

Psychological performance and organizational performance of Sport firms: An impact of public managerial quality in the Chinese sports industry

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Abstract:

The basic purpose of this research study is to measure the psychological performance and organizational performance of sports firms an essential impact of public managerial quality in the Chinese industry. This research study used the national interest concept and also that mercantilism theory to measure the development of the drive of china's sports industry. This research study based on primary data analysis for this purpose used different questions related to the sport performance in china. Data collected from the sports firms regarding psychological performance and organizational performance. These data analysis through smart PLS software by using different techniques such as one-way ANOVA test analysis, factor analysis, tree analysis, PLS Algorithm model, and regression analysis in between dependent and independent variables. Psychological performance considers an independent variable, and public managerial quality presents that role as a mediator. The organizational performance of the sports industry is dependent. There are sub-variables related to organizational performance, including goal approaches, resources, management approach, organizational strategy, etc. Results found that psychological performance plays an inverse relation with the organizational performance of the sports industry. The organizational strategy, public managerial quality shows a positive and significant impact on the Chinese sports industry and its organizational performance.

Keywords: Psychological performance (PP), Organizational Performance (OP), Public Managerial Quality (PMQ), Goal Approach (GA), Organizational Strategy (OS), Sports Industry (SI).

Research Type: Research Paper

Introduction

Psychologists have for a long time dealt with the productivity of employees extensively. Positive psychologists began to fill the literature break with the appearance of positive psychology (PS), which addresses the influence of positive features on the performance of employees and on organizational productivity and ways in which these characteristics can be better identified and based on them. Contrary to conventional psychology, PS concentrates instead of healing the bad psychological elements of the individual on the good feature of the workers. Performance psychology is usual to aid business people, teams, and athletes who face mental difficulties to better their performance. It is vital to grasp the base of that scientific area before discovering how performance psychology may assist various people. According to the American Psychological Association (APA), the focus is on finding and using psychological concepts that enable high performance, increase physical capacity and attain optimum human performance. Similar to how psychological practices and approaches enable individuals to confront mental health problems and

obstacles like anxiety or depression, additional psychological advice and instruments might assist athletes in confronting specific performance or sports performance difficulties. For example, performance psychology can aid kickers who have difficulties hitting their football field goals, loud-speaking players. Who have issues when they throw a ball at a particular pace, or team sports who may face obstacles to communicating with and working with other teams members.

Over time, the evolution of the global sports sector has revealed a rather positive influence from meals, broadcast, and sponsorships and rights. The worldwide sports business is rising faster than all nations' Gross Domestic product combined (GDP). Simultaneously, sponsorship and media emerged as the primary drivers of sports sector expansion. Entertainment related to the sport is today considered two sides of the same coin. They are increasingly being produced simultaneously to improve the entire extend and experience the length of the event. According to Forbes, "the worldwide sports sector is expected to be worth \$73.5 billion by

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2019," and this figure is expected to rise throughout the year.

A sports organization can be managed in many different ways. Different techniques and approaches to success have permanently been established. Organizational psychology examines activities and behaviors inside an organization systematically. The conduct and exercise of the organization's members are included attitude concentrates on the views, sentiments, and goals of the organization's people. The critical responsibilities inside profitable companies include leadership, team bonds, positive and negative attitudes, drive the same leadership concepts to translate and benefit sports organizations. The emphasis on individual roles in organizational functioning is a recurring topic emerging from organizational stress research (Antico et al., 2008). The research on the roles of sport has been guided by organizational psychology and focuses on negative views of the role ambiguity, effectiveness, conflict, and acceptance (Aryantini & Jumono, 2021).

The focus of organizational psychology lies in achievements and behavior. These members comprise employees, executives, directors, and CEOs. Corporate psychologists focus on boosting efficiency, employee happiness, and the organization's dynamism as a whole. In examining Members' attitudes and behaviors, psychologists can generally begin implementing methods for improving profit and production. Some of the strategies leading to higher productivity are motivation, quality management, good attitudes, and close team maintenance. All areas of the organization need to be examined to enhance productivity (Bucata & Rizescu, 2017). The goal of boosting productivity is not a deterrent by using organizational behavioral approaches. Individual people have many distinct features and values that make them highly helpful to organizations. It is the management obligation to enable individuals to identify and develop for themselves these human traits. Sports organizations, which require specialized talents and individuals to be successful, are very complex infrastructures. All members must speak the same language from the top of the organization to the bottom. Organizational psychology appears a useful way to investigate many of the difficulties faced by sports psychologists, coaches, and team managers. Communications, various staff, and information flows are problems. Not just sportsmen but also all members of sports structures are concerned with these concerns. The balance of success is so little that it may significantly

be impacting any new notions correctly (Barker et al., 2016).

It is quite that all of those are direct and inherent in a short review of fundamental concepts of organizational psychology, a description of management processes, management types, roles and responsibilities, and organizational environment. Particularly examining specific problems of the transitions to the management roles (Boulagouas et al., 2021).

Communication is very crucial for the proper interaction of members of the organization. If the organization's members cannot communicate adequately, tasks, meetings, and performances will break down. These failures may be highly expensive for big businesses. Sports organizations communicate in a field or court manner is essential to success. Very frequently, sports teams and organizations, rather than their opponents, use communication more successfully (Bucăța & Rizescu, 2017). Twenty sports and businesspersons were questioned and asked about their opinions on organizational efficiency, including management, Group cohesiveness, and communication, concerning group dynamics. Improved communication will improve productivity and happiness for the workforce (Hägglund et al., 2021). A successful leader helps communicate more quickly since he has the trust, abilities, and expertise to explain any misunderstanding. Organization members should pay careful attention to and utilize practical listening skills to avoid unnecessary errors (BUICK et al., 2015).

There are numerous parts of corporate theories that can be linked to theory in sport organizations. Improving attitudes, leadership, motivation, and management in the sports organization may enhance productivity (Avolio et al., 2009). Managers' leadership is a significant component of success inside the business. Managers need a wide range of abilities to manage the company successfully. There are several degrees of managers in the whole organization with specific duties. These are the top, center, and first-line tiers. The management, through establishing targets and objectives and becoming the organization's spokesperson, supervises the organization. The central manager is responsible for implementing the Top Manager's policies and strategies and looking for the bottom managers as coaches in a sports environment. Lastly, the managers in the first line coordinate the actions and implement the high managers, which are your athlete or player (Fletcher & Wagstaff, 2009).

The Chinese government regards sport as a promising commercial area because of the large

amount of income. According to the General Administration and National Bureau of Statistics, the domestic sports business reached 294.1 billion dollars in 2016, an 11% growth over the previous year. "By 2025, the growth of the Chinese sports market is expected to reach the target of 773.9 billion dollars," stated Huang Haiyan, a Shanghai University sports business expert (Xin, 2018). The Chinese government's serious desire for the sports sector has been attempted to be described through a nationwide plan to build 100 towns committed as centers of sports excellence for various disciplines over the next few years (AHMED, 2016). In addition, the Chinese government is committed to encouraging sports as much as possible as an economic pillar and source of entertainment for their populations. The 2008 Beijing Olympics, which China successfully hosted and won the overall gold medal count, illustrates the Chinese government's efforts and hard work.

This research study aims to measure the psychological performance and organizational performance its impact of public managerial quality on the sports industry of china—a research study to measure how organizational performance impacts public managerial quality in sports firms (Syahrozi et al., 2019).

Literature review

(Behnam et al., 2020) investigated the impact of management quality, knowledge management, and organizational behavior on the sports industries of China. The main intention of this work was to learn and analyze the impact of public managerial quality on behavioral and attitudinal loyalty by examining the psychological performance involvement in sports industries. This investigation showed that the impact of public managerial quality and psychological involvement has depended on the knowledge management related to consumers, and all these factors have a strong association among them.

Hafid & Pradana (2019) studied a lot of research to know why China has been paying great attention to the sports industries, particularly football. It was noted that the government of China has recently issued many new policies related to improving football sports teams. A particular school for the management and training of football teams has been established in China. Hafid & Pradana (2019) revealed that management quality plays an essential role in developing sports industries. By improving the sport of any country, economic growth can also be improved.

(Kim et al., 2019) said that psychological performance worked as a full mediator or partial mediator for China's sports industries. It was explained that organizational performance quality and public managerial quality hold great importance for developing the sports industry in any country. In this research paper, the author presents a unique perspective for the mental health of sport's employees and especially focused on the positive behavior of organizations for the development of sports settings.

(Watanabe et al., 2019) explain that there was a lot of research on the policies and training in sports organizations. Still, the research on the behavior of consumers and organizational performance was very limited. To fulfill this gap, the researcher presents the research on the consumer's behaviors that direct response toward the polluted environment. The outcomes show that in sport, consumers do not change their behavior in the presence of polluted air. So, the environment quality didn't affect the consumer's behavior, whereas public managerial quality, psychological, and mental quality positively impact the sport.

(Johnson et al., 2019) studied that while globalization has provided the sports sector with more opportunities and advantages, it has also created significant and difficult challenges in managing sports clubs, organizations, and leagues. In this research paper, critical assessments of cross-cultural and public managerial quality challenges in the international sports industries have been presented from both challenging and advantageous perspectives.

(Chiu et al., 2019) investigated the association between management quality, psychological performance quality, and organizational external and internal behavior in the sports industries of China. This research aimed to develop a conceptual model and understand the connection between job performance, internal marketing, and organizational commitment in sports industries. The positive impacts have been observed by internal marketing on organizational behavior performance, and public managerial quality and organizational behavior quality have a positive influence on the performance of Job in the sports industry. Thus, it acts as a partial mediator between job performance and internal marketing.

(Duan et al., 2020) investigate the links between satisfaction, behavioral intention, and motivation of marathon spectators in China. For this purpose, the data has been collected from three marathon events in China. Using a mixed-method approach, this research paper presents the conceptual model to

understand the relationship between spectators' organizational behavior performance and mental motivation. The analysis findings show that the spectator's motivation has a remarkable positive influence on behavior (Wang et al., 2018).

J. Zhang & Kim studied the different challenges that the sports industries have faced today to develop the Chinese economy in the international market. This article aims to stimulate scholarly inquiry into wide views on commercial and marketing operations related to the sports sector in developing economies. In this research paper, the author used the primary research method to investigate the critical challenges of sports industries.

C. Lee & Hur (2019) studied the impact of performance quality, complaint management, and behavioral quality on the satisfaction of fans and identification of team. An online survey has been collected from the 283 fans of the league of baseball team on the official website. Using the structural equation model SEM, the efficiency of all these factors has been tested. The results showed that management quality has a positive impact on the quality of interaction. In contrast, interaction quality has a direct impact on team identification and fan satisfaction. Apart from this, the result of this survey points out the significance of management quality which highlights that the organizational performance needs superior employees and a quality management system to handle any kind of complaint (Lee & Hur, 2019).

(Liu et al., 2017) investigated that the emergence of the sports sector of China has offered immense potential to domestic and international sports industries and non-sport enterprises. However, the development has also brought numerous problems, and China has established entirely new business in the sports sector. Furthermore, many ideas and knowledge, best practices, professional experiences, and lessons gained from the Western countries could not be immediately applicable to the different sport settings in China due to social, political, historical and cultural, differences.

(Kim et al., 2017) also explain the effect of psychological performance and organizational behavior on the sports industries in China. It was studied that organizational behavior and psychological performance are the main factors to manage the sports industries (Lee & Tan, 2019).

Variables

Sr. No	Descriptions	Notations
1	Independent variable	IV
2	Psychological performance	PP
3	Organizational performance	OP

Therefore, the objectives of this paper were to gain a better perception of sport psychological capital of employees for preferable behavior (psychological well-being and job satisfaction), performance, and behaviors (citizenship) to provide a comprehensive view of positive organizational performance in sports industries. Apart from this, antecedents of positive psychological capital at the leader, organizational level, also employee have been examined in this research paper.

(Jeong et al., 2019) presented the research to study the association among empowerment, OCB, and organizational culture of different sports organizations in China and worldwide. This study indicates that except hierarchy culture, all other cultural factors positively influence empowerment and OCB (Zhang et al., 2018).

Methodology

Research Design

The regression data panel and the assumption that it is a classical test and software with Smart PLS are used for the data analysis. This research includes a study of penal data in which the brief analysis of data provides a difference between time series and cross-sectional data. The cross-sectional data are gathered by time over individuals. The panel regression data are an analysis tool in which cross-section questions collect data. The investigation done for this research paper is a causal study used in the research method to find the relationship between the variables. This research study uses descriptive statistical analysis, correlation coefficient, regression analysis, one-way ANOVA test analysis, Factor analysis, Tree analysis, cross pounded analysis and investigates reliability and validity test analysis. These results analysis through Smart PLS because the data form is primary.

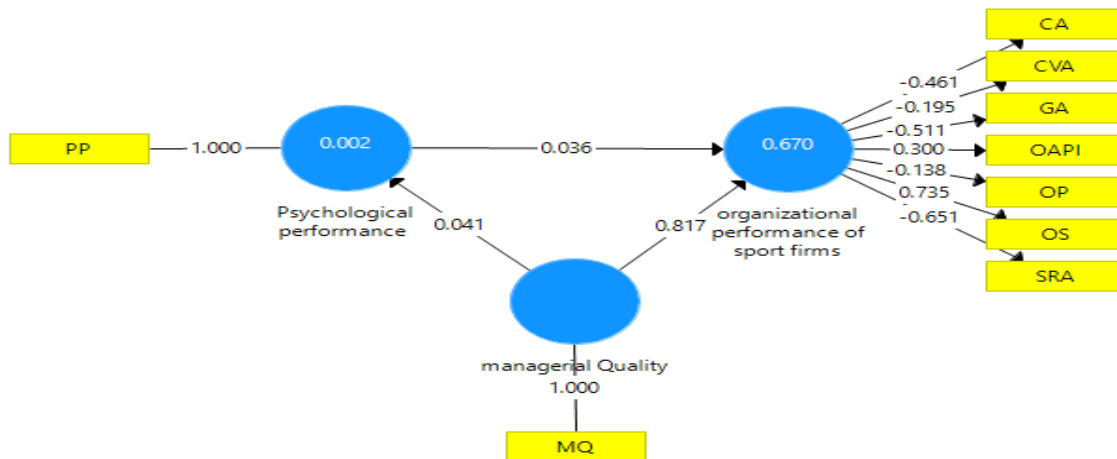
Sampling Design and targeting populations

The sample is collected in numerical form, and it is represented in the form of a table and list. In addition, it is represented by naming the variables with numerical data over time. The sampling means data collected from the software for measuring the psychological performance and organizational performance of sports firms also measure the impact of public managerial quality of the sports industry.

4	Goal approach	GA
5	System resources approach	SRA
6	Constituency approach	CA
7	Competing values approach	CVA
8	Operations and process improvement	OAPI
9	Organizational strategy	OS
	Managerial Quality	MQ

Table-1

**Results and descriptions:
PLS Algorithm Model:**



The above model presents that PLS Algorithm model related to the Psychological performance and organizational performance of Sport firms: An impact of public managerial quality in the Chinese sports industry. The psychological performance and organizational performance of sports firms show that a positive relationship with each other is 0.036; the

managerial quality plays a mediator role in between psychological performance and organizational performance. The rate of managerial quality is 1.000. The results show a 0.041 ratio with the psychological performance and 0.817 with the organizational performance of sports firms.

One way ANOVA:

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Psychological performance	Between Groups	2.235	4	.559	.512	.727
	Within Groups	649.963	595	1.092		
	Total	652.198	599			
organizational performance	Between Groups	1.806	4	.452	.518	.723
	Within Groups	518.754	595	.872		
	Total	520.560	599			

Table-2

This results analysis measures the performance of organization-related psychological performance shows as one-way ANOVA test analysis. The results indicate the sum of square values, the df values, the mean square values, the F statistic rate, and those significant values. In this research study, psychological performance is considered an independent variable. Its sum of square values shows

that 2.235 the total df value is four the mean square value is 0.559 shows 55% average value of the mean. The F-statistic presents that 0.512 and the significant level is 0.727, which means that 72% probability values. Another independent variable is organizational performance. Its second independent variable, the sum of square value, is 1.806. The mean square value is 0.452, which means 45% average

value its F-statistic value is 0.518 present that 51% statistic level. The significant level present that 0.723 shows 72% probability which means its insignificant level of performance. The results indicate that one-

way ANOVA test analysis in between two variables included psychological performance and organizational performance.

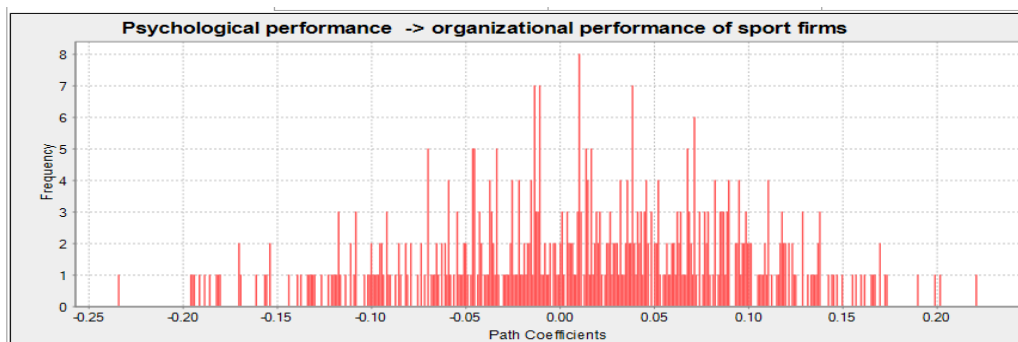
Descriptive Statistic:

	Number of observation	Minimum value	Maximum value	Mean value	Std. Deviation of mean
Psychological performance	600	1.00	5.00	2.9317	1.04346
organizational performance	600	2.00	5.00	3.1800	.93223
Goal Approach	600	1.00	5.00	2.4033	1.09055
system resources Approach	600	1.00	5.00	2.3933	1.11086
Constituency approach	600	1.00	5.00	3.0100	1.12487
Competing values approach	600	1.00	5.00	2.9850	.95024
Operations and process improvement	600	1.00	5.00	2.5150	1.10082
Organizational strategy	600	1.00	5.00	2.8700	1.17277
Managerial Quality	600	1.00	5.00	3.0900	.73448
Valid N (listwise)	600				

Table-3

The above table presents that descriptive statistical analysis among all variables included dependent and independent variables. The table presents the number of observations, the minimum values of each variable, the maximum value of every indicator also that the mean value and standard deviation. Psychological performance is an independent variable. Its mean value is 2.9317, and its standard deviation value is 1.043, which means the psychological performance is 1% deviate from the mean. Organizational performance is considered as another independent variable. Its minimum value is two, and the maximum value is that of five the mean value present that 3.1800 results show that standard deviation value is 0.9322 respectively. Goal approaches, system resources approach, constituency approach, and operation process

improvement are sub-variables of organizational performance. Its overall number of observations presents as 600, and minimum value is one also maximum value is 5 of ever variables. The mean values are 2.40, 2.3, 3.01, 2.98, and 2.51, respectively, showing each variable's positive average values related to organizational performance. The standard deviation values are 1.09, 1.11, 1.12, 0.950, and 1.100 shows almost 1% deviate from the mean. Organization strategy is another variable that shows strategy performance in the sports industry. Its mean value is 2.87, and its standard deviation value is 1.172. the managerial quality is a mediator variable that is present in sport psychology and organization performance. The mean value of managerial quality is 3.090. Its standard deviation value is 0.7344, which means 73% deviate from the mean.



The above graph shows that psychological performance and its path coefficient affect the organizational performance of sports firms. The

vertical side explains the frequency, and the horizontal side describes the path coefficients values 0.00, 0.05, 0.10, and 0.15, respectively.

Correlations Coefficient:

		Psychological performance	organizational performance	Managerial Quality	Organizational strategy
Psychological performance	Pearson Correlation	1	.003	-.003	-.025
	Sig. (2-tailed)		.946	.944	.541
	N	600	600	600	600
organizational performance	Pearson Correlation	-.003	1	-.012	.044
	Sig. (2-tailed)	.946		.778	.278
	N	600	600	600	600
Managerial Quality	Pearson Correlation	-.003	-.012	1	-.134**
	Sig. (2-tailed)	.944	.778		.001
	N	600	600	600	600
Organizational strategy	Pearson Correlation	-.025	.044	-.134**	1
	Sig. (2-tailed)	.541	.278	.001	
	N	600	600	600	600

** . Correlation is significant at the 0.01 level (2-tailed).

Table-4

The above table presents that the correlation coefficient among all variables included dependent and independent. The psychological performance shows positive relation with organization performance of sports industry rate is 0.003 its significant level is 0.94 as a two trial. On the other

hand, the psychological performance shows negative relation with the managerial quality. The total number of observations is 600, and its rate is -0.003. The organizational strategy also shows negative relation with psychological performance.

Factor Analysis:**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.436	15.953	15.953	1.436	15.953	15.953
2	1.345	14.948	30.901	1.345	14.948	30.901
3	1.116	12.405	43.306	1.116	12.405	43.306
4	1.000	11.109	54.415			
5	.974	10.824	65.238			
6	.942	10.471	75.709			
7	.827	9.193	84.902			
8	.721	8.016	92.918			
9	.637	7.082	100.000			

Extraction Method: Principal Component Analysis.

The above table represents that factor analysis also explained the total variance related to the initial eigenvalues and extraction sums of squared values. This results table presents that 9 component the initial eigenvalues shows the percentage of variance, cumulative percentage, and total values. The percentage of variance is 15.95, 14.94, 12.40, 11.10, 10.82, 10.47, 9.19, 8.01 and 7.082 respectively. The

cumulative percentage values are 15.95, 30.90, 43.30, 54.41, 65.23, 75.70, 84.90, 92.91, and 100.00, respectively, presenting positive rates related to the initial eigenvalues. The second results present that extraction sums of squared its total values are 1.436, 1.345, and 1.11 the percentage of variance is 15.95, 14.94, and 12.40 the cumulative percentage is 15.95, 30.901, and 43.306 respectively.

Component Matrix:

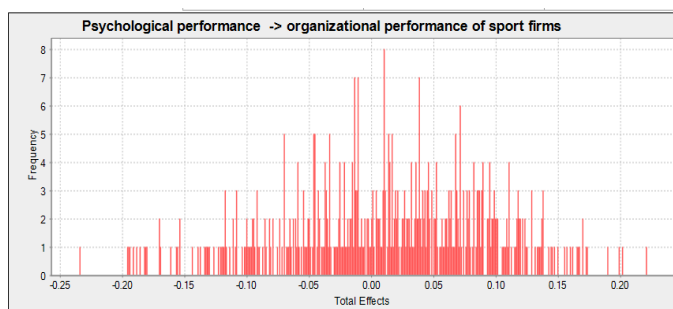
	Component		
	1	2	3
Psychological performance	-0.167	-0.142	-0.443
organizational performance	-0.043	.144	-0.132
Goal Approach	.081	.269	.650
system resources Approach	-0.751	.206	.040
Constituency approach	.201	.410	.325
Competing values approach	-0.443	-0.588	.166
Operations and process improvement	.592	-0.191	-0.382
Organizational strategy	.140	.671	-0.270
Managerial Quality	.479	-0.435	.354

Extraction Method: Principal Component Analysis.
a. three components extracted.

The above table represents that component matrix the psychological performance shows negative relation in all components -0.167, -0.142, and -

Total Effect:

0.443 respectively. On the other hand, the goal approach shows positive relation in all components 0.081, 0.269, 0.650 shows positive relation. Organizational strategy is also considered independent; its value is 0.479, -0.435, and 0.354.



This graph represents the total effect between psychological performance and organizational performance of sports firms. Similarly, one sideshow frequency and other side present that

**Regression Analysis:
Coefficients value**

total effect between them. The bar lines defined that organizational performance related to sports firms.

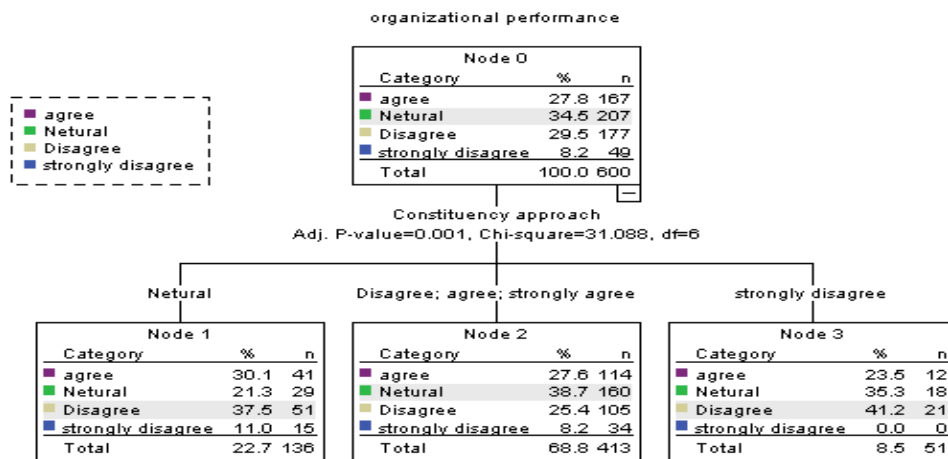
Model		Unstandardized Coefficients		Standardized	T-Statistic	Significant
		Beta	Std. Error	Coefficients		
1	(Constant)	3.160	.297		10.634	.000
	Psychological performance	-.003	.037	-.004	-.086	.931
	Goal Approach	-.012	.035	-.014	.349	.727
	system resources Approach	.014	.036	.017	.401	.689
	Constituency approach	-.001	.035	-.001	.035	.972
	Competing values approach	-.011	.042	-.011	.249	.803
	Operations and process improvement	-.015	.036	-.017	.401	.689
	Organizational strategy	.034	.034	.042	1.004	.316

a. Dependent Variable: organizational performance

The above table presents that regression analysis between independent and dependent variables. The results indicate that unstandardized coefficients values, the standardized coefficients with the beta, standard error rates. The regression analysis describes the t statistic values and significant values. In this research study, the organizational performance of a sports firm is a dependent variable. The psychological performance is independent. Its unstandardized coefficient value of beta is -0.003, and its standard error is 0.37. The standardized coefficient value of beta is -0.004. Its T-statistic value shows that the inverse relation with organization performance is that its value is -0.086 its significant

level is 0.93 shows a 93% significant level. Results show an inverse and insignificant relation between psychological performance and organizational performance of sports firms. The goal approach is also considered as an independent variable. Its t-statistic value is 0.34 shows a positive relationship with the organizational performance of sports firms. These results reject the null hypothesis and accept that all alternative hypotheses are related to the organizational performance and psychological performance related to the firm. The system resources approach also shows a positive but insignificant relationship with organizational performance.

Tree Analysis:



The above result analysis describes that organizational performance with the descriptions of different nodes included node 0, node 1, node 2, node 3. The constituency approach present that organization performance in sports firms its adjusted p-value is 0.001 also that chi-square value is 31.088 shows positive and significant value of probability. According to node one, the results show that 30% agree, 21.3% Neutral, 37.5% disagree, and 11.0% strongly disagree. Similarly, Node 2 shows that 27.6% agree with the psychological performance and organizational performance, the level of Neutral is 38.7%, and the disagree rate is 25.4% and that strongly disagree is

8.2%, respectively. The last node shows 23.5% agree the 35.3% Neutral points the 41.2% disagree.

Risk

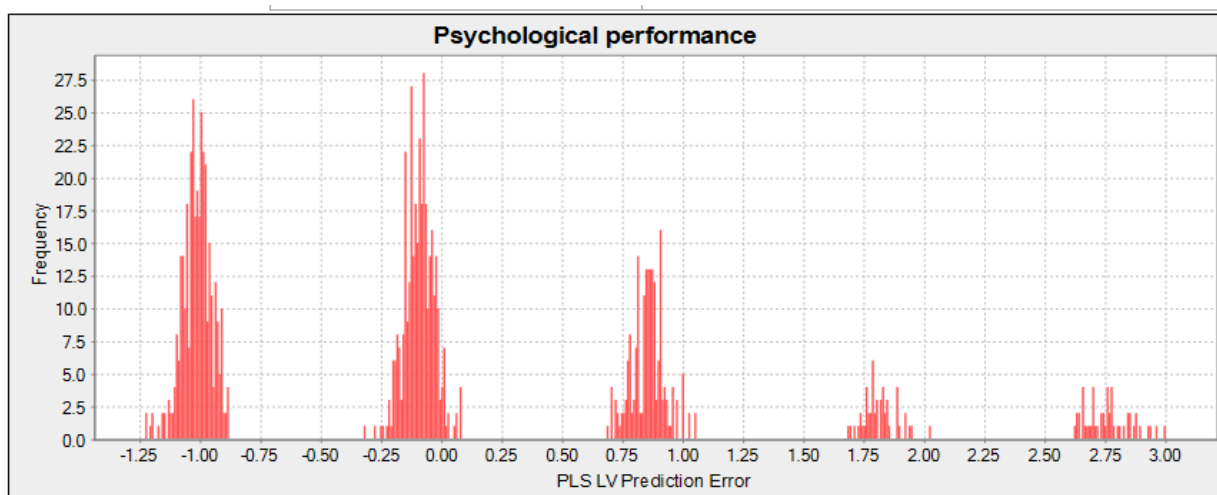
Estimate	Std. Error
.613	.020

Growing Method: CHAID

Dependent Variable: organizational performance

The above results present that risk with the help of estimate value and standard error values the rate of estimate value is 0.613 and also that the standard error is 0.020 shows 20% error of standard level. This result is based on tree analysis and explains that 61% estimated values.

Histogram:



This graph represents that histogram effect related to the psychological performance in the vertical side present that frequency related to the psychological performance and on the horizontal side shows PLS LV prediction error.

Conclusion and Discussions:

A research study based on psychological performance and organizational performance related to sports firms. Sport sector operations managers are advised that previous research has shown that customer pleasure and service quality assessments affect subsequent attendance, thus focus on understanding consumer preferences. Employee relations are described as the activities and processes that contribute to a productive workplace while addressing the needs of employees. Mutual commitments specified in the employee's psychological contract with the organization support employee-management relationships. A sense of corporate justice is required for strong employee relations. Employees and volunteers must both believe that their workplace is a haven for procedural and interactional justice. In general, the laws and regulations that regulate employee interactions apply to organizational members as well. Strong relationships necessitate a well-planned approach to employee and volunteer involvement. Effective communication and decision-making participation are two essential techniques to increasing employee involvement.

Employees are involved in trade unions because they have a collective voice when negotiating or bargaining with businesses about working

conditions such as pay, benefits, workload, and grievance procedures. Organizational change is unavoidable, which contradicts our fundamental demand for stability, and it is a major concern for SHRM. There are countless examples of intentional organizational transformation in the ever-changing sports industry. Internal (e.g., budgetary restrictions, inefficiencies, training requirements) and external (e.g., government legislation, consumers, competitors, Sport regulatory organizations) forces push sports enterprises to evolve to flourish and survive.

We would also encourage more research into the usage of collaboration in conjunction with a process and a customer focus to provide more evidence of the applicability of quality management to the off-field athletic scenario. This is notable since, in general, research in operations management has been reticent to venture into leisure industries such as tourism, culture, and sport. This is even though buyers are more interested in purchasing experiences rather than items. We acknowledge that our research scratches the surface of an exciting and complex situation. More quality management research is needed in the economically and socially relevant leisure industry, particularly in consumer value co-creation. The research study concluded that there is an inverse impact of psychological performance on the sports industry. The research study describes the positive relationship between organizational performance and public managerial quality in sports firms in China.

The year-on-year expansion of the global sports business has had a favorable influence and has

become an opportunity for all countries, including China. Furthermore, the sports industry's Gross Domestic Product (GPD) has consistently increased in recent years, and it currently exceeds the Gross Domestic Product (GPD) of all countries worldwide. Previously, the Chinese government appeared to have focused mostly on the economic and trade sectors. Still, it appears to have broadened its attention this year to include the sports business to produce more revenue. According to K.J. Holsti's notion of national interest, the development of the sports sector in China is one means to improve and improve their economy,

where things are categorized into an objective Middle range point. China's ambition to become a new world football giant in the future is being realized through concrete initiatives. It starts with essentials such as government policies related to sports, business sector assistance, and collaborations made by the government and other countries. However, to get the best benefits from the sports industry and realize their objective of becoming a new worldwide football giant in the future, all of the components must be combined and coordinated.

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