

STUDY ON THE PERFORMANCE APPRAISAL AND THE FACTORS INFLUENCING OF GROWTH OF THE CHINESE MEN'S BASKETBALL PROFESSIONAL LEAGUE CLUBS

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RESEARCH PURPOSE AND SIGNIFICANCE

China's professional basketball reform is in full swing in an orderly manner, has aroused widespread concern in the community. As of November 2016, CBA was founded in February 2017; Yao Ming was elected the new president of the China Basketball Association, and launched a series of initiatives to reform the CBA League, marking the China occupation basketball reform has made substantial breakthroughs.

China men's basketball occupation League (hereinafter referred to as the "CBA League club") as China's top occupation basketball club, after 22 years of development has begun to take shape, has become the occupation sports organization of the most active and potential and Prospect of sports industry in china. However, the CBA League club suffered from "pseudo professional" controversy. In the game of the new and old management system of professional sports and the diversification of the interests of the game, the conflict between the stakeholders of the CBA League club is exposed and quickly derived gradually. The CBA League club is a complex system with multiple subjects participating together and interacting with multiple departments. At present, the CBA League club is in the initial stage of growth, but its growth performance, what are the factors that affect the lack of academic research and theoretical discussion. In the reality of the plight of Chinese men's basketball competitive ability and sports performance continued to decline, in the reform of China's basketball occupation policy favorable situation, the CBA League club growth performance and influence factors of

research has highlighted the importance and urgency.

METHODOLOGY AND RESEARCH DESIGN

Based on the theoretical framework of enterprise growth, enterprise growth and identify the CBA League club growth point, using the method of literature, expert interviews, questionnaire survey method, Delphi method and mathematical statistics method, and the influence factors to evaluate the growth performance of CBA League 20 club as the research object, construct its growth performance evaluation index system and the use of AHP to determine the index weight coefficient. At the same time, the development of performance evaluation criteria, Guangdong Hongyuan club as an example, the use of fuzzy comprehensive evaluation method for empirical research. In addition, by using the method of exploratory factor analysis and confirmatory factor analysis in accordance with the degree of relationship and effect between explore CBA League club growth factors, the growth of the power source and the key factors. So as to provide a theoretical basis for the strategic planning and policy formulation of CBA League development, and to improve the internal resource endowment and enhance the core competence of the club.

RESEARCH RESULTS AND CONCLUSIONS

(1) CBA League club growth refers to the top China occupation basketball club in capital investment, operating income, staffing and other aspects of the increasing number of the dynamic development process of increasing competition, training, management and operation ability.

(2) the spatial distribution of the CBA League

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club is not balanced, which is concentrated in the eastern coastal areas. The club's name and the change of the main city will not be conducive to the team's cultural heritage and brand image.

(3) in the CBA League club growth performance evaluation system, the first level indicators are: financial performance, learning and competition results, audience performance and internal business process performance. The number of the two indicators are 19 in total.

(4) the development of CBA League club performance evaluation criteria, according to the actual situation of the CBA league's 20 clubs, combined with the access system of CBA League club. Each evaluation index determines 5 evaluation criteria, namely: excellent, good, general, poor and very poor. Each evaluation level has a corresponding value or comment.

(5) the level of performance evaluation of Guangdong Hongyuan club is excellent. The performance of the audience, internal business process performance and learning and competitive performance are very good performance, but the season is in a loss state, financial performance is low.

(6) the macro level including the occupation sports policy, city home court and service industry value, GDP basketball culture is the secondary factor Club growth; middle level CBA league management system, business operation and the occupation are important factors of its growth; the micro level, the club has the talent, the first player the coach and other factors, these resources and core competence is the key factor of its growth.

(7) the outstanding problems in the development of CBA League club mainly focus on the micro and meso level, while the macro level of professional sports policies, economic conditions and the atmosphere of basketball and other favorable conditions for the growth of the club.

(8) CBA League club growth strategies are: the construction of government guidance, relying on the market, China basketball association regulation CBA league management system, to achieve the separation of management as soon as possible; the establishment of CBA

League referee, the referee team gradually realize the occupation; the establishment of CBA League coaches Committee, improve the coach training system. The club should introduce and use foreign players and coaches reasonably, strengthen the cultivation of the two or three - line reserve players and the construction of the compound coach team.

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