

Factors Affecting the Commercial Development of Chinese Football

Chenhong Zhao

Tianjin TEDA MapleLeaf Internation School, No. 71, Third Street, Binhai New Area, Tianjin, 300000, China

Corresponding Author: Chenhong Zhao, Email: pax666@126.com

Abstract

With the continuous development of China, more and more attention is paid to sports, but Chinese football has always stagnated. First of all, starting from the history and development of Chinese local football, the reform of Chinese football is divided into two stages. Next, point out the two problems facing China's football reform. One is that the core of the reform has not been found, and the other is that Chinese football has never escaped the control of the Chinese government. Finally, it mainly explains the campus football proposed in recent years and the problems faced by the current campus football construction. In the third part, case analysis is mainly carried out, comparing with the Japanese Football League in terms of local culture, management methods, and talent selection. In the end, it concluded that if Chinese football wants to make significant progress, it must establish a management method that truly suits itself. The reform of Chinese football is always a top-down reform, which limits the vitality of Chinese football.

Keywords

Football; Capital Operation; Campus Football; Management System

Introduction

Football, as the world's largest sport, attracts countless people and has its unique charm. With economic development, China has paid more and more attention to football, invested more and more money, introduced a lot of foreign aid or advanced technology, but has never achieved an ideal result. The current best result of the Chinese national team was in 2002 when it entered the World Cup for the first time, but in the following 20 years it has never played in the World Cup again, and the ranking of the national team has dropped from 37th in the world to 77th today.

According to records, the earliest record of football was probably in China in 206 BC, the soldiers always playing a kind of sport which is called "Cuju". And other records about football in other countries, like Britain: English towns begin to play soccer-like games with pigs'

Citation: Chenhong Zhao. (2021) Factors Affecting the Commercial Development of Chinese Football. The Journal of Young Researchers 1(8): e20210925

Copyright: © 2021 Chenhong Zhao. This is an open-access article distributed under the terms of the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/>) which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Received on September 2, 2021; Accepted on September 3, 2021; Published on September 25, 2021

bladder in the 9th century. Moreover, dedicated soccer clubs emerged in British schools in the early 19th century. Compared with Britain, there are 72 clubs which all of them are full-time professional clubs nowadays. In contrast, there are only 46 in China. Although football has a long history in China, it has not been developed more professionally and regularly. Therefore, compared with the traditional football powers of Europe, or the powers of Asia, such as South Korea and Japan, Chinese football still has a lot of room for promotion.

To begin with, although football has a long history in China, it has not developed so early to professionalism and commercialization. However, men's football and women's football share the same background, and the Chinese women's football team, which is even less recognized by the public, is much better than the men's football team in terms of world rankings and team strength. So we have to discuss differences between men's and women's football under China's unified policy

So why is it that although China has introduced talents and technology, it still hasn't achieved an ideal result? Given this question, I will study it from four aspects: local development, management system, culture, and education. At the same time, I will make a specific comparison with the J League in Japan, and analyze the two leagues in terms of operation, local culture, and education.

In general, this article will discuss China in the current context from several different aspects, what are the advantages and disadvantages of its system and management methods. This paper may make some contributions to the development of Chinese football.

The development of Chinese football

On May 20, 2005, at the closing ceremony of the 100th-anniversary celebration held at the FIFA headquarters, FIFA President Blatter Joseph solemnly announced to football officials from five continents: "World Football" originated in China Zibo, Shandong"! Football originated from a sport called Cuju in ancient China become a recognized fact in the world. There are restrictions on the number of people and detailed rules for this sport. Later, because of the war, it was spread to the West by the Arabs. The former chairman of FIFA, Dr. Avelange, when he came to China he also said: Football originated in China.

Furthermore, the world has also agreed that the birthplace of modern football is the United Kingdom. In 1848, the first written rules of football, the "Cambridge Rules" was born. In 1862, the world's first football club was established in Nottinghamshire, England. The following year, the first football association was established in the UK: the English Football Association, and agreed to the rules of football. Since the second Olympic Games in 1900, football has also been officially listed as a competition event. In 1904, the United Kingdom, France, the Netherlands, Belgium, Spain, Sweden, and Switzerland established the International Football Federation (FIFA) in Paris, France.

China joined FIFA for the first time in 1931, but due to wars and other reasons, it announced its withdrawal from FIFA in 1958. It was only until 1979 that China's legal seat in FIFA was restored. China's first football club, Beijing Guoan Club, was born in 1992, and its development time is almost a century shorter than that of other European countries.

In the following years, Chinese football also developed rapidly, reaching 37th in the world rankings. In the 2002 World Cup in Korea and

Japan, because South Korea and Japan were the hosts directly, China did not have any strong teams in the group, and finally entered the World Cup for the first time in history. But the Chinese team did not perform well in the World Cup, and finally, bid farewell to the stage of the World Cup. But at this time, the Chinese team was the strongest in history. After the World Cup ended, due to lack of relevant experience, many people have lost their original enthusiasm for these sports. It is only after a period of rapid development that Chinese football has finally come to a stagnant stage. Statistics show that during the 2004-2005 season, the number of spectators dropped severely, eventually reaching only 11,000 people per game. In order to solve this problem, Chinese football canceled the first division and established the Chinese Super League (CSL).

Since then, the Chinese national team has been wobbly amidst hopes and failures. The men's football team has not won any games in the Olympics. The constant negative events of the Chinese Super League, coupled with the defeat of the national team, have led to the severe development of the Chinese football industry.

Management of China football

Because the development of Chinese football is much later than that of other European countries, when China started to develop football, the football industry of other countries had already developed very well. At this time, there are many plans and methods for Chinese football to learn. Then China continued to introduce coaches from other countries. For example, Lippi, who is the former Italian football coach. However, China's football strength has never achieved very good results, especially at the national team level, and it has never played again in the World Cup. Meanwhile, Lippi took the initiative to resign. So far, although the club and the national team have spent huge sums of

money to introduce these players and coaches, they have never achieved a result that is truly understandable by Chinese fans.

Regarding the development of Western football, from the beginning of folk entertainment to the official games of different clubs, the essence of football has changed from the initial entertainment method to a professional occupation, a kind of income job. With the development of the times, profit has become the biggest goal of the club. With the advancement of science and technology, TV football broadcasting and satellite broadcasting have reached a new height. At this point, the acquisition of clubs by media groups has become the latest trend in football commercialization.

Looking back at China, after the Opium War, the modern concept of football was introduced to Hong Kong by the British (Liang, 2014). The distribution route of modern football has developed from coastal areas to inland areas. Football clubs in the pre-communist era were decorated with amateur identities and community structures (Fan & Lu 2013) By the early 1950s, the Chinese Communist Party was in power. With the new regime, the Soviet-style governance model and planned economic system were introduced and further implemented. Therefore, government funding, union organizations, and provincial elite football teams replaced the amateur status and community structure established during the pre-communist period. (Liang, 2017) In addition, Hu (2019) identified that those athletes as professional athletes and said that they are sports, civil servants. Generally speaking, Chinese football during this period, like other state-owned trade unions, did not have a commercial development.

In 1992, after Deng Xiaoping emphasized the

social market economy, China underwent tremendous reforms in all areas (Amara et al., 2005; Fan&Lu, 2013). In the field of sports, football was chosen as the vanguard of reform. However, China's football reform plan has aroused fierce controversy in the Chinese sports world. In March 1992, Wu Shaofeng, the then Minister of Sports, explained: "Compared with China's outstanding achievements in the Olympic Games, such as table tennis and swimming, football is more suitable to be the vanguard of this reform, because football has nothing to lose." (Bao 2010)

Since then, Chinese football has undergone 27 years of reform. The first stage ended with restricted capitalism (Amara et al., 2005), which manifested as the majority of Chinese professional clubs owned and operated by the Provincial Sports Bureau (PSB), or jointly owned by PSB and the company. Despite encouraging football clubs to be more self-reliant and eliminating dependence on government subsidies, PSB still maintains a substantial influence in the daily operations of professional clubs (Fan & Lu, 2013)

In the second stage, with the decline of PSB-controlled clubs, private (corporate) actors have taken the lead and are ready to go (Peng et al., 2019). However, Ma and Kurscheidt (2019a) pointed out in detail that although China's professional football has been Westernized, in terms of league governance, the Chinese Super League has not overcome restrictive capitalism. However, at the level of club governance, the capitalist factor has become tougher due to the entry of private (corporate) actors.

Commercial and Capital Reform

In October 2004, the Chinese football industry began to reform. Taking Beijing Hyundai Club's October 2 strike as a starting point, challenged the traditional football management system.

Subsequently, investors from 7 Chinese Super League clubs gathered together and put forward their Chinese football reform plan in the form of proposals and applications.

What is capital operation? In Liu's (2005) study, he answered:

“Capital operation refers to the pursuit of maximum profit or maximum capital appreciation to treat all tangible and intangible social resources and production factors owned by an enterprise as value capital that can be operated through flows, acquisitions, mergers, reorganizations, equity participation, Holding, trading, transfer, leasing, and other adjustments and optimization allocation methods, effective operation of corporate capital, to achieve value-added operation and management mode.”(page 27)

Furthermore, the capital operation is also a conclusion drawn from the professional reform of Chinese football in 12 years.

In 1993, the year when China's football marketization consciousness was born, although a complete marketization concept was not formed at that time, and the industrialization of football was not even proposed, the reform ideas proposed at that time have nurtured the industrialization of Chinese football. In the past 12 years, there have been different attempts and breakthroughs in different reform methods. But looking at the reform process, from the decentralization of power to the simple one-to-two competition model, to the asset pooling model of Chinese professional football, to the current shareholding system operation and strategic group reorganization. Liu (2005) said that the overall reform of professional football in China is too cautious and the

progress is slow.

Overall, the reform of professional football in China in the past 12 years has achieved certain results, and at the same time, it has also made much substantive progress, which has created some conditions for the opening and circulation of capital. In Liu's (2005) study, he said that the Chinese foot still faces two main problems nowadays. First is the lack of the core of reform. At present, the pace of professional football reform in China is gradually increasing, but the core issue of the reform is still not very clear. If the core is not grasped, all the reform measures cannot produce any substantive effects, and the driving force is limited. Secondly, that all current reforms are officially led by the government. Although this guarantees the stability of China's professional football reforms, this approach did not take into account the impact of capital on the future of Chinese football. At the same time, most of the top-down reforms are administrative orders. The consequence of this is that China's professional football has insufficient motivation for independent expansion, and capital has not yet played a full role in the Chinese football market.

In our country, sports has always been developed as a career. The completion of the listing and financing of professional sports clubs indicates that my country's sports industry has fully realized market-oriented operation. The United Kingdom is a pioneer in the financing of the football industry. The first professional football club was listed on the London Stock Exchange. The listing and financing made the British professional football club a new look. It not only raised a lot of funds for the football industry but also increased the public's awareness of the sports industry. At the same time, the degree of participation in the UK securities market has had a positive impact.

Chen (2006) compares a variety of different financing methods from a long-term perspective and believes that equity financing is the best choice for equal conditions because equity financing can increase the club's net assets and also help stabilize the company's actual control rights. Sports clubs will be lost, not only can obtain funds but also can drive the entire stock market. Guangzhou Evergrande Taobao Club pioneered the entry of Chinese football into the capital market and became a professional football giant with a price in the capital market in China and even Asia. It is known as the "first share of Asian football."

Football Selection and Education

In terms of education, China does not have a complete talent selection system for young people. At the same time, under the lasting influence of neo-Confucianism, intellectually related activities have been consistently prioritized, resulting in a relatively weak sporting culture before the twentieth century (Hu,2019; Zheng et al., 2018)

Since campus football returned to the education system in 2014, the country's youth campus football has developed unprecedented momentum, attracting attention from all walks of life, and has become a major event in the reform of China's sports industry. In March 2018, during the two sessions, Chinese Education Minister Chen Baosheng stated in an interview that the only goal of campus football is to break the cycle of dissatisfaction with Chinese football fans, open a new channel for talent growth, and improve the level of Chinese football competition.

According to Cao's (2020) study, he stated that the development of campus football is a wise move based on long-term considerations, the most effective way to consolidate the foundation of Chinese football, and the way to

redeem the development of Chinese football. The development and improvement of campus football will surely provide more and better youth reserve talents for Chinese football and lay a solid foundation for consolidating football talents. As a component of school sports, the development of campus football can cultivate good sports habits and improve sports skills, and shoulder the historical responsibility of improving the physical health of young people. It will become an indispensable step to promote personal growth and social progress. Therefore, in the long run, campus football is not only to train students who can play football, but also to promote the implementation of quality education through the extensive participation of young people in campus football activities, and to improve the health of the young students.

However, while developing campus football culture, there have been many behaviors that deviate from the original intention of campus football, which has caused various problems. The first is the narrowing of education goals. As an educational activity, the original intention of my country's development of football is to promote their football skills, physical fitness, and volitional training through football. The first function should be the improvement of moral character, the second is to improve physical fitness, and the last is to improve their football skills. The last one is to lay a strong foundation for the improvement of the level of football in our country. However, most schools do not reflect their spiritual care and emotional communication, which makes the students' physical and psychological qualities not promoted and developed at the same time.

Case Comparison: culture

Football culture is a special kind of culture, subordinate to the category of culture, and is a concrete manifestation of culture: at the same time, football culture is also an important aspect

of our scientific research on football.

However, Chinese football culture has always lacked a correct understanding of football itself, which is a manifestation of the lack of football spiritual culture. (Zhang, 2017) In the process of development, the problems of "emphasis on competition, neglect of education" and "emphasis on performance and neglect of training" appeared, which also affected the humanistic quality of football players, which further affected the image of the league, and ultimately affected the society's attitude towards football.

The two returning homes of China and Japan have a long history in the practice of sports culture, especially the Han and Tang dynasties in ancient China. Due to their geographical location, the two countries have frequent cultural exchanges, learning from each other and complementing each other. Due to historical factors, Chinese culture has always been in a dominant position in exchanges, while Japan has gradually formed a marginal culture due to its special geographical environment, which is influenced by the different cultural atmospheres of the Asian region. (zhang, 2017) Therefore, with the development of the times, especially the continuous export of modern Western sports culture, the two countries finally formed different distinctive features in the form and characteristics of sports culture due to different coping methods.

According to Zhang's study, he pointed that The characteristics of Chinese sports culture are mainly manifested in ritual culture, Confucian culture, and mainland culture. Under the traditional Chinese ethics and moral culture, Confucian culture has always been in a leading position. Therefore, under the influence of Confucian culture, Chinese sports culture also presents a culture of etiquette, which also makes

Chinese sports culture show the unique thinking and national personality of the Chinese nation, and present a distinctive temperament with the rich history of Eastern civilization. Therefore, Chinese sports culture has gradually formed an implicit and introverted cultural style, pursuing the continuous improvement of the spiritual realm, and an atmosphere where courtesy is more than competitive. In addition, in ancient Chinese society, the social hierarchy was very strict. This feature is also reflected in the rigorous rules and systems of many traditional sports activities in China, and the strict restrictions on the participants. This has also led to the inability of many people from different social strata in society to participate in sports activities for fair competition and entertainment, which also shows that traditional sports culture lacks the spirit of fairness and competition advocated by modern sports.

The sports culture formed in Japan is manifested as a shame culture, samurai culture, and pirate culture, among which shame culture is one of the iconic characteristics of Japan, which mainly refers to a culture where people need external mandatory regulations to achieve good behavior. On another level, the Japanese people are very concerned about failure in competition, and Japan regards it as a shame. For example, after the defeat of World War II, Japan, a country that rethinks its culture of shame, contributed to Japan's post-war economic rise, and achieved outstanding sports performance in the Tokyo Olympics in the 1960s. The transition of Japan's football career also benefited from this culture. Due to the Doha tragedy, Japan began drastic reforms. It was called the "Meiji Restoration of Japanese Football" in history. It was also from this time that Japanese football began to develop rapidly.

Case Comparison: Management System

Because in the professionalization of football,

the Chinese government controls the absolute advantage of football resources, making the government and the market in a dominant position of power in the distribution of roles. Therefore, in the process of football professionalization, the Chinese government is both a manager and a participant in the actual operation of football activities. And the government's responsibility is to serve the society, which is reflected in social benefits: while the market theme is to require profitability, the two are inconsistent in benefit goals, which leads to differences and contradictions in the supply of systems between the government and the market. It is also under this contradictory system and regulation that football clubs will be restricted in market operators to a large extent, and the professional football market will not be able to reflect the vitality it should have.

From the perspective of the nature of the Football Association, the Chinese Football Association has the dual characteristics of officials and people. Although registered as a corporate legal person in the Ministry of Civil Affairs, the Chinese Football Association has always performed the administrative functions of the Chinese Football Management Center, and as an administrative agency under the State Sports General Administration is fully responsible for the development of Chinese football.

However, although the Chinese Football Association is registered as a corporate legal person, it is not a bottom-up, self-disciplined civil society formed by democratically electing the leadership and management of the association by all members. The management personnel is still designated and appointed by the National Sports Bureau.

The Japan Football Association is the administration of social organizations and a

public interest foundation. It has organized and carried out social welfare activities and operated social groups formed by operating a certain purpose property. The leaders or managers of the association are selected from the bottom up and democratically elected by the general assembly. The way of authorization of power is from the bottom to the top, rather than from the top to the bottom of administrative instructions. Regulating the personnel system, purpose undertakings, and employment scope by rules and regulations, it belongs to a self-regulatory group organization outside the government administrative agency. Compared with China, Japan's football management organization is well-established and the rules and regulations are complete.

Case Comparison: Operating

From the comparative analysis of professional goals, the goals of the Chinese Super League are mainly reflected in five aspects. The first is to comply with the relevant laws of our country and the "Articles of the Chinese Football Association"; the second is to improve the football system under the authorization of the Chinese Football Association; the third is to improve the level of football competition in my country; the fourth is to build a football culture; Exchanges in various regions. The first two aspects involve the Chinese Football Association. The focus is to clarify the relationship between the Super League and the Chinese Football Association at the upper and lower levels of management and to improve the football system. It shows that the Chinese Football Association realizes that there are problems with the football system and puts forward the goal of reform. Other aspects are the basic functions of professional football, that is, to improve the level of football competition, build a football culture, and strengthen communication.

The goal of the Japan Professional Football League is very clear: popularize football, improve the level of Japanese football competition, revitalize the rich sports culture, enhance the physical and mental health of the people, and deepen friendly exchanges with countries around the world. The main goal is to "popularize" football and "improve" the level of football competition. It does not involve the content of the management system, sorting out the relationship between departments, and does not involve the description of the relationship between the management level of the Japan Football Association, which shows that the management rights of the J League and the Japan Football Association are divided, and there are no management system problems in the development goals.

Case Comparison: Football Education

The Japanese education system has played a fundamental role in the development of professional football and has affected the development of professional football in Japan and the formation of its management system to a certain extent. In addition to batch after batch of national football representatives trained by schools in Japan, school football has become the main route for Japanese football reserve talents. Japan is a developed country in modern education, and its education system and ideas have a great influence in the world, and it has also become a model for China to learn.

At the same time, school physical education is an important part of the education system. Japan's emphasis on and development of student physical education is much better than that of China. School physical education is implemented in a planned manner based on the Basic Law of Education. The purpose of education clearly states that "to cultivate people who are physically and mentally healthy, have a sound personality, and who can contribute to a

peaceful and democratic country and society."

In addition to basic physical education in school physical education, students also participate in club sports activities, which are divided into sports activities. There are special teachers for guidance, and the primary school stage focuses on cultivating students' sports hobbies and interests. Baseball has always been the favorite sport of Japanese students, and the baseball club has always been the most popular among schools of all levels. Until the start of the Japanese Professional Football League, the influence of football gradually surpassed that of baseball. Many Japanese stars, including Ono Shinnakata Hidetoshi, entered the national team from the school's club training path.

By contrast, in China, due to the long-term influence of Confucianism, China's emphasis on sports is far less than in other countries. In 2014, campus football was proposed for the first time, and campus football activities were carried out in major cities. The government allocated 40 million yuan because the development of campus football was only a function of popularizing football, in the process of promotion and popularization. It will involve various schools' football equipment, coaches' training, and training costs. Coupled with China's relatively vast geographical conditions and a large number of schools, the annual capital investment of 40 million yuan is insignificant.

The construction of the campus football characteristic school is long-term work, and it cannot be accomplished overnight. Although many characteristic schools have been named as national characteristic schools, in fact, these schools only initially meet the basic conditions of characteristic schools and have the possibility of building characteristic schools. Those schools have not yet fully met expectations and

requirements with high standards. Therefore, to improve the construction quality of characteristic schools and keep the lifeline of campus football, it is necessary to strengthen the management of characteristic schools. Characteristic schools should improve their political positions, actively implement the football decision-making and deployment of the Party Central Committee and the State Council, further clarify responsibilities and tasks, identify methods, find weaknesses, and speed up construction. School leaders must have the awareness of "naming is only the beginning, and construction is always on the road". Strengthen construction and continue construction.

Case Comparison: Summary

Through the above discussion and analysis, I believe that at the ideological level, China should create a Chinese football spirit and build a football culture with Chinese characteristics and styles. Regarding the system, the professional league management system and the training of reserve talents should be the focus. China lacks uniformity in the training of young football reserve talents, so effective implementation cannot be achieved in the implementation process, resulting in poor final results. In this regard, we can learn from Japan and build a complete and unified talent selection mechanism and management method. Judging from the results of the current Chinese football reform, China's professional football reform only imitates the external framework of the European football professional model, without really learning its inner essence, so it has no obvious effect on the development of Chinese football. Therefore, all reforms should be deepened on a technical level to find an entry point where the professionalization of football is compatible with the Chinese sports system.

Conclusion

After discussion, for Chinese football, the main reason that most influences the development of Chinese football is the management method. In the process of professional football, the government and the market, due to institutional differences and contradictions, have severely restricted the business activities of football clubs in the market. Therefore, for the operation and development of professional leagues, the government and the market should give full play to their responsibility, which means that both of them should not only clarify one's role in the system, form a model of responsibilities and rights, but also establish a coordination mechanism in the sense of equality between the two parties. At the same time, due to the imperfect supervision mechanism of the Chinese Football Professional League, a strict and complete Supervision and management mechanism to ensure the healthy development of the league.

Conflict of Interests: the author has claimed that no conflict of interests exists.

References

1. Allison, L., & Monnington, T. (2002). Sport, Prestige and International Relations. *Government and Opposition*, 37(1), 106–134. <https://doi.org/10.1111/1477-7053.00089>
2. Anon, "The Number of Registered Football Players Has Shrunk to 30,000. Chinese Football Has Returned to the Stone Age" (Liaoning Daily, November 20, 2007).
3. Bo Liu, Zhen Guo, and Zhengming Miao, 'The Relationship Between Revitalizing Football and Building A Sport Powerful Country', *Journal of Physical Education* 23, no. 4 (2016): 40–4.
4. Brentin, D., & Tregoures, L. (2016). Entering Through the Sport's Door? Kosovo's Sport Diplomatic Endeavours Towards International Recognition. *Diplomacy & Statecraft*, 27(2), 360–378 <https://doi.org/10.1080/09592296.2016.1169799>
5. Cao D, & Cao L. Natural Requirements, Practical Difficulties and Necessary Measures of Construction of Campus Football Culture in China. *Journal of Shenyang Sport University*, 39(1), 7.
6. Cha, V. (2016). Role of Sport in International Relations: National Rebirth and Renewal. *Asian Economic Policy Review*, 11(1), 139–155. <https://doi.org/10.1111/aepr.12127>
7. China. (2016). China Football for Middle and Long-Term Development Planning.
8. D Liu, Wilson, R., D Plumley, & Chen, X. . (2018). Perceived corporate social responsibility performance in professional football and its impact on fan-based patronage intentions: an example from Chinese football. *International Journal of Sports Marketing and Sponsorship*.
9. Dong D, Liu W, & SEAMUS Kelly. (2015). Ownership, Scale, Regulations: Consideration o China's SPorts Disciplinein Current---A Discussion on Discipline Direction. *China sports science*(3), 83-89.
10. Duerr, G. M. E. (2016). Civic integration or ethnic segregation? Models of ethnic and civic nationalism in club football/soccer. *Soccer & Society*, 970(September), 1–14. <https://doi.org/10.1080/14660970.2016.1166767>
11. Fan Honga & Lu Zhouxiang (2013). The professionalization and commercialization of football in china (1993–2013). *International Journal of the History of Sport*, 30(14), 1637-1654.
12. "FIFA. (2016). The FIFA/Coca-Cola World Ranking. Retrieved November 25, 2016, from <http://www.fifa.com/fifa-world-ranking/ranking-table/men/>"
13. Fu H. On the Historical-Cultural

- Connotations of Ancient Chinese Football Game. (Doctoral dissertation, Shanghai University of Sport).
15. Gong B. Inspiration to Innovation of Chinese Football by View of Modern Transformation of Japanese Civilization and Its Success in Football. *Journal of TUS*(4), 310-315.
 16. Han J. (2019). Case Study on the Listing of Professional Football Clubs---Based on the International Comparison of China Evergrande Taobao and British Manchester United. (Doctoral dissertation, Beijing Jiaotong University).
 17. Li Y. (2013).The Research on Japanese Professional Football Management System. (Doctoral dissertation, Beijing Sport University).
 18. "Liu H, & Feng A. (2019). Thoughts about several issues about the construction of teenager campus football featured schools nationwide. *Journal of Physical Education*, 026(002), 6-15."
 19. Liu X, Chen C, & Liu P. (2005). Development of Chinese football industry from angle of capital operation. *Journal of Wuhan Institute of Physical Education*, 39(012), 27-30.
 20. Lu Y. (2015). The National Strategy: The Depth of Chinese Football Culture. *Journal of Sports and Science*(04), 6-13.
 21. Qiuli Huang, 'Zuqiu Changting Zaiji'[Football is Pricing Out of the Market Very Soon], *China Entrepreneur*, no. 13 (2015): 42–9.
 22. T Shuo. (2018) On the Origin and Evolution of Football in England *Journal of Heze University* v.40; No.169(02), 93-97.
 23. Tan et al., 'Xi Jinping's World Cup Dreams: From a Major Sports Country to a World Sports Power', *International Journal of the History of Sport* 33, no. 12 (2016): 1449–65.
 24. Tianfu Cao et al., 'Legal Analysis of "Four Caps" New Policy of Chinese Football Association', *Journal of Sports and Science* 40, no. 1 (2019): 83–9.
 25. Wei Liang, 'The Benefit Conception of Player in Registration of Chinese Professional Football League Club', *China Sport Science* 38, no. 1 (2018): 9–17.
 26. Xinhuanet, 'The General Scheme of China's Football Reforms' [In Chinese], http://news.xinhuanet.com/sports/2015-03/16c_127585689.html (accessed March 16, 2015); Na Lv and Mingshen Wu, 'Restrictive Factors and Development Path of Policy of School Football Pilot Count', *Journal of Sports Adult Education* 34, no. 1 (2018): 46–51.
 27. Yang L. Studies on Factors Influencing the Development of Women's Football. (Doctoral dissertation, Central China Normal University).
 28. Yuanhao Li, 'Xiaoyuan Zuqiu FazhanYinglai Xinqiji'[New Opportunities for the Campus Football], *Workers' Daily*, 27 November 2014.
 29. Zhang B, & Chou J. (2016). ROute Choice and Mechanism Dependence of theChina's Pressional Football Reform after Separation of Operation from Administration. *China sports science*, 36(010), 3-9.
 30. Zhang Y, Zhang S, & Wang J. (2007).Study on World Football Origin —Linzi Kicka Ball's Development *CHINASPORTSCIENCE AND TECHNOLOGY*, 043(004), 36-42.
 31. Zhang Z. From sports cultural differences between China and Japan to see the return of Chinese football culture-based. (Doctoral dissertation, Capital Institute of Physical Education).
 - 32.