

Research on the Present Situation and Optimization Path of the CBA Sports League Business Model

Xiaoran Yu *

The High School Affiliated to Renmin University of China, Beijing, 100086, China

* Corresponding Author Email: 1403502621@ccmu.edu.cn

Abstract. The Chinese Men's Basketball League (CBA) creation during the 1995-1996 season opened the prelude to the professionalization of Chinese men's basketball. On this basis, Chinese basketball has been reforming the basketball professionalization system for more than ten years, and its effect is obvious. The development of professional basketball in China has also led to corresponding exposure to the basketball industry. Especially in recent years, the vigorous development of China's socialist economy has provided a good external environment and economic basis for professional basketball. With the deepening of basketball professionalism in China, state-owned enterprise owners, well-known foreign companies, and private enterprises that love basketball have gradually joined in. In addition, the clubs' economic power has greatly increased. And the Chinese basketball market's professionalization, industrialization, and socialization have taken shape. While the CBA has come a long way, its professionalism is unmatched in the National Basketball Association. The CBA imitates the NBA to some extent, so adopting the successful market development experience of the NBA can further promote the healthy development of basketball in China. By analyzing and comparing the business development and working mechanism of NBA and CBA, this article adopts advanced NBA theory, combines China's national conditions and the current situation of CBA, paves the way for basketball professionalism with Chinese characteristics, and promotes the rapid development and expansion of CBA.

Keywords: Present Situation; Optimization Path; CBA Sports League Business Model.

1. Introduction

Choosing this topic is mainly to roll and give the reasons why the CBA league development stalled most can change the status quo of the solution. Suppose it can successfully change the pattern of the CBA business model. In that case, it is likely to develop into a higher league level, have higher economic benefits, and view and admire a gender. It also can increase the visibility of Chinese basketball, and improving marketing ability has multiple benefits.

The research shows that the unified ranking of the level of outsiders makes the selection of clubs will not too blind, and the risk is greatly reduced. This will enhance the viewing of the league. Commercializing China's professional basketball talent pattern draft system in the past had no strict rules. League draft who plan to add new players to the club or professional sports school to recruit or to own echelon self-sufficient culture. Chinese university basketball league is not professionally operational and couldn't bear to feed China's professional basketball league Task.

On the other hand, with the rapid development of traditional media and the Internet, the spread of basketball is increasingly widespread. According to statistics in a season of CCTV live ratings for the first time ranked in the sports program ratings of the first website visits to millions of person-times. The Chinese Basketball Association also transferred the naming rights, promotion rights, and advertising venue rights of the Men's Basketball League to the international management group, earning more than \$10,000 per year. And the naming rights income is the main income of the club. Under the market, the economy has become the function center of public sector sports.

Income distribution forms and influences factors of China's professional basketball, the professional development of basketball in China mainly comprises income from sponsors, stadiums, television broadcasts, and franchised products.

Comparative analysis is conducted among Chinese and American basketball business models. The board of directors is the highest leading body for comparing the market development of professional

basketball in China and the United States. The owners or designated representatives of the owners of a team together constitute the Board of Directors which determines the president and all-important matters [1]. Therefore, it represents each team's interests and has no absolute conflict of interest. The role of the board of directors is to ensure the normal operation of the league based on the balance of interests between the clubs to ensure the normal operation of the league. If an important decision is to be made, the director will notify the board of directors for a vote. Once a consensus is reached, every team must obey. The functions of the board of directors are reflected in the ability to control the players in the trade contract to avoid the confusion of the competition for big-name players and to set up barriers for new teams to adapt to the market orientation. It operates less as a sports league and more as a business corporation [2].

In comparing the commercial culture of professional basketball between China and the United States, the historical reasons lead to the differences in the commercial culture. The fundamental reason is the great cultural difference between China and the United States. The cultural difference has historical reasons and the background of The Times. So it's very difficult to change that difference. The Chinese culture and the American culture have a profound influence on their sports spirit, respectively. Therefore, the business culture of Chinese professional basketball is different from that of American professional basketball [3]. Culture is the sum of material and spiritual wealth created by human society. Therefore, the Chinese and American professional leagues are different in origin. It is beneficial for us to understand the competitive sports culture of China and the United States to carry out professional basketball operations. It is known that the difference between Chinese traditional and American cultures is huge, and these differences show the characteristics of contradiction and opposition. However, these contradictions and opposites do not mean that the advantages and disadvantages of the two cultures must be viewed from an objective and equal perspective [3].

In this context, there are still many factors that we need to consider. Through research and preliminary investigation, many of them can be solved and become an important factor affecting the further development of the CBA League [4].

2. Method

Through the use of the contrast method, contrast the differences in the understanding of the basketball league to study the history of China are strongly influenced by Confucian culture. In competitive sports, a spirit of humility still affects Chinese basketball in Chinese schools at all levels. The basketball game is still too much emphasis on harmonious degree rather than the outcome. However, in the United States, basketball is a part of life. The sport of basketball can strengthen the spirit of teamwork and increase the positive fighting spirit of young people. This is fundamentally different from encouraging young people to read more books and be modest. In the United States, basketball can teach young people how to get along with others [4]. College basketball or society includes American basketball. Yet college basketball in China and the United States is very different. China or Taiwan college basketball is not competitive education authorities to match enthusiasm. But in the United States, the college basketball game is beyond the audience's imagination. American university comprises cheerleaders, mascots, entertainment, and local special cultural activities of basketball—the culture of the game [2].

The NBA league management system consists of clubs and leagues. Each club is an independent legal entity for profit, while the league is a non-profit commercial organization [2]. There are now 30 clubs participating in the league. The league is responsible for organizing, promoting, and running the games, dealing with public affairs involving clubs, public affairs of clubs, and public goods, which must be completely entrusted to the league. In addition to the operation of public goods, the league is also responsible for the formulation and modification of competition rules and the management system of the league, the employment and training of referees, the negotiation with the players' union, the promotion of the league and the expansion of the influence of the league. The other affairs are

taken care of by the club itself, and the income from the rest of the business area belongs to the club. The league organization and management system of the NBA are perfect and reasonable [5]. First, clubs' and leagues' rights are divided very neatly. Secondly, the alliance itself is not a profit-making institution. The alliance has no interests of its own and only represents the interests of its members. If the league has interests, there may be a tendency to compete with the clubs. This makes the team owners and the league staff dependent on the NBA to eat. Their interests are closely related to the development of the NBA. The CBA is an unofficial organization organized by the Chinese Basketball Association. But China BASKETBALL Association and state sport General Administration basketball sports management center is a unit, two brands, the actual operator or basketball management center. The General Administration of Sport serves the Olympics, while successful professional leagues abroad are about making money. As a result, China's so-called professional leagues have been given two natural duties -- to supply talent to the national team and to make money for club owners. The General Administration of Sport is both the rule-maker and the enforcer of the rules because all the superior resources are in the hands of the General Administration of Sport [6]; club owners have no choice. This will lead to the league in the process of market operation. There will be disharmony and disharmony between departments. Some management methods of the basketball management center restrict the independent management space of the club, reduce the enthusiasm and initiative of the club's management, and lead to the implementation of some policies.

3. Result

Now it is time to put forward concrete suggestions to promote the commercial operation of basketball in China. Improving the basketball league level of ascension is bound to be the appreciation of the game and raise the influence of the CBA brand. Moreover, improve the talent and transfer system to compensate for weaker teams, reduce the strength gap between the strong and weak teams, and reduce the rate of one-sided matches. In addition, it also makes great efforts to introduce high-quality foreign aid. The excellent individual ability of foreign players will improve the competition level [7]. Finally, the training mechanism of domestic reserve basketball talents should be improved. We should not bet on foreign players to improve the team's strength. At the same time training young basketball players, we should strengthen the protection of key talented young players and not try to encourage them by overdrawing their athletic life to pursue short-term achievement goals [8]. At the same time, China should strengthen its cooperation with CUBA to make it a reserve base for CBA.

This year, the CBA canceled the title of the league. The purpose is to improve the CBA brand. This is a good move, but it is not enough. According to NBA's brand-building methods and self-characteristics, there are also several ways to take:

First, Unify the venue's color and the paint surface's anti-slip coefficient to improve the competition's viewing and safety. It can provide athletes with a stage to show the best level of competition and change the disadvantage that some venues are dirty, old, mixed in color, and dim, affecting the TV broadcast's effect.

Second, unify costume design and style design to improve the overall public image of the CBA basketball coaches. Further strengthen the uniform rules in the style, number, text design, and advertising position of the jersey to shape the unified image of CBA players. No matter where you look at the game table, people can distinguish CBA players from other players at a glance.

Third, Unify the standards and concepts of cheerleading and venue promotion activities to create a more fashionable and comfortable environment for spectators to watch the games.

Fourth, In combination with the promotion activities of his club, he will increase the promotion efforts of his team and promote and publicize his brother's CBA clubs to establish a good environment for CBA [9].

Finally, Establish the concept of "the team returns to the society" - set up monthly social welfare activities and community service activities - increase contact and interaction with fans, especially the majority of young people - create a good atmosphere at home.

4. Discussion

Chinese basketball industry development strategy 1, for the domestic brand basketball industry to continue to develop, we must have our brand. We can learn from the foreign brand regime and create a Chinese Mark. In China, basketball fans are usually men. They can design their brand for men, which can be clothes or shoes, but then they find basketball players to represent them, and fans buy that merchandise because of the relationship between the basketball players. You can also design a sneaker specifically for playing basketball, which shows that you care about basketball. You will look up to the players as your role models and take them seriously when playing basketball [10].

The diversification of the basketball industry is conditional on the harmonious development of the basketball industry. In order to achieve the diversification of the Chinese basketball industry, we must fully understand the Chinese basketball market, open up the internal market and enter the world. At the same time, the basketball industry should be promoted so that many people can understand the basketball industry and promote the diversification of the basketball industry further. In addition, it is necessary to optimize the mechanical and game equipment related to basketball to attract more consumers through advertising, develop the basketball industry's market, and promote the diversification of the Chinese basketball industry. If the basketball industry wants to develop smoothly, it is necessary to improve the development mechanism of the basketball market in China. It is necessary to formulate a set of detailed market management systems for the whole development of the basketball industry, and then make different plans according to different enterprises and implement them step by step exactly following to plan. In perfecting the market, we must achieve a reasonable division of labor and create a perfect system. China's basketball industry market is improving, and related products and industries will develop well. There is very few personnel involved in running the basketball industry. If we want to solve this problem, we can establish basketball-specific education in the sports institute, define the relevant knowledge of the basketball industry, and then provide many talents to the Chinese basketball industry. In addition, we can also gain foreign experience or hire foreign experts to train the managers of the Chinese basketball industry. Hence, the leaders of the Chinese basketball industry can acquire a lot of relevant knowledge so that the development of the Chinese basketball industry has a continuous flow of talent resources. In the culture of managers in the basketball industry, we have both early training and long-term training [11]. China's basketball industry system is not perfect, which has caused a lot of losses to some extent. In this regard, progressive implementation is still needed to protect the club's and all museum workers' rights. As long as we complete the system of China's basketball industry and ensure everyone's rights and interests, the benefits of China's basketball industry will be greater and greater, and it can also lead to the development of other relevant industries.

The NBA's global expansion is part of capitalist globalization, resulting from economic and technological development. Globalization, in the modern sense, began in the 1970s. After the NBA merged with the ABA League in 1976, although there were occasional visits from NBA teams overseas, it was in the 1980s that the NBA started to have such a big influence on the world. With the development of modern communication technology, the American "Dream Team" of professional basketball players shocked the world with their super strength on the Olympic Games stage. The high level of competitive performance became the basis for expansion. After decades of global expansion, the NBA is now broadcast in more than 200 countries in more than 40 languages, a global network. It should be noted here that, compared with the outward expansion of early American basketball, the current NBA expansion has the characteristics of The Times, which are illustrated as follows: First, after the emergence of basketball in the United States in 1891, the rapid expansion of the game was mainly due to the competitive, contentious, interesting and other characteristics of basketball itself. The spread of basketball in its founding period may not have had any particular strategic intent, whereas the global expansion of the NBA today is clearly with national strategic intent. Second, the spread of basketball in its early days was primarily a complement to the expansion of religious culture. In contrast, the global expansion of the NBA today is a form of American cultural industrialization

that, like Hollywood films and McDonald's, has become an important support for its global hegemony. With the help of modern media, the NBA is growing faster and penetrating more widely.

The NBA's global expansion has the following characteristics: First, it has a clear, long-term strategic consciousness. The NBA had a long-term strategic vision, as shown by the free tapes initially provided by China Central Television. It only began charging for good NBA games after Chinese fans accepted and recognized them. From Youth NBA Action (JR.NBA), it can be seen that the NBA has begun cultivating its young fans and the potential of the sustainability market for the future. Second, adopt diversified expansion ways. Preseason Games Abroad, Regular Season Games Abroad, NBA Team Tours, and All-Star Meetings Abroad allow fans worldwide to connect directly with the stars of the NBA and experience the atmosphere of live matches by reducing the spatial distance. With the development of modern media, from video replay in the 1980s to live television and then to today's live mobile media, time shifting has been eliminated for fans around the world and everyone's coverage. Times have been reached. The benevolent actions of the NBA, public donations, etc., have reduced the psychological distance of the fans from the humanistic plan. Third, product forms that cover multiple areas. In addition to the professional basketball game, NBA products include coach training, youth training, licensed apparel, shoes and caps, video games, restaurants, theme parks, hotel themes, and films. This can be said to cover all aspects: clothing, food, housing, transportation, entertainment, and other industries.

There is no doubt that as a multinational corporation, the NBA serves many aspects of US national interests and plays a role in supporting US global hegemony. What can we learn from this analysis? How should Chinese professional basketball react?

Before going to the world, Chinese professional basketball should improve the technical and tactical level and have a long-term strategic perspective. First, in the context of globalization, with rapid economic development, China is gradually entering the center of the world stage. Chinese professional basketball is also expected to go to the world. However, the national team's current record in the professional athlete world series is not enough to match China's superpower status or attract fans from other countries. As a national team player forming the CBA, the main task is to improve the level of the competition effectively, further deepen the reform of professional basketball, straighten the relationship between government regulation, support social, train reserve school personnel and effectively improve the level of competition. Just as the American professional NBA team shocked the world when it first appeared in the Olympics, we should take full advantage of the Olympics, the World Cup, and other major competitions to show the basketball competition world-class in China. And attract global attention based on improving Chinese competitiveness. Second, China's professional basketball in the world, like the NBA, cannot become the spokesperson for the United States' global hegemony, but in the strategic need to have a long-term view. In 2019, the COVID-19 pandemic spread around the world. Still, relying on the advantages of its socialist system, China quickly dealt with the epidemic, became an example for the world, and tended to reach out to other countries to help manage the outbreak. When Chinese professional basketball goes to the world, it should also take full advantage of China's institutional advantages and show its image as a friendly and helpful country and its responsibility. In countries where the level of basketball is underdeveloped, we can win recognition from fans in respective countries through technical assistance to adopt professional Chinese basketball and cultivate potential fan groups. As for the means of promotion, we must take a long-term perspective, and in the future, we can temporarily abandon economic interests and cultivate a potential market.

Chinese professional basketball should strive to tell Chinese history well and embrace the mission of global cultural diversity by expanding national cultural interests. As mentioned above, Chinese professional basketball is growing and may go global in the future. Making China a sports powerhouse is an important strategic goal of the Vision 2035 Plan for China's socialist construction, which requires the attraction, influence, and cohesion of sports culture. We should conduct broad cultural and people-to-people exchanges with other countries, tell good Chinese stories, and spread the Chinese voice". Just as the NBA continues to strengthen the hard work of its players while

expanding its cultural interests, basketball. Chinese professional ball should explore the ability to “tell stories” and carry more cultural connotations. It is not only a way to acquire the identity of fans but also a way to integrate into the core values of Chinese socialism, and this is the basis of the mission of spreading Chinese culture. First, look at the “history” of Chinese professional basketball. Before the Beijing Olympics in 2008, Yao Ming was injured as a direct result of the pin of the season. The doctor warned him to insist on playing games, which may lead to an early end to his career. Still, Yao Ming firmly relied on personal interests, with different performances in the Beijing Olympics, to help China achieve a good result in the world’s eighth place and greatly inspire the morale of Chinese people, the national essence of God. His collectivist spirit of sacrificing individual interests for national interests should have been one of China’s best stories in professional basketball. However, at the time, it only caused a certain reaction and did not leave a deep and unforgettable impression on the great shadow of Chinese fans. Another example is Liu Yudong, a former member of the Bayi team, who suffered a serious knee joint injury. After the operation, more than ten pieces of bone were removed from him, but he still fought and won the Bayi Team Championship. This fierce fighting spirit has won the respect of fans and is also expected to become a classic “story” of Chinese professional basketball. There are many similar stories in the process of the growth of professional basketball in China, but they don’t have the impact they should have. We should fully explore and try to tell these “stories” well [12].

5. Conclusion

China’s basketball industry development prospects are good. Still, because the development time is not long, the accumulated experience is not large, they only have one foot in the capital industry, but they didn’t prepare for the foot. The basketball industry in China can learn from other countries’ development models or improve other countries’ strengths, thereby expanding the market. China’s basketball industry should be ahead, and it can combine the basketball industry and other industries, create a common brand, and improve the development speed of the Chinese basketball industry.

At the same time, NBA has matured in all aspects after more than 50 years of development. Based on lessons from the NBA, the new CBA season is the first time the Basketball Association has emphasized the concept of “serving the fans, serving the media, and serving the sponsors.” Events are planned to reward fans and sponsors by requiring teams to set up “press officers” and to facilitate communication between the media and the team. The improvement in service awareness means that the CBA in the new season is more professional, which makes people feel the vitality of the CBA. So we have reason to believe that we can learn from the NBA’s successful concept and combine the Chinese situation to implement reform.

References

- [1] Gao Hongye, Western Economics 4th Ed. China Renmin University Press, Beijing 2007, 213-314.
- [2] Ke Zhang. CBA and NBA, business model of commercial operation of the Enlightenment, 2011.4.
- [3] YanZiJian. NBA China Games bring the essence of basketball professional market concept to create amazing benefits [N]. 2004-10-16, Liberation Daily.
- [4] Tongyan Li. The contrastive analysis of commercial development and operation system of NBA and CBA, Fight · Sports Forum, Vol.7 No.2, 2015.
- [5] Chen Xin-Jian, Yang Xin. Study on the enlightenment of NBA operation mechanism to CBA professionalization reform [J]. Journal of Guangzhou Institute of Physical Education, 2003 27-28.
- [6] XinHua. The NBA taught you how to make money. Eastern Sports Day To quote, 2003-04-03.
- [7] Chen Ying-chuan, Ji Jian-qiu, Shi Jiang-jie. Look at the professional basketball of China and the United States from the comparative Angle [J]. Fujian Sports Science and Technology, 2004 (11): 67-68.
- [8] Liyong Zheng, The Enlightenment of NBA Basketball Idea to CBA reform, Journal of Jilin Institute of Physical Education, Vol.23 No.4, 2007.

- [9] Fei Chun. Suggestions to enhance CBA brand value [DL]. www.sport.org.cn Blade, 2004- 07-15.
- [10] Sun Minzhi. Advanced Course of modern basketball [M]. Beijing: People's Sports Publishing House, 2017.
- [11] Jiwen Wang, Analysis of Business operation mode of China Basketball Professional League, Graduate Department, Capital Institute of Physical Education, Beijing.
- [12] Congqing Zhu. The Global Promotion of NBA and the response of Chinese Professional Basketbal, 2022.03.012.