National Reform of Chinese Football - A Case Study of Policy Implementation

Ye Wang, Coventry University

Governance/Policy - Governance (Professional Sport) virtual asynchronous
Poster Abstract 2020-064 Session: Poster Session II

In October 2014, the State Council of China issued The Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption. Known as “Document 46” in China, it has been seen as a milestone strategic policy of the sport industry. As the most popular sport in the country, this strategic policy has led to a series of fundamental reforms of the national football.

This research studies about the reform of national football in China. In particular, how the Chinese Football Association (the CFA) implement the national policies as the national governing body of Chinese football. The aim of this research is to identify the key influential factors of the policy implementation process, hence to understand how strategic policies from the state level were perceived by the CFA, and how the policies were implemented to the club level by the CFA’s governance practice.

As the literature review suggests, this research will exam the policy implementation process through the lens of the Multiple Streams Framework introduced by Kingdon in 1984. Based on this theoretical framework, sport-related national policies issued since the release of “Document 46” will be critically reviewed to identify the problem stream, policy stream and political stream. Kingdon argues that when the three streams crossing at a certain point of time, a “policy window” opens for a policy change to occur. However, many literatures have proposed that the political stream could be a greater influential component when apply the MSF on Chinese content, which will be testified in this study.

Although the framework has been proved applicable on different policy stages in different political systems across the globe. Yet the application on policy implementation stage is rare. To my knowledge, this is the first research project to apply Kingdon’s MSF on analyzing the policy implementation in the Chinese context. Therefore, the theoretical contribution of this research is to find out the feasibility of applying the MSF on policy implementation stage to a non-western social political system like China. The expected outcome of this research is to identify and summarizing new influential components of the three streams argued by Kingdon, which is expected to explain the policy implementation process in China with a scientific perception. As the key factors will be theoretically expanding the current framework, the result of this research will fulfil the research gap and broaden the understanding of the research topic. Hence to provide a guidance and theoretical foundation for both professionals and academics to study about China-related policy issues from a more scientific perspective, as well as to advance the policy efficiency.