



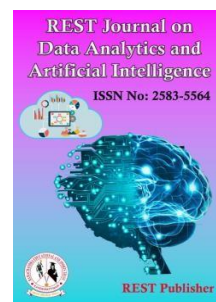
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# A Detailed Study About Women in the Sports Industry

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**Abstract:** *This research paper explores the role of women in the sports industry, with a focus on their experiences in leadership positions. The paper begins by examining the historical context of women's participation in sports, and how this has evolved over time. It then discusses the current state of women's representation in the industry, including the challenges they face in breaking through the glass ceiling. The paper also looks at the strategies and initiatives that have been put in place to promote gender diversity in sports leadership and evaluates their effectiveness. Finally, the paper concludes by offering recommendations for further research and action that can be taken to ensure greater gender equity in the sports industry.*

**Keywords:** *Women, Challenges, Sports Industry.*

## 1. INTRODUCTION

Sports has always been seen as a male-dominated industry, with men occupying most of the key leadership positions. However, in recent years, women have made significant strides in the industry and have proven themselves as valuable contributors. Despite these gains, there is still a notable gender imbalance in sports leadership positions, with women being significantly underrepresented. This disparity has prompted increasing attention from researchers, policymakers, and stakeholders in the sports industry, who recognize the importance of promoting gender diversity and equity. This research paper aims to contribute to this discourse by exploring the experiences of women in the sports industry, with a specific focus on their leadership roles. The paper will examine the historical context of women's participation in sports, the current state of women's representation in the industry, the challenges they face in breaking through the glass ceiling, the strategies and initiatives that have been put in place to promote gender diversity, and recommendations for further action. Ultimately, this paper seeks to provide insights into the experiences of women in the sports industry and to offer recommendations for improving gender equity and diversity in sports leadership. The Objectives The main objectives of this research on women in the sports industry are, To examine the historical context of women's participation in sports and how it has evolved over time, To evaluate the current state of women's representation in the sports industry, particularly in leadership roles, To identify the challenges that women face in breaking through the glass ceiling in the sports industry To analyze the strategies and initiatives that have been put in place to promote gender diversity in sports leadership, To assess the effectiveness of these strategies and initiatives.

## 2. LITERATURE REVIEW

Abney, R. & Richey, L.D. (2000) The National Association for Girls and Woman in Sport (NAGWS) has identified 3 distinct group of Minorities – Ethnic, Disabled and Mature Women. The authors address the opportunities for all 3 minority groups in sports and provide recommendations for continued participation and employment in athletic leadership positions. The two types of opportunities addressed are Participation and Leadership. Participant opportunity basically dealt with their athletic participation in play and competition. Leadership opportunity basically dealt with positions such as athletic administrators, coaches and athletic staff

Hardin, M. & Shain, S. (2008) The revolving door for young women in sports. The first part of the longitudinal study explores the factors that impact career longevity of women in sports, also women who have worked in the field for less than 2 years were interviewed and were asked about the opportunities and barriers in regard to their career and from the interview only 3 general themes emerged -Being a woman is not a barrier but instead an unfair

advantage. -The world of sports is a man's world. -Family responsibilities will likely change or end their career. The interview suggests that now it no longer takes a locker room harassment to turn women away from practicing sports, it simply takes the prospect of having a family. Tamir, I. & Yarchi, M. (2017) The key element at play in the shaping of the practice of women in sports journalism in Israel The present study aims to illustrate the points of view of various female sports journalist as they relate the unique and defining characteristics and experiences in their line of work and they play the key element in the shaping and the practice of women in sports journalism and its impact on the coverage of women in sports. 17 Israeli female sports journalists were interviewed concurrently alongside of male sports editors of various sports sections. The analysis of the study's finding, particularly, of the female sports journalist experience, has even revealed similarities between the place of women in sports media and female presence in the combative military units. Reilly, J. (2017) A spectacular transformation has occurred in women's sports in the past century in colleges, high schools, and recreational leagues across the nation. Gradual changes during the late 1950s and 1960s within the field of women's physical education and amateur sports provided the initial energy for this transformation. Education Amendments, a law banning gender discrimination in educational settings, thus guaranteeing women's equal rights to an equitable share of athletic opportunities and resources. Women and sports in the United States bring together scholarly articles, journalism, political and legal documents, and first-person account that collectively explore women's sport in America. Miller, P. & Miller, R. (2016) This study investigates the experiences of female sports journalists, focusing on four potential issues: workplace condescension, equal opportunity, perceived performance, and job satisfaction. The study's findings indicate that, while females are increasingly appearing in sports newsrooms across the country, women feel they are, in many ways, invisible to their colleagues, expected to know less and are expected to accept more menial assignments, and are the target of sexist language. Despite the discrimination, roughly three-quarters of respondents said they are satisfied with their jobs. Dr Bower, G.G. (2009) Women continue to be underrepresented in positions of leadership in sports. The mentoring connection is one of the most important parts of progressing women in leadership roles in sports. As the number of female athletes grows, an increasing number of experts understand the inherent benefits and challenges that exist between the mentor and the protégé. The purpose of this study was to identify themes based on important characteristics of an effective mentoring relationship that aids women in advancing to positions of leadership in sports. The researcher used a qualitative methodology called meta-ethnography to synthesise 15 qualitative studies about mentoring women in sports. Each study was read, coded, and analysed for themes based on the essential components of a successful mentoring relationship. The study's findings showed ten themes and seven implications for female protégés, potential mentors, and organisations to think about while mentoring women in sports.

Cooky, C. & Mears, M.A. (2019) The quality and quantity of coverage of Women's and Men's sports in televised news and highlights shows were analysed for 3 decades. The article also includes examination of online sports newsletters and social media. We get to know that there is a quantitative apportionment of coverage of women's and men's sports over the last 3 decades. It also discusses how Stories on Women in sports are obscured by the long length of men sports stories that precede it. Social media posts and newsletters still do reflect a pattern of gender asymmetries even though they've tried to make it a bit more diverse of the years. The themes of this coverage include Nationalism, Asymmetric gender marking coupled with local parochialism and charity service. Ponterotto, D. (2014) The purpose of this thesis is to discuss how female athletes are portrayed in the media. It provides a cross-linguistic account of the stereotypical vocabulary reserved for women in sports situations using a corpus-assisted analysis of sports reporting on tennis player Maria Sharapova in both the English and Italian press. The analysis demonstrates the presence of a discursive frame in the corpus that tends to devalue the body of female athletes. This framing is the result of two fundamental discourse strategies: a thematic strategy that eroticizes the female body and a metaphorical strategy that conceptualises the female athlete as child-like. According to the study, this sort of depiction is motivated by sexist stereotyping tied to male hegemony's ideological goals. Symons, K. ; Breitbarth, T.; Wilson, K. & Sherry, E. (2022) The necessity to cover live, seasonal events direct the development of sport media material, which often results in more coverage of men's sport than women's sport. Live sports, however, were discontinued when the COVID-19 epidemic started. The research on how women were covered in the media during the epidemic is presented in this report along with its findings. The study specifically aimed to respond to the research question: How have Australian mainstream media represented women in sport during a time when there was no live international sport? The study used quantitative content analysis to track coverage of 20 media channels, using consistent one-way coding practices, involving a single individual coder at the same time each day to focus on counting articles about women in sport. The results show a slight decline in coverage of women in sport at the start of the COVID-19 crisis in Australia and that coverage remained low throughout. This indicates that in the absence of live sports, media institutions reflexively resort to traditional ritualized, routine practices to create sports media content, and women are excluded from sports stories regardless of the presence of games. Billings, A.C. & Hardin, M. (2022) The state of play for women in sports in 2022 can seem somewhat schizo- phrenic. In developing nations, survival and safety remain para- mount, as women can be forbidden from participation. In post-industrialized countries, the problems are more related to belonging and esteem. The most-read article in Communication & Sport's history, Cooky et al. (2015),

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longitudinally focuses on gender. Kane et al.: Sex appeal helps advance women's sports; Ahmad and Thorpe: Muslim sportswomen challenge notions of "saving" from structures that bind them. In this issue of *Communication & Sport*, we examine representations of gender at the intersections of race, ethnicity, and other identities. Findings include disparities in representation of racialized female athletes compared to non-racialized athletes. Consider the 50th anniversary of Title IX in the U.S., as we examine how universities feature intercollegiate athletes on Instagram. In this issue of *Communication & Sport*, we look at articles that examine discourse around gender in online environments. An analysis of a women-only doping forum argues for the value of "sis-science" as based on women's experience. We also examine the experiences of U.S. girls moving their athletic identities into the high school setting. Bowes, A. & Lomax, L. (2020) The COVID-19 pandemic decimated elite level sport across the globe. There were concerns that this impact affected women's sport much more so than for men's sport. This research considers the impact of the enforced global lockdown on elite women athletes. It examines their training practices, welfare, and financial situation. A reduction in time spent training, and changes to types of training, was reported. Professional and semi-professional sportswomen, already operating in financially precarious circumstances, were also impacted through a reduction in match fees and/or sponsorship, or furlough.

Luguetti, C. & Spaaij, R. (2021) If designed well, sport-based programmes may facilitate increased wellbeing, inclusion, and feelings of belonging for refugee-background young people. An activist approach is a pedagogical way to co-create programmes with young people in order to better address their needs and aspirations. The aim of this study was to explore the process of co-creating a sport programme with refugee-background young women and what they, and the researcher, learned throughout this process. The first eight weeks were designed with the intent of identifying what facilitated and hindered the young women's engagement in sport. Given what we learned from them, we co-created and implemented a coach's workshop where the young women shared the data collected and brainstormed spaces for future change. We suggest that an activist approach can bring a much-needed strengths-based model to sport programmes and interventions with refugee-background young people, particularly young women who have historically been silenced and sidelined in sport-based interventions. Wicker, P. (2015) This study examines the effect of board gender diversity and a critical mass of women on the board on organizational problems of non-profit sport clubs. Research methods: Four waves of data from a German sport club panel (2009–2015; n = 6504) are used which allow analysing causal effects with lagged variables. The results of regression analyses show that board gender diversity significantly reduces human resource and financial problems. Human resource problems are even smallest in clubs with an overbalanced board ( $\geq 60\%$  women), while facility problems are perceived as bigger in such clubs. The results provided evidence for critical masses of one or at least three women for reducing human resource problems and of at least four women for perceiving bigger facility problems. Development problems are not impacted by board gender diversity or critical masses. Implications: The findings for human resource and financial problems support the information/decision-making perspective, suggesting that board gender diversity benefits the organization because of diversity in resource access, human and social capital, and improved quality of decision-making. Thus, increasing gender diversity of the board can be a way to reduce problems in these areas. Smith, S. & Harris, R. (2022) The urgency of the need to address the sex disparity across SSSM research is receiving substantial publicity within scientific literature and popular/social media. Already, meta-analyses of selected SSSM topics have been undertaken to determine how female athletes respond to a particular intervention or stressor. Moving forward, a comprehensive understanding of the quantity and quality of research pertaining to female athletes is needed before time and resources are invested into further original research or undertaking meta-analyses of topics where women are substantially underrepresented, or the female-specific methodological considerations do not align with current recommendations. Moreover, female athletes are more likely to experience nutritional issues, such as iron deficiency or low energy availability, adding to the screening burden or the risk of interference in study outcome. Ferguson, L.J. & Adam, M.E.K. & Gunnell, K.E. (2022) Some women athletes have expressed the perceived need to be self-critical to flourish in sport. Women athletes with higher self-compassion levels tend to have greater psychological flourishing. Competitive women athletes in Canada completed an online survey at the start and end of their competitive season. The sample for the current study includes participants who completed the first and last data collection time points to inform the research purpose around a variable not included at all timepoints (psychological flourishing).

Taylor, T. & Fujak, H. & Hanlon, C. (2020) Policies and practices with the greatest positive impact for the women players included: child-care provision, development of an inclusive team and club culture, and providing coaching, training and support specifically tailored to meet women's needs. Implications: In the first season adoption of existing, traditionally male-based, organisational norms and practices acted to legitimise the new women's competition, but also placed considerable stress on players. Research methods: Players (N=46) contracted for the 2019 National Rugby League Women's Premiership (Australia and New Zealand) completed an on-line questionnaire about the new league at the end of the first playing season. Laurendeau, J. (2008) This article examines two action sports, skydiving and snowboarding, as examples of women on men's turf, and investigates

how women negotiate space in these male-dominated settings. It analyses some of the barriers that prevent women from participating in these activities, as well as the techniques women use to carve out places for themselves in these sporting situations. Women in both sports prefer to use resistance techniques based on middle-class and liberal values. Most of this exhibit what experts call "reproductive agency." Some tactics, on the other hand, appear to illustrate "resistive agency." The study investigates the potential for these tactics to effect real societal change. Scheadler, T. & Wagstaff, A. (2018) Many sports fans argue that women's sports are less interesting than men's sports. Simultaneously, compared to men's sports, women's sports are rarely broadcast in the media. As a result, may the media's lack of coverage of women's sports be leading sports fans to assume that they are less desirable? An intervention was devised to promote women's sports to sports fans using the agenda-Setting Theory, Framing Theory, and Mere Exposure Effect. For four weeks, half of the participants watched highlight videos of women's sports. The intervention reduced prejudice towards female athletes after three weeks but had no effect on interest in women's sports. Rather of using highlight footage, future research should immerse participants in live action of women's sports. Erik, H. & Verena, M. (2021) Gender discrimination has been closely linked to the restriction of female sports participation. As a result, gender (in)equality has proven to be a major determinant of countries' involvement and success in international women's elite sport. As a result, disparities in gender (in)equality, such as women's labor-force participation, pregnancy rates, women's suffrage tradition, or women's socioeconomic standing, could be linked to performance in international women's elite sports. While various international sport governing bodies have established initiatives to support the development of women's sports in member countries, gender equality has received relatively little attention within the International Amateur Athletics Federation (IAAF) (now World Athletics). As a result, using a unique dataset of season's bests, the research investigates the impact of gender (in)equality on country participation in international athletics. The findings add to the evidence that gender disparity matters and is linked to participation in women's elite sports. Even though women's participation in athletics has increased significantly over the last two decades as a result of the IAAF's decentralisation strategy, the analyses highlight the need for better targeted and better resourced development programmes to increase participation in less gender equal countries. Furthermore, the analyses highlight the limitations of a purely macro-social approach, as there are some surprising dynamic events, such as the significant advancement of women's sports in the Islamic Republic of Iran, a country with a strong Muslim religious attachment. The findings of this study were used to provide practical implications. Lee, Y. (2016) This study looks at the cultural meanings that Korean American women place on sports participation. Interviews with six Korean American women at a large Midwestern university revealed a complicated process of identity construction, not only as Asian American women but also as ethnically Korean American women. Furthermore, the study demonstrates how sport becomes a focal point of negotiations and compromise in terms of gender relations in traditional Korean values and beliefs. *Crashing the Old Boys' Network: The Tragedies and Triumphs of Girls and Women in Sports* (1996) David F. Salter *Crashing the Old Boys' Network* is the first book to investigate the heated, and at times hostile, debate over Title IX and its application to girls and women in all sports. Billie Jean King, Donna Lopiano, Pat Summitt, Chris Berman, and others provide lively commentary on the facts and figures. This book uncovers the roots of this controversy at all levels of athletics by utilising the commentary of well-known personalities and experts in a variety of relevant disciplines. While many people believe Title IX and gender equity only apply to intercollegiate athletics, it also affects girls in high school athletics. Girls in youth sports and women in professional sports are not protected by federal law.

### **3. MODERN HISTORY OF WOMEN IN SPORTS: TWENTY-FIVE YEARS OF TITLE IX (2000)**

Lopiano, D.A. (2003) There are now over 55 million women who regularly participate in recreational sports and fitness activities, including female athletes in educational institutions. Women account for more than 55% of volleyball players, 43% of runners, and 41% of soccer players. Women's participation in sports has been much more diverse than that of American men, who have traditionally been pressured to participate in football, baseball, basketball, and ice hockey. Girls' and women's sports participation in all age groups and sports is still increasing (especially in team sports, which women were previously encouraged to avoid), and most experts predict that female high school and college participation rates will double to match boys' sports participation rates within the next several decades. ~ Hanson, S.L. & Kraus, R.S. (1998) Both functionalist and conflict theories of sports suggest that participation in sports may have a positive impact on scientific achievement, particularly among young women. The research presented here discovered that young women's participation in high school sports has a strong and positive association with their science success in their sophomore and senior years of high school, but that cheerleading participation is usually negatively associated with science success. It was also discovered that participation in sports is a factor in the success of young African American women in science, but not always a positive factor. Comparable analyses for young men revealed that sports activities are significantly less important in predicting their science experiences, and that when they are significant, they have a negative influence. Duncan, M.C. & Hasbrook, C.A. (1988) The hermeneutical method is used to examine televised texts of women's sports. This study begins with the observation that women participate in team sports and certain "male-

appropriate" individual sports at a significantly lower rate than men. Even more striking is the media's (particularly television's) virtual dismissal of women in team and individual sports. The authors frame their research question based on these observations: Do these imbalances represent a symbolic denial of power for women? The authors investigate televised depictions of basketball, surfing, and marathon running to answer this question. The television narratives and visuals of the women's competition are contrasted with those of the men's competition in each sport. These depictions reveal a profound ambivalence in the coverage of women's sports that does not exist in the coverage of men's sports. This ambivalence is characterised by contradictory messages about female athletes; positive portrayals of athletes are mixed with subtly negative suggestions that trivialise or undermine the women's efforts. Such trivialization is a method of denying women power. The authors conclude that sport and leisure educators have an ethical obligation to correct the power imbalance in the sporting world.

#### 4. METHODOLOGY

The methodology used in this research paper is Empirical form of study, we created a google form containing the questions pertaining to our study, the questions were about: in Struggles women face in the sports Industry, Equality in the sports industry Sexism in the sports industry. their expectations for women in the sports industry in near future. However, our aim was also finding out the key demographics involved in the women who were a part of this industries, so we also asked the target audience about their age, gender, and whereabouts to find out the same. Most of the audience were from mutual friends who shared were women in sports industries, where we received 100 responses. The below figures named 1.1 through 1.8 are pictorial representation of their answers in the google form, which includes only Multiple-Choice Questions.

#### 5. DATA ANALYSIS AND INTERPRETATION

The following is the analysis of responses we received from the above mentioned google forms.

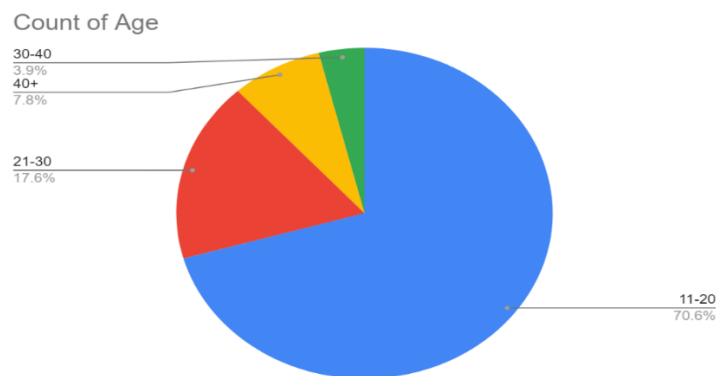


FIGURE 1. Count of Age

The above figure depicts the count of age, through this we got to know that 70.6% of our respondents were in the age group of 11-20,17.6% in age group of 21-30 with 3.9% being in the age group of 30-40 and rest being 40 and above.

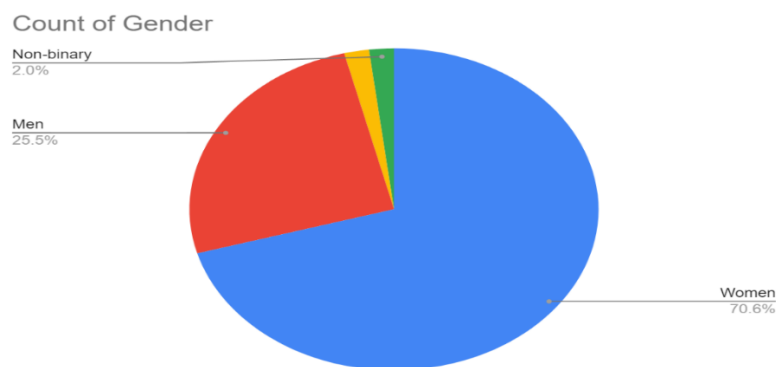


FIGURE 2. Count of Age

This is the pictorial representation of the gender of our respondents, as you can see majority of our respondents are women with 70.6%,25.5% of men and rest of them being nonbinary.

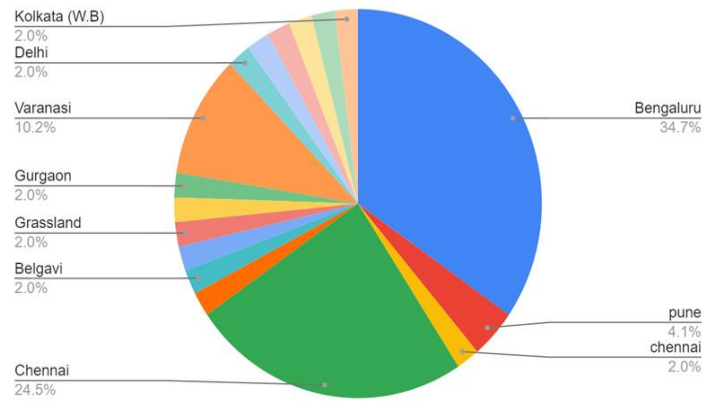


FIGURE 3. Count of Location

The above figure represents the location of our respondents, as you can see the majority of the respondents are from Bengaluru whereas 24.5% are from Chennai. The rest of them being from various other parts of the country.

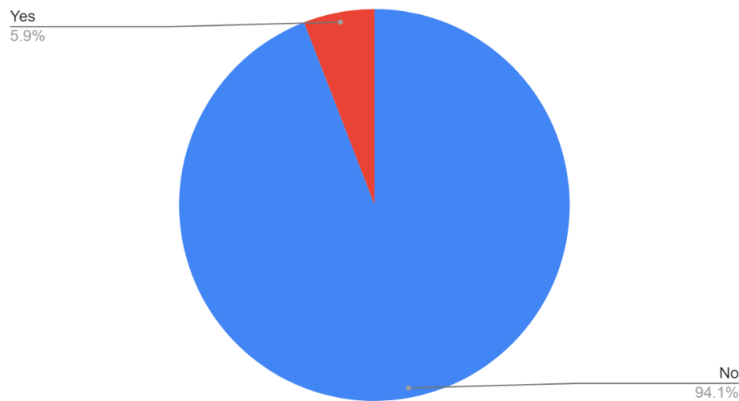


FIGURE 4. Payment In Sports

The above picture represents the respondent’s response to the question of whether women get paid enough in sports to which 94.1% of the respondents say nowhere as minority of them that is nearly 6% of them agree that women get paid enough.

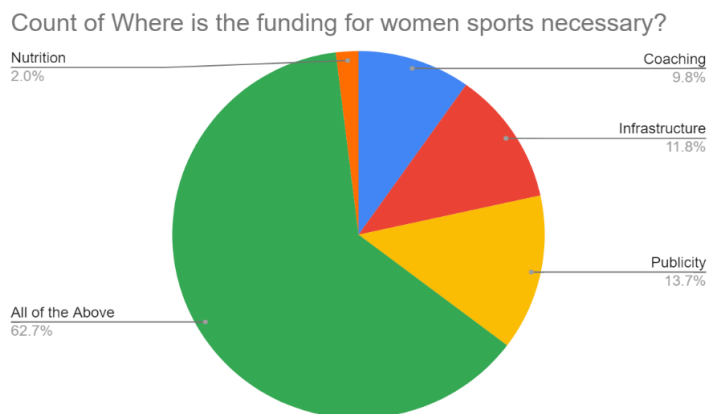


FIGURE 5. Necessity of Funding

The above figure represents the area where funding is necessary in women’s sports, majority of the respondents that is 62.7% said that the funding is required to all the fields those are Nutrition, Coaching, Infrastructure and Publicity whereas rest think that it is enough on a particular thing.

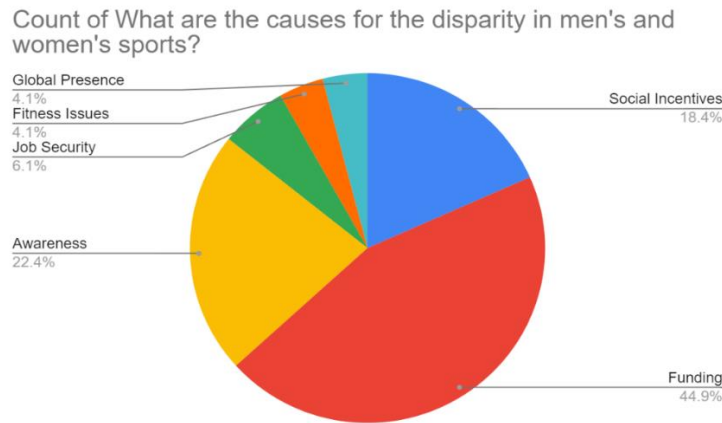


FIGURE 6. Reason for Disparity

We asked our respondents the reason for disparity in Sports between men and women and the above figure is representation of that question. Most of them, that is 44.9%, pointed out lack of funding whereas others gave other reasons.

## 6. FINDINGS

The above pie charts have helped us reach the following conclusions- The majority of our respondents were between the age bracket of 11-20 years, The respondents were mostly women, The majority of the respondents are from Bengaluru and then followed by Chennai, 94.1% of the respondents disagree with the statement that 'Women get paid enough in sports'. Majority of the respondents opt for the option 'all of the above' which includes spheres such as Nutrition, Coaching, Infrastructure and Publicity - the areas that require funding for Women in sports. Majority of the respondents agree that funding is the main reason for disparity in sports.

## 7. CONCLUSION

In conclusion, this research paper has provided insights into the experiences of women in the sports industry, with a specific focus on their leadership roles. Through a comprehensive literature review and primary data collection, the study has highlighted the historical context of women's participation in sports, the current state of women's representation in the industry, the challenges they face in breaking through the glass ceiling, and the strategies and initiatives that have been put in place to promote gender diversity. The study has shown that although women have made significant strides in the sports industry, they are still significantly underrepresented in leadership positions. The glass ceiling continues to be a significant barrier, with gender bias and discrimination being major factors contributing to this disparity. However, initiatives such as mentoring programs, diversity and inclusion training, and leadership development programs have shown promise in promoting gender diversity and equity. The study recommends further research and action to be taken to ensure greater gender equity in the sports industry. This includes continued efforts to raise awareness of the experiences of women in the industry, and the need for proactive measures to promote gender diversity and equity. Ultimately, promoting gender equity in the sports industry is not only a matter of social justice, but it is also vital for the growth and success of the industry as a whole.

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