







The Development Trend of Chinese Basketball League Teams

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<p>Abstract</p> <p>In the 21st century, basketball has developed rapidly around the world. The CBA League has gradually become one of the most successful, professional and influential top basketball leagues since its founding in 1995. However, how to promote the progress of the CBA professional league and improve the professional level of the Chinese men's basketball team has always been the focus of attention in the basketball community. The purpose of this study is to understand and master the development status of CBA professional league, draw lessons from the experience of NBA and European successful professional basketball leagues, and put forward reform suggestions to adapt to the current social transformation period in China. At the same time, by identifying the key factors affecting its development, scientific and reasonable reform suggestions are put forward, and a professional basketball road with Chinese characteristics is constructed. In the process of research, not only the internal factors of the CBA professional league are considered, but also the influence of the external environment is fully considered, and the management system, event arrangement and talent cultivation of the league are mainly studied. At the same time, the team construction, player health and coach level are also deeply analyzed. In this study, various research methods such as literature method and case analysis method were used to collect, sort and analyze a large number of literature materials about CBA professional league, NBA and European professional basketball leagues. By deeply understanding the development status of CBA professional league, the key factors affecting its development are found. At the same time, drawing on the successful experience of NBA and European professional basketball leagues, a series of scientific and reasonable reform suggestions are put forward, including optimizing the league management system, rationally arranging the competition schedule, and strengthening the talent training. In addition, the research results are discussed and analyzed, and it is found that there are still some problems in the development of CBA professional league. In order to promote the reform and development, a series of plans and suggestions are put forward to build a men's basketball career path with Chinese characteristics.</p>	
<p>Keywords CBA Professional League; Dilemma; Reform; counterplan</p>	

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1 Introduction

1.1 Basis for topic selection

With the continuous development of human civilization and society, basketball has made remarkable progress in both the level of competition and the operation and management of competition under the promotion of contemporary professionalism and commercialization. Basketball games have evolved into a visual feast that deeply attracts a large number of spectators. In more than 20 years of development, CBA professional league has always been unremitting, bold innovation and continuous reform. From the first quarter finals to the current CBA professional league, the tournament system has been improved continuously, providing the country with outstanding basketball players such as Yao Ming, Wang Zhizhi, Batel and Yi Jianlian. However, although the Chinese men's basketball team has improved during this period, it still has not ranked among the world's strong teams. There are significant differences between Chinese basketball and the United States and some European countries. Chinese basketball started relatively late and failed to fully integrate into the mainstream of international basketball development. The same is true of CBA professional League. Although it has made remarkable achievements, there is a certain gap between CBA and NBA, which represents the highest level in the world, and even European basketball League in terms of competitiveness, event promotion, audience number and attention.

1.2 Research Purpose

This study uses a variety of research methods to deeply explore and comprehensively grasp the development status of the Chinese Basketball Association professional league. Based on the reference and analysis of internationally renowned professional basketball leagues, such as the NBA and European professional leagues, and the social environment and institutional changes in my country's current social transformation period, this paper proposes the development direction of the CBA professional league. At the same time, this study designed a systematic and complete development path for the existing problems of the league, and put forward corresponding countermeasures and reform suggestions to further promote the healthy and orderly development of the CBA professional league.

1.3 Significance of research

Through detailed exploration and in-depth analysis of the CBA Professional League, we can reveal the nature of various factors in the development of basketball in our country and study the interaction between these factors. Based on this, scientific and reasonable reform suggestions can be put forward in a targeted manner, laying a solid theoretical foundation for the professional development of men's basketball in our country.

The core goal of this study is to identify the key factors affecting the development of the CBA professional league and to deeply explore their specific impact mechanisms on the development of the league. Factors such as the league management system, talent reserve model and marketing strategy will be studied in detail in order to find the most suitable model and strategy for the development of the CBA professional league. At the same time, we will also learn from the successful experiences of the world's basketball powers to narrow the gap between our country and these powers.

This research has important implications. Through in-depth study of the development of the CBA professional league, we can provide new perspectives and methodologies for theoretical research on my country's basketball industry. From a practical perspective, the research results will provide strong support and guidance for the reform and development of the CBA Professional League and promote the long-term and healthy development of my country's basketball industry.

1.4 Research methods

(1) Documentation method

This study used a variety of authoritative academic resources and information sources, including libraries, CNKI series databases, Wanfang database, etc. Through these channels, we have obtained a series of professionally reviewed and widely accepted academic documents about the CBA Professional League, including academic journals, dissertations, conference papers, etc. These documents provide in-depth theoretical support for comprehensive analysis of the CBA league from various perspectives. At the same time, during the Internet search, I screened out a large amount of relevant information, including

news reports, feature articles, media interviews, official announcements and other non-academic documents, so as to fully understand the development status of the CBA League.

Through these authoritative documents and information sources, we have an in-depth understanding of the CBA league's development process, policy formulation, commercial operations, player operations, coaching management, fan culture and other aspects. Combining actual surveys, data statistics and other methods, this study conducted a systematic and scientific research and analysis on the current situation and future development of the CBA League.

(2) Inductive deduction

Using the data and information obtained from surveys and interviews, academic methods such as summary, systematic analysis, and deductive reasoning (a logical reasoning method that deduces specific conclusions from general premises) can be used to propose paths for the reform and development of the CBA Professional League. By summarizing the data, different views and opinions can be summarized, and the data can be further analyzed to reveal the existing problems and challenges of the CBA Professional League. On this basis, systems analysis methods can be used to explore the root causes and interrelationships of the problems and propose corresponding reform plans. In addition, through deductive reasoning, possible development trends and results can be inferred and predicted based on known facts, thereby providing guidance and suggestions for the future development of the CBA Professional League.

(3) Expert interview method

In this study, on-site interviews were used to conduct in-depth exchanges with well-known domestic basketball experts and scholars to understand relevant aspects of the CBA professional league reform and obtain their opinions and suggestions. Field interviews are an important qualitative research method that can reveal in-depth information about the issues and obtain rich information from different perspectives.

During the on-site interviews, basketball experts and scholars with rich experience and good reputations will be selected for face-to-face communication through appointments or visits. Based on the research purpose and questions, a reasonable interview outline will be formulated to guide the direction of the dialogue and ensure that systematic and in-depth information is obtained. At the same time, we will fully respect the time and opinions of the

interviewees and demonstrate a professional and rational attitude when communicating with them.

During the interview, we will focus on issues related to the reform of the CBA Professional League, understand the experts' views, opinions and prospects for the future, and conduct in-depth discussions and exchanges on related issues. On this basis, the information during the interviews will be carefully recorded and organized to support subsequent data analysis and extraction of results.

(4) Logic analysis

This thesis is guided by the research idea of "finding problems, analyzing problems, and solving problems". It first sorts out and analyzes the current situation of the professional development of basketball. Through industry research and data analysis, we will explore the difficulties faced by basketball professionalism and find out its specific reasons. This part will help to comprehensively understand the challenges faced by the reform of the CBA Professional League.

On the basis of analyzing the problem, this thesis will propose solutions to the reform of the CBA professional league. Feasible solutions will be provided by analyzing problems in different aspects, including operating models, market development, club management and other aspects. These solution strategies will be based on expert opinions and scholarly suggestions obtained from on-site interviews, as well as research results on similar cases at home and abroad, to ensure their effectiveness and operability.

This thesis will show the process of problem discovery, analysis and solution in a systematic and logical way. Through a clear argumentative framework and strict logical reasoning, the entire thesis will be ensured to have a good academic structure and research rationality. At the same time, appropriate data analysis methods will be employed to support a deep understanding of the problem and the formulation of effective solutions.

2 Theoretical Basis

2.1 Definition of CBA Professional League

The China Basketball Association (CBA) is a multi-year home and away basketball league sponsored by the China Basketball Association and is the highest-level basketball league in China. Among them, stars such as Yao Ming, Wang Zhidao, Yi Jianlian, Zhu Fangyu and others were born. CBA obtained the naming rights of the league from 555 Cigarettes in the 1995-1996 season. From the 1996-1997 season to the 2000-2001 season, it was the Hilton China Men's Basketball League. Later, Motorola and China Unicom New Space obtained the naming rights of the league respectively. The league was officially launched in 2005, when it changed its name to the Chinese Men's Basketball Professional League. In 2013, the number of teams was expanded to 18 by absorbing the Sichuan team. In the 2014-2015 season, the number of CBA teams increased from 18 to 20. The CBA starts in October or November and ends around April, and is similar in length to the NBA. As of the 2015-2016 season, a total of 5 teams have won the championship. The Bayi team and the Guangdong team have won the championship 8 times, the Beijing team has won 3 championships, and the Shanghai team has won the championship once. The CBA championship in the 2015-2016 season is Sichuan Jinqiang Team. (Haitao 2020.)

2.2 Definitions of keywords

(1) Dilemma

Dilemma refers to a situation in which an individual or group faces difficulties in a specific situation and cannot easily solve the problem. This situation is often accompanied by complexity, uncertainty and multiple conflicts of interest, putting relevant parties in a dilemma. (Bordo 2019.)

(2) Reform

Reform is an act of social change whose main purpose is to promote social development and progress by adjusting and changing old systems and things. Reform involves partial or fundamental adjustments to production relations and superstructure, thereby triggering major changes in social structures and institutions. As a powerful social driving force, reform plays an important role in promoting social prosperity and progress. (Skogan 2014.)

(3) Path

Path originally refers to a specific road or route that indicates the direction and method of reaching a destination. It can be an actual street, trail, or passage, or it can be a virtual route or guide. In addition to the literal meaning of a road, a path is also used in a broader sense. Used in this way, a path refers to a specific method, approach, or path to a goal, a task, or a problem. (Chu 2017.)

In our daily lives, we often use the word path to describe the specific method or strategy we choose to achieve a desired goal. This use of metaphor highlights the importance of achieving a goal through a chosen path or method. This metaphor comes from the concept of an actual road traveled, which may have different scenery, difficulty, or speed by choosing different paths.

In management and organizations, path is also often used to describe the steps or strategies to achieve a set goal. When organizations or individuals pursue goals, they usually need to find the best path or method to improve efficiency, reduce costs, or solve problems. This requires a thorough analysis and assessment of the problem and then selecting the most appropriate path to achieve the goal.

(4) Target market positioning

Target market positioning is a process of market segmentation and target market selection, that is, to understand who to serve. The target customers of any company and any product can not be all people. For the process of selecting target customers, it is necessary to determine the standards of market segmentation, segment the overall market, evaluate the segmented market, and finally determine the selected target market.

(5) Brand image

Brand image refers to the individual characteristics of a company or its brand in the market and in the minds of the social public, which reflects the public's evaluation and cognition of the brand, especially consumers. Brand image usually consists of brand reputation, popularity, characteristics, credibility, style, image, culture and other elements.

3 Literature review

3.1 CBA professional league development history

Wang (2012) pointed out that the CBA League has gone through seventeen years since its birth in 1995. It has gradually grown from the initial immaturity to the most successful professional and most market-oriented league in China. It is one of the leagues with the best brand effect and widest influence. In the development of the CBA for more than ten years, the international characteristics are mainly reflected in the output of players, the introduction of players, the composition of a comprehensive coaching team and the exchange of relevant events. However, these international characteristics are still lacking in depth and breadth. At the 16th Turkey World Championships and the Guangzhou Asian Games, it is not difficult to see that the overall level of Asian basketball is gradually improving. In particular, teams in West Asia such as Iran, Lebanon, Jordan and other teams are on the rise. The reason is that they insist on following the international trend. We must adapt to the internationalization route, integrate with international standards, and learn from the advanced experience of the world's top teams. For example, the "double point guard style" that emerged in Lebanon at this World Championships, and the "1-2-2" positioning offensive tactics are frequently used in positional offenses. This shows that the progress and development of basketball must keep up with the international development trend, and we must actively integrate with international standards to make breakthroughs. The growth and development of the CBA League is also progressing through constant exploration, from sticking to rules at the beginning to communication and integration now. We should realize that the development of the CBA league must always follow the international route and have dual thinking of "international vision and Chinese path". (Wang 2012.)

Zhang Yu pointed out in "A Comparative Study of the Management Systems of Professional Basketball Clubs in China and the United States" that the development of competitive sports in China has benefited from the "nation-wide system" under the planned economy, as well as from reform and opening up, especially the establishment of a socialist market economic system. The further development of sports creates a good external environment and opportunities. In 1993, the National Sports Commission's "Opinions on Deepening the Reform of Sports" proposed the establishment of a "socialist sports system in line with the market economy" and a series of other related policies, which pointed out the direction for

the reform of the basketball project system and accelerated the professionalization of the basketball project, the pace of socialization and industrialization. In 1995, the Chinese Basketball Association seized the opportunity to cooperate with the international management group Infront of Switzerland, using the basketball system reform launched by foreign capital as a breakthrough to promote the development of professional basketball and the establishment of clubs, giving Chinese basketball a new lease of life. (Zhang 2010.)

3.2 The development history of the American NBA professional league

Zhang Yu pointed out that the NBA is well known, but few people know the National Basketball Association (BAA). The BAA was established on June 6 1946 in the Commodore Hotel in the New York , and it is the predecessor of NBA. (Zhang 2010.)

From 1949 to 1966, the NBA made slow progress in the past 20 years. Although two superstars, Russell and Chamberlain, emerged after the 1960s, the overall viewing experience was not high. By 1966, the NBA was down to just 10 teams. In February 1967, the ABA (American Basketball Association) was established. The ABA and NBA competed until 1976. The competition for basketball talents between the ABA and NBA increased the value of players. By the 1975-1976 season, the ABA announced its dissolution and four teams (Indiana Pacers, Denver Nuggets, San Antonio Spurs and New York Nets) joined the NBA. At this time, the number of NBA teams increased to 22, and it also absorbed many of the ABA's methods of management, marketing, and player packaging. The NBA gained a lot of popularity during the Michael Jordan era , Michael Jordan led the Chicago Bulls to three NBA championships, becoming the third team in NBA history to win the award. When Jordan announced his retirement from the NBA, fans around the world were shocked. When Jordan announced his return to the NBA in 1994, Jordan led the Bulls to win three more NBA championships, and Jordan once again made NBA history. Jordan's basketball talent , demonstrating what it means to be a complete NBA player, left a deep impression on audiences around the world. The success of the NBA has not only brought huge economic benefits to the league and franchises, but also opened up a new professional basketball operation model. At the same time, it also plays an active role in promoting the development of world basketball. (DiFiori 2018.)

Wang Hengtong pointed out that the NBA was founded in 1946. After more than sixty years of continuous development and growth, it has now become a model for most countries around the world to follow in professional basketball competitions. At present, the NBA has developed into a large-scale professional basketball event with a stable competition system, efficient organizational structure, professional managers, complete management regulations, outstanding basketball talents, reasonable profit distribution, and extensive media dissemination. (Wang 2014.)

3.3 The development history of the European Basketball Professional League

Duan (2015) stated that the EuroLeague has a certain attraction for various European countries and plays an important role in the world basketball world. In recent years, many countries have broadcast European basketball events, such as the United States, China, South Korea, etc. Every year, the European Basketball Professional League attracts the attention of many fans. Excellent participating teams and fierce competition give the league's operations a great influence. The entire league has more than 60 television media, and its programs cover more than 130 countries, which is quite large. In the early stage of the implementation of the entire league, outstanding players are constantly promoted and broadcast, and awards are set for the most valuable players. Both international players and domestic players have the opportunity to produce promotional videos and promote them through the media, the Internet, etc. and discover new potential stars in the game to introduce more European stars. In order to make it easier for fans to better understand their favorite stars, the league will evaluate the best players every month and every week. Players are selected through online voting. Before the All-Star Game, a large amount of money is invested in promoting each shortlisted player. The performance of different players can be seen on TV media, the Internet, and newspapers in various European countries. Finally, analysis is based on game data, selecting the Most Valuable Player (MVP) , Best Defense Player, etc., all of which ensure the gold content of emerging players in the league and cultivate more basketball stars to go to high-level leagues. (Duan 2015.)

Bai (2012) pointed out that the EuroLeague is the largest transnational men's professional basketball league in Europe. Its earliest name is "European Champions Cup" and it was established in 1957. In 2017, there are currently 24 teams from 18 European countries. The early European Basketball Champions Cup was held by the International Basketball Federation. In 2000, there was a brief schism in European basketball, with some European

basketball clubs forming the Euroleague to take over the European Basketball Champions League, and FIBA, which held two leagues in Europe, the International Amateur Basketball Federation, to produce two champions. Finally, FIBA compromised, and in 2001, the Super League Champions League was renamed Euroleague Basketball. The main task of the FIBA organization was to organize national team competitions and no longer organized competitions between clubs. In the history of the European Basketball League, Real Madrid won 8 championships in Spain, but fell into despair after failing in the 1995 finals. They were followed by Russia's CSKA Moscow, which won a total of 6 gold medals, including those won in the past 4 years. The league consists of 24 clubs, with players from at least 12 countries playing in the league every season. (Bai 2012.)

4 Research results and analysis of the dilemma of CBA professional

league

4.1 Professionalism of the CBA League

4.1.1 Analysis on the development of CBA league professionalism

The launch of the professional reform of the CBA league is based on the operating model of the NBA league. The NBA is the most commercially successful and competitive basketball league in the world, and the development goal of the CBA is to become the top professional basketball league in Asia and the second largest basketball league in the world. Therefore, the CBA league introduced foreign players, a home and away system, and an All-Star game. However, in recent years, although the commercial value of the CBA league has increased, the competitive level of the league is far from meeting expected requirements. Advanced commercial operations and lagging human resource development are important reasons for the disharmony between the development of the CBA and the performance of the national team. (Jia 2003.)

The CBA League is currently one of the most professional and commercially valuable sports properties in China. Despite this, the league still has a long way to go before becoming truly professional, and every participant in the league needs to work hard for it.

4.1.2 Analysis on CBA market development

In 1995, the Chinese Basketball Association founded the "Chinese Men's Basketball League A" (referred to as CBA), and Chinese basketball began to move toward professionalization. As China continues to become prosperous and powerful, the people's income has increased significantly, and people have invested more money and time in sports. The State Sports General Administration released the "Thirteenth Five-Year Plan" for sports development, proposing that by 2020, the total scale of the national sports industry will exceed 3 trillion. As the top basketball competition in China, the opportunities of the CBA Professional League cannot be whispered about. However, in terms of current CBA market development, there is a lack of ways and methods. First, the target market

positioning of the CBA professional league brand is unclear. Secondly, it failed to shape the brand image of the CBA Professional League in many aspects. For example, it did not build a personalized brand of the league as the core of the brand image. The league did not have a slogan that was deeply rooted in the hearts of the people, and the quality building needed to be strengthened. Once again, there are no brand leaders and brand spokespersons who shape the CBA professional league. Brand leaders refer to people who create and develop brands, inject vitality, soul, ideas and personality into corporate brands, and play a decisive role in the process of brand growth. The CBA Professional League currently does not have its own brand leader (brand manager) and true brand spokesperson. Finally, in addition to using mass communication methods such as advertising for brand promotion, the CBA Professional League is quite lacking in social welfare activities, the use of celebrity effects, reports and forums and other activities. (Zhou 2005.)

4.2 Management system construction lags behind

4.2.1 Property rights system

Oxford Law Dictionary defines property rights as property ownership, and further explains property rights as a bundle of rights that includes multiple powers, and finally extends it to include a wide range of social relationships between people that occur due to property. (Barzel 2023.)

As CBA events continue to expand, the league brand is deeply rooted in the hearts of the people. As a beneficiary, the Chinese Basketball Association has always controlled the business development rights and event management rights of the CBA Professional League. As a beneficiary, the Chinese Basketball Association is not willing to give up the league property rights easily. Since the owners of CBA clubs do not have league property rights, they only pursue the shortest possible profit and do not make long-term plans for the development of the entire CBA league. Therefore, the development level of the CBA league will stagnate. (Haitao 2020.)

4.2.2 Access system

Access system is the law or regulation that allows entry into a certain field or place. Some organizations or local governments have established threshold conditions for other legal

representatives to join or enter the organization or region. When these conditions are met, they can join and enjoy due rights and assume due obligations. (Hu 2015.)

The access system for professional leagues refers to a system formulated by professional sports leagues that stipulates certain conditions or qualifications for sports clubs to be allowed to participate in professional leagues. The role of the access system includes three aspects: first, limiting the number of clubs. Second, set the club's minimum economic standards. Third, set standards for club governance structures. In some countries with developed professional sports in Europe and the United States, the access system has undergone antitrust laws to ensure the fairness of participating clubs. The admission system of the CBA professional league has great shortcomings compared with the league admission system of developed countries in professional sports. (Hu 2015.)

4.2.3 Checks and balances system

There is uncertainty in the professional game, which is its charm, and the checks and balances system is the basic guarantee for the uncertainty of the game. The checks and balances system of the NBA professional league includes draft, transfer and salary. The draft system provides high-level young players for the league. The transfer system promotes the flow of players. The salary system effectively suppresses the monopoly of star players. The draft system of the CBA league is implemented since 2015, the first CBA draft only took 6 minutes to complete. There is insufficient time for players to show their abilities. The CBA draft system needs to be further improved. The CBA transfer system is too restrictive and too local. The ownership of many players is in the hands of local sports bureaus. Therefore, many players who want to go to other teams must "self-suspend themselves for two years" before they can become free agents. The NBA has a salary cap, except for a few owners who are willing to pay luxury taxes, most teams have to control the total salary. The CBA has no salary cap (or is in name only), thus rich clubs have a huge advantage in signings. The salary system is not followed by any club. Therefore, the CBA Professional League has no checks and balances system in a practical sense. (Zhao 2013.)

4.3 No separation of management and office work

The CBA Professional League is an operating model supervised by the National Basketball Management Center, sponsored by local sports departments, and financed by various clubs. It is a product of the planned economy. Due to the obstruction of the Basketball

Management Center, the separation of management and office was not achieved, so the club had no management rights and no decision-making rights on many matters. Each CBA club belongs to the sports management department under the Basketball Management Center and has not obtained the IP development rights and event hosting rights of the league. This has greatly affected the club's enthusiasm and enthusiasm for the league. The club's training of young reserve talents is also affected by the CBA management system. The Youth Development Department under the Basketball Management Center has absolute say in the development of young player reserve talents, which makes the club encounter certain obstacles when selecting young reserve talents, thus affecting the club's enthusiasm for team building of second- and third-tier young players. (Duan 2015.)

On November 22, 2016, Beijing time, CBA was officially established. Li Jinsheng, deputy director of the Basketball Management Center (now director of the Basketball Management Center), was temporarily appointed as chairman of CBA, and Yao Ming of Shanghai Oriental Sharks Club was appointed as vice chairman. The Basketball Management Center has awarded the commercial copyright of CBA to CBA Company, which means that the CBA League's "two-step" strategic policy has been officially implemented. The first step is for the Basketball Management Center to return CBA's business development copyright to CBA Company. In the second step, if CBA can continue to develop stably, the Basketball Management Center will grant the right to host the event to CBA. It is understood that the licensing fee for the basketball management center will be collected from the CBA company's annual turnover, which is 5% of the turnover. This part of the funds will be used as operating funds for the development of women's basketball. In addition, another 5% of the turnover will be allocated as development funds for the training of young reserve talents, and the training of reserve talents will be increased. (Haitao 2020.)

4.4 The constraints of reserve talent bottleneck in CBA professional league

4.4.1 CBA professional league reserve talent training system

The competitive talent training system of Chinese professional leagues is a three-level training model of "minor sports school, youth team and professional team". The American professional league is a school-based training model, that is, the "primary school-middle school-university" training model. In recent years, recently, basketball reserve talents across the country have been in decline. Under the influence of the international professional basketball environment, the sports system (sports bureaus, traditional sports schools, etc.)

has gradually turned the cultivation of basketball reserve forces into a process that involves large investments, long cycles, and slow results. The huge project is being pushed as far as possible into the club. (Zhao 2013.)

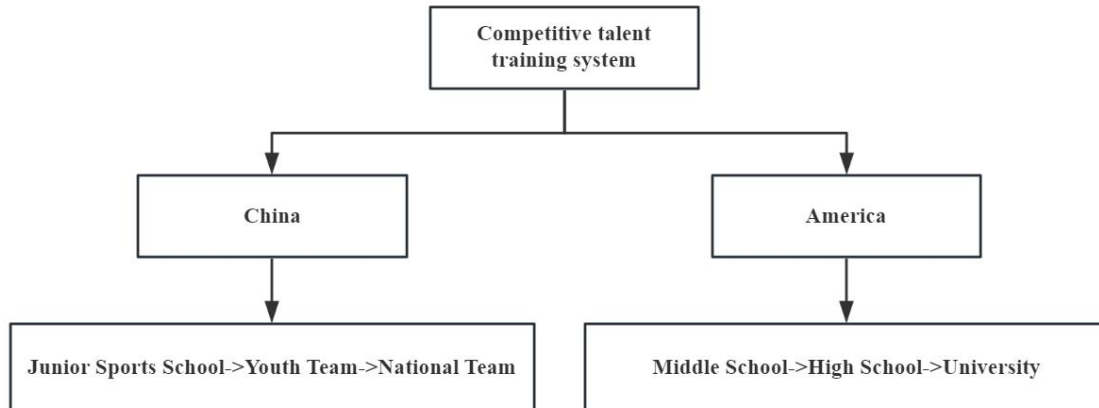


Figure 1. Training System of Competitive Talents in China and America (Source: Zhao 2013)

4.4.2 The impact of professional clubs on the cultivation of reserve talents

From the perspective of the CBA Professional League, under the market economy system, most professional clubs only focus on the construction of the first-line team, because the club is for profit and needs to shorten the training cycle. The relatively mature first-line team is in line with the club's original intention. Due to the influence of the traditional training system, the current training and selection of basketball reserve talents, including the CBA League, is still more or less subject to the training and selection mechanisms of local municipal sports schools and provincial and municipal teams. (Ma 2014.) The CBA professional club reserve talent professional training model is shown in figure 2:

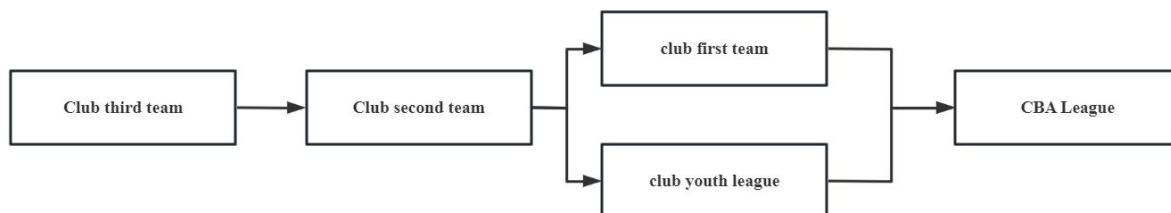


Figure 2. Professional Training Mode of Professional Club Reserve Talents (Source: Ma 2014)

4.4.3 The impact of social security on the future of basketball talents

Under the influence of the gold medal strategy, competitive sports are extremely cruel. Athletes who fail to achieve outstanding results within a certain age will face retirement. Many of them started training in junior sports schools and have low educational levels. They cannot adapt to the current society after retirement. The same goes for some outstanding athletes. Once they suffer from injuries, their careers will end, and retirement means unemployment. Therefore, many parents are opposed to their children entering professional basketball teams from an early age. They prefer that their children not miss cultural classes while training. Therefore, CUBA and the Super League are far more attractive than the youth teams of some clubs. This kind of both the path of playing basketball and learning cultural courses has become the first choice of parents and young players. It is this reason that has led to the lack of reserve talents in the professional league. (Ma 2014.)

4.4.4 The impact of the introduction of foreign aid on the cultivation of reserve talents

As China's top basketball league, the CBA Professional League is becoming more and more like some of the basketball powers on the road to internationalization and regularization. Foreign players are becoming more and more important in the game, and they have gradually changed from supporting roles on the court to main characters. Many clubs regard the introduction of foreign players as the "good medicine" for the team to achieve results the fastest. In the 2015-2016 CBA Professional League season, no one expected that the Sichuan team, which had only been in the CBA for a few years, would reach the finals and win the championship from the Liaoning team. The Sichuan team's championship caused controversy in the outside media. The Sichuan team averaged 115.4 points per game in the 44 games before the finals, ranking first in the league. Foreign players have strong personal scoring ability, and their points, rebounds, steals and other statistics are much higher than those of domestic players, making the team dependent on foreign players. In terms of handling key balls, young players cannot get exercise, which is not conducive to their development. Foreign players are in the core position on the field and have unlimited shooting rights. However, the professional quality of foreign players is not high and they lack a sense of belonging to the team. Once they leave, they will have a huge impact on the team. Excessive reliance on foreign aid and neglect of the cultivation of local players is not conducive to the construction of a basketball reserve talent echelon. (Haitao 2020.)

4.4.5 The impact of uneven coaching levels on the cultivation of reserve talents

Coaches formulate training plans for players and implement training plans, and are the controllers of athlete training. The coaching team in Chinese CBA professional league generally consists of a head coach, one or two assistant coaches plus a physical coach. The head coach plays a decisive role in the training and management of athletes. China also lacks a scientific and complete training mechanism for the training and management of coaches, resulting in uneven levels of coaches and the inability to effectively formulate reasonable training plans for the training of athletes. The current coach training systems are separated. One is the national sports institution training system, and the other is the school sports training system. The coaches trained by these two systems are very different. Most of the coaches trained by national sports institutions are retired athletes. They have rich competition experience and strong practical abilities, but most of their theoretical and academic abilities are seriously insufficient. However, the coaches trained by school sports institutions have strong academic abilities but insufficient practical experience. Therefore, this situation has a great impact on the cultivation of reserve talents. (Wang 2012.)

4.5 Controversy over CBA professional league referees' penalties

In the game, the referee, as the rules enforcer on the court, must be fair and impartial. If the referee makes an unfair decision, it violates the professional ethics of sports people. There needs to be fair competition on the court so that it can bring a visual feast to the audience and allow the audience to enjoy the fun of watching the game. (Han 2006.)

In the CBA 2015-2016 season, a total of 54 referees were assigned to enforce the rules. A total of 1,140 referees and 380 technical representatives were arranged for law enforcement during the regular season. A total of 100 referees and 25 technical representatives will be arranged for the playoffs. In the regular season, under semi-professional management, the 17 referees under semi-professional management can attend 29 games per person (maximum 33 games, minimum 24 games), and the average on-the-spot correct judgment rate reaches 92% (the highest 97%, minimum 86%); for work needs, we have also consciously reused 9 senior and high-level referees (both international and national level). Their average number of appearances per person can reach 28 (maximum 31 games, at least 26 games), their on-the-spot corrective rate averaged 92% (the highest was 95%, the lowest was 90%). (Haitao 2020.)

4.6 The Lack of Marketing Strategy of CBA Professional League

(1) CBA brand promotion is insufficient

The CBA Professional League is China's top basketball competition. The league has stars such as Yao Ming, Wang Zhi and Yi Jianlian who have played in the NBA. The CBA brand includes CBA organization and management, CBA basketball culture and CBA basketball events. Compared with top professional events of similar scale, the brand has huge room for growth.

(2) Not enough media exposure

In today's society, the media is very transparent and has a great impact on people's lives. Although the CBA Professional League only relied on newspapers for publicity at the beginning, and later gradually developed into the current combination of newspaper communication, television broadcasts, online broadcasts and other communication methods, its media exposure is still not enough. (Duan 2015)

(3) Insufficient development of potential markets

In addition to the league, the CBA brand should also pay attention to the development of CBA-related derivatives. In the United States, NBA brand products can be purchased in almost all cities, such as sneakers, clothes, star cards, hats, NBA audio and video products, catering, etc. The NBA and its clubs can earn hundreds of millions of dollars in revenue from derivatives every year. This not only increases revenue, but also promotes the NBA brand and increases fans' loyalty to the NBA brand.

5 Analysis of CBA Professional League Reform Path

5.1 Deepen the professional construction of the league

Compared with the NBA and other mature professional sports leagues in the world, the government's macro-control plays a major restrictive role. The development of the league needs government rules and regulations to ensure it. As my country's top sports event IP, the CBA League is led by the Chinese Basketball Association, which has the right to host and make decisions about the league. Therefore, the league's restraint mechanism is mainly reflected in the departmental documents and charters of the Basketball Association. However, the Chinese Basketball Association's rules and regulations regarding the development of the CBA Professional League are lacking, which cannot guarantee the stable development of the CBA League, leading to the replacement of relevant government departments. Practice has proved that this restraint mechanism lacks scientificity and transparency, and handing over professional leagues to the market has become a top priority. The sky-high copyright fee of 8 billion yuan for five years of my country's Super League has greatly stimulated the current CBA professional league market. The professionalization of the CBA league is even more important. (Haitao 2020.)

5.2 Establish an open and transparent access system

The CBA professional league needs to establish an open and transparent access system. First of all, the league's access system must be based on openness and transparency and be conducted in an orderly manner. If the CBA League rejects a team's application, it must give clear and standardized written reasons for the rejection. Secondly, if a new access system is to be formulated, clubs need to be given sufficient time to adapt to the new access system to prevent unnecessary disputes and doubts during the replacement process. Finally, the new access system must be equal and treat every club fairly, regardless of the club's level of development. Through the implementation of the access system, it not only ensures the expansion of the scale and maximization of benefits of the CBA professional league, but also ensures the continuous improvement of the level of basketball.

5.3 Establish a system of checks and balances conducive to league development

The CBA professional league does not have a relatively reasonable checks and balances system. The NBA professional league's checks and balances system includes draft, transfer and salary. The draft system provides high-level young players for the league, the transfer system promotes the flow of players, and the salary system effectively suppresses star players' monopoly. First, at the level of the draft system: most of the players drafted by the NBA come from the NCAA and are selected from universities. This has a lot to do with American campus sports culture. Because China and the United States have different talent training systems, the CBA sets up its own youth echelon and trains it step by step, which is far from a true draft. CBA teams are closely related to local teams. Players with real level and potential are taken by the professional teams of each team. In China most of the players entering college are amateur players or players who cannot meet the requirements of professional teams. Players have insufficient abilities. In terms of the minimum guaranteed salary system for draft players, the annual salary for players with the first overall pick is 300,000 yuan, the annual salary for the second and third overall picks is 280,000 yuan and 260,000 yuan, and the minimum guaranteed salary for players with the 15th to 40th overall pick is 100,000 yuan, but as far as the current Chinese basketball reserve talent training mechanism is concerned, the CBA draft cannot be a way for clubs to recruit new players. (Wang 2012) The NBA draft selects the best players in the world. It's easy to turn around, and CBA clubs can at most select players who are skilled in certain aspects of offense and defense, but the real problem is that no matter which club selects them, they need to pay the player a minimum guaranteed salary of 300,000 yuan. It is understood that the annual salary of some well-known coaches in China's basketball world is only about 500,000 yuan. (Wang 2012.) Therefore, in order to change the existing talent training model and improve the overall quality and level of college players, only by making the draft and free agents the only way for each team to improve their competitiveness will the draft become a true draft. Second, at the transfer system level: 1. Improve the registration priority system. After the contract between the player and the club expires, the club will enjoy priority registration rights. Although the players have become free agents, their transfers are still greatly hindered. Therefore, the player registration system should be changed to reduce the difficulty of player transfers, which can improve players' enthusiasm. 2. Learn from the NBA. NBA players' agents play a pivotal role in the player transfer process. Therefore, we must strengthen the construction of the basketball agent team and strictly control the employment of basketball agents. We must not only ensure the quantity of basketball agents, but also ensure their quality.

5.4 Effectively integrate basketball reserve talent training resources

At present, our country's sports schools are shrinking, and clubs are not investing enough in cultivating reserve talents. This has led to an embarrassing situation where the government does not want to take care of it, but the clubs cannot. The training model of "minor sports schools, one youth team and one professional team" for training reserve talents in Chinese professional leagues has become an obstacle to the development of reserve talents, causing the construction of the talent echelon to reach a bottleneck. The source of NBA players is mainly college students. The NBA has a draft system specifically for recruiting new players (the CBA has also had its own draft system since 2015, but compared to the NBA draft system, it is still in the exploratory stage). Most of the players play in the NCAA for one or two years and then enter the NBA in the draft. Popular players in the draft are generally popular players in the NCAA. However, some players do not enter the NBA through college. They participate in the draft after graduating from high school, such as basketball superstar Kobe Bryant, LeBron James, Dwight Howard and more. American players initially joined school teams, similar to interest groups or specialty classes in our country. Later, they developed in this area if they had talent. Chinese players have participated in professional training since childhood. They participated in junior sports schools when they were young, then youth teams, and finally professional teams. Without systematic cultural knowledge learning, it is possible to succeed on the road of competition. Once they fail, they will not have any skills after retirement and it is difficult to gain a foothold in society. (Bi 2014)

Due to the long training cycle, large investment, and slow results for basketball reserve talents, sports agencies have tried their best to push this huge project to the clubs. The club aims to make a profit, so it focuses more on the construction and development of the first-line team. In addition, the local sports bureau and sports school control outstanding talents, so the club's training focus is not on the construction of the second- and third-line teams, resulting in loss of talent.

Therefore, it is particularly important to innovate the sports training model. The original traditional sports reserve talent training model should be transformed into a training model that combines sports and education to be responsible for the construction and training of

second- and third-tier reserve forces, and use this as a platform to expand in colleges and universities. The model of combining sports and education is shown in figure 3:

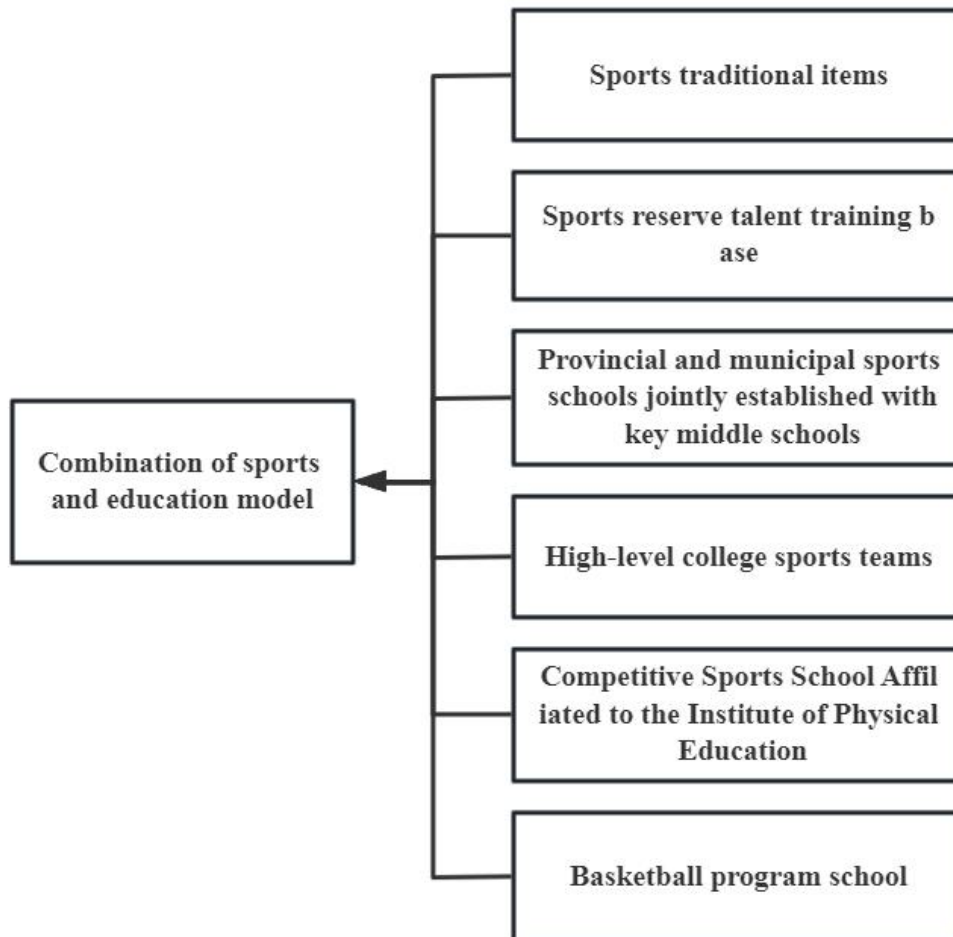


Figure 3. Competitive Basketball Teaching and Learning Model (source: Wang 2012)

Before the reserve talent training model that combines sports and education has not been fully established, the traditional sports model is still the main way to support the training of my country's basketball reserve talents. Because clubs are affected by many factors, the feasibility of supporting the reserve talent training system alone is still unclear. There is considerable controversy. It can be used as an attempt to broaden channels, but it cannot be used as the main channel for professional talent training in competitive basketball in our country, let alone the only channel.

5.5 Strengthen the professionalism and law enforcement capabilities of the referee team

Establish a management organization for the referee team and strengthen the supervision of referees. The referee team regularly conducts systematic and professional training, repeatedly studies problems and classic cases that arise in the game, and provides refereeing opportunities in some top domestic and foreign events, which can promote the improvement of referees' capabilities. The CBA should improve the referee's own level, strengthen moral cultivation, and establish a firm will and belief.

5.6 Increase marketing efforts for the league

5.6.1 Increase CBA professional league brand promotion

Regarding the promotion of the CBA brand, I believe that we must capture several important factors surrounding the CBA brand: fans, sponsors and media, as shown in figure 4:

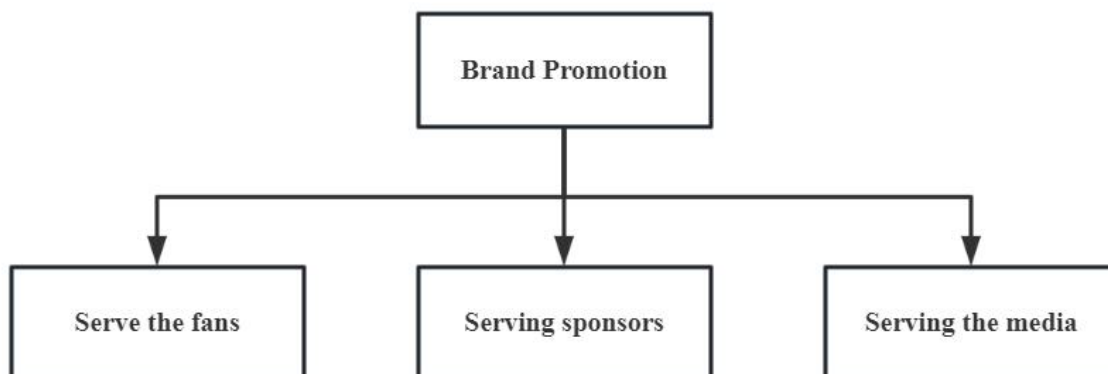


Figure 4. Brand Promotion (source: Bi 2014)

For the marketing of the event, the focus is on the promotion of its core brand. Fan loyalty, sponsor recognition and media exposure are the three main aspects of vigorous brand promotion.

5.6.2 Increase media exposure

Now the Internet plays a significant role. Various websites and mobile apps can be used to watch games online. The media plays an important role in spreading basketball games,

basketball culture and league values. Through these communication methods, we can not only enjoy wonderful basketball games, but also promote the CBA brand culture, interact with fans, and activate the country's basketball atmosphere.

6 Conclusions and suggestions

6.1 Conclusions

(1) Talent echelon construction encounters bottleneck

China's traditional training model of "minor sports school, youth team and professional team" is increasingly showing signs of stagnation. Sports systems such as local sports bureaus and sports schools are affected by competitive sports, making them more willing to pay attention to the training of first-line players, so they try their best to push talent development to the club. Before the reserve talent training model that combines sports and education has not been fully established, the traditional sports model is still the main way to support the training of my country's basketball reserve talents. Although clubs have become another main body of talent training, clubs have been affected by many factors. There is still considerable controversy over the feasibility of supporting the reserve talent training system alone. It can be used as an attempt to broaden channels, but it cannot be the main channel for professional talent training in competitive basketball in our country, let alone the only channel.

(2) Social security for local players is insufficient

The social system cannot guarantee a way out for reserve basketball talents. Some professional athletes who are troubled by injuries or do not get excellent rankings will face retirement. They have attended junior sports schools since childhood and their cultural level is not high. After retirement, they cannot adapt to society. Parents compared with this risky path of cultivating sports reserve talents, young athletes prefer a path that can both play basketball and learn cultural courses, leading to the loss of reserve talents in professional leagues.

(3) The talent bottleneck of relying on foreign aid

Foreign players are becoming more and more important in the team, and they have changed from supporting roles on the court to protagonists. Most of the team's offensive rights are in the hands of foreign players. In terms of handling key balls, foreign players are also the final finishers. CBA clubs blindly introduce foreign players to improve team performance, while ignoring the training of young players.

(4) Inadequate quality of coaches

The country lacks a scientific and complete training mechanism for the training and management of coaches, resulting in uneven levels of coaches. Coaches trained by national sports institutions have rich competition experience and strong practical ability, but weak theoretical guidance: School Coaches trained by sports institutions have strong academic theories but little practical experience.

(5) The construction of the referee team needs to be strengthened

The training of referee reserve talents is insufficient, the quality of referees' officiating is not high, and they lack law enforcement experience in large-scale domestic and foreign competitions. The audience does not trust the referees, and the referees lose credibility in the hearts of the audience.

(6) Brand marketing fails to capture the core of the brand

Although CBA has made great progress in brand marketing than before, it is still far from meeting the brand needs of top football matches at this stage. The CBA professional league has insufficient brand promotion efforts, insufficient media exposure, and lack of development of CBA brand derivatives.

(7) Brand marketing fails to capture the core of the brand

The original management of the CBA Professional League had the Chinese Basketball Association playing a decisive role. The clubs and the Chinese Basketball Association did not have a balanced power in league management, which resulted in low enthusiasm for the overall operation of the club. Since the establishment of CBA, it has obtained the commercial copyright of the league. Faced with this high-quality sports IP, CBA is slightly unprepared. How to develop this high-quality IP and how to develop CBA, there is not much experience to follow. Although CBA has gathered many talents in the sports field, it is not easy to find a manager who not only understands the current situation of basketball development at home and abroad, but also understands the company's operations, event development, and coordinates many relationships.

6.2 Suggestions

(1) Pay attention to the cultivation of reserve talents in professional leagues

Drawing lessons from the European and American basketball system, the traditional training system of "minor sports school, one youth team and one professional team" has been transformed into a "primary school-middle school-high school-university" training model, opening up national policies, discovering and cultivating outstanding athletes, and

increasing the focus on investing more in college student leagues and youth team competitions to increase channels for talent selection.

(2) Improve the club's reserve talent training mechanism

CBA clubs must have multiple second- or third-tier teams. They cannot just focus on the first-tier teams for profit. The second- and third-tier team members can come from amateur sports school basketball classes, traditional basketball schools, basketball pilot schools, small clubs, etc. Institutions conduct selection and various forms of reserve talent training sources must compete on the basis of equality, fairness and authenticity.

(3) Improve social security for local players and strengthen management of foreign players

The country should establish a specialized human resources management department to improve the social security system for athletes. At the same time, it should also improve the foreign aid introduction system, improve the quality of the club introduction process, increase the training of foreign aid, publicize the management regulations of the CBA Professional League, and use foreign players feel the team culture and management system firsthand. Increase the playing time of domestic young players and strengthen the training of reserve talents, thereby further improving the level of domestic players and promoting the development of the CBA professional league.

(4) Improve the coach training mechanism

The CBA should improve the theoretical and practical level of coaches themselves, formulate a scientific and reasonable athlete training plan and carry out implementation.

(5) Improve the quantity and quality of referee reserve talents

The professionalism and professional level of referees who are about to take up their posts as well as those who have been practicing law for many years must be improved again. The CBA should Improve law enforcement mechanisms and create a good external environment. Expand the scope of exchanges and create more law enforcement opportunities for large domestic and foreign events.

(6) Improve the organization and management mechanism of the league

The government should clarify the property rights of the CBA League, transform government functions, standardize the functions of the Basketball Association, return all the business development rights and event management rights of the CBA Professional League to the CBA Company, hire professional managers, and form a "Board of Directors, Managers, and Clubs" modern business model. From the original government-led to

market-led, ensure the market's main position in resource allocation, so as to increase the enthusiasm of each club and form a competition mechanism.

(7) Improve CBA's own brand promotion

Regarding the promotion of the CBA brand, I believe that we must capture several important factors surrounding the CBA brand: fans, sponsors and media. 1. Serve the fans. The development of CBA requires the unremitting support of fans. 2. Serve sponsors. Implement promotional activities vigorously around sponsors. 3. Serve the media. In modern society, the public has the right to know and the media has the right to report. Media relations are an important factor in ensuring the image of the league and clubs, so it is particularly important to improve media reception and service. Establishing a good media relationship will play a role in promoting the long-term development of the league and clubs.

In addition to using TV, newspapers, and posters for marketing and promotion, we can also market outstanding athletes and clubs, launch the "stars of tomorrow" of CBA clubs from time to time, learn from the NBA, package CBA star players, and provide players with endorsement opportunities, signing contracts with internationally renowned sports product brands like NIKE and ADIDAS to increase visibility. CBA should strengthen exchanges and communication between enterprises and establish long-term cooperative relationships.

7 Evaluation and gratitude

7.1 Evaluation of study

This study aims to reveal the basic theoretical issues of the basketball market through the current situation of professional basketball in China. Combining the characteristics and specific national conditions of professional basketball in China, it explores strategies for further developing the basketball market in China, and provides scientific solutions and theoretical basis for the development of professional basketball in China.

The growth and development of professional leagues are closely related to a country's economic strength. Currently, China is unable to reach the per capita income level of developed countries such as Europe and America. Overall, the scale of China's leagues is inevitably affected by the relatively weak national economic strength. The current system of selecting foreign players independently by each club is not conducive to the long-term development of China's league, so there is still a long way to go in terms of policies and channels for introducing foreign players in Chinese basketball. The domestic league started late, and the number of professional talents cannot meet the development needs of the league. When managing and using foreign players, the league and clubs do not have a complete and effective management system.

7.2 Gain of study

Firstly, during the learning process, I have gained a deeper research and understanding of the courses in my major. It enables me to apply the knowledge learned in the classroom to research and continue to deepen my learning, expanding my knowledge base. Secondly, through a survey of the development trends of Chinese basketball league teams, I have gained a comprehensive understanding of the overall policies, economy, technology, and competitive development environment of the Chinese basketball league, which has helped me better engage in the sports industry. Finally, I learned to summarize, which greatly improved my ability to think in a more organized and logical paper.

7.3 Reference for future study

As this thesis only focuses on the development and trends of Chinese basketball league teams. There was no good data collection and analysis, most of which came from references. It is recommended that future research can further integrate data collection for analysis and research.

7.4 Thanks

Firstly, I would like to thank my mentors, Dr. Kari Puronaho and Dr. Junjie Feng. They have given me a lot of help in my studies. At the same time, they also helped me better understand my major. When I was at a loss for the paper, he pointed me in the direction and patiently provided me with guidance and constructive suggestions, helping me successfully complete the paper. Secondly, thank you to my parents for their encouragement and support. In addition, I would like to thank every teacher who taught me during these three years of study. I have learned professional knowledge, tolerance, understanding, and struggle, and have made progress in college. I would like to express my heartfelt gratitude once again to my classmates and teachers for their help!

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