

FACTORS INFLUENCING THE SUSTAINABLE MANAGEMENT MODEL OF UNIVERSITY BASKETBALL LEAGUE IN SICHUAN PROVINCE, CHINA

FATORES QUE INFLUENCIAM O MODELO DE GESTÃO SUSTENTÁVEL DA LIGA UNIVERSITÁRIA DE BASQUETE NA PROVÍNCIA DE SICHUAN, CHINA

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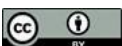
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Abstract

From the situation of university basketball league in Sichuan province, China in recent years, the university basketball league has developed rapidly, but there are also many problems and shortcomings. The same is true for university basketball league in Sichuan province, which is closely related to the sustainable management model of university basketball league in Sichuan province, China. Therefore, in-depth research and exploration of its influencing factors are particularly important and crucial. The purpose of this study is to: (1) To study the current situation of the sustainable management of university basketball league in Sichuan province, China. (2) To analyze the factors influencing the sustainable management model of university basketball league in Sichuan province, China. (3) To examine and confirm the sustainable management model of university basketball league in Sichuan province, China. This study adopted a mixed method research that combines quantitative and qualitative methods. In the qualitative research section, expert was used to investigate the current situation of the sustainable management of university basketball league in Sichuan province, China. total of 15 participants. The tool used in this study is a structured interview. In the quantitative research section, data was collected through distributing questionnaires. and analyzed using structural

Resumo

A partir da situação da liga universitária de basquete na província de Sichuan, na China, nos últimos anos, observa-se que a liga universitária de basquete tem se desenvolvido rapidamente, mas também apresenta muitos problemas e deficiências. O mesmo se aplica à liga universitária de basquete na província de Sichuan, o que está intimamente relacionado ao modelo de gestão sustentável da liga universitária de basquete na província de Sichuan, na China. Portanto, a pesquisa e a exploração aprofundadas de seus fatores de influência são particularmente importantes e cruciais. O objetivo deste estudo é: (1) Estudar a situação atual da gestão sustentável da liga universitária de basquete na província de Sichuan, China. (2) Analisar os fatores que influenciam o modelo de gestão sustentável da liga universitária de basquete na província de Sichuan, China. (3) Examinar e confirmar o modelo de gestão sustentável da liga universitária de basquete na província de Sichuan, China. Este estudo adotou uma pesquisa de método misto que combina métodos quantitativos e qualitativos. Na seção de pesquisa qualitativa, foram consultados especialistas para investigar a situação atual da gestão sustentável da liga universitária de basquete na província de Sichuan, na China. O total de participantes foi de 15. A ferramenta



equation modeling (SEM). The sample consisted of 300 respondents and was obtained through sampling. Use the method used to determine that the sample size is 20 times the inventory variable to calculate the sample size. Through a qualitative research, data collection was conducted through focus group discussions with key informants, including 10 management personnels, obtained through purposeful sampling. The research results indicated that: (1) The sustainable management of the Sichuan Provincial University Basketball League has achieved certain results, with initial results in resource integration, gradually standardized competition organization, relatively stable competition scale, and basic guarantee of competition vitality. Overall, the sustainable development of the league still faces challenges, with insufficient publicity and promotion efforts, and limited social influence of the competition; The imperfect talent cultivation system and the scarcity of professional referees and high-level coaches constrain the improvement and long-term development of the league's competitive level.(2)The research results show that Collaborative innovation has a significant positive impact on the sustainable management model of university basketball league in Sichuan province, China($P=0.000<0.05$). Resources have a significant positive impact the sustainable management model of university basketball league in Sichuan province, China ($P=0.000<0.05$).Organizational structure have a significant positive impact on the sustainable management model of university basketball league in Sichuan province, China($P=0.000<0.05$).Sports event management has a significant positive impact on the sustainable management model of university basketball league in Sichuan province, China($P=0.000<0.05$).(3) Experts unanimously agreed that by conducting a questionnaire survey and using quantitative research methods, data was used to demonstrate the positive effects of four variables: Collaborative innovation, Resources, Organizational structure, and Sports event management. The results indicated that there is consistency between the results of quantitative research and qualitative research. This study analyzes the sustainable management model of university basketball league in Sichuan province, China from multiple perspectives, delves into key internal factors, accurately grasps external forces, and lays a theoretical foundation for optimizing league management. Due to geographical and sample limitations, the situation of remote universities is not fully

utilizada neste estudo foi a entrevista estruturada. Na seção de pesquisa quantitativa, os dados foram coletados por meio da distribuição de questionários e analisados utilizando modelagem de equações estruturais (SEM). A amostra consistiu em 300 respondentes e foi obtida por meio de amostragem. Utilizou-se o método de determinar que o tamanho da amostra fosse 20 vezes a variável de inventário para calcular o tamanho da amostra. Por meio de uma pesquisa qualitativa, a coleta de dados foi realizada por meio de discussões em grupos focais com informantes-chave, incluindo 10 membros da equipe de gestão, obtidos por meio de amostragem intencional. Os resultados da pesquisa indicaram que: (1) A gestão sustentável da Liga Universitária de Basquete da Província de Sichuan alcançou certos resultados, com resultados iniciais na integração de recursos, organização gradualmente padronizada das competições, escala de competição relativamente estável e garantia básica da vitalidade da competição. De modo geral, o desenvolvimento sustentável da liga ainda enfrenta desafios, com esforços insuficientes de divulgação e promoção e influência social limitada da competição; O sistema imperfeito de formação de talentos e a escassez de árbitros profissionais e treinadores de alto nível limitam a melhoria e o desenvolvimento a longo prazo do nível competitivo da liga. (2) Os resultados da pesquisa mostram que a inovação colaborativa tem um impacto positivo significativo no modelo de gestão sustentável da liga universitária de basquete na província de Sichuan, China ($P=0,000<0,05$). Os recursos têm um impacto positivo significativo no modelo de gestão sustentável da liga universitária de basquete na província de Sichuan, China ($P=0,000<0,05$). A estrutura organizacional tem um impacto positivo significativo no modelo de gestão sustentável da liga universitária de basquete na província de Sichuan, China ($P=0,000<0,05$). A gestão de eventos esportivos tem um impacto positivo significativo no modelo de gestão sustentável da liga universitária de basquete na província de Sichuan, China ($P=0,000<0,05$). (3) Os especialistas concordaram unanimemente que, por meio da realização de uma pesquisa por questionário e do uso de métodos de pesquisa quantitativa, os dados foram utilizados para demonstrar os efeitos positivos de quatro variáveis: inovação colaborativa, recursos, estrutura organizacional e gestão de eventos esportivos.

reflected, and the tracking of dynamic factors lags behind. Future research needs to break through bottlenecks and help the league move towards a higher level of sustainable development.

Keywords: University Basketball League. Sustainable Management Model. Collaborative Innovation. Resources. Organizational Structure. Sports Event Management.

Os resultados indicaram que há consistência entre os resultados da pesquisa quantitativa e da pesquisa qualitativa. Este estudo analisa o modelo de gestão sustentável da liga universitária de basquete na província de Sichuan, China, a partir de múltiplas perspectivas, aprofunda-se nos principais fatores internos, compreende com precisão as forças externas e estabelece uma base teórica para otimizar a gestão da liga. Devido a limitações geográficas e de amostragem, a situação das universidades remotas não é totalmente refletida, e o acompanhamento de fatores dinâmicos fica aquém. Pesquisas futuras precisam superar esses gargalos e ajudar a liga a avançar para um nível mais elevado de desenvolvimento sustentável.

Palavras-chave: Liga Universitária de Basquete. Modelo de Gestão Sustentável. Inovação Colaborativa. Recursos. Estrutura Organizacional. Gestão de Eventos Esportivos.

1 INTRODUCTION

In China, the sports industry is flourishing, and campus sports, as a key foundation for cultivating sports talents and promoting sports for all, are receiving increasing attention. The college basketball league is not only the core manifestation of college sports culture, but also an important platform for promoting students' comprehensive development and enhancing inter school exchanges. As a major province in education, Sichuan Province is home to numerous universities. Its university basketball league gathers many young students who love basketball, carrying a strong passion for sports and youthful vitality. However, as the scale of the league expands year by year and the number of participants continues to increase, a series of problems gradually emerge. The lack of standardization in event organization, from the rationality of schedule arrangement to the accuracy of referee enforcement, has been controversial; The funding source is single and mainly relies on limited funding from schools, which limits the promotion of sports events and facility upgrades; The talent cultivation system is not perfect, and it is difficult for athletes to balance their studies and training. The professional level of the coaching team varies greatly. At the same time, society's

attention to college sports events is increasing, and higher expectations are being placed on the viewing, competitive, and sustainable aspects of the events. In this context, in-depth exploration of the factors influencing the sustainable management model of university basketball league in Sichuan province, China is of great practical significance for optimizing event operation, stimulating campus sports vitality, and cultivating sports reserve talents. This will provide strong support for the long-term development of the league and the prosperity of university sports culture.

2 LITERATURE REVIEW

2.1 Policies

In 2020, the General Office of the Central Committee of the CPC and the General Office of the State Council issued the Opinions on Strengthening and Improving School Sports in the New Era, requiring schools to actively carry out sports training and competitions, cultivate sports reserve talents, reform and develop collective sports such as basketball and football, do a good job in college basketball games, and promote the construction of school sports culture (State Council, 2020, page 3).

In 2021, the General Administration of Sport of China released the "14th Five Year Plan for Sports Development", proposing to promote the comprehensive development of small leagues and fourth level campus competitions in terms of scale and quality, optimize the layout of basketball projects, increase special support, activate basketball activities, and strive to increase the number of provincial-level basketball leagues. (General Administration of Sport of China, 2021.) p.4).

2.2 Concept

Tang (2022) proposed in the article "Research on the Influence of College Basketball League on Campus Sports Culture - Taking the First College Basketball League in Guizhou Province as an Example" that the university basketball league is a basketball competition organized by schools among various universities, aiming to

improve students' basketball skills, enhance their physical fitness, enrich campus cultural life, and promote inter school exchanges and cooperation.

Zheng (2022) proposed in the article "Thoughts on the Development of the Chinese University Basketball League System under the Reform of Competition System: Taking CUBA's Implementation of Home and Away System as an Example" that sustainable management mode of university basketball league is a management approach that enables the league to achieve long-term stable development in various aspects such as economy, society, and culture through reasonable resource planning, optimization of event organization, establishment of a scientific talent training system, and strengthening cooperation with social forces in the operation of college basketball league. It can continuously adapt to internal and external environmental changes, meet the sports needs of college students, and promote the development of campus basketball culture.

Liu (2023) proposed in the article "The Multidimensional Significance, Existing Problems, and Optimization Path of Coach Management in the Chinese University Basketball League" that the university basketball league is a competitive, entertaining, and participatory form of basketball competition in college sports activities. It is participated by student basketball teams from different universities, and through a series of competitions, it showcases the basketball sports level and student spirit of each university.

Deng (2023) proposed in the article "Research on the Development Status and Optimization Path of Basketball Events in Higher Vocational Colleges in China" that sustainable management of university basketball league is a management model that aims to promote the healthy and sustainable development of college basketball leagues, coordinate the interests and needs of multiple stakeholders such as schools, students, coaches, referees, sponsors, and fans, make rational use of resources, optimize management processes, and improve the quality and influence of events.

Chen (2024) proposed in the article "Development and System Analysis of Chinese University Basketball League" that the university basketball league is a sports event between universities with basketball competition as its core, based on specific competition rules and organizational forms. It is an important carrier for the construction of college sports culture and the cultivation of students' comprehensive quality.

Piotr (2020) summarized that the concept of sustainable development was first publicly applied at the first United Nations Conference on Environment and Development held in Stockholm in 1972. The first definition appeared at the 1975 United Nations Environment Programme Management Body Meeting, describing sustainable development as an inevitable and desirable process of economic development that does not cause significant or irreversible disturbance to the human environment, does not lead to biosphere degradation, and harmonizes natural, economic, and cultural laws. According to Piontek (2001), there are over 40 definitions of sustainable development mentioned in the literature. They have all drawn people's attention to the different forms of expression in the use, application, and understanding of these words. Toruński (2010) adopted the definition of sustainable development as the right to meet the development aspirations of contemporary people without restricting the right of future generations to meet their own development needs. This definition indicates that sustainable development does not constitute environmental protection in the traditional sense. Based on the purpose of this study, sustainable management of college basketball leagues aims to achieve harmony in terms of economy, competition ecology, and campus culture. By implementing reasonable operations to achieve economic benefits, optimizing the talent cultivation ecosystem, integrating into campus cultural construction, safeguarding the long-term development of the competition, and enabling future students to also participate in high-quality competitions.

2.3. Theory

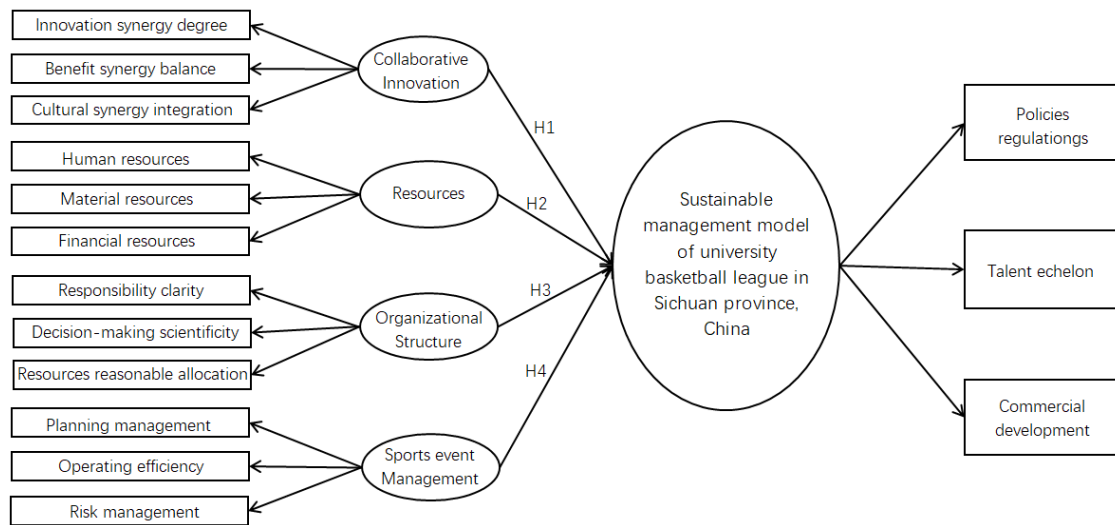
Sustainable management theory refer to achieve coordinated development of the economy, society, and environment to ensure the well-being of current and future generations, and to achieve long-term prosperity and stability. Applying sustainable management theory to the management research of Sichuan Provincial University Basketball League can ensure the long-term stable development of the league, achieve multiple benefits in terms of economy, society, and environment, and make positive contributions to the comprehensive development of university sports and students.

2.4 Factors

In order to further clarify the factors that affect the university basketball league in Sichuan province, China, and to further clarify the relevant factors that affect the sustainable management model of university basketball league in Sichuan province, China. Based on relevant literature research, 4 main factors affecting university basketball league in Sichuan province have been identified: collaborative innovation, resources, organizational structure, and sports event management.

2.5 Conceptual framework

This study takes collaborative innovation, resources, organizational structure, and sports event management as independent variables, and the dependent variable the sustainable management model of university basketball league in Sichuan province, China. Based on literature review and research objectives, a model of university basketball league in Sichuan province, China was constructed. The figure shows a schematic diagram of this model.

Figure 1*Conceptual model*

This conceptual model provides the basic hypothetical relationship between the four factors of collaborative innovation, resources, organizational structure, and sports event management and the sustainable management model of university basketball league in Sichuan province, China. Assuming the following:

H1: Collaborative Innovation factors influencing the sustainable management model of university basketball league in Sichuan province, China.

H2: Resource factors influencing the sustainable management model of university basketball league in Sichuan province, China.

H3: Organizational structure factors influencing the sustainable management model of university basketball league in Sichuan province, China.

H4: Sports event management factors influencing the sustainable management model of university basketball league in Sichuan province, China.

3 RESEARCH METHODOLOGY

First, using qualitative methods research, structured interviews were conducted on the current situation of the sustainable management model of university basketball league in Sichuan province, China. Through literature review and current situation investigation,

combined with interview content, to understand the current situation of the sustainable management model of university basketball league in Sichuan province, China.

Second, using quantitative methods research, a questionnaire survey was conducted on the influencing factors of the sustainable management model of university basketball league in Sichuan province, China. SMART PLS4.0 was used to analyze the collected questionnaire data, establish a structural equation model, and verify 4 hypotheses.

Third, using qualitative methods research, discuss opinions and information with experts through group discussions, examine and confirm the factors affecting the sustainable management mode of university basketball league in Sichuan Province.

4 RESEARCH RESULTS

The research on factors affecting the sustainable management mode of university basketball league in Sichuan Province, China. This paper adopts a mixed method research of qualitative and quantitative research.

4.1 The current situation of the sustainable management mode of university basketball league in Sichuan Province, China

This section studies the current situation of the sustainable management of university basketball league in Sichuan province, China. It is a qualitative study conducted by the researcher setting an interview outline based on the content of textbooks, literature, concepts, theories, and related domestic and foreign research. where researchers searched for literature, books, theories, and related research on relevant professional disciplines both domestically and internationally using keywords such as "basketball league", "college basketball league", and "sustainable management model". Check the quality and validity of the content with experts, such as correct use of language, matching content, appropriateness and consistency, etc. Meanwhile, through on-site investigation of the incident and combining it with internal information, we filtered out the concepts and dimensions that were mentioned more frequently. A structured interview was conducted with Interviewee.

This study selected 15 interviewees for interviews. Analyzed the current situation of the sustainable management of university basketball league in Sichuan province, China. Explored the implementation methods of the sustainable management of university basketball league in Sichuan province, China. An analysis was conducted on the influencing factors of the sustainable management of university basketball league in Sichuan province, China. Studied the management standards and indicators for the sustainable management of university basketball league in Sichuan province, China. Suggestions were given to improve the sustainable management of university basketball league in Sichuan province, China. Clarified the budget and utilization of the sustainable management of university basketball league in Sichuan province, China. Emphasis was placed on the safety guarantee of the sustainable management of university basketball league in Sichuan province, China. Provide ideas and references for the sustainable management of university basketball league in Sichuan province, China from multiple perspectives and angles.

4.2 Analyze factors influencing the sustainable management mode of university basketball league in Sichuan Province, China

4.2.1 Descriptive statistical analysis

This study organized and analyzed the basic information of the respondents, and described the overall distribution of the sample from seven aspects: gender, age, educational background, nature of work, working hours, working years and Why they come into contact with the university basketball league.

4.2.2 Reliability analysis

Table 1

Reliability testing

Variable	Dimension	Dimensional reliability	Variable reliability
Collaborative innovation	Innovation synergy degree	0.919	0.888

Variable	Dimension	Dimensional reliability	Variable reliability
Resources	Benefit synergy balance	0.895	0.897
	Cultural synergy integration	0.873	
	Human resources	0.915	
	Material resources	0.897	
	Financial resources	0.902	
Organizational structure	Responsibility clarity	0.933	0.893
	Decision-making scientificity	0.885	
	Resources reasonable allocation	0.89	
Sports event management	Panning management	0.82	0.861
	Operating efficiency	0.85	
	Risk management	0.85	
Sustainable management model of university basketball league in Sichuan province, China	Policies regulations	0.822	0.883
	Talent echelon	0.927	
	Commercial development	0.887	

The Cronbach's alpha coefficient was used as the evaluation index for the reliability test of the scale. Among them, the reliability of the five variables Collaborative innovation, Resources, Organizational structure, Sports event management, Sustainable management model of university basketball league in Sichuan province, China, and their 15 dimensions reached 0.8 or above, and the reliability of each variable's dimension was also above 0.8. Therefore, the overall data results are relatively stable and reliable.

4.2.3 Validity analysis

Table 2

Validation Factor AVE and CR Index Values

Validity	CR	AVE
Sports event management	0.805	0.582
Collaborative innovation	0.811	0.588
Organizational structure	0.811	0.589
Resources	0.821	0.604
SMSUBL	0.824	0.611
Panning management	0.880	0.649
Policies regulations	0.882	0.652

Validity	CR	AVE
Operating efficiency	0.899	0.69
Risk management	0.899	0.69
Cultural synergy integration	0.913	0.724
Decision-making scientificity	0.921	0.744
Commercial development	0.922	0.748
Resources reasonable allocation	0.924	0.752
Benefit synergy balance	0.927	0.761
Material resources	0.928	0.764
Financial resources	0.931	0.772
Human resources	0.940	0.798
Innovation synergy degree	0.943	0.807
Talent echelon	0.949	0.822
Responsibility clarity	0.952	0.832

The results of the aggregate validity test showed that the combined reliability CR of the five variables and their dimensions in this survey were all above 0.7, and the average variance extraction (AVE) was higher than 0.5, indicating strong aggregation of variables and dimensions.

Table 3

Heterotrait-Monotrait Ratio (HTMT)

	Collaborative innovation	Organizational structure	Resources	SMSUBL	Sports event management
Collaborative innovation					
Organizational structure	0.443				
Resources	0.540	0.799			
SMSUBL	0.757	0.833	0.809		
Sports event management	0.589	0.606	0.64	0.853	

In this measurement model analysis, the HTMT parameters between each variable are all below 0.85, which is lower than the standard requirement of 0.85. Therefore, it further verifies the good discriminant validity between variables.

4.2.4 Structural Equation Model

This study used SmartPLS4.0 to establish a path model and imported the collected 311 sample data into it. The path model estimation diagram is shown in Figure.

Figure 2

Schematic diagram of the structural model

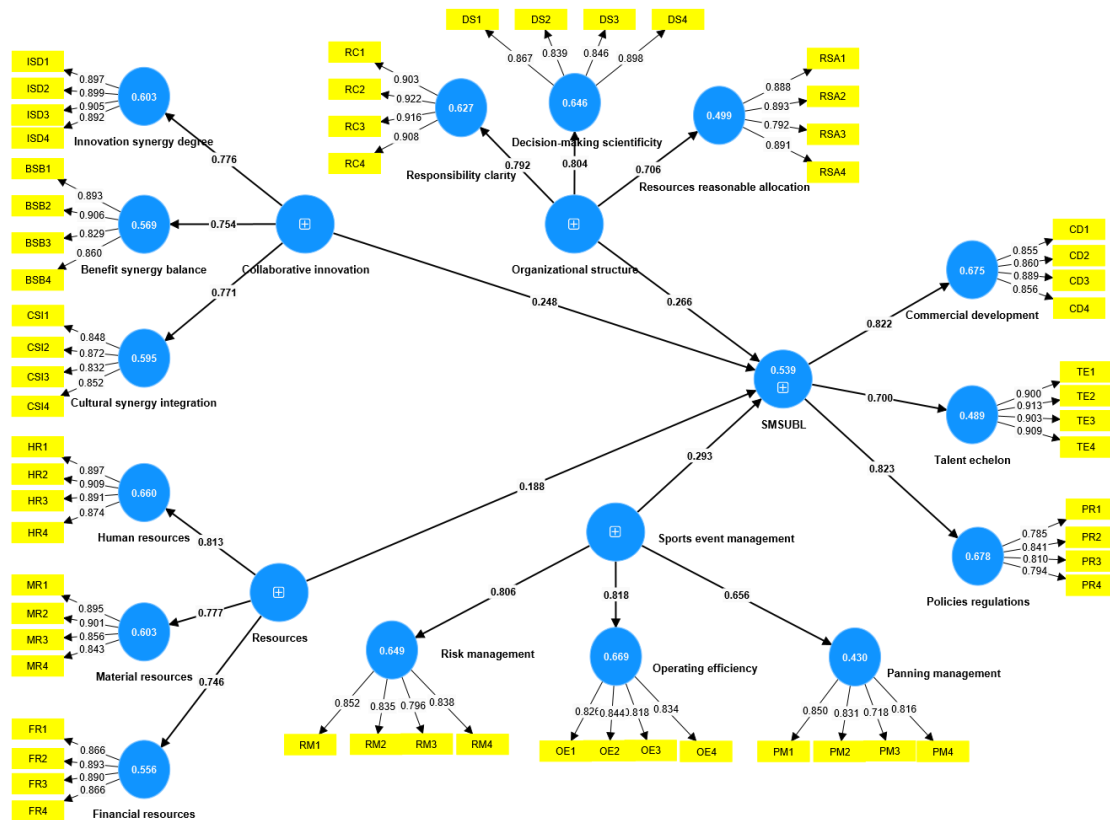


Table 4

Variable Interpretation Rate

	R-square	R-square adjusted	Result
Benefit synergy balance	0.569	0.568	medium
Commercial development	0.675	0.674	High

	R-square	R-square adjusted	Result
Cultural synergy integration	0.595	0.594	medium
Decision-making scientificity	0.646	0.645	medium
Financial resources	0.556	0.554	medium
Human resources	0.660	0.659	medium
Innovation synergy degree	0.603	0.601	medium
Material resources	0.603	0.602	medium
Operating efficiency	0.669	0.668	medium
Panning management	0.430	0.428	medium
Policies regulations	0.678	0.677	High
Resources reasonable allocation	0.499	0.497	medium
Responsibility clarity	0.627	0.626	High
Risk management	0.649	0.648	High
SMSUBL	0.539	0.533	High
Talent echelon	0.489	0.488	medium

The calculation results show that the five independent variables Collaborative innovation, Resources, Organizational structure, and Sports event management in the model have an impact on the dependent variable Sustainable management model of university basketball league in Sichuan province, China. The explanatory power forecast is 0.539, which is higher than 0.33 and belongs to a moderate or above level of explanatory power.

Table 5

Variable prediction determination coefficient

Regression path	f-square	Result
Collaborative innovation -> Benefit synergy balance	1.321	High
Collaborative innovation -> Cultural synergy integration	1.469	High
Collaborative innovation -> Innovation synergy degree	1.517	High
Collaborative innovation -> SMSUBL	0.106	medium
Organizational structure -> Decision-making scientificity	1.823	High
Organizational structure -> Resources reasonable allocation	0.995	High
Organizational structure -> Responsibility clarity	1.680	High
Organizational structure -> SMSUBL	0.104	medium
Resources -> Financial resources	1.252	High

Resources -> Human resources	1.945	High
Resources -> Material resources	1.521	High
Resources -> SMSUBL	0.049	medium
SMSUBL -> Commercial development	2.079	High
SMSUBL -> Policies regulations	2.102	High
SMSUBL -> Talent echelon	0.959	High
Sports event management -> Operating efficiency	2.021	High
Sports event management -> Panning management	0.755	High
Sports event management -> Risk management	1.852	High
Sports event management -> SMSUBL	0.138	medium

The calculation results show that the five independent variables Collaborative innovation, Resources, Organizational structure, and Sports event management in the model have an impact on the dependent variable Sustainable management model of university basketball league in Sichuan province, The determination coefficients of China are not less than 0.02, indicating relatively good predictive performance of the model.

Table 6

Correlation value analysis of predictive ability

	SO	Residual Sum of Squares (SSE)	Q ² (=1-SSE/SSO)	Result
Collaborative innovation	33	753.767	0.192	medium
Organizational structure	33	749.979	0.196	medium
Resources	33	725.319	0.223	medium
Sports event management	33	753.87	0.192	medium

The calculation results show that Collaborative innovation affects the dependent variable Sustainable management model of university basketball league in Sichuan province, The Q² statistical correlation of China's prediction is 0.192. Organizational structure has an effect on the dependent variable Sustainable management model of university basketball league in Sichuan province, The Q² statistical correlation of China's prediction is 0.196. Resources has a correlation with the dependent variable Sustainable

management model of university basketball league in Sichuan province, The Q2 statistical correlation of China's prediction is 0.223. Sports event management has an effect on the dependent variable Sustainable management model of university basketball league in Sichuan province, The Q2 statistical correlation of China's forecast is 0.192.

4.2.5 Structural model path coefficients/relationships

Table 7

Hypothesis Testing

Regression path	β	SE	T	P	95% Lower	95% Upper	Result
Collaborative innovation -> SMSUBL	0.248	0.048	5.111	0.000	0.151	0.344	supported
Organizational structure -> SMSUBL	0.266	0.058	4.570	0.000	0.155	0.384	supported
Resources -> SMSUBL	0.188	0.052	3.623	0.000	0.084	0.285	supported
Sports event management-> SMSUBL	0.293	0.054	5.453	0.000	0.182	0.391	supported

The path coefficient test for this structural model analysis has ended with the following display; In the path coefficient test of this structural model analysis, Collaborative innovation has a significant impact on the dependent variable Sustainable management model of university basketball league in Sichuan province in China, There is a significant positive regression effect, with a standardized regression coefficient of $\beta=0.248$, $p<0.001$, The null hypothesis H1 holds true. Organizational structure for the dependent variable Sustainable management model of university basketball league in Sichuan province in China, There is a significant positive regression effect, with a standardized regression coefficient of $\beta=0.266$, $p<0.001$, The null hypothesis H2 holds true. Resources on the dependent variable Sustainable management model of university basketball league in Sichuan province in China, There is a significant positive regression effect, with a standardized regression coefficient of $\beta=0.188$, $p<0.001$, The null hypothesis H3 holds true. Sports event management considers the dependent variable Sustainable management model of university basketball league in Sichuan province in

China, There is a significant positive regression effect, with a standardized regression coefficient of $\beta=0.93$, $p<0.001$, The null hypothesis H_4 holds true.

4.3 Examine and confirm the sustainable management model of university basketball league in Sichuan province, China

Qualitative research is mainly used for analyzing the conclusions of focus interviews. There were 10 interviewees in the form of group discussions, including (1) 3 relevant leaders from the Sichuan Provincial Department of Education; (2) 2 leaders from the Sichuan Provincial Sports Bureau; (3) 5 department heads of Sichuan University Sports Association; A total of 10 people. Firstly, the researchers report the preliminary research results and consult with the group members separately; Secondly, group members confirm the survey results and provide comments through focus group discussions; Finally, the researchers collected the opinions of group members on the results of the meeting discussion.

The focus group results obtained through interviews were highly consistent with reality. This study further clarifies the factors influencing the sustainable management model of university basketball league in Sichuan province, China, mainly including 4 aspects: Collaborative innovative, resources, organizational structure, and sports event management.

5 DISCUSSION AND SUGGESTION

5.1 Discussion

(1) Collaborative innovation has a significant positive impact on the sustainable management model of university basketball league in Sichuan province, China. Corresponds to Li (2023), university physical education teaching should integrate the concept of collaborative education development, in order to create a comprehensive and all staff physical education pattern. Wegrich (2019) argues that Collaborative innovation is increasingly put forward as a solution for the many wicked problems our society faces today. Liu (2016) believes that innovation is a unique and necessary

cognitive and practical ability for humans to adapt to the social environment. With the progress of the times and the need for innovation in education, collaborative innovation and the development of basketball talent training in universities have practical and feasible significance in the current context of physical education reform in universities.

(2) Resources has a significant positive impact on the sustainable management model of university basketball league in Sichuan province, China. Corresponds to Zhang (2024), under the continuous injection of capital from all sectors of society, the college basketball league is gradually developing towards standardization and professionalization, optimizing the rational allocation of resources, and proposing some reasonable opinions and feasible paths, aiming to further improve the development level of China's college basketball league. Gao (2018) believes that analyzing the main problems in resource allocation of competitive sports events in universities and proposing constructive suggestions can help promote the development of China's sports industry. Yang (2018), It is believed that resource optimization and in-depth research can actively promote and implement the Lanzhou University Basketball League, and promote the development of basketball sports in Lanzhou universities.

(3) Organizational structure has a significant positive impact on the sustainable management model of university basketball league in Sichuan province, China. Corresponds According to Sarath Balachandran (2024) Organizational structure can stimulate innovation, facilitate more timely decision-making, and unify control, thereby promoting integration. Liu&Nik Hasnaa (2024) Analyzing organizational structure, proposing feasible strategies, and providing practical guidance can play a positive role in promoting continuous improvement and innovation for development. Cui (2023) only by clarifying the logical relationship between organizational structure and event development can we create academic and practical value for optimizing the organizational structure of the Chinese Men's Basketball Professional League. Huang (2018) believes that based on the theory of systems science and combined with the current situation of basketball organization and management, the basketball training and competition organization system should be studied as a system, and effective organizational forms should be used to optimize the configuration of China's basketball training and competition organization system.

(4) Sports event management has a significant positive impact on the sustainable management model of university basketball league in Sichuan province, China. Corresponds to He (2024), sports events are one of the effective ways to improve the image of a city, and sports event management plays a crucial role in the preparation and progress of events. Wang (2024) believes that jointly establishing a specialized event management system can effectively improve the governance level and efficiency of basketball events, and provide strong support for the development of the basketball industry. Zheng (2023) believes that analyzing the participants in the operation of college basketball events, elaborating on the management philosophy of college basketball events, discussing the process of college basketball event management, and improving the optimization of sports event governance. Huang (2018) believes that event management is a system, and studying basketball training and competition organization as a system can better optimize the configuration of basketball training and competition organization.

5.2 Suggestion

(1) Theoretical suggestions

The construction of theoretical system is the cornerstone guiding the sustainable development of Sichuan University Basketball League. Firstly, mature sports event management theories at home and abroad should be referenced, combined with the characteristics of the local league, to construct an exclusive event organization and management model, covering the entire process from preparation to post match evaluation, so that the league operation can be systematic. Secondly, we encourage sports scholars in universities to conduct in-depth research on the growth patterns of athletes and the theory of event communication, integrate league management concepts, provide theoretical support for balancing players' academic performance and competition, and expanding the influence of events, and promote the steady progress of the league under the protection of scientific theories.

(2) Practical suggestions

At the practical implementation level, multi-party collaboration is crucial. The organizers of the event need to optimize the schedule arrangement, use big data to analyze

team strength, player physical recovery cycles, etc., reasonably arrange the competition density, and avoid excessive fatigue of players and delays in the event. Fundraising should expand multiple channels, collaborate with local enterprises to carry out brand sponsorship activities, exchange event exposure for financial support, and use it for venue renovation, equipment procurement, and improving event hardware conditions. In terms of talent cultivation practice, establish a regular training mechanism for university coaches, invite professional coaches to give lectures, and customize academic counseling and career planning for student athletes to ensure a double harvest of competition and academic performance, and effectively guarantee the high-quality operation of the league.

(3) Future recommendations

Focusing on the future, continuous research is the driving force behind the vitality of the league. On the one hand, keeping up with the trend of sports technology, exploring the application research of artificial intelligence in referee assistance and player injury warning, laying out the integration of new technologies in advance, and enhancing the professionalism of the league. On the other hand, we should pay attention to the impact of social and cultural changes on campus sports events, such as the new demand of fans for interactive experience in sports events under the emerging sports culture consumption concept. Based on this, we can innovate the league operation mode, open up directions for future research, and help the Sichuan University Basketball Federation continue to lead the field of university sports events.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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