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我国排球俱乐部现状调查与市场培育

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(上海体育学院, 上海200438)

摘 要: 笔者对我国24支甲A排球俱乐部进行调查,发现排球俱乐部经营渠道少,除上级拨款外,主要从广告赞助中获得资金来源;俱乐部资金的主要支出项目是运动员、教练员的工资、奖金,基础建设的投入较少;俱乐部主场经营形式主要是俱乐部独立经营;人才的流动不畅。笔者提出俱乐部应着手进行股份制方面的产权改造;当前应通过合理的主场经营形式与合理的收支运作,提高俱乐部的经营能力;以人才流动为激发点,培育市场机制;政府对俱乐部的培育是把握市场化推进的度,并尽快完成职能的转变。

关键词: 排球;俱乐部;市场;培育

China's Current Volleyball Club and Its Development Market

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(Shanghai Institute Of P. E. , Shanghai , 200438 China)

Abstract: Through A Comparatively Thorough Investigation This Thesis Found That The Clubs Lack Channels To Raise Money , The Main Income Coming From The Commercial , And This Income Has Been Generally Spend On The Players And Coaches , Little Has Been Invented In The Infrastructure Construction ; Most Clubs Are Independent Run ; It Is Difficult For The Talented To Move. After Thorough Analysis And Discussion , The Authors Have Presented Some Proposals For The Market Development. They Include That The Clubs Should Develop Towards Stock System; Currently The Managers Should Progress Its Managerment Ability Through Suitable Host Managerment Style And Suitable Managerment Of Income And Expenses ; Take Movement Of The Talented As Tigger , Cultivate The Mechanismof Market ; The Government Should Hold The Clubs And Advance Degree Towards Maketization And Finish Its Conversion Of Function As Soon As Possible.

Key Words: Vollyball ; Club ; Market ; Cultivate

[\(文章全文 PDF\)](#)

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