

Research on the Problems Existing in the Development Mode and the Countermeasures of Chinese Basketball

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Abstract. In today's CBA, those people are getting less and less passionate about watching the game play, and this paper wants to find where is the real problem. After the results this paper found, the problems come from young generation players, new series of games, and coach choosing. This paper finds a new way to advise it that improves the game and tries to find those loss of passion. Depending on the analysis of new generation basketball players, coach choosing, and the new series of legends, those three unite to show is a better fit for today's CBA. In changing rules, this paper finds many problems in which higher payment may cost youth players doing well. Also, it makes some talented player will not try hard anymore. Some areas included foreign Aid balance on each team and new and old rules regarding choosing a Coach matter. In this area, some people may not agree with Chinese basketball's new standers, and this study needs to try to find a balanced way.

Keywords: Problems existing; Development mode; Countermeasures; Chinese basketball.

1. Introduction

1.1 Research background

As time passing, China's basketball performance is getting worse and worse. In 2008, the China basketball team Yao Ming led finished eighth in the Olympic men's basketball tournament and 11th worldwide. At the same time, China is the only Asian team to crack the top 20. In addition, a review of the 23 Asian cup results of the Chinese men's Basketball team: 16 times champion, one-time runner up, two times third places, the worst tenth. However, the performance in recent years has been somewhat unsatisfactory. On July 21, 2022 (Beijing time), China lost 69-72 to Lebanon in the semifinals of the Asian men's Cup. They even lost to the University of Alabama on August 13 this year (with all the key players of the University of Alabama leaving the team). Therefore, the reason for choosing this topic is to understand better the problems in the development and model of Chinese basketball and find good solutions.

In this way, the basketball atmosphere of ordinary people in China can be greatly enhanced, and the possibility of playing professional basketball for ordinary people can be increased. Even though they may not be able to adapt to professional games as quickly as youth players, in the environment of the professional league, they will surely survive the fittest and enhance the league's competitiveness, increasing the status of Chinese basketball in the world.

1.2 Literature review

1.2.1 The current development of Chinese basketball

Firstly, most basketball businesses in China have over cost but small business scale, which means they don't have enough capital and income to maintain the company operation. It also caused normal people not to afford the goods or equipment for basketball. In other words, economic demand and material supply are not proportional to the situation—secondly, the perfection of the basketball constitution. In CBA, the leader of a team can decide the direction of a player, which leads to the lack of watching and competitiveness in many games; usually, a few fixed teams can enter the playoffs,

lack of suspense. Thirdly, the issue is about marketing. Most domestic basketball and other industries have short-term cooperation or even no cooperation. Most of the partners are fixed, which directly leads to a narrow industrial market and affects the degree of influence at the same time [1].

1.2.2 The main dilemma of basketball in China

The coaching team and training system are not perfect. The coach plays an important role in a team, and the players' on-field tactics, training ideas, and plans depend on the coach's help. However, the average age of coaches in China's general league and schools is too old, the actual combat experience is insufficient, and the professional quality is low, which is one of the important reasons for the slow development of Chinese basketball [2].

1.2.3 Enhance student's competitive consciousness and development more basketball resources

In the eyes of most students and parents, basketball is just a recreational activity, lacking some correct instruction in the daily game. Therefore, schools and teachers should strengthen students' sense of competition and deepen their understanding of basketball. Make them realize the importance of basketball and the help of physical health, and cultivate the correct sportsmanship. Also, Professional venues can effectively prevent people from getting injured when playing basketball, ensure the smooth development of some activities, and provide protection from dangerous outdoor basketball courses [3].

1.3 Research gap

Most of the articles mainly studied the history of Chinese basketball, market development potential, reserve talent training, and human capital analysis, mostly from the economic perspective. They also used the method of data investigation and comparison to confirm their views. Only a few articles addressed the problems of Chinese basketball and the limitations of the environment, but the reasons and solutions are very clear and reliable.

1.4 Research framework

First, the Chinese basketball education system and youth training model are researched, and the profession's impact (including the problems involved) is addressed. Secondly, the reasons for the declining overall performance of Chinese basketball in recent years are tried implicated. At the same time, the restrictions on some children who want to play professionally in China's high-pressure and highly competitive environment are discussed later. Thirdly, the system application of Chinese basketball and the changes in common people's cognition of basketball are proposed. Also, the domestic basketball atmosphere improvements under the current environment are concluded. Finally, detail these methods, the relative solutions are listed, and the general response measures in case of problems.

2. Method

We need to put more energy and time into the new basketball generation when they are the youth. Like Gymnastics, the coach always finds the younger kids that are more petite and shorter after checking DNA tests because they are more fit for a Gymnast in the future. But basketball needs to find their talent for passion, endurance, and leaping ability. After that, we can copy the American school team to let them practice and competition, and it does not matter if you are part of the school or an independent school for training those kids, they both can have a good way to get their golds in our plan. After that, we can make the matches in different levels such as teenagers, adults, league of series, and professional series A and B. (A is the next level of B) Our gold is to find those top and best basketball players.

3. Result

3.1 New generation

Changing the old and new can have many effects, such as many old fans will give up watching the game or paying less attention to the game. But at the same time, new blood is also good for the CBA. Young players tend to be good to watch, willing to attack the basket to cause damage, and the confrontation will be more intense [1]. “Different new Chinese teams depend on different star players such as LianJian Yi, AiLun Guo, to create a new team with new generation young players and foreign aid to next season game.” Taking foreign aid players is way better for putting more challenges and attracting new and older adults who watch CBA.

3.2 Game of the new series

The new game series can increase the variety and fun during the competition. To attract more new audiences, but also to the maximum extent to retain the original old audience. At the same time, the new game series can help players who just joined the league reduce pressure so they can play an even greater role [2]. “As we can see there are serve different new team NingBo Rocket to join the game, “On the list NingBo Rocket players ages average 22 most are very youth players, in this season every team can take only 4 foreign Aid on their team” [3].

3.3 New rules for choosing Coach

With the professional operation of the club, each team wants to hire a head coach who is in line with its style to create its style. The club should hire a head coach according to the athletes’ level of the team, not the need for big-name coaches, and in combination with the desired performance of the team. A strict manager can control the team, not let the players have too much power, and behave differently during the game. However, if young players dominate the team, it needs a coach who is good at training young players, preferably a young coach with professional basketball experience and good results. Such a coach can play the role of a role model and drive the faster growth of players.

3.4 Double-edged sword of results

CBA has had a long culture of playing basketball since 1890. With time passing, China wants to find its way to let CBA go well. If CBA does not change just like before, basketball will be lost in the future. Changing means “revolution” and “Risky”. Some good players would like to go to NBA to prove their value. We must admit that going to the NBA is the best way to provide basketball players value, but there is no second YaoMing in history so far, and CBA could not save their good players. In other ways, changing the results could help CBA to let players stay or let the player go. Still, the only thing we can make sure of is. If CBA does not change, basketball in China will not behave that much attention. If that happened, we would rather lose some good players but not lose our basketball. Changing means, we want that game alive again, and we hope CBA can go well [4].

3.5 Problem identified by CBA

3.5.1 Club internal culture construction concept is not strong

The purpose of Club culture construction is to make the Club form core values and brand image, gain advantages in the competition, and achieve benign development. In NBA clubs, culture has become a symbol, which plays an important role in promoting club performance and operation. The lack of internal cultural construction in the CBA men’s basketball club leads to frequent conflicts in the CBA men’s basketball club, and conflicts in various arenas are still repeated [5].

3.5.2 Limited channels for player movement between clubs

The professional development of competitive sports in China requires the market to be the main body. The talent selection of CBA men’s basketball clubs is also an open mechanism dominated by the market. Clubs sign contracts with players in the form of contracts and fulfill contractual

obligations. However, from 2004 to 2005, CBA implemented the club admission system. Most clubs rely on professional sports institutes at all levels to train players. If players do not belong to the club, the club has no decision-making power in personnel. The flow channel of high-level basketball players between clubs is limited, which makes the competition between clubs unbalanced [6].

4. Discussion

4.1 CBA needs to change

CBA needs to be changed and has to change [7]. “In very early 2000, CBA joint ownership was unsuccessful. In 2001, CBA declared and went bankrupt to cease operations; it closed on February 8, but failed to complete the 2000-Jan season game.” “The new agreement will also include “designated player veteran renewals,” which would apply to players entering their eighth or ninth season on their original team (or if the player was removed at some point during their first four years in the NBA). traded to their existing team). To qualify, a player needs to be named to any of the three All-NBA teams or be Defensive Player of the Year in the season before the playoffs or in two of the first three seasons. It will also apply to the league’s MVP for any of the first three seasons of the extension. One player who will qualify this summer is Stephen Curry of the Golden State Warriors. This unique extension can only be signed during the offseason (starting in July), and only two players per team can sign a designated player extension. The first year’s salary will pay between 30% and 35% of the salary cap. Such a player is not eligible for a trade for a full year after signing. The deal also included language for grandfathers who might be eligible to sign long-term extensions in 2016-17, such as the Milwaukee Bucks Giannis Antetokounmpo” [8].

4.2 The reason why CBA is changing

CBA changing is trying to let the CBA basketball environment become better, “Designated player renewals for rookie-level renewals will disqualify the All-Star starter; instead, they will match the award metric of the designated Veteran Extension. Teams will now be allowed to have two players on designated rookie-level expansion rosters. Generally, the rookie-level extension deadline will be moved forward from October 31 to the day before the regular season begins. Under the new deal, players still on rookie contracts will receive a raise — 15 percent in 2017-18, 30 percent in 2018-19, and 45 percent in 2019-20. While teams will be responsible for paying the additional salaries, they will be reimbursed by the NBA, and players’ salary cap figures will not be affected” [9]. CBA has been put in two ways to let players focus on basketball since they got higher pay.

4.3 Advantages outweigh disadvantages of changing

CBA teams want to get a championship in the final, so they pay huge money for foreign aid to help them overcome their team’s disadvantage. When they reached their goals, the bad influence had become as they could not pay more attention to their original weakness, and too much reliance on aid may become another team’s breakthrough [10].

4.4 Changing new Coach rules and encouraging the creation and competition of leagues at different levels

The Coach is important during the game; based on CBA rules and updates, we have to have our new Coach. A good Coach can always improve the game [9-10].

In the United States, besides the NBA league, which still includes NBDL, DREW league, Summer league, and all sorts of social training camps, the multi-level league allows professional basketball players to train more professional basketball reserve talent. China Men’s Basketball League is unfavorable to the cultivation of professional basketball players because of its short system and high utilization rate of foreign aid. CBA should provide diversified competition platforms for more professional basketball players to keep their athletic levels improving.

Currently, in the aspect of professional basketball competition, there are China Men's Basketball Professional League and NBL league. Hence, the limited professional basketball competition makes the way Chinese basketball professional players competitive is limited. This requires CBA to develop a multi-level men's basketball league so that more professional basketball players can improve their competitive level through competition.

At present, the competitive basketball talents of the CBA men's basketball club mainly come from the competitive sports school, which causes a contradiction in the conveying structure of professional basketball reserve talents. Shows that the professionalization of a high level of competitive sports and school education is inseparable, the body of the teaching talents of the main channel of transmission of the CBA basketball club, and the role of the social do sports. At the same time, encourage the league and competition of different levels to cultivate all-round development of the high level of professional basketball athletes. It will be a professional basketball club, the inevitable requirement of talent cultivation.

5. Conclusion

5.1 Conclusion of key findings

This paper examines the Chinese basketball industry and finds some problems, including: The China youth basketball system and, education of basketball is not complete, there are only a few ways players can become professionals. The draft system is unfair to ordinary players, and some good players cannot be tapped, leading to a massive loss of talent. Basketball culture in the school and society is not strong, so many talented teenagers do not have the opportunity to contact basketball. Professional leagues are too commercial and lack passion and competition. The team cohesion is not strong, and the gap between the star and the others is too big. The gap between the level and salary of foreign players and domestic players is too large, and good foreign players became one of the elements of the championship

5.2 Research significance

This paper analyzes the current situation and development trend of Chinese basketball finds many existing problems, and gives effective solutions so that the domestic basketball better develops out of the current trough.

5.3 Limitations

The research results lack primary data, mostly from the Internet or media, lack authenticity, and no information that can be obtained directly from players or insiders. Also, there is no entity investigation, data sources are relatively few, there is a lack of comparison in data analysis, there are few articles of the same type, and the resources that can be obtained from them are insufficient.

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