulties and dangers. For instance, the stress on success at all costs and the strain to do well can result in the use of performance-enhancing substances, unethical behaviour, and the disregard for one's health and well-being. Furthermore, marginalised communities and individuals might not have the same access to and opportunities as those who can afford them as a result of the commercialization of sports and physical activity.

A well-rounded education should include both physical education and sports. Teaching physical education entails instructing students in activities and techniques that advance fitness, wellbeing, and health. Contrarily, organised physical activities like sports include both competition and the development of skills.

There are several advantages to physical activity and athletics. They support the development of physical skills, a healthy lifestyle, and an increase in general physical fitness. By lowering stress and anxiety and boosting self-esteem, physical activity also benefits mental health.

Physical education is frequently a required subject in schools and aims to inform students about the value of physical activity and exercise. Running, jumping, stretching, and team sports may be taught in physical education lessons. Another well-liked approach for kids to engage in physical activity and skill development is through sports teams and organisations.

Overall, sports and physical education are crucial for fostering physical fitness, mental health, and general well-being. They can also provide valuable life lessons like perseverance, collaboration, and communication.

Sports and physical education provide a wide range of advantages, both psychologically and physically. Sports and physical education have numerous advantages, some of which are:

1. **Healthier Lifestyle:** Regular exercise can encourage healthier living, which includes better food practises and better sleep patterns.
2. **Enhanced self-esteem:** Participating in sports and physical activity can give one a sense of accomplishment while also boosting confidence and self-esteem.
3. **Improved Academic Performance:** Research has shown that engaging in regular physical activity can help students focus more clearly, remember information better, and solve problems faster.
4. **Social Skills:** Children have the chance to acquire social skills including leadership, teamwork, and communication through sports and physical education classes.

General, physical education and sports have many advantages that can enhance both mental and physical health as well as general quality of life.

In conclusion, there are many different facets to the interaction between business, physical education, and sports. While physical education and sports are linked to the fitness and wellness business, the commerce of sports-related goods, events, and entertainment benefits the economy. Businesses

can also use sponsorships and advertising to advertise their goods and services.

The sports sector has experienced substantial expansion as a result of the commercialization of sports, with the sale of sports-related goods and services bringing in billions of dollars annually. A culture of consumerism, unequal access to sports and physical activity, and an emphasis on profit above an athlete's well-being are just a few of the negative effects that have come along with this expansion.

The prioritisation of winning at any costs is one manner in which the commercialization of sports can have a detrimental effect. This may result in the use of performance-enhancing substances, overtraining, and other unethical behaviours that could have detrimental effects on an athlete's health.

Furthermore, for people and communities with limited financial resources, the commercialization of sports can erect obstacles to access. Sports participation can be unevenly distributed, especially among low-income areas and marginalised populations, as high-quality sports equipment, coaching, and facilities can be costly.

Additionally, putting too much emphasis on one activity or player while ignoring others might result from the emphasis placed on business in sports. Especially in terms of gender, ethnicity, and financial class, this may continue to foster inequality in sports.

Last but not least, the culture of materialism that has developed around sports and physical exercise can contribute to an emphasis on the flimsy parts of sports, such the newest gear and clothing, rather than on the physical and mental benefits of physical activity.

Overview of this Paper

Physical education and commerce are two separate academic fields with different areas of emphasis. The management and operation of commercial companies, including finance, marketing, accounting, and management, is the subject of commerce, usually referred to as business administration. The study of physical activity and its consequences on the human body is the primary focus of physical education, which also covers exercise physiology, motor learning, and sports psychology. Despite their differences, these two professions can work together and combine their efforts, especially in fields like sports management, wellness, and health promotion. The creation of creative and interdisciplinary programmes that are advantageous to both students and industry might result from an understanding of the distinctive characteristics and possible areas of collaboration between the disciplines of commerce and physical education.

The Relationship between Business, Physical Education, and Sports can be Assessed Using a Variety of Techniques. Here are a Few Instances

Economic Analysis: Economic analysis can be used to assess the financial effects of athletics and physical education. This can involve looking at the money made through sports-related goods, occasions, and entertainment as well as the effect of physical education and sports on job development and economic growth.

Social Impact Evaluation: Social impact evaluation can be used to measure the social and cultural effects of sports and physical education. This may involve the effect on social inclusion, community cohesiveness, and the promotion of healthy lifestyles.

Equity Assessment: Equity evaluation is a tool that can be used to assess how commerce is affecting people's access to physical education and sports. This may entail assessing the

accessibility of sporting venues and tools as well as the effects of commercialization on the accessibility of sports and physical exercise to underserved areas.

Health Assessment: Health assessment can be used to gauge how physical activity and sports affect both physical and mental well-being. This can involve assessing the advantages of physical activity for health as well as the harmful effects of commercialization and a focus on winning at all costs.

Performance Evaluation: Performance evaluation can be used to measure how much commerce affects athletic performance. Athletes' well-being and burnout can be assessed in relation to the effects of performance-enhancing drugs, other unethical behaviours, and commercialization.

Here are Some Examples of Tables that Can be Used to Evaluate the Relationship between Commerce and Physical Education and Sports

Table 1: Social Impact Assessment

Indicator	Description
Community Cohesion	Impact of sports and physical education on community cohesion and social integration
Social Inclusion	Impact of sports and physical education on the inclusion of marginalized groups
Promotion of Healthy Lifestyles	Impact of sports and physical education on promoting healthy lifestyles

Table 5: Performance Assessment

Indicator	Description
Performance-Enhancing Drugs	Impact of performance-enhancing drugs and other unethical practices
Athlete Well-Being	Impact of commercialization on athlete well-being and burnout
Athletic Performance	Impact of commerce on athletic performance

Table 4: Health Impact Assessment

Indicator	Description
Physical Health	Health benefits of physical activity
Mental Health	Impact of physical activity on mental health
Negative Health Consequences	Negative health consequences of commercialization and an emphasis on winning at all costs

In conclusion, using tables to analyse the connections between business, physical education, and sports can help organise and compare various indicators across multiple dimensions, and it can help guide the development of policies and practises that support equity, wellbeing, and equitable access to physical activity for all people and communities.



Fig 1: The pursuit of profits can lead to a focus on winning at all costs.

Critical Analyses of Commerce and Physical Education and Sports

The connection between business, physical education, and sports undoubtedly has advantages, but there are also some possible downsides and issues that need to be carefully considered.

One of the biggest issues is the commercialization of sports, which can lead to a focus on earning money instead of an athlete's health and wellbeing. Profit-seeking can result in a concentration on winning at all costs, which can lead to the use of performance-enhancing substances, excessive training, and other unethical behaviours. This may put pressure on young athletes to specialise in one activity from an early age and put victory before their physical and emotional well-being.

The effects of commercialization on sports and physical education accessibility are a further worry. Because expensive sports facilities, coaches, and equipment can be a barrier for people and communities with minimal financial means. This

may result in unequal access to sports and physical activity, especially for marginalised and low-income communities.

Additionally, the commercialization of sports may cause some sports or sportsmen to receive too much attention while leaving out others. As a result, there may be continued racial, gender, and socioeconomic disparity in sports.

Additionally, a culture of consumerism may result from placing too much emphasis on sports business, encouraging athletes and sports fans to continuously buy the newest gear and attire at the expense of emphasising the health and wellness advantages of exercise.

While there are undoubtedly advantages to the connection between business, physical education, and sports, there are also some drawbacks that should be carefully considered and addressed. Prioritising the health and wellbeing of athletes and people is crucial, as is making sure that everyone has equal access to sports and physical education.

As a result, we declare that it is crucial to take a balanced and critical approach to this relationship because it has the

potential to present new opportunities and problems for people, communities, and organisations. While the emphasis on winning at all costs and the pressure to perform at a high level can lead to the use of performance-enhancing drugs, unethical practises, and the neglect of health and well-being, commercial partners can offer financial support, resources, and innovation to physical education programmes and sports-related activities.

In order to prevent commercial interests from undermining or distorting the fundamental principles of physical education, it is crucial to address any potential drawbacks of commercialization, such as the encouragement of unhealthy behaviours, the exclusion of marginalised groups, and the exploitation of athletes and workers.

Conclusion

The unusual intersection of business and physical education can present opportunities as well as difficulties for individuals, groups, and organisations. Commercial partners can support physical education programmes and sports-related activities financially, with resources, and with innovative ideas, but it's also important to make sure that their interests don't compromise or distort the fundamental principles and goals of physical education. Additionally, there is a need to address the possible drawbacks of commercialization, such as the encouragement of unhealthy habits, the exclusion of marginalised people, and the exploitation of athletes and workers. As a result, it's necessary to take a balanced and critical stance on the relationship between business and physical education, one that considers both the possible advantages and disadvantages and works to maximise the former while minimising the latter.

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