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SCORECARD 2026

A sports management conference that brings together
industry, academia and the sports ecosystem

Conference Theme

Future of Sports: Intelligence, Inclusion & Impact

Call For Abstracts & Research Papers

10–11 December 2026

Jio Institute Campus, Ulwe, Navi Mumbai

About SCORECARD 2026

The 11th Edition of CII SCORECARD, the CII's Annual Flagship Conference on sports is being hosted in institutional partnership with Jio University. On the occasion of this conference, the Organising Committee invites abstracts & research papers from industry, government, academia and the broader sporting ecosystem on five distinct tracks, given below.

Jio Institute hosted a similar sports conference in 2025, which saw submission of 25 abstracts. Of these, 10 papers were published as a part of the conference compendium. The compendium copy is enclosed for reference reading.

As a part of the paper presentations, we will also have a roundtable with distinguished experts from industry and academia. The roundtable will explore emerging opportunities and challenges shaping the future of sports. Industry leaders and academics will discuss how intelligence, inclusion and innovation can build a more accessible and sustainable sporting ecosystem.

Submission Guidelines

Submit an abstract of no more than 700 words, including the title of the submission, author(s) and affiliation(s), author contact details, abstract, 3–5 keywords, and the relevant conference track.

Submissions must be in English and follow APA 7th Edition formatting and referencing guidelines, where applicable.

All submissions will undergo a double-blind peer-review process.

Why Submit?

Selected contributors will have the opportunity to:

- Present their research or professional work at SCORECARD 2026
- Compete for Research Paper Awards: Best Paper Awards (Academic & Practitioner) and Best Student Paper Award
- Receive Certificates of Presentation and Participation from CII & Jio University

Important Dates

Abstract Submission Opens

22 Sept 2026

Submission of Abstract & Research Paper

30 Nov 2026

Final Paper Selection

5 Dec 2026

Topics

Submissions are invited in the following areas:

Track 1: Athlete Career Transitions, Post-Career Pathways & Future Opportunities

- Career planning, education, dual-career development, and transition preparedness
- Financial literacy, retirement planning and long-term athlete welfare
- Career opportunities in coaching, sports administration, sports science and talent development
- Athlete entrepreneurship, sports startups and self-employment
- Institutional support systems, mentorship and industry partnerships
- Athlete mental well-being, identity and adjustment to life after competitive sport

Track 2: Women in Sports: Participation, Inclusion & Empowerment

- Grassroots participation and access to sports for girls and women
- Talent identification and pathways to elite and professional sports
- Gender equality in sports infrastructure, coaching and funding
- Safety, safeguarding and prevention of harassment and discrimination
- Women's leadership in sports administration, coaching and governance
- Commercialisation, sponsorship and investment in women's sports
- Media representation, visibility and audience development

Track 3: Sports Policy, Governance & Infrastructure

- Sports governance reforms, transparency and accountability
- Ethical practices, institutional integrity and regulatory compliance
- Governance and administrative capacity of national, state, and district sports bodies
- Sports infrastructure planning, development and effective utilisation
- Public-private partnerships and investment in sporting infrastructure
- Policy implementation and institutional coordination
- Sustainable infrastructure management and long-term development

Track 4: Sports Business, Media & Fan Engagement

- Growth and commercialisation of India's sports industry
- Fan behavior, loyalty, and community building
- Sports sponsorship, brand partnerships and return on investment
- Broadcasting, streaming platforms and changing media consumption
- Digital engagement, social media and emerging fan experiences
- Revenue generation through ticketing, merchandising and subscriptions
- Development of professional leagues and emerging sports markets
- Sports entrepreneurship, investment and new business models

Track 5: Mega Sporting Events in India: Commonwealth Games, Olympics & Beyond

- India's readiness to host major international sporting events
- Sports infrastructure, event planning and operational preparedness
- Governance frameworks, institutional coordination and stakeholder collaboration
- Athlete development, high-performance pathways and global competitiveness
- Economic impact, sports tourism, investment and employment generation
- Sustainability, inclusivity and long-term utilisation of sports infrastructure
- Community engagement and the social legacy of mega sporting events
- The Commonwealth Games 2030 as a pathway towards India's Olympic Vision 2036

Research Paper Reviewers

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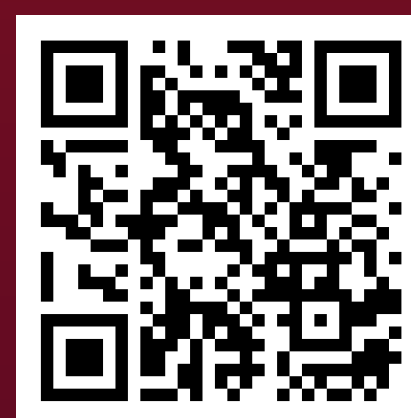
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This initiative is supported by faculty & industry experts at Jio University



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