

Research on the Optimization of Governance of Single-Sports Associations from the Perspective of Good Governance and Stakeholders

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Abstract

This paper investigates the governance of single-sports associations in China and suggests optimization strategies. It finds that current structures lack transparency, accountability, and stakeholder participation, affecting governance effectiveness and credibility. The study uses a mixed-methods approach, combining literature review and case analysis. Literature was sourced from databases like Web of Science, Scopus, and CNKI, focusing on articles published in the last 15 years. The Chinese Football Association and the Chinese Basketball Association were chosen as case studies due to their representative governance structures and industry impact. Thematic analysis of literature identified governance gaps, which were illustrated and validated through case studies. The research concludes that enhancing transparency, accountability, and stakeholder participation can improve governance and drive China's sports industry development. The findings offer theoretical and practical insights for governance reform of single-sports associations.

Keywords

Single-Sports Associations, Good Governance, Stakeholders, Governance Optimization, Transparency, Accountability

1. Introduction

In this template, Single-sports associations play a crucial role in promoting the popularization of sports projects, enhancing competitive levels, and fostering the development of the sports industry. Against the backdrop of modernizing the national and sports governance systems and capabilities, the national governance system is undergoing structural changes from traditional to modern. However,

single-sports associations in China currently face numerous challenges in governance, such as imperfect governance structures, incomplete governance mechanisms, and low stakeholder participation. These issues not only restrict the sustainable development of single-sports associations but also affect the overall progress of China's sports industry to a certain extent (Zhang, 2015). Therefore, an in-depth study of the current state and existing problems of governance of single-sports associations in China is of great significance for improving the overall governance effectiveness and sustainable development capabilities of the sports industry.

In recent years, scholars both domestically and internationally have conducted extensive research on the governance of single-sports associations. Burger & Goslin (2005) proposed seven pillars of sports governance from the perspective of corporate governance, including responsibility, accountability, transparency, fairness, independence, discipline, and social responsibility, providing theoretical guidance for the governance of sports organizations. Forster (2006) explored the governance structures of global sports organizations and their governance dilemmas in the context of commercialization from a global governance perspective. Domestically, Zhang (2017) analyzed the governance issues of local single-sports associations based on the theory of modernization of the governance system and proposed specific paths for optimizing governance structures. Gu (2018) explored the realization path of good governance of the Chinese Football Association from a legal perspective and suggested improving internal governance mechanisms. These studies have provided a rich theoretical basis and practical references for understanding the governance of single-sports associations.

Despite the significant progress made in the research on the governance of single-sports associations, there are still some blind spots and shortcomings. First, existing research mostly focuses on a single governance perspective, lacking a comprehensive discussion from both good governance and stakeholder perspectives. Second, existing research is mainly qualitative, lacking systematic empirical studies, making it difficult to reveal the complexity and diversity of governance issues fully. Moreover, discussions on the optimization paths of governance of single-sports associations mostly remain at the theoretical level, lacking specific practical guidance (Guo, 2019; Wang, 2022). Therefore, further research on the optimization paths of governance of single-sports associations, especially the comprehensive optimization strategies from the perspectives of good governance and stakeholders, is of great theoretical and practical significance.

This paper believes that by applying the principles of good governance (such as transparency, accountability, participation, rule of law, etc.) and stakeholder theory (such as the identification, classification, and participation mechanisms of stakeholders), the governance structures and mechanisms of single-sports associations can be effectively optimized, thereby improving the overall governance effectiveness and sustainable development capabilities of China's sports industry (Van Eekeren (2022)). The principles of good governance can enhance the standard-

ization and credibility of governance, while stakeholder theory helps coordinate the interests of all parties to achieve a win-win situation. Combining the two can not only improve the governance effectiveness of single-sports associations but also enhance their social recognition and sustainable development capabilities.

2. Theoretical Foundations

2.1. Good Governance Theory

Good governance is a multidimensional concept involving several core elements such as transparency, accountability, participation, and rule of law. It serves as a link between national policy and sports transformation, meaning that good governance in sports is not only a reflection of national governance in the sports domain but also a goal and requirement for sports transformation. As a widely applied theoretical framework in public management and organizational governance, good governance theory emphasizes improving governance effectiveness and credibility through these key elements. Transparency, as the foundation of good governance, means not only the transparency of government information but also the transparency of information within the entire society (Gu, 2018). Specifically, transparency is reflected in the openness of information and the smoothness of information dissemination channels. Accountability is the safeguard mechanism of good governance, emphasizing that governance entities are responsible for their actions and decisions, and are subject to supervision and accountability. Its specific manifestations include the definition of responsibility, supervision mechanisms, and accountability procedures. Participation, as the democratic aspect of good governance, requires stakeholders to fully participate in the governance process, express their demands and opinions, and is specifically reflected in participation channels, feedback mechanisms, and education and training. The rule of law is the cornerstone of good governance, ensuring that governance activities are conducted within the framework of the law and safeguarding the rights and interests of all parties (Geeraert, 2021). The specific manifestations of the rule of law include comprehensive laws and regulations, strict compliance requirements, and fair dispute resolution mechanisms. These elements together constitute the basic framework of good governance, providing theoretical guidance for governance practice by emphasizing core elements such as transparency, accountability, participation, and rule of law.

2.2. Stakeholder Theory

The pursuit of interests is a fundamental characteristic of human behavior. Interests can meet the needs of organizations or individuals. To understand interests, one must first clarify the needs of organizations or individuals and then recognize that the essence of interests lies in satisfaction. Stakeholders are individuals, groups, or organizations that can influence or be affected by the activities of an organization. In the governance of sports organizations, stakeholders include governments, athletes, coaches, sponsors, members, media, etc. (Lam, 2014; Freeman,

1984). Stakeholder theory, as a widely applied theoretical framework in organizational management and governance, emphasizes that in the governance process of organizations, the needs and expectations of all stakeholders should be fully considered to achieve a win-win situation and promote the sustainable development of the organization. In the governance of sports organizations, stakeholders play an indispensable role. They not only provide necessary resource support for the organization but also have a profound impact on the organization's decision-making and implementation through active participation in the governance process. Freeman broke the traditional view of "shareholder supremacy," arguing that stakeholders should jointly govern (Xie, 2023). They not only provide resource support but also influence the organization's decisions and implementation through participation in the governance process. Therefore, identifying and analyzing the needs and expectations of stakeholders is of great significance for improving governance effectiveness (Guo, 2019).

3. Current State of Governance of Single-Sports Associations in China

3.1. Governance Structure and Mechanisms

1) Current State of Governance Structure

In the development process of China's sports industry, single-sports associations play a key role. The organizational management of associations has a significant impact on improving autonomy and governance capabilities (Peng & Tan, 2020). However, single-sports associations in China still face many challenges and problems in governance practice. The governance structure of single-sports associations usually covers the decision-making level, management level, and execution level. The decision-making level mainly consists of the members' representative assembly and the board of directors, whose responsibilities lie in formulating the overall strategy and major decisions of the association. The management level is composed of the secretary-general and heads of various functional departments, responsible for daily management and operational affairs. The execution level includes various project teams and staff, focusing on the implementation of specific tasks. This clearly stratified governance structure ensures the scientific nature of decision-making and the efficiency of execution to a certain extent, but it also exposes some problems. Taking the Chinese Football Association as an example, the functions of the members' representative assembly and the board of directors in its governance structure have not been fully exercised, resulting in insufficient transparency and lack of democracy in the decision-making process. Moreover, in the decision-making process of single-sports associations such as the Chinese Football Association and the Chinese Basketball Association, the influence of the government is relatively large, leading to insufficient autonomy of the associations (Guo, 2019). At the same time, after the decoupling reform, some single-sports associations still have imperfect internal governance structures, with problems such as unreasonable organizational settings and unclear division of responsibili-

ties, affecting governance effectiveness (Wang & Cai, 2018).

2) Current State of Governance Mechanisms

In terms of governance mechanisms, although single-sports associations in China have established certain norms in their decision-making procedures, some problems still exist in actual operation. Specifically, there are obvious shortcomings in the supervision mechanism. The internal supervision institutions are not well established, and the supervision strength is significantly insufficient, failing to restrain the power of the management level effectively. In terms of accountability, the definition of responsibility is unclear, and the accountability procedures are not explicit, making it difficult to ensure the standardization and legality of governance actions fully. In terms of incentive mechanisms, the lack of effective incentive measures leads to low enthusiasm among staff, affecting governance effectiveness (Wei, Guo, & Liu, 2022). These problems not only affect the governance effectiveness of single-sports associations but also weaken their credibility in society.

3) Case Analysis

Taking the Chinese Football Association as an example, there are many problems in its governance structure and mechanisms. Although a relatively independent judicial body has been established, the arbitration committee is still an internal institution, which has a certain dependence on the administrative body, leading to an incomplete degree of legalization. In terms of internal governance mechanisms, the decision-making procedures of the Chinese Football Association are not transparent enough, and the supervision mechanisms are imperfect, resulting in insufficient governance efficiency and credibility (Guo, 2021). In addition, the current legal environment of the Chinese Basketball Association is insufficient to meet the current development needs, lacking orderly organizational governance.

3.2. Governance Performance Evaluation

1) Governance Performance Evaluation Indicator System

To evaluate the governance performance of single-sports associations, this paper adopts the following test indicators: event organization capability, member satisfaction, and social influence. Event organization capability reflects the comprehensive level of the association in event planning, execution, and management. Members are the foundation and root of single-sports associations in society (Xu, 2020), and member satisfaction measures the association's response and satisfaction with member needs. Social influence reflects the recognition and influence range of the association in society.

2) The Relationship Between Governance Performance and Governance Structure and Mechanisms

The governance performance of single-sports associations is closely related to their governance structure and mechanisms. Problems such as insufficient transparency, imperfect accountability, and low stakeholder participation directly affect the governance performance of single-sports associations. Taking the Chinese

Football Association as an example, the imperfections in its internal governance mechanisms lead to poor performance in event organization and social influence. Similarly, the defects in the governance structure and mechanisms of the Chinese Basketball Association affect its performance in member satisfaction and talent cultivation. These problems not only weaken the governance effectiveness of single-sports associations but also reduce their credibility in society. Therefore, optimizing the governance structure and mechanisms is of great significance for improving the governance performance of single-sports associations.

4. Optimization Strategies for the Governance of Single-Sports Associations from the Perspective of Good Governance

4.1. Transparency and Information Disclosure

1) The Importance of Transparency

Transparency, as one of the core elements of good governance, plays a vital role in the governance of single-sports associations. Transparency can not only enhance the credibility and public trust of the association but also effectively reduce internal corruption and improper behavior, thereby improving governance effectiveness (Van Bottenburg, 2021). Enhancing transparency allows stakeholders to have a clearer understanding of the association's operations, thereby increasing their trust and support for the association. For example, the democratization, transparency, and legalization of football industry governance are important indicators of whether the Chinese Football Association can achieve good governance. However, single-sports associations in China still have many shortcomings in terms of transparency, which not only weakens the governance effectiveness of the association but also reduces its credibility in society.

2) Specific Manifestations and Causes of Insufficient Transparency

Single-sports associations in China face many challenges in improving transparency, mainly reflected in the timeliness of information disclosure, the comprehensiveness of content, and the diversity of channels. Taking the Chinese Football Association and the Chinese Basketball Association as examples, these associations still have problems of insufficient transparency in information disclosure, mainly manifested in the lag and one-sidedness of information disclosure. Specifically, the delay in information disclosure makes it difficult for stakeholders to obtain relevant information in a timely manner, and the incompleteness of content cannot meet the needs of stakeholders. In addition, the channels for information disclosure are relatively limited, primarily relying on official websites and a few media outlets. The lack of diversified information dissemination platforms restricts the scope and impact of information dissemination.

The reasons for these problems of insufficient transparency mainly lie in the imperfect governance structure, low stakeholder participation, and cultural and awareness issues. The lack of a dedicated information disclosure mechanism and supervisory body in the internal governance structure leads to insufficient imple-

mentation of information disclosure (Zheng, Li, & Feng, 2020). The low participation of stakeholders in the information disclosure process and the lack of an effective feedback mechanism lead to insufficient targeting and effectiveness of information disclosure. In addition, some association management teams have insufficient understanding of the importance of transparency and lack the awareness and culture of actively disclosing information (Xie, 2023).

3) Specific Measures to Optimize Information Disclosure Mechanisms

To enhance transparency and optimize information disclosure mechanisms, the following measures can be taken: First, establish a unified information release platform to integrate the association's various information resources and ensure the timeliness and comprehensiveness of information release. Second, standardize the content and frequency of information disclosure by developing a detailed catalog. Third, strengthen the supervision and evaluation of information disclosure by establishing an independent supervisory body.

4.2. Accountability and Supervision Mechanisms

1) The Role of Accountability in Governance

Accountability is an essential safeguard for good governance, ensuring that governance entities are responsible for their actions and decisions and are subject to supervision and accountability (Mrkonjic, 2016). In the governance of single-sports associations, accountability can effectively restrain the power of the management level, ensuring the standardization and legality of governance. The implementation of accountability not only enhances the credibility of the association but also improves governance effectiveness and reduces the occurrence of improper behavior (Geeraert & van Eekeren, 2021).

2) Deficiencies in the Existing Accountability Mechanisms

The accountability mechanisms of single-sports associations in China have many shortcomings, mainly reflected in the unclear definition of responsibility, weak supervision strength, and lack of independence of supervision. Taking the Chinese Football Association and the Chinese Basketball Association as examples, these associations have ambiguity in the definition of responsibility, making it difficult to clearly identify the responsible party during accountability, thereby weakening the implementation strength of accountability. In addition, the internal supervision institutions are not well established, and the supervision mechanisms are not sound, failing to effectively restrain the power of the management level. The supervisory bodies often depend on the management level and lack independence, which seriously affects the effectiveness of supervision.

3) Suggestions for Improving Accountability and Supervision Mechanisms

To optimize accountability and supervision mechanisms and ensure the standardization and legality of the governance process, the following measures can be taken: First, establish an independent supervisory body, mainly responsible for supervising and investigating corrupt practices and preventing illegal phenomena (Li, 2025). The establishment of this body can refer to the experience of the Inter-

national Olympic Committee (IOC) to ensure the independence and effectiveness of supervision (Maduro & Weiler, 2021). Second, clarify the procedures for accountability. The regulatory bodies of Chinese single-sports associations are set up based on professional functions (Han & Zheng, 2024). Develop detailed procedures for accountability, clarify the definition of responsibility and the specific steps for accountability, and ensure the standardization and transparency of accountability. For example, detailed accountability regulations can be developed to clarify the specific procedures and standards for accountability, ensuring the standardization and transparency of accountability. Third, strengthen internal audits by conducting regular internal audits to promptly identify and correct problems in the governance process, ensuring the standardization and legality of governance actions. For example, a dedicated internal audit department can be established to regularly audit the association's finances and governance actions, ensuring the standardization and legality of governance actions (Geeraert, Alm, & Groll, 2014). Fourth, enhance the supervisory role of stakeholders by increasing their participation in the supervision process through public consultations, members' representative assemblies, and other forms, ensuring the comprehensiveness and effectiveness of supervision. For example, public consultations and questionnaires can be used to widely collect the opinions and suggestions of stakeholders, ensuring the comprehensiveness and effectiveness of supervision (Constandt & Willem, 2021). Fifth, optimize the internal management of the association to improve the organization's professional sports service capabilities effectively, enhance quality with responsibility, and increase efficiency with quality. These measures can effectively improve the accountability and supervision mechanisms of single-sports associations, ensure the standardization and legality of governance, and thereby enhance governance effectiveness and credibility.

4.3. Participation and Democratic Governance

1) Channels and Methods for Stakeholder Participation in Governance

The extensive participation of stakeholders is key to achieving democratic governance. In the governance process of single-sports associations, stakeholders can participate in governance activities through various channels, including members' representative assemblies, board elections, and public consultations. The members' representative assembly, as the core platform, effectively collects members' opinions and suggestions through regular meetings, ensuring their participation in major decision-making. Board elections select members through democratic procedures to ensure their representativeness and credibility. Public consultations collect stakeholders' opinions and suggestions widely through questionnaires and public opinion solicitations, thereby enhancing the scientific and democratic nature of governance decisions.

2) Reasons for Insufficient Participation

Single-sports associations in China currently have many shortcomings in stakeholder participation, mainly manifested in unsmooth participation channels, infor-

mation asymmetry, and weak stakeholder awareness. The channels for stakeholder participation in governance are limited and lack diversified pathways, resulting in low levels of engagement (Guo, 2021). The untimely and incomplete information disclosure makes it difficult for stakeholders to obtain sufficient information, affecting their enthusiasm for participating in governance (Hou et al, 2022). In addition, some stakeholders have insufficient understanding of their rights and obligations and lack the awareness and motivation to participate in governance.

3) Strategies for Enhancing Participation

To enhance stakeholder participation, efforts can be made in the following three areas: Optimize participation channels by establishing diversified participation channels, including online platforms and offline activities, to ensure that stakeholders can conveniently participate in governance. Strengthen stakeholder education through training and publicity to enhance their understanding of their rights and obligations, and improve their awareness and ability to participate in governance. Establish incentive mechanisms to motivate stakeholders to actively participate in governance through rewards and commendations, thereby ensuring the democracy and scientific nature of the governance process. The implementation of these strategies can effectively enhance stakeholder participation, thereby promoting the improvement of governance effectiveness of single-sports associations and making the path to good governance of single-sports associations feasible.

5. Optimization Strategies for the Governance of Single-Sports Associations from the Stakeholder Perspective

5.1. Identification and Classification of Stakeholders

1) Identification of Stakeholders

In the governance of single-sports associations, the identification of stakeholders is a key step in optimizing the governance structure and improving governance effectiveness. According to stakeholder theory, a concise stakeholder map is presented in **Table 1**, categorizing the main stakeholders of single-sports associations, their interests, power levels, and proposed engagement tools.

Table 1. Stakeholder map for single-sports associations.

Stakeholder Category	Interests	Power Level	Proposed Engagement Tools
Government	Policy implementation, industry development	High	Policy consultation, regulatory oversight
Athletes	Training conditions, competition opportunities, rights protection	Medium	Feedback mechanisms, representation on decision-making bodies
Coaches	Training resources, career development	Medium	Professional development programs, input in training policies
Sponsors	Brand exposure, commercial returns	High	Transparent financial reporting, marketing collaboration
Members	Participation opportunities, rights protection	Medium	Regular surveys, participation in governance activities
Media	Timely and accurate information	Medium	Press conferences, media briefings

The government, as a macro manager, influences the development of associations through policy guidance, financial support, and regulation, expecting the associations to promote the popularization of sports projects and the improvement of competitive levels (Zhang, 2015). Athletes are the core service objects of single-sports associations. They focus on training conditions, competition opportunities, and rights protection, expecting the associations to provide a good development platform (Zhao, 2017). Coaches, as the direct instructors of athletes' training and competitions, focus on training resources, career development, and athlete training, expecting the associations to provide a stable training environment and good career development opportunities (Zhang, 2017). Sponsors provide financial support for single-sports associations, mainly expecting to obtain brand exposure and commercial returns through sponsorship, focusing on the commercial value and market influence of events (Wang & Cai, 2018). Members are the basic force of single-sports associations, including individual members and group members. Individual members focus on opportunities to participate in sports activities and the protection of member rights, while group members expect to expand their business and enhance industry influence through the association platform (Gu, 2018). The media plays an important role in the publicity, promotion, and public opinion supervision of single-sports associations, expecting to obtain timely and accurate information and focusing on the transparency and openness of the association (Zhang, 2015). In addition, the governance of single-sports associations also involves other stakeholders, such as event organizers, referees, researchers, volunteers, etc. They play an indispensable role in event organization, technical support, and service guarantee, each with different interests and expectations (Wang, 2022).

2) Classification of Stakeholders

Within the governance framework of single-sports associations, stakeholders can be categorized based on their influence and participation levels. Core stakeholders, such as the government, athletes, and coaches, play a crucial role in the survival and growth of the association. Their needs and expectations are closely linked to the advancement of the association's core business and the achievement of its goals. Following them are key stakeholders, including sponsors and members, who are indispensable in the association's resource acquisition and enhancement of social influence. Their demands and expectations significantly shape the association's development trajectory and resource allocation. Peripheral stakeholders encompass the media, event organizers, referees, researchers, volunteers, etc. They provide support in areas such as publicity, event organization, and technical support for the association. Although their needs and expectations are relatively indirect, they still impact the association's operational efficiency and image building.

Based on the classification and needs analysis of stakeholders, single-sports associations can formulate precise governance strategies to meet the needs of various stakeholders, thereby improving governance efficiency and effectiveness. For

example, establishing dedicated communication channels and feedback mechanisms can enhance the participation of athletes and coaches in the governance process. Developing transparent financial reporting systems can enhance members' trust in the association (Ferkins & Shilbury, 2015).

3) Practical Cases of Classification Management

Internationally, many single-sports associations have successfully implemented classification management strategies. The International Olympic Committee (IOC) has established a diversified stakeholder participation mechanism to ensure the participation and influence of all parties in the governance process. FIFA has enhanced the trust of members and the public in the association through a transparent information disclosure mechanism (Parent & Hoye, 2018). The Chinese Basketball Association has launched event brand promotion plans in cooperation with sponsors in the CBA league (Xie, 2023). These practical cases demonstrate that classification management can not only improve governance efficiency but also enhance the credibility and transparency of the association.

5.2. Interest Coordination and Balance Mechanisms

1) Manifestations of Interest Conflicts

In the governance of single-sports associations, interest conflicts take various forms. For example, there are conflicts between commercial interests and public welfare goals, contradictions between sponsors' pursuit of commercial returns and athletes' pursuit of a fair competitive environment, and conflicts of interests among different stakeholders (Shilbury & Ferkins, 2015). These interest conflicts not only affect the governance effectiveness of the association but also lead to internal contradictions and distrust, impacting the association's credibility and sustainable development.

2) Mechanisms for Interest Coordination and Balance

To resolve interest conflicts and improve governance effectiveness, the following mechanisms for interest coordination and balance can be adopted: First, establish a consultation platform to ensure the standardization and institutionalization of the association's work (Liang, 2024). Regular stakeholder meetings can be held to establish a consultation platform, promoting communication and consultation among all parties to resolve interest conflicts. Second, develop interest allocation rules. By formulating transparent interest allocation rules, the rights and obligations of all parties can be clarified to ensure the fairness and rationality of interest distribution. Third, introduce a third-party mediation mechanism. When interest conflicts cannot be effectively resolved through internal consultation, an independent third-party mediation body can be introduced to conduct impartial mediation and arbitration, thereby ensuring that interest conflicts are resolved fairly and reasonably.

5.3. Optimization of Stakeholder Participation Paths

1) Optimizing Stakeholder Participation Paths

The extensive participation of stakeholders is a key link in achieving democratic governance. However, single-sports associations in China currently have many shortcomings in stakeholder participation in governance, such as unsmooth participation channels, information asymmetry, and weak stakeholder awareness. To optimize the participation paths of stakeholders, the following measures can be taken: First, improve the governance structure to increase the representation of stakeholders, thereby ensuring their participation rights in the governance process. Second, establish an effective feedback mechanism to enhance the influence of stakeholders in the governance process, ensuring that their opinions and suggestions are promptly fed back into governance decision-making. Third, strengthen stakeholder education through training and publicity to improve their understanding of their rights and obligations and enhance their awareness and ability to participate in governance.

2) International Experience and Insights

Internationally, many single-sports associations have accumulated rich experience in stakeholder participation in governance. For example, the International Olympic Committee (IOC) has established a diversified stakeholder participation mechanism to ensure the participation and influence of all parties in the governance process. FIFA has enhanced the trust of members and the public in the association through a transparent information disclosure mechanism (Kihl, 2021). These experiences show that optimizing the participation paths of stakeholders can effectively improve the governance capabilities and performance of associations.

6. Conclusion and Future Work

6.1. Summary of Research

This paper has thoroughly explored the governance issues of single-sports associations in China, systematically analyzing the theoretical basis and practical paths for governance optimization from the perspectives of good governance and stakeholders. By establishing a transparent information disclosure mechanism, the trust of stakeholders in the association can be enhanced. By improving accountability and supervision mechanisms, the occurrence of improper behavior can be effectively reduced. By optimizing the participation paths of stakeholders, the democracy and scientific nature of governance can be improved. The implementation of these measures will help single-sports associations achieve sustainable development in complex internal and external environments.

The reform of single-sports associations is the foothold and support for advancing sports reform and plays a pivotal role in modernizing the national sports governance system and capabilities. Optimizing the governance structure and mechanisms is of great significance for improving the governance effectiveness of single-sports associations. Enhancing transparency can boost the association's credibility and public trust. Improving accountability can effectively restrain the power of the management level, ensuring the standardization and legality of gov-

ernance actions. Extensive stakeholder participation can enhance the democracy and scientific nature of governance. Through these optimization measures, single-sports associations can not only improve their governance effectiveness but also play a greater role in the overall development of the sports industry. By establishing a transparent information disclosure mechanism, the trust of stakeholders in the association can be enhanced. By improving accountability and supervision mechanisms, the occurrence of improper behavior can be effectively reduced. By optimizing the participation paths of stakeholders, the democracy and scientific nature of governance can be improved. The implementation of these measures will help single-sports associations achieve sustainable development in complex internal and external environments.

6.2. Limitations and Future Work

The main contribution of this paper is the combination of the perspectives of good governance and stakeholders, proposing a comprehensive framework for the optimization of single-sports association governance. This framework not only enriches the theoretical system of single-sports association governance but also provides specific guidance for practice. Through measures such as enhancing transparency, improving accountability, and optimizing stakeholder participation mechanisms, a systematic solution is provided for improving the governance effectiveness of single-sports associations. Despite the achievements in theory and practice, this paper still has some limitations. First, the limitation of research samples restricts the universality of the research conclusions. This paper mainly takes single-sports associations such as the Chinese Football Association and the Chinese Basketball Association as cases. These associations have certain representativeness in terms of governance structure and mechanisms, but there may be differences in the governance of other single-sports associations. Second, difficulties in data collection also affect the depth and breadth of the research. Due to the difficulty in obtaining governance data from some single-sports associations, there are certain shortcomings in the empirical analysis of this paper.

Future research can focus on the following key areas: First, by expanding the research sample and collecting more data, empirical research on the optimization of single-sports association governance can be carried out to verify the effectiveness of the optimization strategies proposed in this paper. Second, international comparative research is also a key direction. By comparing the governance models and experiences of domestic and international single-sport associations, we can provide a more comprehensive reference and valuable insights for the governance reform of China's single-sport associations. In addition, with the continuous development of the sports industry, new issues and challenges in the governance of single-sports associations, such as digital governance and sustainable development, also need further exploration. These research directions will provide solid theoretical support and practical guidance for the governance reform of single-sports associations in China.

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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