

A Case Study of NBA Team Operations Management

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Abstract. The main topic of this essay is to analyze NBA teams' management. The significance to make this research is to have a profound thought about the overall trend, which incorporate fan's culture, teams' culture versatile management modes or even a certain extent of regional difference. Through the research can facilitate use to become more familiar about teams' difference, and causation of these differences. Main problems can be divided into pros and cons, some teams faced different situations compare with others. The difference makes them unique and utilizing various marketing skills. Five key words throughout entire essay is advertising, analyzing, culture, fans and fans. By analyzing data and making comparison, the result of this essay seems really remarkable. The essay show what will happen in the future and plausible solutions to deal the current problems. Reliable data and website facilitate the overall researching process. Overall research demonstrates the reasons for NBA to become to the most successful basketball league in the world.

Keywords: Regional culture, fans' culture, management, advertising.

1. Introduction

NBA already becomes the most influential basketball league in the world. However, the league indeed faces a lot of challenges at the initial stage. Successful marketing skills with good management facilitates NBA overcome all of challenges. NBA is established in 1946, directly after World War 2 [1]. After the World War 2, American recreational industries have developed very quickly, people want to have various lifestyles in order to forget the scare of the war. National Basketball Association start to divide 11 teams into two divisions in the 1946-1947 season [2]. The competitions are not too attractive until the rise of Wilt Chamberlain and Bill Russel. In the second development stage, Bill Russel and Wilt Chamberlain show their incredible skills and talents. Bill Russel leads Boston Celtics to win 11 of 13 titles from 1956-57 to 1968-69, such a significant job. Wilt Chamberlain also shows audience how great a player can be, he scores 100 points in one game, and his points per games at that season is 50.4 which also make him become the scoring leader of entire league. Then, NBA turn to the period of Kareem Abdul-Jabbar, he defines a skillful center, and audience realize that a center can have versatile skills to score, including his sweeping, nearly indefensible sky hook. He also was an outstanding passer [3]. Third stage is the competition between Larry Bird and Magic Johnson. These two players have competed against each other since university period, Magic Johnson win the final. After joining in the NBA, Larry Bird successfully revenged from Johnson. He leads Celtics to win the NBA final. The selection of 1982 changes the situation, Los Angeles Lakers selects James Worthy in first pick, and then Lakers turn to "show time" period. With the leading under Magic Johnson, Kareem Abdul-Jabbar and James Worthy, they won five champions in nine years. Magic Johnson and Larry Bird pursues the popularity of NBA in America. However, NBA is still not famous in other parts of the world. In 1984, David Stern becomes to the president of NBA. On this year, many famous basketball players were be selected by different teams, including Charles Barkley, Hakeem Olajuwon, but the most influential is the man who named Michael Jordan. He saved the league, also saved Nike. Before his joining, Chicago Bulls is one of the worst teams in NBA, because many players have bad hobby, such as gambling and overdosing. Jordan just uses few games to let audience realize how great a player can be. He can use every skill to score, and win the game. Bulls then become to the most popular team in NBA. Jordan also helps Nike to become the greatest sport brand. After signing the contract with Jordan, Nike then have more popularity than Addidas, Converse and many famous brands, because Jordan wins six champions with three in a roll. His honor and prize already make him become the greatest player ever. In 1992, America arranges twelve players to play

Olympics game, this team is makeup by Michael Jordan, Magic Johnson, Larry Bird, Karl Marlowe, Charles Barkley and other six NBA players with one NCAA player. This team is known as “Dream Team”. They have shown to the world how to play basketball and how good a player can be. The coach does not pause the game, because he thinks that will not be respectful to the team members. Actually, America has lost two gold medals in 1972 and 1988, but previously they are sending university players to play Olympics. After 1992, more and more international players join NBA, because they think the NBA is dream stage for professional basketball players. In 21th century, Jordan already becomes the model of all players. Comparing with the past, NBA has a lot of international players, some of them start to replace American players, but this is the marketing skill of NBA, letting NBA becomes global-extent league instead of a national stage. During the research, document analysis and case analysis are the most regular researching methods. These two methods facilitate to analyze and sorting data, including data about marketing skills, NBA Draft, fans’ culture and proper solutions.

The rest part of essay will focus on the development and commercial management of NBA team. Demonstrating difference among each team and how these differences being generated. The problem mainly split into on two parts, regional and fans’ culture. Unlike other sports, fans in NBA indeed create explicit effects to teams’ development. Analyzing these problems with critical thinking skills, and ultimately approach to several plausible solutions, such as providing welfare, thoughtful selection in the Draft, and demonstrating positive attitude to the fans. Finally, pointing out future developments of NBA, listing several directions that NBA can improve or engage in. Expanding global influence, new teams will probably the main goal for the next decade.

2. The Development Status of Operation and Management Mode of the Team

Unlike traditional NBA teams, LA Lakers and Boston Celtics prefer to construct fantastic fan-based team. These two teams have really good fan culture and really good players, such as LeBron James, Anthony Davis, Jason Tatum and Jalen Brown. Especially, Boston Celtics just win 2023-2024 NBA champion which raise its fame to the highest since 2008. These two teams have won 35 champions in NBA history, nearly half of them which mean they have become flourished in different time periods [4]. Lakers is founded in 1947 at Minneapolis [5]. Boston Celtics and Lakers are the two oldest teams in NBA history. In contrast, many teams become famous until 1990s such as Chicago Bulls, Utah Jazz. Celtics becomes successful under Bill Russel’s period (1960s-1970s), Larry Birds (1980s-1990s). Lakers then become successful under Wilt Chamberlian period (1965-1972) Kareem Abdul-Jabbar period (1972-1985), Magic Johnson period (1980-1987) and O’Neal and Kobe (OK) in the start of 21th century. Fantastic team basketball facilitates them construct their “dynasty”. Those traditional teams which do not have really good popularity in the worldwide need to select skillful player through NBA draft. Each year, they will have a lot of new players come to the league. Different teams can select the players to enhance the overall strength of the team. The Lottery is the most talented one. For example, San Antonio Spurs has picked Victor Wembanyama in last summer, he is a player who has incredible talent on playing basketball, he may lead Spur become flourish again just like Tim Duncan and David Robinson who were selected by Spurs and lead team become successful. Recent years, Celtics has become to a dominant team in the Eastern conference, because they have used the pick from Brooklyn Nets to select Jalen Brown and Jason Tatum. The NBA draft indeed can change the team, good players can also bring more popularity, and therefore creates economic benefit to the entire team. Through recent years, NBA already become much more commercial than 20th century, more economic benefits turn to high salary. Players and boss both feel pleasant to play in the league. NBA has developed world-wide market, the league influence already spread to every part of the world, the dream of every player is to play in NBA. In the future, NBA may start to build more teams in America or other parts of the world, more and more people will start to become the fans of NBA because of their successful marketing skills. Amazing management and attractive advertisement make NBA becomes to the most successful basketball league in the world. In fact, whenever the team

select the player who fulfill their needs, then they will start to concentrate on training these players. The team will offer best condition and allowing those players play important tactical position. If players bring honor to the team, the management team will give higher salary or reward in order to motivate players to work harder.

3. Analyzing Problems

People may feel confused about why some teams are just better than others, as all of them have same amounts of players and opportunity to pick talented players. The difference is due to various culture, including fans' culture and regional culture. Actually, there is a huge difference of fans' culture among different states. The fans in Boston are much more enthusiastic than other teams' fan, they will raise their voice really loudly inside of the court which can make their opponent feel really stressful. During 2023-2024 NBA Finals, Kyrie Irving is greatly affected by this behavior. Fans will try their best to support their teams. In contrast, some teams have really bad fan culture, such as Detroit Pistons, because this team has lost many games. The fans even start to have parade to say that the team should be reconstructed. Even though, pistons wins several games later, fans' behavior still leave negative effect to teams' development. Indeed, fans can create an enthusiastic atmosphere which can promote team to win the games, and fans can also make distraction to make another team members cannot concentrate well during the game. In contrast, the team which have poor fans engagement will gradually lose the passion to play basketball, as they think they always have less supporters than other teams. Accordingly, various fans' culture also play as an important role in team development. Moreover, local culture is also a key factor to teams' development. The place like Los Angeles and Boston have really good entertainment industries which directly provide team more chance to expose themselves in front of the world. Regular size cities do not have this extent of recreational system, so the team's popularity will just not better than Lakers or Celtics. From management perspective, Celtics management team has shown their strategy. Bradley Kent Stevens is an American basketball executive and former coach who is currently the president of basketball operations and general manager for the Boston Celtics [6]. Under his management Boston Celtics becomes to the most competitive team in the league. Stevens first trade Kevin Garnett, Paul Pierce to Nets in order to get the first-round pick in NBA Draft, then in 2016, Celtics team uses 3rd pick to select Jaylen Brown and in 2017 also uses 3rd pick from Nets to select Jason Tatum. These two players are really talented and enthusiastic. Last summer, Stevens and his team successfully make Porzingis and Jrue Holiday join to the Celtics. These two players greatly help Celtics become to the best team in the league. During this season, they are the only team which has won more than 60 games and they also get final championship, marking that they have one more championship than Lakers. Celtics then have the most amounts of championships in NBA history. Well-constructed team needs to have both good team members and management group. Celtics management group push them to achieve their goal. Nevertheless, many teams in the league do not have really good management team. For example, the report shows that Lakers still do not invite skillful player to the team. Poor management is the key issue for them to access more championships. Successful management team will consider all of these aspects, Golden State Warriors will sell their jet to local people in order to let more citizens become more familiar with Warriors and start to participate into related activities. They make their star player Stephen Curry as a model in in order to build up its brand in a positive way. Through this marketing skills, Warriors can leave great influence to local citizens, and entire team can have positive feedback. Warriors now is also a team which has great influence in worldwide.

4. Suggestions

4.1. Reshape Teams' Model

Management teams will consider different solutions to resolve the problem. At first, the team needs to build up a harmony atmosphere, which can help them better do advertise. Doing perfect

discrimination is really important point, because team organizers can know various ideas from the audience, which can help them to make better decision. Teams can also gain more profits through perfect discrimination, as different type of fans all start to participate into their activities. The team therefore become more comprehensive, and they can let their fans know that there is no difference among supporters.

4.2. Thoughtful Decisions

Management team of NBA also needs to utilize the opportunity of pick in NBA Draft, as most of teams are not eminent in the worldwide, so they need to pursue to pick the players who are talented and have positive attitude. Only through this way, teams can have process and gradually become successful. Some people may argue that teams are purposely lose many games in order to get high pick in the draft, whether it is good or bad. Actually, this critical problem already being dealt really well. NBA and every team permit that if any teams always stay negative attitude, there will have some punishment, such as cancelling the role in the Draft [7].

4.3. Intentionally Interference in a Positive Aspect

Actually, even teams have the worst rank, they sometimes still cannot gain 1st pick. NBA considers that some teams' fan will probably feel depressed about their teams' attitude and behavior. Therefore, the team that indeed want to increase chance in NBA Draft should give welfare to fans in order to avoid fans' furiousness. Providing free tickets and membership to fans can indeed solve the problem. Good management can reshape local culture. Even though not all of citizens like basketball, they still affected by the atmosphere. Everyone tends to go to the court and enjoy the game, demonstrating that team's marketing skill is really successful. The standard of a successful team is to attract more and more audience who are not familiar with the league and players. Therefore, management team can pursue the team to consistently earn profit.

5. Conclusion

The research indeed develops an understanding of what problems the NBA has faced. First problem is the different fans or regional culture make every teams face different situations. Some teams have already established really good fame in the worldwide. However, some of teams even become bad model to their fans. The causation of this difference is the teams' rank and marketing skills. The eminent teams always have really good marketing skills, such as Lakers and Celtics, they know how to operate the market and attracting more and more fans to visit their courts. Marketing skills therefore play as really important role, successful marketing skills can facilitate teams to build their brand even create more and more economic benefits. This research's significance also demonstrates on the understanding of professors' courses. The research help audience become more familiarize with those key concepts that professors have mentioned in the lectures. Applying them into this essay is beneficial to let everyone to assimilate all knowledge. Accordingly, the research not only benefit on accumulating more knowledge, still can utilize them well. Nevertheless, doing this research indeed has some limits. Some of events happened in last century, so the document might not be really accurate, data may have some errors. In the future researches, data analysis will play as a crucial role. Comparison with artificial intelligence to this field is also mandatory, analyzing the cause and effect of how artificial intelligence can affect the league. Listing several plausible situations that the league might go forward. Actually, the league will become better than before, as the league gradually build up its world-wide scale, and benefits from advertisement is also propel league to have further development. Therefore, more and more people can watch the games of NBA, even more players can join the league, as NBA will start to build more teams in order to fulfill people's need and wants.

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