

INFLUENTIAL FACTORS OF COMPETITIVE SPORTS MANAGEMENT ON THE INNOVATIVE DEVELOPMENT OF COLLEGE SPORTS EVENTS: AN EMPIRICAL ANALYSIS IN JIANGXI PROVINCE, CHINA

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ABSTRACT

This study aims to explore the influencing factors of competitive sports management on the innovation and development of college sports events, focusing on analyzing the relationship between the current situation of sports event management and the development of innovation in colleges and universities in Jiangxi Province. Through questionnaire surveys and semi-structured interviews, the study collected feedback from 600 managers, students and event participants from 10 universities in Jiangxi Province, and combined quantitative and qualitative analysis methods, the study revealed the main influencing factors on the innovation of university sports events. The study found that the management mechanism, resource allocation, participation of market players and the application of technological means are the important factors that promote the innovation of college sports events. By analyzing the perspectives of managers and participants, this paper puts forward the challenges faced by college sports events in the process of innovation, and puts forward the suggestions of optimizing the event management mode, strengthening the integration of resources, and promoting market-oriented operation. The conclusions of the study provide theoretical support and practical guidance for the management of college sports events in Jiangxi Province and other regions, and help promote the continuous innovation and development of college sports events.

Keywords: university subject, social subject, market subject, competitive sports management, sports events innovative development

INTRODUCTION

Problem statement and significance of the study

Against the background of the current rapid development of sports in China, university sports events have gained widespread attention as an important platform for improving students' physical quality, displaying campus culture and promoting social interaction. However, with the increasing diversification and internationalization of sports events, the traditional event management mode gradually fails to meet the needs of modern sports event innovation. The management problems of sports events in colleges and universities in Jiangxi Province are particularly prominent, and the traditional management mode has problems such as insufficient resource allocation, lack of event innovation and low participation, which seriously restrict the development and innovation of sports events in colleges and universities.

This study aims to explore the influence factors of competitive sports management on the innovative development of college sports events. Through the analysis of the current situation of sports event management in colleges and universities in Jiangxi Province, this paper puts forward a series of problems:

on the one hand, the existing sports management mechanism has a limited role in promoting the innovation of the event; on the other hand, the lack of innovative thinking in the organization and operation of the event has led to a decline in the attractiveness of the event, and it cannot effectively satisfy the diversified needs of students and the society for sports activities. Based on this, the core question of the study is: what factors of competitive sports management play a decisive role in the innovative development of college sports events?

The innovation of this study is that it combines various theoretical frameworks, such as the resource-based view, stakeholder theory, and social accounting matrix, to analyze the multidimensional factors and their interrelationships (e.g., resource allocation, coordination of interests, and innovation ability) in the management of sports events in colleges and universities. Through a combination of quantitative and qualitative empirical analyses, this study will reveal how specific factors in sports management (e.g., resource allocation, event planning, organizational capacity, etc.) can promote the innovative development of sports events in universities in Jiangxi Province. This will not only provide a theoretical basis for sports management in colleges and universities in Jiangxi Province and the whole country, but also provide empirical support for policy makers to help college and university sports event management to realize the transition from the traditional mode to the innovation-driven mode.

Through the conduct of this study, it aims to fill the gaps in the existing research, especially in the field of sports event management innovation in this specific region of Jiangxi Province, and to provide valuable references and guidance for the promotion of the development of local university sports and the popularization of innovative management models of sports events on a national scale.

Research questions

1. What are influential factors of competitive sports management on the innovative development of college sports events?
2. What is the impact of competitive sports management on the innovative development of college sports events?
3. How do interactions between key stakeholders (university and social subjects) within competitive sports management influence the innovative development of college sports events? How do interactions between key stakeholders (university and social subjects) within competitive sports management influence the innovative development of college sports events?

OBJECTIVES

- 1.To identify and analyze the influential factors of competitive sports management that contribute to the innovative development of college sports events. The following is a summary of the findings and recommendations of the study.
- 2.To evaluate the impact of competitive sports management practices on the innovative development of college sports events.
- 3.To analyze the interactions between key stakeholders within competitive sports management and their contributions to the innovative development of college sports events. college sports events.

Scope of the study

The scope of this study mainly focuses on the management of competitive sports events and their innovative development in colleges and universities in Jiangxi Province. First of all, the research object is limited to the management of sports events in some colleges and universities in Jiangxi Province, and a representative number of colleges and universities are selected, covering different types and scales of

events. Through an in-depth analysis of the current situation of sports event management in these colleges and universities, the main problems existing in their management and the key factors affecting event innovation are identified. The study focuses on the current situation of universities in Jiangxi Province in terms of event resource allocation, organizational capacity, management mode, etc. Combined with sociological and management theories, the study constructs a theoretical framework applicable to the innovation of sports events in universities. The study includes the infrastructure, organizational structure, staffing of event management and its influence mechanism on event innovation. This paper will also analyze the empirical data to verify the performance and effect of these influencing factors in actual operation to ensure the universality and practical guidance of the research conclusions.

Literature review

Basic theory

This study focuses on the influence factors of competitive sports management on the innovative development of college sports events based on three basic theories: resource-based view, stakeholder theory and social accounting matrix theory.

According to Resource-Based View (RBV), the competitive advantage of an enterprise or organization comes from the scarce, hard-to-imitate resources and capabilities it possesses. In university sports event management, resources include not only material resources (e.g., venues, equipment, etc.), but also intangible resources such as organizational ability, management experience, and innovation ability (Barney, 1991). Applying the resource base view, the resource allocation of Jiangxi universities in event management and its promotion of event innovation can be analyzed (Zhang, 2020).

Stakeholder Theory (ST) emphasizes the interdependence and cooperation between a company and its stakeholders (e.g., students, faculty, government, media, etc.). As a complex system involving multiple parties, college athletic events involve the coordination and cooperation of various stakeholders (Freeman, 1984). By analyzing the needs and expectations of various stakeholders, the key factors affecting the innovation of sports events can be effectively identified (Li, 2018). Through the stakeholder perspective, this study explores the relationship between different stakeholders in the management of college sports events, and then analyzes their role in promoting event innovation.

The Social Accounting Matrix (SAM) theory emphasizes the analysis of various types of resource flows from a social perspective, which is mainly used to understand how various resources in a socio-economic system are allocated and distributed among various sectors (Pyatt & Round, 1985). In the context of collegiate athletic event management, SAM theory helps to understand the relationship between resource flows, funding allocation, and event innovation. By applying this theory, the flow of funds and resources in the management of university sports events in Jiangxi Province can be analyzed in depth and its impact on the development of innovation can be explored (Zhang, 2019).

The resource base view, stakeholder theory and social accounting matrix theory provide the theoretical framework for this study, enabling the study to systematically analyze the various influencing factors and their interrelationships in the management of college sports events, and to provide a theoretical basis and practical guidance for event innovation.

Related research

In recent years, research on the innovation and management of college sports events has gradually increased. Many scholars have explored the management mode, innovation strategy and market-oriented operation of sports events from different angles. Zhang (2019) points out that the innovation of college sports events is not only reflected in the enrichment and diversification of event content, but also needs to strengthen the innovation of the management mechanism and operation mode of the event in order to improve the market competitiveness and attractiveness of the event. Li (2020), on the other hand,

emphasized that with the advancement of sports industrialization, college sports events have gradually shown the trend of marketization, branding and diversification, and the key to event innovation lies in how to integrate resources and optimize the operation and publicity mode of events.

In the field of event management, Wang (2018) suggests that the innovation of college sports events needs to focus not only on the optimization of management processes, but also on the role of leadership and teamwork. He argued that an efficient organizational team and leadership can drive the innovation and efficient execution of events. Chen (2021) also discussed the application of information technology in the innovation of college sports events, noting that the use of digital tools and social media plays a crucial role in the promotion, interaction, and management process of events.

Meanwhile, some studies have also explored the commercialization of college sports events from the perspective of market players. According to Liu (2020), market-oriented means such as sponsors, brand cooperation and ticket sales are important factors that promote the innovation of college sports events. The participation of market players not only enhances the economic benefits of the event, but also promotes the modernization of the event management mode.

Existing studies mainly focus on the content of events, management mode, market-oriented operation and technological innovation, but comprehensive studies on the innovation and management of college sports events are still relatively limited. This study combines the specific situation of university sports events in Jiangxi Province, aiming to fill this research gap and provide new perspectives for the theory and practice of event innovation and management.

Research hypotheses

H1: There is a significant relationship between university subject and competitive sports management in universities.

H2: There is a significant relationship between social subject and competitive sports management in universities.

H3: There is a significant relationship between market subject and competitive sports management in universities.

H4: There is a bi-directional significant relationship between competitive sports management and sports events innovative development in There is a bi-directional significant relationship between competitive sports management and sports events innovative development in universities.

H5: There is a significant relationship between university subject and sports events innovative development in universities.

H6: There is a significant relationship between social subject and sports events innovative development in universities.

METHODOLOGY

Population and sample

The sample selection of this study is mainly based on the management of sports events in several universities in Jiangxi Province. The research object includes 10 colleges and universities in Jiangxi Province, which cover different types, scales and management modes of college sports events. The basis for selecting these colleges and universities is their representativeness and comparability, which can

effectively reflect the overall situation of sports event management in colleges and universities in Jiangxi Province.

The selection of the sample includes not only sports event managers in colleges and universities (e.g., heads of sports departments, event organizers, etc.), but also involves some students and spectator groups to ensure that the results of the study are more broadly representative. Specifically, the research sample includes groups of sports managers, teachers, students and event participants in universities in Jiangxi Province. The managerial sample is mainly responsible for the decision makers of event planning and operation to understand the policy support and implementation of event innovation and management, while the student and spectator groups are mainly collected through questionnaires and interviews to assess the attractiveness, degree of innovation, and participation experience of the events.

The overall sample size was 600 students and 50 sports administrators, and data were collected through a combination of questionnaires and interviews. Through the investigation and analysis of these samples, this study was able to reveal the influencing factors of sports event innovation in universities in Jiangxi Province from a multi-dimensional and multi-level perspective.

Research tools

This study used a combination of questionnaire survey and semi-structured interviews as the main research tools. The questionnaire survey was mainly used to collect opinions and feedbacks from students, sports administrators and event participants in Jiangxi Province universities, and to assess their perceptions of, participation in, and satisfaction with the innovation of university sports events. The questionnaire included multiple dimensions such as demographic information, event participation, and event innovation evaluation, and was scored using a five-point Likert scale to ensure quantitative analysis of the data. Semi-structured interviews were used to gain insights into the opinions and experiences of college sports event managers and to explore the reality of event innovation and the challenges it faces. The interview questions involved event planning, management strategies, resource allocation, technology application, etc., aiming to obtain more detailed qualitative data to supplement and support the quantitative analysis.

Data acquisition and analysis

The data collection of this study was mainly conducted through both questionnaires and semi-structured interviews. The questionnaire survey targeted students, sports administrators and event participants in 10 universities in Jiangxi Province, and stratified random sampling was adopted to ensure that the samples were representative. The questionnaire included students' tournament participation, perception of tournament innovation, and tournament management satisfaction, which were quantitatively assessed using a five-point Likert scale. Data collection recovered 600 valid questionnaires.

The study also collected in-depth opinions from sports managers and event organizers through semi-structured interviews covering event planning, innovation implementation, resource allocation, management strategies, etc., aiming to reveal the actual problems and the current status of innovation in the management of university sports events. The interviews were conducted with sports managers from 10 universities in Jiangxi Province, and a total of 20 interviews were conducted to ensure the diversity and depth of the interview data.

Data were analyzed using a combination of quantitative and qualitative methods. Quantitative data were analyzed by descriptive statistics, correlation analysis and regression analysis through SPSS software in order to explore the influence of each factor on the innovation of college sports events. By analyzing the differences in perceptions of event innovation among different groups, key factors affecting event innovation were identified and the validity of the hypotheses was tested. Sexual data were then

processed through coding analysis, and the interviews were thematically analyzed using NVivo software to distill the key views and practical challenges of administrators on event innovation.

RESULTS

This study aims to achieve the following results through the empirical analysis of the current situation and innovation factors of sports event management in colleges and universities in Jiangxi Province, which is expected to achieve the following results: firstly, to reveal the main problems and innovation barriers in the management of sports events in colleges and universities in Jiangxi Province, and to provide an empirical basis for the optimization and improvement of sports events in colleges and universities. Secondly, analyze the key factors affecting the innovation of college sports events, especially the external factors such as management mechanism, resource allocation, market main body, etc., and put forward targeted management strategies and innovation paths. Thirdly, it explores the successful experiences and feasible models of university sports events in innovation and development, so as to provide reference for other regions and universities. Ultimately, this study expects to provide valuable references for the theoretical development and practical operation of sports event management in universities in Jiangxi Province and other places, and to promote the sustainable innovation and development of university sports events.

Research Limitations

Although this study provides an in-depth analysis of the management and innovation factors of sports events in colleges and universities in Jiangxi Province, it still has some limitations. The sample of the study is limited to 10 colleges and universities in Jiangxi Province, and although these colleges and universities are representative, the results may not be fully applicable to college sports events nationwide. Therefore, the generalizability of the study's conclusions is somewhat limited, and future research can expand the sample to cover more provinces or different types of colleges and universities to improve the broad applicability of the conclusions. Data collection relied mainly on questionnaires and semi-structured interviews, and these self-reported data may have been influenced by the subjective biases of the interviewees. Future research can further explore the impact of these intrinsic factors on the innovation of college sports events to provide more comprehensive theoretical support for the optimization of event management.

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