

# Study on China's Sports Industry Entrepreneurship: Value, Trend and Compliance

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**Abstract**—This paper studies the sports industry entrepreneurship and provides a new perspective for the development of sports industry. Using qualitative research, comparative analysis and other methods, the paper studies the value, trend and follow-up of China's sports industry entrepreneurship, and provides a path for the sports industry to start a business. Over the research, it is believed that entrepreneurship is a new growth engine of the sports industry and a practical platform for the innovation of the sports industry. The international sports industry entrepreneurship demonstrates the deepening of the integration of sports industry innovation and entrepreneurship, attaches importance to cultivating the sports industry innovation and entrepreneurship environment, strives to build a sports industry innovation and entrepreneurship network, focuses on the international emerging sports industry and actively supports the development trend of SMEs' innovation and entrepreneurship, and develops entrepreneurship. It should follow the path of promoting the high-tech innovation and entrepreneurship of the sports industry, optimizing the innovation and entrepreneurship mode of the sports industry, creating a platform for innovation and entrepreneurship in the sports industry, and promoting the cross-border integration of innovation and entrepreneurship in the sports industry.

**Keywords**—sports industry; entrepreneurship; value; trend; follow

## I. INTRODUCTION

In recent years, China's economic growth rate has been around 7%, and the latest rising sports industry has experienced rapid growth. In 2017, the total output of the national sports industry increased by 15.7% compared with 2016, of which the added value increased by 20.6% compared with 2016 [1]. The key to analyzing the reasons lies in the rise of innovation and entrepreneurship in the sports industry. Analysis of sports industry entrepreneurship, the following questions need to answer: What is the value of the sports industry? What is the development trend of sports industry entrepreneurship? What should be followed to continue to promote sports industry entrepreneurship?

## II. THE VALUE OF SPORTS INDUSTRY ENTREPRENEURSHIP

### A. The New Growth Engine of the Sports Industry

Economics research believes that investment, consumption and international trade are the "troika" for economic growth. In the process of entrepreneurship in the sports industry, new investment opportunities will be formed to stimulate investment by enterprises. At the same time, the government will guide funds through industry and financial subsidies. Policy funds will also be invested in sports entrepreneurship, forming a new wave of sports industry investment; the motivation of sports entrepreneurship often stems from the needs of consumer groups and consumer markets, and the market demand for sports entrepreneurship will inevitably form new consumption, thus stimulating the sports industry. In addition, with the process of internationalization, sports entrepreneurship has also become an important part of international trade, driving the growth of international trade. Undoubtedly, sports industry entrepreneurship has promoted investment, stimulated consumption, and promoted international trade, and has become a new driving force for promoting the growth of the sports industry.

### B. The Innovation Practice Platform of the Sports Industry

"Technology is the primary productive force", the same applies to the sports industry, and technological innovation is an important driving force for the development of the sports industry. How to realize the innovation in the sports industry, on the one hand, from innovation to market, requires a series of links such as theoretical innovation, technological invention, engineering experiment, processing and production, and market introduction. The whole process will promote innovation in the process of starting a business. Economic benefits are more conducive to the realization of innovation; on the other hand, the economic benefits generated by entrepreneurship will further stimulate innovation, promote the input of science and technology workers into the innovation of sports industry, and form a virtuous cycle of innovation. To this end, entrepreneurship has become an important platform to test whether innovation is effective and meet market demand.

### III. THE DEVELOPMENT TREND OF GLOBAL SPORTS INDUSTRY ENTREPRENEURSHIP

#### A. *Deeply Promoting the Integration of Sports Industry Innovation and Entrepreneurship*

The countries with developed sports industry in the world pay attention to the integration of sports industry innovation and entrepreneurship; innovation is the driving force and condition for the sports industry to start a business; the transformation and application of the achievements of sports industry innovation, the deep integration and common development of innovation and entrepreneurship have become one of the important trends in the development of sports industry. In the process of sports industry development, innovation is an important driving force for the development of sports industry. Innovation is an important resource and basic condition for entrepreneurship. Every time technological innovation emerges, it is accompanied by a series of emerging projects and entrepreneurial opportunities. The scientific and technological innovation of the sports industry has become an indispensable condition for individual entrepreneurship and re-starting of small and medium-sized enterprises. At the same time, innovation has become an important way for large-scale sports industry enterprises to expand new businesses, develop new fields and form new markets.

#### B. *Emphasis on Cultivating the Sports Industry Innovation and Entrepreneurship*

Paying attention to the cultivation of the innovation and entrepreneurship environment of the sports industry has become the key direction and important measures for the development of the sports industry by the government and enterprises. From the analysis of the external environment, the governments of the United States, the European Union, and Japan attach great importance to the cultivation of innovative and entrepreneurial environments (including sports industries) in various industries, and invest in building advanced innovation and entrepreneurship infrastructure, through policy support, such as regulations, innovation and entrepreneurship funding, tax incentives, etc. build a advanced information technology network combined by high-speed network, wireless network and supercomputer, create a good innovation and entrepreneurial ecological environment, serve and support innovation and entrepreneurship in the sports industry. From the analysis of internal environment, internationally renowned sports industry enterprises also pay great attention to innovation and entrepreneurship, increase investment in scientific and technological innovation, set up enterprise R&D departments, develop practical and advanced science and technology research, and promote enterprises to start new ventures and expand new target markets, business areas, etc. [2].

#### C. *Striving to Build a Sports Industry Innovation and Entrepreneurship Network*

In the process of innovation and entrepreneurship in the sports industry, the developed countries in the world pay attention to the cooperation between the public sector and the private sector, establish an innovation and entrepreneurship

community of cooperation in politics, production, learning and research, pay attention to fostering a competitive atmosphere that effectively stimulates innovation and entrepreneurship, and build a sports industry innovation network, create a cluster of innovation and entrepreneurship in the sports industry, and integrate innovation and entrepreneurship into a network system of organic connections and mutual cooperation. In the sports industry innovation and entrepreneurship network, the "Makeup Movement" and other organizational forms have been formed. The sports industry innovation and entrepreneurs use the sports industry "creator space" as the carrier. Integration, crowd funding, innovation and entrepreneurship have become the new trends in the coordinated development of sports industry innovation and entrepreneurship network. Among them, colleges and universities have become an important position in sports innovation and entrepreneurship, playing an important role in sports science and technology innovation, technology incubation, entrepreneurship support, etc., such as Lough borough University in the UK, in the field of sports biomechanics, sporting goods manufacturing and other fields carry out scientific and technological innovation work, cooperation with many world-renowned companies such as Adidas in the field of sporting goods production, not only effectively promotes the innovation of sports science and technology, but also provides favorable conditions for students to start a business.

#### D. *Focusing on the International Emerging Sports Industry*

There is another trend of innovation and entrepreneurship in the sports industry that the sports industry innovation and entrepreneurship in the developed countries in the world generally pay attention to the international emerging sports industry. Sports industry enterprises closely track cutting-edge science and technology such as big data, cloud computing, advanced manufacturing, Internet, promote the combined development of sports industry and modern science and technology, and vigorously develop new, modern and technological event organization, sports and fitness, venue services, competition viewing, sportswear manufacturing and other industries, actively cultivate emerging industries such as sports tourism, sports food, sports pension, sports exhibitions, etc., and enhance the international influence and competitiveness of sports products and services through product innovation, organizational innovation and technological innovation.

#### E. *Actively Supporting SMEs' Innovation and Entrepreneurship*

Supporting small and medium-sized enterprises to carry out sports industry innovation and entrepreneurship forms a new vitality of sports industry innovation and entrepreneurship and becomes an important development direction of the world sports industry innovation and entrepreneurship. The countries with developed sports industry in the world actively pay attention to the development of specialization, specialization and small and medium-sized sports industry enterprises, especially the sports industry enterprises with unique product and service and high market share. Through the government's

innovative procurement, financial support, and guiding financial support, it provides opportunities and markets for SMEs' innovation and entrepreneurship development.

With the support of this policy, a large number of small and medium-sized sports industry enterprises have implemented innovation and entrepreneurship activities, bringing vitality and motivation to the development of the sports industry market.

In general, the development of sports industry in developed countries is relatively mature, the scale of sports industry is large, the industrial structure is reasonable, and the level of scientific and technological innovation is high. The innovation and entrepreneurship of sports industry started earlier, and it is closely related to innovation and entrepreneurship in other industries, forming a more mature development model.

With the support of the country's overall innovation and entrepreneurship policy and the unique policies of the sports industry, the developed countries in the world have developed rapidly in the sports industry, creating a series of remarkable development achievements. For example, the formation of the unique IP concept of sporting goods has realized the private customization of ordinary mass sporting goods; the creation and operation of original grassroots events and unique event activities have created a number of sports event management brands and formed a new form of sports event IP (Original sports events), and created a huge industrial value; many internationally renowned companies pay attention to the development of the sports industry, and have invested in various fields and innovated and entrepreneurial, such as Apple and other high-tech enterprises to develop advanced fitness support and motion monitoring software, such as mobile terminal software APP, etc. [3].

#### IV. THE COMPLIANCE OF SPORTS INDUSTRY INNOVATION AND ENTREPRENEURSHIP

##### A. *Promoting the High-tech Innovation and Entrepreneurship of the Sports Industry*

The low-tech content of sports goods and the poor level of sports services have seriously plagued the sports industry to become bigger and stronger, drawing on the introduction of advanced technology in other fields, and constantly promoting the technological innovation of sporting goods, advanced manufacturing technology of sports goods, and intelligent manufacturing. Introduce "Internet +", cloud computing, etc. into stadium construction, fitness services, fitness guidance, smart sports, high-tech sports, and then around the innovation of high-tech sports industry, the introduction of new technologies and the emergence of new formats to create a group of high-tech sports industry enterprises and create a model for sports industry entrepreneurship.

##### B. *Optimizing the Innovation and Entrepreneurship Model of the Sports Industry*

The innovation and entrepreneurship model plays an important role in promoting the innovation and

entrepreneurship of the sports industry, and vigorously explores the formation of innovative platforms such as platform innovation, equity crowd funding, and cooperative entrepreneurship. Actively promote the model of industry-university-research cooperation in sports industry engineering technology research and development centers, enterprise R&D centers, etc., and cultivate research results. At the same time, in the process of entrepreneurship in the sports industry, promote the role of angel funds, equity crowd funding, and partner systems to fully develop and cultivate new sports industry enterprise.

##### C. *Building a Sports Industry Innovation and Entrepreneurship Platform*

The specialized sports industry innovation platform has gradually formed, and has become an important bridge and intermediary for the innovation and entrepreneurship of the sports industry. Innovation and entrepreneurship platform is bound to play a greater role in the development of the sports industry in the future. First, it is needed to build a sports industry innovation community, promote the development of sports industry clusters, sports industry bases and related innovation parks, that is, cultivate sports industry innovation and entrepreneurship enterprises, create a platform for innovating and innovate sports industry in the national sports colleges, and a high-tech sports industry park and so on engaged in sports industry technology research and development, technology intermediary and business trade and other industrial activities. Second, it is needed to strengthen the construction of national and provincial sports industry resource trading platforms, and integrate sports industry resources, sports industry organizations, sports industry trade and other institutions to provide resources and services for sports industry innovation and entrepreneurship activities. Third, it is also needed to play the role of sports intermediary organizations, strengthen the protection of sports intellectual property rights, and promote the development of sports industry innovation and entrepreneurship activities.

##### D. *Promoting Cross-border Integration of Innovation and Entrepreneurship in the Sports Industry*

It is beneficial and important to promote well-known enterprises to join the sports industry and start business. Sports industry entrepreneurship can achieve the rapid development through investment and technology spillovers. By blending sports and tourism, pension, culture, education, real estate, manufacturing and information, as well as carrying out innovation and entrepreneurship from the cross-integration industry of sports industry, integrating innovation and integrating entrepreneurship has become a new trend of innovation and entrepreneurship in the sports industry. There is a great need for compound talents who understand both sports and related industry management activities, so they should be cultivated desperately, creating the main force of talents in the sports industry innovation and entrepreneurship.

## V. CONCLUSION

Against the background of the rapid development of the sports industry, the innovation and entrepreneurship of the sports industry has become a new driving force for the development of the sports industry and has become a new growth point for social and economic development. The previous research shows that the key to promoting innovation and entrepreneurship in the sports industry lies in promoting the emergence of high-tech innovation and entrepreneurship in the sports industry, optimizing the innovation and entrepreneurship model of the sports industry, creating a platform for innovation and entrepreneurship in the sports industry, and promoting the cross-border integration of innovation and entrepreneurship in the sports industry. The sports industry innovation and entrepreneurship and the sports industry practice are mutually integrated. In the future, the study of the sports industry innovation and entrepreneurship should be based on the industrial practice, and the theoretical innovation should be promoted to form an innovative entrepreneurial analysis framework and theoretical model with the characteristics of the sports industry.

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