

# An Analysis of major Business in Today's High school Sports

Ayesha Firdos<sup>1</sup>, Muhammad TALAL Ahmad<sup>2</sup>

## Abstract

This research study measures the analysis related to significant business in today's high school sports. This research was conducted in China and describes the major business in today's high school. The research study based on primary data analysis for gathering the data used specific questions related to the variables included major business, high school sports activities included a commitment of sports activities, the time spent on Sport, etc. These are all considered variables for gathering the data used 100 plus respondent participants related to the high school sports and businessman of sports industries. Measuring the data used different techniques and run informative results; for this purpose, smart PLS software was used to run informative results. Descriptive statistical analysis, the correlation coefficient, regression, and model fitness analysis also describe that reliability, validity, and graphical analysis related to the major business in today's and sports activities of high school performance. The overall result shows a significant relationship between the significant business and high school sports related to the commitment of sports activities.

**Keywords:** Major Business of sport (MBS), High School Sport (HSS), the commitment of sports activities (CSA).

**Research Type:** Research Paper

## Introduction

The twenty-first century is considered the era of the emergence of technology and science. Almost in every field of life, technology and science have a significant role. Many industries have benefited from technological advancements (Nova, 2018). Almost all emergent and innovative business fields are connected to technology and science in a certain way. Because of the growth of sports with the assistance of advancements in science and technology, many business fields are trying to develop their business through technology. Today Sport is evolved into a component of community service in developed countries, satisfying fundamental physiological demands such as the desire to move and the need to feel emotions. Sport is currently available in several formats, facilities, and locations, in a range of business and many other disciplines (Azimi Delarestaghi et al., 2019). It is also thought to be crucial in defining an athlete's health and positively affects health behaviors and the economy. Nowadays, Sports are considered a significant source of generating revenue for the country's economy (Pitts, 2017). That is why Sport can be considered a vital resource for the growth of individuals, communities, and countries (Korkutata, 2017).

In addition, Collaborative interactions have become a key component of China's different sports industries because the nature and scope of sports businesses are continually developing across the world. With the fast development of technology, sports have become more prevalent in many geographic regions and countries (Azimi Delarestaghi et al., 2019). Numerous business firms begin to promote their business brands of goods and services, such as meals, alcohol, and drinks, to the audiences of global sports, such as football and cricket. In addition, the research on the analysis of primary business in today's high school sport in sports was very

little. Sport has entered every area of human life nowadays (Zaharia et al., 2016). Apart from this, Sport is among the most significant domains of business intention, as it offers applications for a large group of individuals in various sports departments at high schools, while additionally, these domains of entrepreneurship supply local and state funds through taxes (Foster et al., 2020).

Therefore, today's Sport, and therefore the primary sports business, should be comprised of activities that promote economic and social health in all countries. Hence, the government should have a role in building additional parameters for Sport's continual development (Kirkpatrick et al., 2018). Furthermore, with the fast emergence of sports as a significant business field, many countries, including China, have been paying a lot of attention to the development of high school sports, particularly baseball and football sports (Rao, 2017). The Chinese government considers Sport as a profitable field of business that can improve the social welfare and economy of the country (Miller & Wager, 2017). The government is definitely tempted by revenue by the growth in the number of individuals participating in sports each year (Zhang et al., 2018). In addition, high school sport has become a significant field of business. Sport business has been generating billions of dollars per year through the sales of tickets, cable channels, sponsorships, advertisements, marketing of different brands, shirts, drinks, food and beverage, sales of equipment and sports items, etc. Sponsorship and advertisement are also considered significant business of sports through which we can generate a profitable revenue (Ahmadi et al., 2022). Sports have evolved from simple games to full-fledged enterprises involving business sponsorship, broadcasters, and news reporting. Even unskilled players have bowed to the pressures of becoming professional players. Business is sometimes described

<sup>1</sup> Department of Political Science University of Punjab Pakistan

<sup>2</sup> Department of agriculture science, university of agriculture Faisalabad, Pakistan

as a sport, with the victor being the businessman who achieves success. Throughout this scenario, the field of play in the workplace and the participants are the many businesses competing for clients in the market. In this research, we analyze the primary business of sports (Uygur et al., 2017). It was investigated that sports marketing, sports sponsorship, and advertisement of sports and many other brands of food and beverage, drinks and shirts, gambling business are the primary business fields of sports. The sports business is a branch of sports science that discusses the many aspects of the world of sports (Galariotis et al., 2018).

Moreover, Sport is considered a sector of human behavior in which business plays a significant role because several significant sports events are high-level mass media events. The user's satisfaction with athletics items via intense competition seems to be the foundation of any sports business initiative. Consumers" make purchases for several reasons, and advertisement is the technique through which these requirements may be identified and met with mass-produced goods (Zhang et al., 2017). The sports business is economically responsible for producing sporting goods and the rendering of facilities and their demand and supply. Therefore, its value and influence in the sports sector are immeasurable (Nazari et al., 2022).

Furthermore, football and baseball have been considered today's high school sports. Although the government of China considers football as the most significant source to generate revenue, the advertisement of brands is also one of the critical business sectors in high school sport. Advertisement is also a source to generate profit. Through advertisement on TV, Internet, Website, Social media platforms, many people grasp customers' attention to sell their products (Savić et al., 2018). Apart from this, sports sponsorship is the most significant source of revenue; most companies sponsor their brands to a sports event for the sales and promotion of their brands to targeted audience and players to grow their business. In this research, we study the significant business of sports in detail. Moreover, it is examined that nowadays sports have become a big business sector, through which many developed countries have been increasing their revenue, which in turn develops the country's economy. Therefore, there is an essential need for the better management of sports training and teaching at high schools.

### Research Objectives

The main objective of the research is to measure the analysis of major business related to high school sports in china.

### Literature Review

Andon and Free (2019) studied that Sport has been

becoming a significant business all over the universe with time. Therefore it was necessary to learn sports as a field of significant business at high schools. Whereas effective utilization of commercial prospects in the sports sector was not always considered normal. Sports business, as it exists at the crossroads of commercial industries and popular culture, has essential attributes that set it apart from other business domains. Ratten (2020) analyzed that the recent epidemic COVID-19 has influenced every field of business and the global economy. Whereas the sector of Sport as a significant business has been influenced primarily by the epidemic. That's why there was an essential need to present new business methodologies to the enterprises to meet the change caused by COVID-19. Jenny et al. (2018) analyzed how the high school sport sector might be a significant business to address volatility while encouraging the emergence of new business opportunities. Aygün (2021) suggested that all businesses, managers, athletes, consumers, and fans of Sport must think in a business way to respond effectively. This will assist in alleviating the uncertainty and anxiety caused by the COVID-19 situation, as well as foster the development of many more businesses. Furthermore, Ivanova and Korostelev (2019) presented the research on exploring the significant sports business in the modern sports system at high schools. It was investigated that the competitive method was an efficient way to enhance the motivation of Sport in students at high schools, which will help develop sports as a significant business and grow the economy of the country. Westmoreland (2021) also studied the influence of the competitive method on the motivation level of students in high school sports, and a positive influence has been observed. It was analyzed that utilization of competitive methods in high school sport might activate the student's interests and improve sports motivation. Apart from this, Bouchet et al. (2020) surveyed seventy-two executives and managers from NFL, MBL major baseball league, NBA, NHL, and MSL major soccer league and other organizations of American professional sports such as golf, tennis, and auto racing, concerning the business analytics' applications in revenue generation and sports marketing. It was investigated how business analytics might be used to promote pricing of tickets, lead scoring, customer retention, premium sales, sponsorship, beverage and food, and digital marketing, advertising, game, and merchandising satisfaction. The primary objective of this analysis was to demonstrate how the management of professional sports clubs at high schools in the United States utilizes business analytics to measure the production of revenue (Ren & Li, 2017). Savić et al. (2018) studied that Sport has become a significant business; a lot of revenue has been generated through sports business through

advertising, sponsorships, shirts and drinks, food and beverage, websites, online sports, etc. In addition, high school sport is considered a field in which various activities and consequences can be presented. Today's high school sports sector can be defined by advanced technologies, particularly in sports equipment and props manufacture, which significantly aids industry progress and development. Today's high school sports sector is considered a way of socioeconomic power and society's successes. In short, it must respond to different work conditions, business conditions, and living conditions. Therefore, significant investment has been required in sports offerings (equipment, athletes, diagnostics, facilities, results, etc.) to become more productive. The case argued theoretically that all degrees of Sport were constantly expanding and developing in the US States and around the world, demanding the inclusion of sport business schools for the better management of sports business. Millions of athletic spin-off enterprises springing up because of the multibillions dollars impacts of the sports industry on society and the economy.

Furthermore, Patel et al. (2020) argued that sport business courses will prepare and educate the students for sport business management. Apart from this, students at high school with the information and abilities required to launch a sports-related business and explore new sports-related career opportunities. Zulfiqar et al. (2019) utilized planned behavior theory and Technology Acceptance Model in this analysis. They examined how these technology teaching approaches impact high school sports' intentions and attitudes toward entrepreneurship. The results suggest that all assumptions have been validated by asserting substantial and positive students' attitudes and intentions toward entrepreneurship development utilizing business game-based learning.

Furthermore, Hu and Ye (2017) claimed that significant sports Business has been emphasized among students of China at higher school sports organizations as a response to the highly competitive employment market. It was investigated whether alertness of entrepreneurship and entrepreneurial efficacy examined the entrepreneur's intention in a survey of 364 sports students at high school using social cognitive theory. Results revealed that both ESE and EA have favorable impacts.

Borisovich and Sergeevna (2020) studied that high schools sports have emerged as a significant business. Sport as a business field is considered a significant source to generate revenue for the country's economy. Therefore, it was essential to promote sports through social media marketing, websites, sponsorships, etc. Zhang et al. (2018) assumed that a significant role is played by sports in the development of public as well as private events and business with the labor of moving, capital, and sports participants throughout the

world. Sports events have become highly desirable assets, with global sporting events such as the Olympic games or the world cup of FIFA soccer attracting audiences globally. Professional sports often seemed like a means to get out of deprivation in developed economies. In addition, Perić et al. (2019) presents different business models for developing sports. The focus of this analysis was to analyze the major sports business in high school sports. It was investigated that equipment and sports items have a major business field, sponsorship, food and beverage, sports shirts and drinks also have increased their business through promotion at high school sports.

## Methodology

This research study describes an Analysis of major Business in Today's High school Sports. This research study based on primary data analysis for gathering the data used specific questions related to the variables included major business, high school sports activities, commitment to sports activities, and time spent on sports activities. In addition, the research study describes that relation analysis in between dependent and independent variables.

### Participants

This research used primary data for gathering the data used almost 100 plus respondent participants and collected data from these participants, including high school sports students and businessmen related to high school sports.

### Methods

The result related to significant business in today's high school sport used different informative methods and techniques for analysis. Descriptive statistical analysis, the correlation coefficient, model fitness analysis, reliability analysis, and validity analysis were used to measure results between dependent and independent variables.

### Table-1

<i>Variables</i>		
Sr. No	Descriptions	Notations
1	Major Business	MB
2	High school sports activities	HSSA
3	Commitment to sport activities	CSA
4	Time spent on sport activities	TSSA

### Major Business of sport

There are several methods to make money in the sports industry. It can be a sports-specific newspaper, magazine, sports blog, betting (not allowed in some countries), sports event organizing, sports management firm, sports gear retail shop, sports item manufacturing, and many other things. The sports industry provides several commercial prospects. However, before entering the sports sector, you should analyze local competitors and market potential. Returns on sports business items will be

increased by expanding the female commercial sector, technologically driven retail innovations, and prospective improvement in global economic conditions (Talha et al., 2021). According to the Business Research Company, the significant expansion of the global sports business from 2014 to 2018 may be attributable to two major factors: rapid growth in emerging economies and increasing urbanization. Because of how it reaches out to and respects its clients, professional sports are a unique company. While professional sports are clearly a for-profit industry, it also functions as a unique community resource with measurable benefits beyond expectation. The major business of sport considers as independent variable for analysis the relation with today's high school sport activities.

**High school sports activities**

Developing school sports should divide through the limitations of "school" thinking and expand its vision to include the community and family. The formation and development demonstrate that social demands will encourage communities to perform specific education tasks, including sports education, unorganized during specific periods and under certain social conditions. School sports work should make the best of the situation by fully using and constructively intervening in such unstructured community sports education, establishing connections with the community, and utilizing school personnel to actively perform volunteer service for the community. Establish a three-dimensional network through the growth of school sports, utilizing multiple positions and diverse forms to increase students' life-long ability in sports participation to improve youth physical and health conditions. The high school sports activities is main dependent variable for measuring the relation with each other.

**Commitment to sports activities**

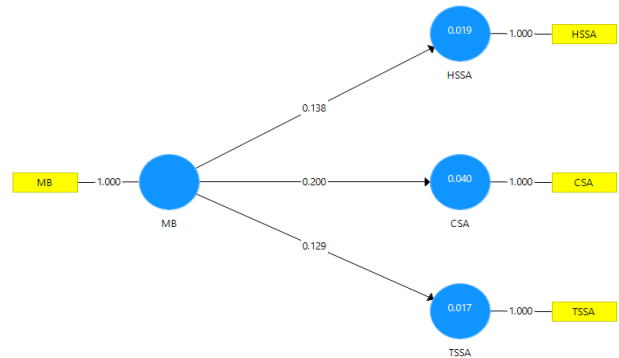
Sports commitment represents the desire or determination to continue participating in sports, and it is also described as a psychological act. According to the Sport Commitment Model, the commitment in sports is due to the enjoyment that sports brings, engagement alternatives, investments of personal time, societal restraints, and participation options (Yang & Talha, 2021). Commitment has long been recognized as a critical aspect of sporting performance. The essential component supporting tenacity, motivation and helps in completing goals in athletics across the sport psychology literature is known as commitment. Sports assist children in effectively managing their time as they balance their schoolwork, time with family, friends' time, activities on holidays, sessions of practice, and games related to sports. They learn to create calendars daily, weekly, and monthly basis; they also learn to be punctual and committed to

**Table-3**

*Descriptive Statistical Analysis:*

their activities throughout the day. The commitment to sport activities is sub part of dependent variable and its present the high school sport activities related to the major business of sport in china.

**Result and descriptions**  
**PLS Algorithm Model**



The above model presents the relation between independent and dependent variables and describes an Analysis of major Business in Today's High school Sports. The major business shows that significant effect on high school sports activities its values are 0.138, 0.200 and 0.129 respectively. The commitment to sports activities also significantly relates to major sports business.

**Table-2**

*Latent Variable Correlations*

	CSA	HSSA	MB	TSSA
<b>Commitment sport activities</b>	1.000	-0.154	0.200	0.013
<b>High school sport activities</b>	-0.154	1.000	0.138	-0.132
<b>Major Business</b>	0.200	0.138	1.000	0.129
<b>Time spent in sport</b>	0.013	-0.132	0.129	1.000

The above table presents the latent variable correlation of each variable included dependent and independent variables. The result describes that commitment sports activity shows that 1.000 correlation the high school sports activities shows that -0.154 correlation with commitment sports activities. The major business of Sport shows that positive correlation with commitment sports activities the time spent sports activities present that positive and significant effect with each other rate level is 0.013. the high school sports activities show positive relationships with major business sport according to the result its shows that negative relation with time spent sports activities rate is -0.132. Still, its also significant rate is 13%.

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness	Number of Observations Used
<b>Commitment sport activities</b>	0.000	-0.465	-1.386	2.298	1.000	-0.381	0.467	99.000
<b>High school sport activities</b>	0.000	-0.067	-1.388	1.254	1.000	-1.254	-0.085	99.000
<b>Major Business</b>		-0.035	-1.201	3.461	1.000	0.134	0.525	99.000
<b>Time spent in sport</b>	0.000	0.133	-1.621	1.887	1.000	-0.948	0.137	99.000

The above table presents the descriptive statistical analysis of each variable; the result describes the mean values, the median values, the minimum values, also maximum values. The overall result presents that the Kurtosis value also skewness value presents that number of observations. The mean value of commitment to sports activities, high school activities, and major business also shows that time spent in Sport according to the result its mean values are 0.000 respectively. The median value of commitment to sports activities is -0.465; the high school sports activities show negative rates -1.3888, the standard deviation values 1.000 for each variable. The major business is another variable; its maximum value is 3.461, the kurtosis value 0.134 the skewness value 0.525, which means that 52% skewness rates of a variable.

**Table-4**

*R-square*

	R Square	R Square Adjusted
<b>Community sport</b>	0.040	0.030
<b>High school sport activities</b>	0.019	0.009
<b>Time spent sport activities</b>	0.017	0.006

**Table-6**

*Reliability*

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
<b>Commitment sport activities</b>	1.000	1.000	1.000
<b>High school sport activities</b>	1.000	1.000	1.000
<b>Major Business</b>	1.000	1.000	1.000
<b>Time spent in sport</b>	1.000	1.000	1.000

The above result describes that reliability analysis of each variable included commitment sports activities, high school sports activities, major business, and time spent in Sport. Although Cronbach's Alpha shows a 1.000 reliability value of each variable, the composite reliability also shows 1.000, and the average variance extracted rate of each variable is 1.000, respectively. The result shows that the overall research study is more reliable for analyzing the analysis of major Business in Today's High school Sports.

**Table-7**

*Validity*

*Fornell-Larcker Criterion*

The above table presents the R-square values of each variable; the R-square value of CSA is 0.040, and R-square adjusted rate is 0.030. the high school sports activities show an R-square value is 0.019, and its adjusted R-square value is 0.009 the time spent Sport shows 0.017, and R-square adjusted rate is 0.006, respectively.

**Table-5**

*F-square*

	CSA	HSSA	TSSA
<b>Commitment sport activities</b>			
<b>High school sport activities</b>			
<b>Major Business</b>	0.042	0.019	0.017
<b>Time spent in Sport</b>			

The result shows that the F-square values of the major business's independent variable show that the f-square value related to the commitment sports activities is 0.042. The high school sports activities show that 0.019 value of F-square and time spent in Sport shows 0.017 rates related to the majors business in china.

	CSA	HSSA	MB	TSSA
<b>Commitment sport activities</b>	1.000			
<b>High school sport activities</b>	-0.154	1.000		
<b>Major Business</b>	0.200	0.138	1.000	
<b>Time spent in sport</b>	0.013	-0.132	0.129	1.000

The result describes the validity analysis of each variable; the result shows the Fornell criterion values of each variable. For example, the commitment sports activities show a 1.000 validity rate the high school sports activities present that negative rate shows with commitment sports activities its value is -0.154. The major business shows that the 0.200 rate with commitment sport shows a 0.138 rate with high school sports activities. The time spent as another dependent variable shows that 0.013 rates of validity with

commitment sport its shows -0.132 rate with high school sport and 0.129 shows value with significant business.

**Table-8**

*Co-linearity Statistic*  
*Outer VIF Values*

	VIF
<b>Commitment sport activities</b>	<b>1.000</b>
<b>High school sport activities</b>	<b>1.000</b>
<b>Major Business</b>	<b>1.000</b>
<b>Time spent in sport</b>	<b>1.000</b>

The above result describes that each variable's co-linearity statistic analysis included independent and dependent variables. In addition, the result describes that the VIF value of each variable is 1.000, which shows that 100% significant for analysis of major Business in Today's High school Sports.

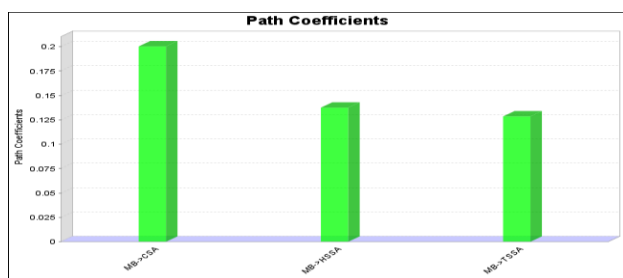
**Table-9**

*Model fit*

**Table-10**

	AIC (Akaike's Information Criterion)	AICu (Unbiased Akaike's Information Criterion)	BIC (Bayesian Information Criteria)
<b>CSA</b>	-1.061	0.959	4.129
<b>HSSA</b>	1.104	3.124	6.294
<b>TSSA</b>	1.345	3.366	6.535

The results present the AIC results of the dependent variable, the AICU values of each variable, and the BIC rate of variables. For example, the community sportThe result shows that time spent on sports activities shows a 1.345 value, and AIC's shows a positive value of AICU, which is 3.366 and 6.535 value of BIC, respectively model fitness summary.



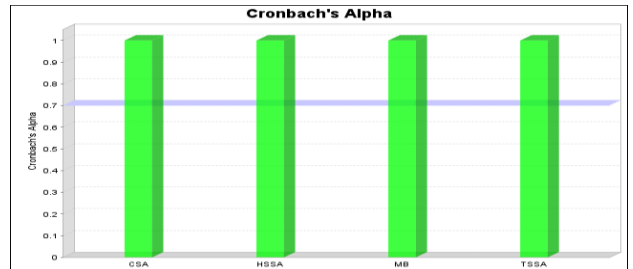
*Figure-1*

The above figure shows the path coefficient values of the relationship between dependent and independent variables. The vertical side presents that 0.025 to 0.2 range for measuring An Analysis of major Business in Today's High school Sports. The green bar line presents the relation between one variable to another variable.

*Fit Summary*

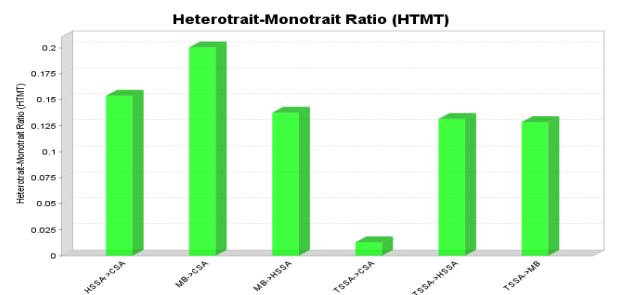
	Saturated Model	Estimated Model
<b>SRMR</b>	0.000	0.074
<b>d_ULS</b>	0.000	0.055
<b>d_G</b>	0.000	0.012
<b>Chi-Square</b>		5.956
<b>NFI</b>	1.000	0.558

The above table describes that model fitness values of each variable included independent and dependent variables; the result shows that saturated model and estimated model. The result presents that SRMR value, the d-ULS value, and the d-G value also shows the chi-square value of the estimated model and the NFI value of fit summary. The saturated model shows 0.000 and 1.000 rates of each result; the estimated model shows 0.074 value of SRMR the 0.055 value of d-ULS the d-G rate of estimated model is 0.012 respectively. The chi-square value is 5.956, and the estimated model rate of NFI is 0.558, respectively.



*Figure-2*

This figure shows the Cronbach Alpha of each variable; the vertical side shows the range level of Cronbach Alpha, which starts from 0.1 and ends at 1.00. The green lines show that the performance of each variable in sports sectors also describes that significant effect with each other.



*Figure-3*

The above figure represents the Heterotrait-Monotrait ratio between one variable and another variable. Similarly, the vertical side shows that the 0.025 to 0.2

range is related to the ratios; also figure presents green lines ratios between major sport business and community sport activities, high school sport, and major business, respectively.

## Discussion

The Chinese government regards Sport as a potential commercial area because of the large amount of income it may generate. According to the General Administration and National Bureau of Statistics, the domestic sports business reached 294.1 billion dollars in 2016, an increase of 11,1 percent over the previous year. "It is anticipated that the scale of the Chinese sports sector will certainly achieve the objective of 773.9 billion dollars by 2025," said Huang Haiyan, a Shanghai University sports industry specialist. The Chinese government's serious desire for the sports sector was described through a national plan to create 100 towns dedicated as centers of sports excellence for various disciplines in the coming years. The Chinese government is interested in promoting the sports business as much as possible as one of the economic pillars and enjoyment for their communities. One of the Chinese government's efforts and hard work can be witnessed in the 2008 Beijing Olympics, in which China successfully organized and won the most medals (Zhu & Talha, 2021).

The present Chinese government, led by President Xi Jinping, is attempting to continue the hard work by increasing the building of numerous sports facilities and policies following the development of the domestic sports business. Football is now one of the most popular sports globally, and its popularity is expanding in China. In advance, football is not very established; Chinese people are more interested in other sports like basketball and table tennis. Because of society's lack of interest in football, the Chinese government is attempting to improve the current football climate through various measures and policies. Mr. Xi stated that China would be one of the world's football centers in the future, which it hopes to achieve by hosting the football world cup, qualifying for the football world cup, and winning the global sports champion.

Youth attitudes on physical sports vary when they do not have the opportunity to participate as children. Athletics becomes less of a necessary supplement to a well-rounded upbringing and more supplemental activity. This is not to say that students do not regard them. In their spare time, the great majority of students will engage in pick-up basketball or soccer. They would aspire to be ping-pong champions or to win every volleyball match. However, because most Chinese schools have a relationship with athletics, such dreams usually remain just that: dreams. Sports aren't just taking a back seat; it's wandering on the side of the road. In essence, sports are viewed as a distraction rather than a medium for growth. This research study based on primary data analysis for measuring data

runs different result. Included descriptive statistical analysis, the correlation coefficient, and the model fitness analysis, also present that validity test. Overall result founded that there are significant relation in between major business and high school sport activities.

Your objective as educator should be to help students succeed not only in the classroom but also outside of it. While certainly not at the forefront of most Chinese students' attention, high school athletics teach essential lessons and expose them to a different aspect of American society. It is our responsibility to provide the opportunity for international students to participate in high school athletics and the impetus.

## Conclusion

China, by hosting the Summer Olympics in the year 2008, has expressed itself as a leader of world sport by emphasizing various programs as well as public-oriented athletic events. Furthermore, the market-based sports culture success of the United Nations in the world of the athletic scene, as well as the increase of obesity in China, encouraged the government to take additional steps. Beijing issued the now-famous strategy in 2014, which outlined aims to build the world's most excellent athletic sector by 2025 in the hopes of mobilizing a populace that is more active and also mobilizing the fan base for local teams. However, it is becoming difficult for foreign athletic goods companies to utilize their Chinese supply chains entirely for the purpose of export to the Worlds single and most significant consumer of sports good, and all the difficulties faced by the foreign companies is due to the current trade war between China and the United States. The large amount of production capacity is used by the brands of global sportswear because, according to the business insider, many foreign manufacturers are leaving the country. But according to analytics, the one advantage of the increased restrictions will cause various companies and institutes to focus more on their domestic market due to less logistics supply chain for manufacturing and selling in China.

Local athletic brands will benefit immensely from this change. They better understand the Chinese market and are getting more competitive. According to analysts, the young generation of Chinese people that are born after 1990 is more optimistic than the people who were born earlier; their optimistic approach is not only limited to the future but also they developed a preference for national brands. And, while China only accounting for half of the athletic goods industry in the United States, it has significant development potential. The growth of the global sports sector from year to year has had a favorable influence and has become an opportunity for all countries, including China. Furthermore, the increase of the sports industry's Gross Domestic Product (GPD) has been consistent in recent years, and it now exceeds the Gross Domestic

Product (GPD) of all countries globally. Previously, the Chinese government focused solely on the economic and trade industries. Still, it appears to have broadened its attention this year to include the sports business to generate additional cash. The concept of national interest is based on the K.J. Holsti; China's growth of the sports business is one technique to enhance and improve their economy, where items are categorized into an objective Middle-range point. On the other hand, the Mercantilism idea holds that a strong state is founded on a strong economy. The overall research study concluded that there are direct and significant relation in between major business and high school

sports in china. As previously said, China had seen the rise of an extensive sports business as a chance to enhance their economy and establish a great country. China's intention to become a new international football empire in the future is being fulfilled via concrete initiatives. It begins with fundamentals like government policies connected to the sports industry, business sector assistance, and partnerships established by the government and other countries. However, all parts must be integrated and work together to get the most benefits from the sports sector and achieves their goals of becoming a new international football empire in the future.

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