

Analysis of the Income Rationality Chinese Football Association Super League Players' Income

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Abstract

Some players in the Super League of the Chinese Football Association play very poorly but earn a lot of money. Is their income reasonable? In the following, the author below looks at the salary status of the Chinese Football Association Super League athletes, and compares the income of the Chinese Football Association Super League athletes with the per capita income of residents and other professional clubs. Finally, I conclude that the income of the Chinese Football Association Super League athletes is reasonable, but this income distribution model is not necessarily healthy. In order to better carry out the Chinese Football Association Super League, several suggestions are put forward: 1. Establish and improve the market formation mechanism of professional football players' wages 2. Reform the club's income distribution system and promote innovation in incentive mechanisms 3. Establish a dynamic salary management mechanism.

Keywords

Chinese Football Association Super League; Income of Athletes; Rationality Analysis.

1. Introduction

The sports data website "sporting intelligence" released the 2019 salary rankings of the world's major sports leagues. Among them, the Chinese Football Association Super League ranked 11th in the world with a total salary of 503.2 million US dollars. The crazy investment of the Chinese Football Association Super League in recent years can be seen from the payrolls of major clubs. 503.2 million US dollars, equivalent to about 3.3 billion yuan in RMB. To put it another way, the 16 teams in the Chinese Super League, with a total of 495 athletes, each earn an average of US\$1.016 million per year, equivalent to about 6.9 million yuan; even if the basic value of the median salary is taken, it can reach US\$199,300. This means that as long as you can get a contract with the Chinese Football Association Super League club, you will be guaranteed to be among the millionaires in the future.

The above statistics are only the average annual income of the players, and local Chinese players may be wronged. Indeed, compared to the annual income of big-name foreign players, the annual salary of Chinese domestic players is only a small percentage. "Sporting intelligence" conducted a survey and found that foreign aid, who accounted for 10% of the Chinese Football Association Super League players, shared 75% of the 3.3 billion yuan salary.

2. Income comparison of Chinese Football Association Super League players

2.1. Comparison of the per capita income of Chinese Football Association Super League players and the per capita income of domestic residents

According to the "2019 Global Sports Salary Report", the gap between the income of football players and the national income is ranked first in the world in the Super League of the Chinese

Football Association. The annual income of Chinese Football Association Super League players is about 1.02 million US dollars, while the average annual income of ordinary workers nationwide is 6500 US dollars. The income of the Chinese Football Association Super League players is 160 times the national average salary. In other words, the two-day salary of the Chinese Football Association Super League players is equivalent to the salary of an ordinary worker in one year. The "Global Sports Salary" report also pointed out that the "opaque" nature of the Chinese Football Association Super League football club's finances means that "the salaries of Chinese players may be higher than we thought."

2.2. Comparison of the per capita income of Chinese Football Association Super League players and the income of foreign professional football players

According to the "2019 Global Sports Salary Report", the annual income of the Chinese Football Association Super League athletes is about 1.02 million US dollars, second only to the five major leagues of the English Premier League, La Liga, Serie A, Bundesliga and French Ligue 1 in the world football league. In Asia, the average annual salary of Japanese J-League players is only \$315,000, and the Korean K-League is only \$133,000. The annual salary of Australian Super League players is slightly lower than that of the Korean K-League, about 132,000 US dollars.

3. Conclusion

I think the income of the Chinese Football Association Super League athletes is reasonable. First of all, the income of playing football and endorsement advertising is legal income, It is just that the high wages and low levels have hurt the hearts of many Chinese fans. Athletes are also a profession and a special profession. As a high-level talent in the Chinese football industry, it is reasonable to receive income that conforms to the laws of the market economy. And the Chinese Football Association Super League athletes are basically not funded by the State Sports General Administration, and the majority is still funded by enterprises. There are many football fans in China, the market is vast, companies are willing to invest money, and the imbalance between supply and demand has led to high incomes for Chinese Super League players. Below, I will analyze why the income of Chinese Football Association Super League players is reasonable from three aspects.

3.1. The imbalance between supply and demand between football players and the football market

Labor economics believes that professional players, as a scarce resource, are difficult to replenish and determine their monopoly wages, which can also be called rental wages. Similar to land rent, because the supply of professional football players is almost inelastic, the price paid for professional football players does not depend on their own prices, but on the demand for them from society. The serious imbalance between the supply and demand of Chinese professional players has further strengthened its monopoly position. The football power of Germany has more than 6 million registered football players; Italy and the United Kingdom have more than 4 million registered football players; even Japan has more than 600,000 registered football players under the age of 18; China is currently registered There are about 50,000 football players, but this number is far from the actual number of people participating in football activities. According to FIFA (International Football Federation), China's football population is 26 million, ranking first in the world. The football consumer market is vast, but the player market is sluggish. The imbalance of supply and demand, especially the serious imbalance of supply and demand of star players, directly led to the false high salaries of some players.

3.2. The Chinese Football Association Super League currently implements a performance reward plan

This kind of salary method can play a certain effect in mobilizing the enthusiasm of football players, but the competition among individuals or groups caused by it is not conducive to the overall benefits of the organization; under this salary structure, star football players and young players Football players will have a huge pay gap due to unequal opportunities to play. In addition, the meagre welfare measures have also found some explanations for the high salaries of our players: in a limited career, only high salaries can be used to fill the welfare guarantee after retirement.

3.3. Professional football players have to bear higher opportunity costs

In addition to paying higher labor supply costs, professional football players also have to bear higher opportunity costs. The opportunity cost of a professional football player refers to the possibility of obtaining the highest benefits for abandoning other occupations due to professional sports training and competition. Due to the characteristics of competitive sports production and service, professional football players have a higher opportunity cost. The opportunity cost of professional athletes in my country mainly comes from the following aspects: ① In the industry of becoming professional athletes, almost every professional athlete is scarred, and a small number of athletes have lost the ability to work because of their disabilities. There have even been athletes in the international sports world. Sudden death during or after the game. ② Professional football is a profession that eats "youth meal". After retirement, except for a few athletes who can become coaches, most football players will encounter many difficulties in their second employment due to their weak cultural foundation. Therefore, based on the characteristics of the high opportunity cost of professional football players, it is inherently reasonable to obtain high wages.

4. Suggestion

As a sports practitioner, I definitely hope that the future of football development is good, and the income level of professional football players is high. This can inspire more young people to join the football career and contribute to the Chinese football career. At present, the income of the Chinese Football Association Super League athletes is in line with the market rules, but there is still a big bubble in it. For the more scientific development of the Chinese Super League, I have three suggestions for athletes' salaries:

4.1. Establish and improve the market formation mechanism of professional football players' wages

Establish and improve the market formation mechanism of professional athletes' wages. Clubs should determine the level of professional athletes' wages based on their operating benefits, the status of the athlete's labor market supply and demand, athletes' actual work performance and the overall situation of the professional league market, etc., and form the self-distribution of club wages. The restraint mechanism establishes the basic role of the market mechanism in determining the wage level of professional athletes.

4.2. Reform the club's income distribution system and promote innovation of incentive mechanism

The club's income distribution system is a direct factor affecting the wages of professional football players. For this reason, the club needs to further improve the team performance wage system, based on the overall performance of the team, and increase the individual performance indicators of the players, and make the individual performance indicators of the players not affected by the overall performance of the team, that is, regardless of the result of the team

game, The salary is determined entirely based on the player's personal performance. This kind of system design is more conducive to motivating players to play hard, thereby enhancing the intensity and viewing of the game, inspiring the enthusiasm of fans, increasing attendance, and increasing the operating income of the club. Clubs can try a revenue sharing system to link player wages with club operating income, so that players' vital interests are closely linked with club operating performance.

4.3. Establish a dynamic salary management mechanism

Clubs can adjust the corresponding salaries of their players by referring to the existing salaries of other clubs through market salary surveys. To determine a reasonable total salary, the club's own ability to pay should also be considered. Establish a dynamic mechanism for salary management, and adjust the salary system in a timely manner based on the changes in the club's business environment. This is a more scientific salary system. Before implementing salary management, players must fully understand the purpose of the salary reform, let them know that the salary reform is not to reduce their pay, let all the team members understand the necessity of salary management, and let most players feel the fairness of the salary plan.

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