

Research on Sports Industry Capital Market Innovative Development Strategy in Our country

Ren Yadong

Huaiyin Normal University, Jiangsu, Huaian, China

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Abstract: Our country will stride forward the powerful sports country. It can be regarded as the new target of developing the sports in our country in recent years. Fundamentally speaking, realizing the new target of powerful sports country is based on the continuous development of sports industry. Based on the innovative development strategy of the sports industry, we should integrate the sports industry resources and industry scale in our country fundamentally. This is a top priority for comprehensively developing the sports industry in our country. It provides the indispensable economic driver for realizing the target of the powerful sports country in our country. For this reason, through the expert interview, the literature investigation, the logical analysis and other means we analyze the value and the significance of sports industry capital market innovative development strategy in our country, discuss and propose the key factors of sports industry capital market innovative conception in the paper. And at the same time we can accordingly put forward the measurements and suggestions of being able to realize China's sports industry capital market innovative development strategy. For this, in the paper, we can provide the effective decision-making and theoretical reference for the promotion of sports industry capital market innovative ability in our country.

Introduction

1. Be Beneficial to Meet the Sports Industry Investors' Demands

Aiming at the present situation of funds excess supply caused by current narrow residents savings investment channels in our country and the lack of sports industry capital funds, the sports industry capital market innovative development strategy can meet the residents' sports industry investment demand and sports industry funds demand. Therefore, whether sports enterprise or government, they must effectively grasp the sports industry capital market demand and continually improve the sports industry innovative development strategy mechanism in our country to make more new sports service products be provided to the social economic system.

2. Be Beneficial to Promote the Sports Resource Utilization in Our Country

Nowadays the environment which our country locates is the initial stage of developing the sports industry capital market. If we need to realize the rapid development of sports industry, we must introduce the market mechanism actively, and clear the important regulatory role of sports industry capital market in the sports industry resource allocation, and further enhance the self development ability and the "haematogenous mechanism" owned by the sports industry capital market itself and help the sports enterprises in the non-sports department to come into the market. In modern society, if we want to make those enterprises with the small scale, and the low development level of sports industry come into the market, we also have a certain difficulty. Therefore, building the sports industry capital market innovation strategy actively is the fast traffic lane of reorganizing and configuring the sports industry resources in our country, adjusting the economic structure of the

sports industry, and strengthening the sports industry capital market investment and operation service in our country[3].

3. Be Beneficial to Develop the National Fitness Industry

In 2008, after the successful hosting of the Olympic Games in Beijing, based on the economic and social development degree in our country in the future, the national fitness was no longer the public product which had been advocated by the government constantly. While it gradually became the people's daily necessities. This also improved the quality and type requirements of sports products to a great extent. During this period, the supply pattern for the productization and marketization of sports goods banned the public goods supply gradually, and the national fitness nature gradually had the features owned by the private products. Seen from this, the capital market value of the national fitness movement was enormous. The sports industry in our country would gradually become the modern sports industry pattern which took the national fitness as the main body, comprehensively developed the sports tourism, and actively opened the sports athletics performances items and others. Based on the big social background of post-Olympic era, Chinese sports industry would focus on the field of national fitness industry so as to meet the health requirements after people's living standards were improved. However, as far as the current situation of the sports industry capital market innovative development in our country was concerned, the development of sports industry in our country needed the effective macroeconomic policy support and the environment support.

The Dynamic Factor of Building the Sports Industry Capital Market Innovative Development Strategy in Our Country

1. The Necessity of Active Support from the National Policy for the Listing of Sports Industry Enterprises

In 2008, the glory of the Beijing Olympic Games also provided a perfect opportunity for the comprehensive reform of sports system in China, and it also injected the new catalyst into the process of building the capital market innovative development strategy of sports industry in our country. Since then, building the sports industry innovative development strategy in our country hadn't been already the responsibility of the sports department only, and it had involved the national affairs of developing the social economy in our country. For building the sports industry capital market innovative development strategy, the policy support must be provided by the government departments[4]. In the process of developing the sports industry in our country, the matched appraisal agencies and intermediary organizations haven't been perfected and improved yet, and the development of sports industry capital market is not mature enough. Although in the market level the government plays very big boosting role in the development of sports industry capital market, the policies in the the growth of the value for sports contents marketization and operation area are extremely strict. Therefore, how to develop the sports enterprises in our country is the important topic that is worth pursuing further in current China's sport field.

2. The Rise of the Renminbi and the Competition with International Currency

The United States broke out the subprime crisis in 2007 and the subprime crisis deteriorated into the international financial crisis in a short period of time. These things has a severe impact on the development and stability of global substantial economy. Since the second world war, the world economic situation has presented the most serious recession and depression. As a country of actively advocating a harmonious society, China can get through difficulties, cling together, and discuss the things with good way together with the nations all over the world. Our country is seriously affected in the world financial crisis. However, the social economy's long-term

development target in our country hasn't been shaken because of the world economic recession. In the domain of fiscal policy in our country China will, as always, continue to implement the moderately and loose monetary policy, and the key is to optimize the investment structure continuously to ensure Chinese Renminbi's liquidity. In this way, it can make the Chinese Renminbi gradually become the indispensable settlement currency and reserve currency in the world economic exchanges, and it can make the Renminbi's world position be promoted continuously. This can provide a scientific and reasonable financial innovation for the continuous development of sports industry investment market in our country.

The Effective Path of Building Sports Industry Capital Market Innovative Development Strategy in Our Country

1. The Creation of Multi-level Target Pattern of Sports Industry Capital Market Innovative Development Strategy in Our Country

Building the sports industry capital market innovative development strategy in our country has the particularity and personalization itself. And the multi-level choice of sports industry is the top priority of the progress and development of sports industry in our country. Because the positioning of China's sports capital market is more special, how to build a relatively sound, perfect and efficient multi-level innovative mode of sports industry is relatively urgent. As far as the long-term development is concerned, creating the target of multi-level innovative mechanism of sports industry capital market in our country mainly includes the following several aspects. a. The main target of creating the multi-level innovative system of sports industry capital market in our country is to make a creation of new-type sports industry capital market with a complete function and flexible mechanism, facing the world, with the extreme Chinese characteristics in a planned, step-by-step and all-around way. In other words, the foundation of the sports industrial capital market in our country includes stocks, bonds, options, fund security and other all securities. It is a modern sports market actually. b. Building the mechanism of the sports industry capital market innovative development strategy must meet China's sports enterprises' different development needs. Creating the hierarchical structure of the sports industry capital market must break through the present existing simplification sports market structure so as to ensure the clear structure of China's sports industry capital market structure.

2. The Creation of Diversified Financing Strategy Pattern in Sports Industry Capital Market

For the shares of the listed enterprises, China still hasn't fully resolved the legal person shares and state-owned shares of sports industry in our country and other problems, and the full circulation of domestic shares hasn't been fully implemented. Based on this situation, China should actively build the legalized growth enterprise market, because the market is very forward-looking. Although the historical achievement is an essential condition of main board listing, basing the comments on the achievement isn't the style of the growth enterprise market. The key is to analyze the sports listed enterprises' development potentials which are owned by themselves. What's more, we also should conduct the constant specifications of the property right exchange market which China's listed sports enterprises are located in. We should actively create good environment and condition in order to transfer the listed sports enterprises' property rights, especially in order to help China's private sports enterprises gradually march towards the state-owned sports enterprises. We should develop China's sports bond markets stably and healthily and actively promote the rapid development of the sports industry investment market, and at the same time we can't ignore the development of medium and long-term credit market either.

3. The Building of Institutionalized Regulation Mode of Sports Industry Capital Multi-level

Innovative Development Strategy

The institutionalized regulation mode of sports industry capital multi-level innovative development strategy refers to the sports industry capital market innovative development strategy according to relevant rules management. What's more, the rule must be the one recognized by the society with contractual nature, and ensure that we match the rights with the responsibilities in the rule. Therefore, the foundation of realizing China's sports industry capital market innovative development strategy in the future is the institutionalized management mode of sports industry. It can reasonably absorb and effectively use the important factor in other management mode. At present the systematical defects in China's sports industry will certainly cause the situation of unnecessary regulation or irregular management in China's sports industry market in the future. In addition, led by the concept of scientific development and innovative development of China's sports industry, we should comprehensively build the modern sports industry capital market institutionalized innovative development mode based on the sports enterprises' risk development, taking the sports market as the developmental orientation and combined with production, teaching and research.

Conclusion and Suggestion

We should actively create the new-type sports industry capital market innovative development mechanism which take the market as the orientation, and take the sports enterprises as the main body, and effectively combine the production, teaching and research and actively create the modern sports trade regulatory place with the largest scale, the best mobility, and the biggest influence force in the sports industry capital market which takes Shenzhen, Shanghai sports market as the core. At the same time, we also should actively create the extremely internationalized, networked and socialized modern sports industry capital market innovation mechanism, and this measurement has the important practical value and theoretical significance extremely for the action of improving the comprehensive competitiveness of China's sports industry internationally. Therefore, the author advises to build the modern sports industry innovative development mechanism with comprehensive content, reasonable structure and flexible operation from theory, practice and policy and other aspects so as to provide the powerful guarantee for the action of achieving the grand goal of the powerful sports country in our country.

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