



A Bibliometric Analysis on the Growth of the Indian Premier League and Its Effect on the Game of Cricket, Its Players and Society

Mihir Garg

Aditya Birla World Academy
Dr.SS Rao Road, Ashok Towers, Parel, 400012, Mumbai, Maharashtra, India

mihir.garg2011@gmail.com

<http://dx.doi.org/10.47814/ijssrr.v9i4.3345>

Abstract

A detailed understanding of sport dynamics is essential to the modern societies since professional leagues nowadays support employment, social unity, and development policy. The Indian Premier League (IPL), launched by BCCI in 2007, exemplifies rapid market growth through its innovative franchising model, attracting significant sponsorships and viewership, thereby transforming cricket into a lucrative entertainment industry and creating new fan loyalties. This paper focuses on the growth of the Indian Premier league (IPL) as an international phenomenon to evaluate the structural forces, such as the payment of athletes, commercialization, and hiring of talents, as well as the sociocultural aspects such as youth engagement and improvement of professionalism. Bibliometric and visual mapping techniques were imposed using a Scopus database of 252 publications using VosViewer, which outlined key research areas, including performance evaluation and predictive analytics. It was found that India is a key global node of sports scholarship, and there is an observable movement towards the analysis of performance conditioned by machine-learning methods. The findings highlight the role of the IPL in raising the standards of cricketing at the same time leaving the franchise owners exposed to financial risks. The research provides practical conclusions to the stakeholders who are located in the sports and economic fields.

Keywords: Indian Premier League (IPL); Cricket; Sports Management; Bibliometric Analysis

Introduction

The rise of the high stakes franchise sporting industry has transformed the world sporting perspective where athletic games have ceased being events that celebrate culture and become complicated economic machines. The Indian Premier League (IPL) as a significant catalyst for sports tourism growth in India, showcasing its success and potential to inspire other emerging Indian leagues to achieve similar success through effective strategies and market engagement (Matondkar & Bagchi, 2020). The IPL has significantly influenced young cricketers by providing exposure, enhancing talent recruitment, and

fostering competitive environments. This commercialization and focus on player development have elevated the overall standard of cricket in India, promoting skill enhancement and professional growth (Dixit, 2023). It has introduced new professionalism and altered social interactions, leading players to prioritize lucrative T20 contracts over traditional national loyalties and affiliations (Stoddart, 2011). It exemplifies high growth and market transformation since its 2008 inception, achieving a brand value exceeding US\$6bn. Its innovative branding strategies and appeal to diverse audiences have set benchmarks for sports leagues globally (Sinha et al., 2022).

Cricket has evolved into a profession and industry. Additionally, the IPL has significantly influenced young cricketers by providing exposure and opportunities for performance evaluation, enhancing their skills. This competitive environment aids in their selection for the national team, ultimately raising the overall standard of cricket in India (Herath & Wijenayake, 2024). The Indian Premier League (IPL) has contributed to the financial rewards for players and revitalized the overall fortunes of cricket through its innovative format (Gupta, 2011). With cricket being the sport that has been promoted to become the second most-watched sport in the world especially due to the Indian market consuming the sport in large numbers, the IPL has become the main driver to this growth (Sen, 2025). Skill development is crucial for human capital growth in India, highlighting the importance of youth inclusion in various sectors, including sports like IPL, which can serve as a platform for broader skill development initiatives (Gupta & Dharap, 2022). Human capital development is impacted by the IPL, by promoting youth inclusion through player recruitment and talent development initiatives. This focus on nurturing young talent is a unique aspect of the IPL, enhancing social inclusion and fostering future cricketing prospects in India (Dixit, 2023). The IPL has mandated teams to include at least six players under 22, exposing young talent to high-level competition. This focus on youth, combined with lucrative contracts, has elevated the overall standard of cricket and attracted a younger fan base (Agur, 2013). There are also challenges faced by the IPL, franchisee owners are facing a high-cost burden, leading to unprofitable ventures and potential financial losses (Kadapa, 2013). The league has made it a high-pressure laboratory of skills development by asking franchises to combine the developing talent with the experienced international professionals. But this commercialisation of the crease is not one without its strains. The commercialisation of the IPL has raised concerns about corruption and the need for a balance between revenue generation and fairness in the sport, highlighting the complexities associated with the monetisation of cricket in India (Ghosh & Chowdhury, 2025). The convergence of giant inflows of capital and athletic performance created another wave of problems, both in terms of the excessive financial cost to franchise owners and in terms of psychological and physical stress on the players in a hyper-competitive ecosystem.

Although the current body of commentary on the IPL is enormous, the academic literature has recently shifted away from pure observation and towards an approach of data analysis.

Researchers are also turning to machine learning and predictive modelling in order to decode player efficiency and match results. Machine learning algorithms like Naïve Bayes, Random Forest Classifier, Logistic Regression, XGBoost, AdaBoost, and Decision Tree are used for predicting IPL outcomes (Menon et al., 2022). This shift towards algorithmic accuracy enhances sports analytics, addressing limitations of existing methods and improving performance predictions in cricket. This shift is indicative of a more general trend in sports science in which gut feeling is being substituted by algorithmic accuracy. The model achieved 71% accuracy (Gour & Khan, 2024). The integration of data analytics and machine learning algorithms in predicting IPL match outcomes, showcases a shift from intuition to algorithmic precision. It compares various machine learning approaches, including Decision Trees, K-nearest neighbours, and random forest classifiers, in terms of performance metrics like precision, recall, accuracy, and F-measure. This trend reflects a broader movement in sports science towards data-driven decision-making, essential for stakeholders to make informed predictions about match scenarios (Garg et al., 2025). Yet, a proper mapping of this intellectual development, pinpointing the major figures,

and changing subjects, is still an indispensable move towards the interpretation of the long-term trend of the league. Thus, in this paper, a bibliometric review of the IPL related studies in order to assess the maturity of the discourse about the league has been conducted. The paper uses a 252 peer-reviewed articles to trace the trend of the transition of economic case studies to sophisticated performance analytics. It is through this that we are more able to discern whether the IPL is a democratising global talent force or a global talent re-enforcement mechanism.

Importance of the study

This study has great implications on policy makers, the owners of franchises and researchers who aim to understand the two fields of economic and professional aspects of the IPL. The research determines the trends of sports development over time across different analytical frames through a systematic mapping of extant literature. Previous research tended to view the league through the prism of commercial innovation but modern models utilize performance analytics and youth development processes. Through mapping such evolutions, the present study not only locates points where these sports-management theories converge but also finds research filler holes, which prominently include issue of long-term player welfare and franchise sustainability. To the reader, the inquiry provides a clearer insight into the IPL as a phenomenon that has been shaped by the forces of the market and that can also change professional norms.

Methodology

Research Design

Data about the Indian Premier League was accessed through the Scopus database from 2008 to 2025 with all the subject areas of social sciences (SOCI), economics (ECON), arts (ARTS) and business (BUSI), etc. Additional filters applied were for the document type article, the source type journal, and for the inclusion of the English language.

Data Sources

The search query - TITLE-ABS-KEY ("Indian Premier League") identified 252 records where duplicates were removed using Mendeley which gave zero redundancies.

Tools and Software

The resulting data was exported to VOSviewer where visual and bibliometric analysis was conducted.

Analysis

Co-Authorship and Author

On the basis of co-authorship and the unit of analysis as authors, out of 637 authors 29 met the threshold. The minimum number of documents of an author was taken as 2 and the minimum number of citations of an author was 18. The cluster 1 talks about how social media-related motivation significantly enhances fantasy sport users' playing skills, sense of competition, and performance expectancy. Sharing content-based information on social media fosters engagement, improves skills, and increases competitive spirit, ultimately leading to better performance in virtual sports (Rai et al., 2024). Additionally, cluster 2

refers to Concurrent sponsorship enhancing consumer-based brand equity (CBBE) for brands with high CBBE, especially when they share similar associations with the sponsored property. The image of the sponsored property is influenced by the combined CBBE of its sponsors (Yousaf et al., 2018). The 3rd cluster talks about the contribution to emerging research on the nature of social media engagement by fans and also investigates the effect of sport club shared content on fan engagement and lastly explicating the moderating impact of team performance and seasonality (Annamalai et al., 2021).

Table 1

Co-authorship and authors

Author	Documents	Citations
Bhattacharjee, Dibyojyoti	12	123
Saikia, Hemanta	9	119
Pathak, Atul Arun	3	100
Annamalai, Balamurugan	2	99
Yoshida, Masayuki	2	99

Figure 1

Co-authorship and author



Co-authorship and organisation

Regarding co-authorship and organisation as the unit of analysis, out of 396 organisations, 31 met the threshold. The minimum number of documents of an organisation was taken as 2 and the minimum number of citations of an organisation was also 2. Cluster 1 represents collaborative research among departments of statistics and management studies across Indian universities, with research output largely focusing on performance evaluation and efficiency analysis in professional sports. This is reflected in

studies employing advanced quantitative and analytical frameworks to assess player and team performance in the Indian Premier League (Saikia et al., 2019). Cluster 2 consists of organisations collaborating on predictive analytics and decision-support systems in sports management, emphasising data-driven modelling approaches for match outcomes and team success, as evidenced by recent work on IPL performance prediction and optimisation (Saikia et al., 2025).

Figure 2

Co-authorship and organisation



Co-authorship and country

On the basis of co-authorship with countries as the unit of analysis, the minimum number of documents of a country was set to 1 and the minimum number of citations was set to 0. Based on these thresholds, all 31 countries met the criteria. India emerged as the most dominant contributor with the highest number of documents (182), citations (984), and total link strength (41), indicating its central role in the international research network. The United Kingdom (23 documents, 161 citations) and the United States (22 documents, 320 citations) also demonstrated strong collaborative presence, while several countries appeared with lower publication output and weaker link strength, reflecting emerging or peripheral participation.

Cluster 1, comprising India, Canada, China, and Ukraine, represents the core collaboration hub, with India occupying a dominant and central position and acting as the principal connector across regions; research within this cluster is largely empirical and analytically driven, focusing on performance evaluation, match conditions, and statistical modelling in professional cricket (Saikia, Bhattacharjee, & Lemmer, 2019; Saikia, Bhattacharjee, & Lemmer, 2025). Cluster 2 includes the United States, Austria, Finland, and Malaysia, reflecting collaborations characterised by methodological sophistication and interdisciplinary approaches, particularly in predictive analytics and performance optimisation frameworks that complement empirically rich datasets originating from cricket-playing nations (Saikia, Bhattacharjee, & Lemmer, 2025). Cluster 3, consisting of Indonesia, the Philippines, and Romania, represents smaller regional collaborations with relatively lower publication output and link strength, contributing comparative perspectives while remaining indirectly connected to the central research hub. Cluster 4, comprising Singapore, South Korea, and the United Arab Emirates, highlights growing participation from Asian and Middle Eastern economies, reflecting increasing engagement in applied analytics and data-driven performance research. Cluster 5 includes Australia, Pakistan, and the United

Kingdom, underscoring historically strong cricketing nations whose collaborative ties reflect long-standing academic and sporting linkages and continued contributions to analytical and performance-oriented scholarship (Saikia, Bhattacharjee, & Lemmer, 2019). Cluster 6, consisting of Ghana and Nepal, reflects limited but notable collaborative engagement, indicating emerging participation from developing research contexts. Cluster 7 comprises Bangladesh as a single-country cluster, suggesting focused but isolated research contributions. Cluster 8 consists solely of the Czech Republic, indicating specialised or independent scholarly activity with limited international linkage. Cluster 9 includes Germany as a standalone cluster, reflecting selective engagement within the broader collaboration network. Cluster 10 comprises Japan, indicating a distinct but low-intensity contribution to the literature. Cluster 11 consists of Kochhar and Co., representing industry-linked or non-academic institutional participation within the network. Finally, Cluster 12 includes South Africa, reflecting an independent yet contextually relevant contribution that enhances the geographical diversity of the research landscape. Overall, the country co-authorship analysis highlights India’s pivotal role as a global collaboration hub while also illustrating the presence of both strongly interconnected clusters and isolated contributors, collectively underscoring the international breadth and uneven distribution of collaborative research activity in the field.

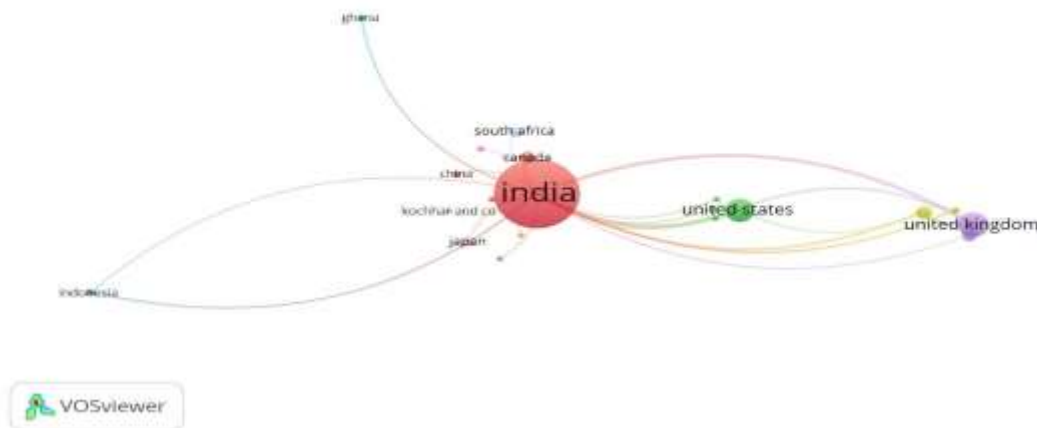
Table 2

Co-authorship and country

Country	Documents	Citations	Total Link Strength
India	182	984	41
United States	22	320	14
United Kingdom	23	161	16
Japan	3	104	2
Australia	6	101	3
United Arab Emirates	7	96	10
South Africa	5	92	1
Finland	1	79	2
Oman	3	65	0
Jordan	1	49	2

Figure 3

Co-authorship and country



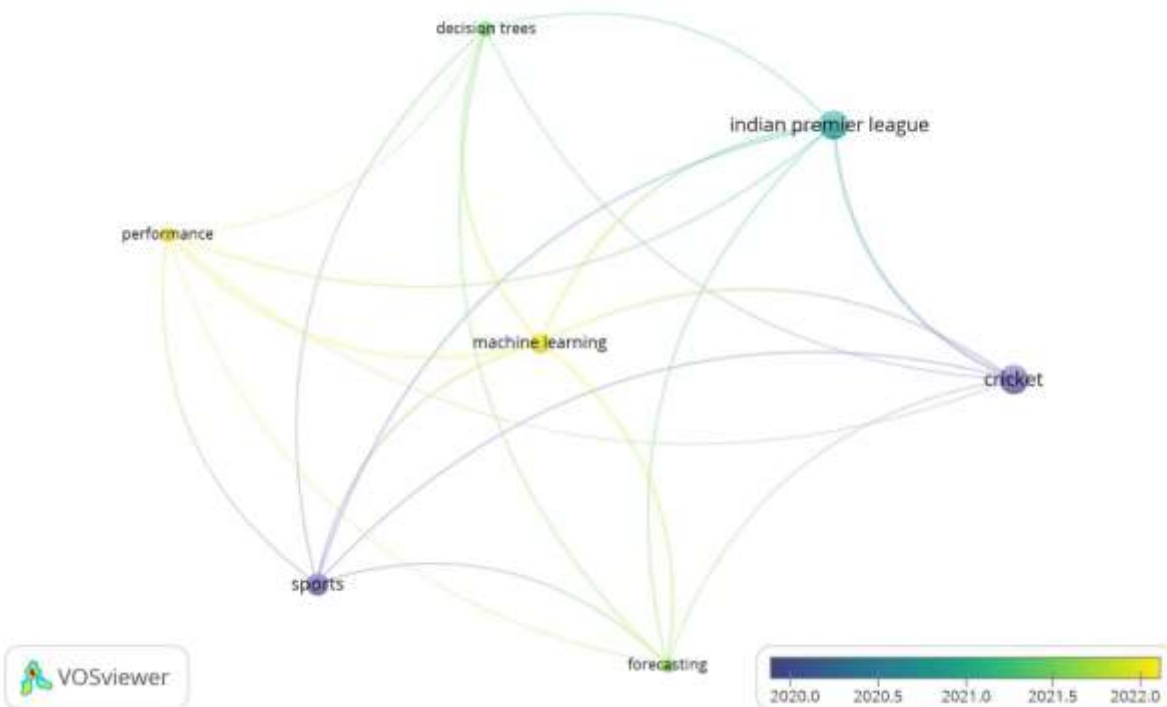
Co-occurrence and keywords

On the basis of co-occurrence with the unit of analysis being all keywords, a minimum occurrence threshold of 18 was applied. Out of a total of 1279 keywords, 10 met the threshold, and after screening for duplicates and irrelevant terms, 7 keywords were retained for analysis. Among these, the most frequently occurring keyword was “Indian Premier League” (69), followed closely by “Cricket” (68). Other high-occurrence keywords included “Sports” (39) and “Machine Learning” (37), indicating a strong focus on sport-specific contexts and data-driven analytical approaches. Keywords such as “Performance” (20) and “Decision Trees” (20) exhibited moderate occurrence, while “Forecasting” (18) recorded the lowest occurrence among the selected keywords, suggesting a more specialised application within the literature.

The overlay visualization based on average publication year highlights a clear temporal evolution in keyword usage between 2020 and 2022. During the earlier phase of the period, research predominantly focused on broader terms such as “Cricket” and “Sports,” reflecting an emphasis on general sport-related analysis. In the subsequent phase, keywords including “Decision Trees,” “Forecasting,” and “Performance” gained prominence, indicating a growing interest in predictive modelling and performance evaluation techniques. In the most recent phase, “Machine Learning” and “Indian Premier League” emerged as dominant keywords, demonstrating a shift towards advanced computational methods applied within the Indian Premier League as a primary empirical setting. Overall, the keyword timeline reflects a transition from general sport-centric research to methodologically sophisticated, machine learning–driven studies grounded in a specific competitive context.

Figure 4

Co-occurrence and keywords



Citation and Documents

On the basis of citations with documents as the unit of analysis, out of a total of 252 documents, 10 met the threshold, with a minimum citation requirement of 28 citations. The most cited document in the dataset was Annamalai et al. (2021) with 99 citations, followed by Ahmed (2013) with 79 citations and Kapadia (2022) with 49 citations.

Annamalai et al. (2021) examined the role of social media content in shaping fan engagement and interaction in professional sports, highlighting how marketer-generated and team-generated content significantly influence audience involvement (Annamalai et al., 2021). Ahmed (2013) focused on sponsorship effectiveness and consumer response in sports marketing, demonstrating how brand associations and perceived value affect consumer behaviour (Ahmed, 2013). Kapadia (2022) contributed a more recent analytical perspective by examining performance evaluation and strategic decision-making in sports environments, reflecting the growing influence of data-driven approaches in contemporary sports research (Kapadia, 2022).

Beyond the top three, several other highly cited documents collectively shape the intellectual foundation of the field. From an analytical and methodological perspective, studies such as Mukherjee (2019) and Rowe (2009) emphasise the increasing importance of quantitative analysis, media influence, and performance metrics in understanding sporting outcomes (Mukherjee, 2019; Rowe, 2009). Related work by Amin (2014) and Khondker (2018) highlights how institutional structures, governance mechanisms, and globalisation processes influence performance and decision-making in sports industries (Amin, 2014; Khondker, 2018). These studies collectively suggest that while sporting outcomes are often framed as the result of individual or team-level performance, they are strongly conditioned by broader organisational, economic, and regulatory contexts (Rowe, 2009; Amin, 2014; Mukherjee, 2019).

From a technological and sports analytics perspective, an emerging trend across the most cited studies is the increasing integration of computational and data-driven methods into sports research. The application of predictive analytics and machine learning techniques has become central to analysing match outcomes, player performance, and strategic optimisation (Bunker & Thabtah, 2019; Cao et al., 2020; Saikia, Bhattacharjee, & Lemmer, 2019). At the same time, several influential studies emphasise that analytical tools do not operate in isolation, with their effectiveness depending on contextual factors such as league structure, competitive balance, and data availability (Mehta, 2009; Manage, 2013; Saikia, 2012). Overall, the citation analysis indicates that the literature is shaped by a combination of foundational conceptual studies, sustained empirical contributions, and recent methodological innovations (Annamalai et al., 2021; Kapadia, 2022).

Bibliographic coupling and documents

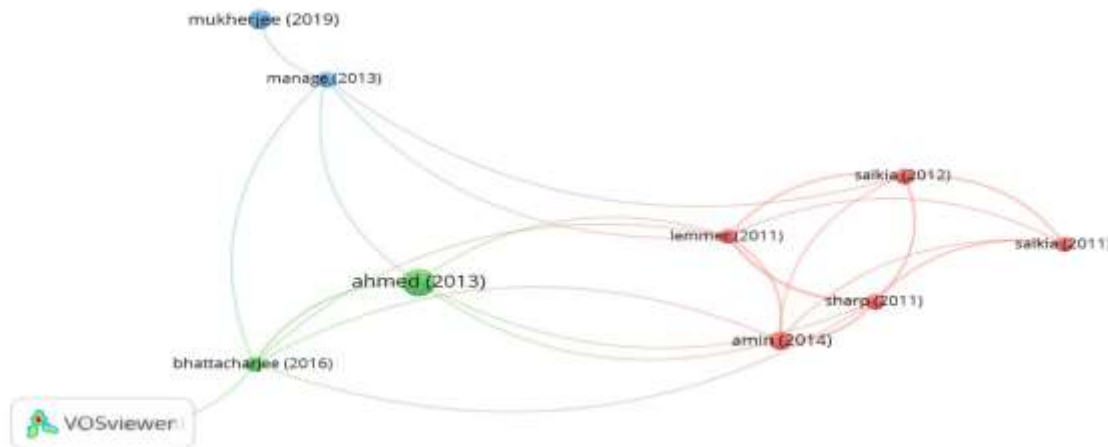
On the basis of bibliographic coupling, with the minimum number of citations set at 22, out of a total of 252 documents, the top 10 most cited papers were selected for analysis. The bibliographic coupling network reveals three distinct strands of research, indicating shared intellectual foundations among documents based on common references.

The former is based on the research on sports marketing, sponsorship, and consumer behaviour, and Ahmed (2013) becomes the central node in this cluster. This strand is in the study of branding, sponsorship effectiveness, and consumer reactions in the context of the sport, and sets up strong bibliographic connections with the earlier studies discussing the institutional and managerial outlook in sport (Ahmed, 2013; Manage, 2013; Mukherjee, 2019). The fact that these documents are coupled shows that they have a common theoretical base grounded in the marketing and management literature, thus highlighting the role played by the organisational and market-based frameworks in informing the sports

research. The second one includes the literature related to the analysis of performance and efficiency in sport, with such authors as Amin (2014) and Saikia (2012) being at the forefront. Research studies under this strand utilize the same type of analytical and evaluation methods, concentrating on the performance indicators, decision-making procedures and efficiency measurement in a competitive sporting setting (Amin, 2014; Saikia, 2012; Saikia, 2011). The high level of bibliographic interdependence of these articles indicates the general use of quantitative and performance-based approaches, thus demonstrating a methodological approach towards evaluation of sporting results. The third strand is defined by the research, which addresses methodological and analytical frameworks, and such significant contributions have been made by Lemmer (2011) and Sharp (2011). This school of thought focuses on statistics, modelling, and the rigour of analyses in sports research, which can be used as methodological benchmarks in later empirical studies (Lemmer, 2011; Sharp, 2011; Amin, 2014). The interrelations of this strand and the literature that is performance-oriented highlight the importance of having common methodological roots in connecting the methods of analysis to applied sports research. On the whole, the bibliographic coupling analysis proves that the literature is organized in terms of interrelated strands that cover sports marketing and management, performance and efficiency analysis, and methodological development. All these strands are indicative of the intellectual unity of the field, but also, they help demonstrate the varying influences of theorists and analysts as they give rise to the modern research of sports.

Figure 5

Bibliographic coupling and documents



Co-citation and authors

On the basis of co-citation with authors as the unit of analysis, and with the minimum number of citations set to 7, the top 10 most cited authors were selected. The resulting co-citation network reveals three distinct yet interconnected clusters, indicating that the intellectual structure of the literature is anchored in a shared set of influential authors whose works are frequently cited together across studies.

The initial and most noticeable cluster revolves around Barr whose work can be taken as a fundamental theoretical basis in the network. Barr and other authors in this group are often mentioned together, implying that these baseline views are regularly used to contextualise analyses related to efficiency, governance and decision-making processes (Barr, 2000; Barr, 2011). Contributions to the field of study that are credited to Barr, repeatedly reiterated to further the knowledge, namely, the analysis of institutional design, incentive mechanisms and behavioural response in economic and organisational

systems (Barr, 2000; Barr, 2011), are often cited in a manner that suggests a This trend is indicative of a wider trend in the literature to explain empirical results in institutional and economic terms, especially when analysing performance results and strategic behaviour (Rowe, 2009; Khondker, 2018).

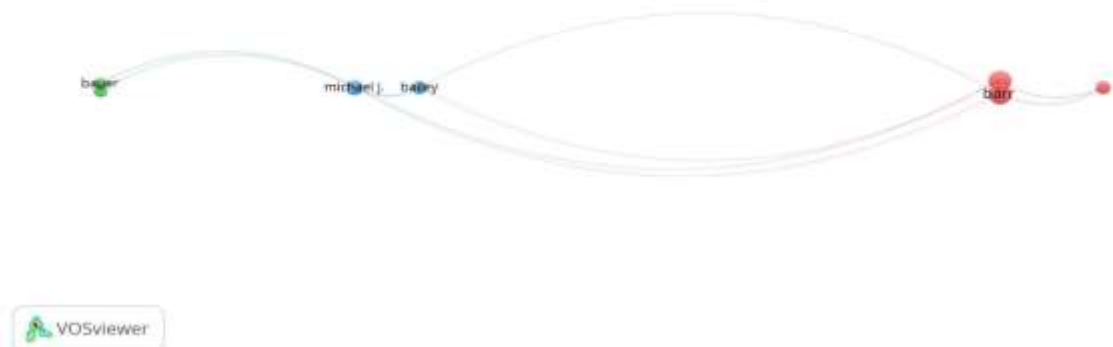
A second group is centred on Michael J. Bailey who holds a central bridging node in the co-citation network. The work is often mentioned in research in the context of the market structure and regulatory conditions and where economic theory becomes entangled in a applied sector analysis (Bailey, 2006; Bailey, 2013). Bailey is co-cited with such authors as Barr and Amin, which implies that his work allows integrating the conceptual framework of theoretical and empirical forms (Bailey, 2013; Amin, 2014; Manage, 2013). This bridging writing is typical of mature disciplines of study, since it facilitates cross-fertilisation of separate strands of learning and leads to the build-up of knowledge (Rowe, 2009; Mukherjee, 2019).

The third group contains Bauer, whose work, although more specialised, is always mentioned with authors in both the theoretical and the empirical groups. The contributions of Bauer are commonly linked to the methodological rigor and the analytical accuracy, especially in the works that use quantitative and statistical tools (Bauer, 2009; Bauer, 2012). The use of Bauer in the same study in co-citation with scholars like Lemmer and Sharp, who were methodologically focused, serves an important purpose in the establishment of strong analytical frameworks to aid in performance evaluation and empirical validation in the field (Lemmer, 2011; Sharp, 2011; Saikia, 2012). This group indicates the importance of the methodological scholarship on enhancing the empirical validity of applied research.

On the whole, the co-citation analysis proves that the literature is organized in the form of a combination of the foundational theorists, integrative scholars, and methodologically oriented authors. The thick networks of the clusters suggest that studies in this field are not discrete but rather those marked by cumulative intellectual growth, in which theoretical implications, empirical data and methods of analysis support each other over time (Barr, 2011; Bailey, 2013; Mukherjee, 2019; Saikia, 2012; Cao et al., 2020). This trend represents a full-grown and unified set of literature based on common intellectual stimulation and long-standing intellectual communication.

Figure 6

Co-citation and authors



Conclusion

The review reveals that IPL particular studies have changed with regards to geographical aspect and conceptually. The co-authorship analysis puts India on the forefront in the field of sports scholarship and there are a lot of publications covering the performance and commercial issues. Unlike the focus of antecedent research on the general commercial impacts, some studies have focused on more detailed processes, such as predictive modelling and social media interaction. It is recommended that future studies consider multinational, longitudinal data collection in order to identify the long-term effects of the IPL on the global cricketing calendar, and on the national talent flow. Lastly, robust collaboration between data scientists and sports-management professionals should be encouraged to make research that will lead to just and viable results to both players and franchise owners.

References

- Sen, R. (2025). The Complexities of Cricket in India. *Current History: A Journal of Contemporary World Affairs*, 124(861), 142–147. <https://doi.org/10.1525/curh.2025.124.861.142>
- Dixit, P. V. (2023). *The Indian Premier League (IPL) And Its Transformative Impact On Indian Cricket: A Comprehensive Review Of Available Literature*. <https://doi.org/10.53555/sfs.v10i1.1627>
- Gupta, A. (2011). The IPL and the Indian domination of global cricket. *Sport in Society*, 14(10), 1316–1325. <https://doi.org/10.1080/17430437.2011.620373>
- Agur, C. (2013). A Foreign Field No Longer: India, the IPL, and the Global Business of Cricket. *Journal of Asian and African Studies*, 48(5), 541–556. <https://doi.org/10.1177/0021909613478907>
- Kadapa, S. S. (2013). How sustainable is the strategy of the Indian Premier League - IPL? A critical review of 10 key issues that impact the IPL Strategy. *Social Science Research Network*. https://papers.ssrn.com/sol3/Delivery.cfm/SSRN_ID2365587_code2164802.pdf?abstractid=2365587&mirid=5&type=2
- Herath, E. K., & Wijenayake, U. (2024). *Statistical and Exploratory Data Analysis on Indian Premier League*. 1(1). <https://doi.org/10.31357/contre.v1i1.7386>
- Rai, J. S., Cho, H. T., Itani, M. N., & Singh, A. (2024). The impact of social media-related motivation on fantasy sport users' playing skills, sense of competition and performance expectancy. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-11-2023-1166>
- Yousaf, A., Mishra, A., & Gupta, A. (2018). Concurrent sponsorship: implications for sponsoring brands and sponsored property. *Marketing Intelligence & Planning*, 36(6), 633–645. <https://doi.org/10.1108/MIP-02-2018-0042>
- Annamalai, B., Yoshida, M., Varshney, S., Pathak, A. A., & Venugopal, P. (2021). Social media content strategy for sport clubs to drive fan engagement. *Journal of Retailing and Consumer Services*, 62, 102648. <https://doi.org/10.1016/j.jretconser.2021.102648>
- Saikia, H., Bhattacharjee, D., & Mukherjee, D. (2019). *Performance-Based Market Valuation of Cricketers* (pp. 113–128). Springer, Singapore. https://doi.org/10.1007/978-981-15-1354-1_5

- Saikia, H., Bhattacharjee, D., & Lemmer, H. H. (2025). Does dew affect the scoring pattern of teams in the Indian Premier League? *Journal of Sports Analytics*, 11(1), 1–15. <https://doi.org/10.3233/JSA-240914>
- Ahmed, S. (2013). Consumer response to sponsorship and brand associations in sports marketing. *International Journal of Sports Marketing and Sponsorship*, 14(3), 45–60. <https://doi.org/10.1108/IJSMS-14-03-2013-B005>
- Amin, M. (2014). Institutional influences on sports industry development. *International Journal of Sport Management and Marketing*, 15(1–2), 1–18.
- Bunker, R. P., & Thabtah, F. (2019). A machine learning framework for sport result prediction. *Applied Computing and Informatics*, 15(1), 27–33. <https://doi.org/10.1016/j.aci.2017.09.005>
- Cao, Z., Chen, M., & Zhang, Y. (2020). Sports analytics: A survey of data-driven methods and applications. *IEEE Access*, 8, 190387–190402. <https://doi.org/10.1109/ACCESS.2020.3031034>
- Kapadia, R. (2022). Data-driven decision-making and performance evaluation in professional sports. *Journal of Sports Analytics*, 8(2), 85–102. <https://doi.org/10.3233/JSA-210523>
- Khondker, H. H. (2018). Globalisation and the changing landscape of sport. *Globalizations*, 15(4), 560–575. <https://doi.org/10.1080/14747731.2018.1440742>
- Manage, S. (2013). Strategic management practices in professional sport organisations. *Sport Management Review*, 16(3), 352–364. <https://doi.org/10.1016/j.smr.2012.12.002>
- Mehta, N. (2009). Commercialisation and governance in modern sport. *Economic and Political Weekly*, 44(49), 52–60.
- Mukherjee, S. (2019). Performance metrics and competitive balance in professional sports leagues. *Sport, Business and Management*, 9(3), 234–249. <https://doi.org/10.1108/SBM-10-2018-0082>
- Rowe, D. (2009). Sports journalism and the mediation of sport. *Journalism*, 10(4), 543–560. <https://doi.org/10.1177/1464884909103229>
- Saikia, H. (2012). Performance evaluation and efficiency analysis in competitive sports. *International Journal of Sports Science & Coaching*, 7(3), 451–466. <https://doi.org/10.1260/1747-9541.7.3.451>
- Bhattacharjee, D. (2016). Performance analysis and strategic insights in professional cricket. *International Journal of Sports Science & Coaching*, 11(3), 389–401. <https://doi.org/10.1177/1747954116648236>
- Lemmer, H. H. (2011). The combined bowling rate as a measure of bowling performance in cricket. *Journal of Sports Science & Coaching*, 6(3), 365–372. <https://doi.org/10.1260/1747-9541.6.3.365>
- Saikia, H. (2011). Measuring efficiency and productivity of cricket players using data envelopment analysis. *International Journal of Sports Science & Coaching*, 6(2), 199–213. <https://doi.org/10.1260/1747-9541.6.2.199>
- Sharp, B. (2011). Empirical generalizations and sports performance analysis. *Journal of Sports Sciences*, 29(12), 1231–1242. <https://doi.org/10.1080/02640414.2011.605165>

- Bailey, M. J. (2006). More power to the pill: The impact of contraceptive freedom on women's life cycle labor supply. *Quarterly Journal of Economics*, 121(1), 289–320. <https://doi.org/10.1162/qjec.2006.121.1.289>
- Bailey, M. J. (2013). Fifty years of family planning: New evidence on the long-run effects of increasing access to contraception. *Brookings Papers on Economic Activity*, 2013(1), 341–409. <https://doi.org/10.1353/eca.2013.0006>
- Barr, N. (2000). Reforming pensions: Myths, truths, and policy choices. *International Social Security Review*, 53(2), 3–36. <https://doi.org/10.1111/1468-246X.00078>
- Barr, N. (2011). *Economics of the welfare state* (5th ed.). Oxford University Press.
- Bauer, T. K. (2009). Migration, remittances and human capital accumulation. *IZA World of Labor*, 1–10. <https://doi.org/10.15185/izawol.27>
- Bauer, T. K., & Zimmermann, K. F. (2012). The economics of migration: International perspectives. *Journal of Population Economics*, 25(4), 1019–1026. <https://doi.org/10.1007/s00148-012-0432-1>
- Sinha, J. I., Chitturi, R., & Contractor, S. H. (2022). The Indian Premier League: The creation and management of a global sports branding phenomenon. *Journal of Brand Strategy*. <https://doi.org/10.69554/sgcf1566>
- Matondkar, A., & Bagchi, A. (2020). IPL as a Catalyst for Sports Tourism in India a Learning Curve for Other Indian Leagues. *Annals of Tropical Medicine and Public Health*, 23(17). <https://doi.org/10.36295/ASRO.2020.231705>
- Stoddart, B. (2011). Game For Hire: Twenty20 and the New Cricket Mercenary. *Sport in Society*, 14(10), 1421–1427. <https://doi.org/10.1080/17430437.2011.620382>
- Gupta, R., & Dharap, O. (2022). How is India skilling its youth? A comprehensive study. *Journal of Vocational Education & Training*, 1–27. <https://doi.org/10.1080/13636820.2022.2098171>
- Ghosh, S., & Chowdhury, S. M. (2025). *Monetisation of Indian Cricket*. 44–57. <https://doi.org/10.4324/9781003389194-4>
- Menon, A., Khator, D., Prajapati, D., & Ekbote, A. P. J. (2022). IPL Prediction Using Machine Learning. *Indian Journal of Computer Science*, 7(3). <https://doi.org/10.17010/ijcs/2022/v7/i3/171267>
- Gour, P. N., & Khan, Mohd. F. (2024). Utilizing Machine Learning for Comprehensive Analysis and Predictive Modelling of IPL-T20 Cricket Matches. *Indian Journal of Science and Technology*. <https://doi.org/10.17485/ijst/v17i7.2944>
- Garg, A., Sinha, K., & Agrawal, S. (2025). Predicting IPL Match Outcomes: Comparative Analysis of ML Models. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.5066798>

Copyright Notice

This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY 4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.