

A Business Model of Taiwan Professional Baseball Game

吳克凡、蕭志同

E-mail: 9509800@mail.dyu.edu.tw

ABSTRACT

Since 1968, Hom-Yei, an elementary school baseball team, had been rose people's interest in Baseball game. It is not only obtained the great result in the national tournament but also brings attention to government and enterprises and encouraged numerous baseball fans in Taiwan. CPBL, the first Baseball League, was established in 1989. TML, another Baseball League, was established in 1995. But the shortage of budget leads some of professional baseball team reduce the staff, amalgamate or even dismiss. Thus, it is an important issue for long term profit-making and continuous development of baseball in Taiwan. However, professional baseball business model and development are infected by several factors such as, long-term players and coach training, team business operating, baseball fan supports. Social environmental impact such as gambling scandal gets involved is another concern for professional baseball. This shows that professional baseball business model is a dynamics and complexity problem. Therefore, our study tries to investigate the development structure for baseball team of CPBL with System Dynamics and interviewed the "Brother Elephants" baseball team, which gave assistance to know the interaction between factors. The result of our study shows that when number of games increased, the whole player facilities and the baseball team's budget will retain at steady level. The increase of parent company's budget will raise the number of whole player facilities and baseball fans. Finally, the increase of player's sports ethic will raise baseball team image, number of baseball fans and budgets of baseball team.

Keywords : Baseball team image, Business Model, Professional baseball, Sports Ethics, System dynamics

Table of Contents

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	iv	英文摘要.....	v
誌謝.....	vi	目錄.....	vii	圖目錄.....	viii
表目錄.....	ix	符號說明.....	xii	第一章 緒論.....	xiii
1.1 研究背景與動機.....	1	1.2 研究目的.....	4	1.3 研究流程.....	5
1.4 研究對象與研究限制.....	6	1.5 論文架構.....	6	第二章 文獻探討 2.1 職業棒球之定義.....	8
2.2 職業棒球發展史簡述與相關文獻回顧.....	9	2.3 職業棒球之影響事件與相關文獻回顧.....	15	2.4 職業棒球的一般特性與系統特性.....	24
第三章 研究方法 3.1 系統動態學之概念與定義.....	28	3.2 系統動態學之模式建構技術與效度判定.....	30	3.3 系統動態學於本文之應用.....	34
第四章 模型建構 4.1 質性模式.....	37	4.2 量化模式.....	43	第五章 結果模擬與政策模擬分析 5.1 結果模擬.....	53
5.2 政策模擬分析.....	56	第六章 結論與未來研究建議 6.1 結論.....	64	6.2 建議.....	65
參考文獻.....	68	附錄.....	73		

REFERENCES

- 1.王宗吉(1992)。體育運動社會學。台北:銀禾。
- 2.兄弟象紀錄室(2003)。2003年觀眾統計。2005年11月26日,取自 <http://home.kimo.com.tw/guoweiss/>
- 3.邱光宗(2005)。何謂「職業棒球」?(上)。2005年11月28日,取自 <http://www.ktchiu.com/index.php?view=138>
- 4.林永富(2003)。從日本甲子園談台灣的棒球。2005年12月2日,取自 http://www.sportsnt.com.tw/sample/spo_sample/Sample_03.asp?struct_id=5049
- 5.林哲良(2003)。職棒不賺錢,魔咒終告破解。財訊, 12(261), 195-199。
- 6.林閔(2002)。美國職棒大聯盟球隊經營管理效率分析。東吳大學 經濟研究所碩士論文,未出版,台北市。
- 7.林華章(2002)。職業棒球運動研究。台北:行政院體育委員會。
- 8.林瑞泰(2001)。美國日本台灣職業棒球契約規範之研究。國立體育學院體育研究所碩士論文,未出版,桃園縣。
- 9.吳曉雯(2002)。職業棒球迷選擇支持球隊因素量表之編制。中華民國大專院校91年度體育學術研討會專刊(下), 1-10。
- 10.吳曉雯(2003)。影響職棒球迷選擇支持球隊的因素及其與忠誠度、滿意度的關係。國立體育學院體育研究所碩士論文,未出版,桃園縣。
- 11.胡振池(2003)。從兄弟象票房看待職棒商機,揮出職棒錢景的全壘打。卓越雜誌, 5, 28-30。
- 12.姚為守(2004)。球員薪資對球隊勝率影響之研究—以中華職棒聯盟為例。真理大學管理科學研究所碩士論文,未出版,台北縣。
- 13.施致平(2002)。台灣職棒民眾意見現況調查研究。體育學報, 33, 165-176。
- 14.挑戰2008:國家發展重點計畫書2002-2007(2003)
- 15.陳筱玉(1994)。美國棒球發展史。台北:聯經出版事業公司。
- 16.高興桂(2000)。我國職棒球隊企業經營困境因素與解決策略之研究。國立臺灣

師範大學運動休閒與管理研究所碩士論文，未出版，台北市。17.麥可.路易士(2005)。魔球(moneyball)-逆境中致勝的智慧(游宜樺譯)。台北市:早安財經文化。18.運動倫理學(許立宏譯)(2004)。台北:師大書苑有限公司(原著出版年:1998)。19.詹秋貴(2000)。我國主要武器系統發展的政策探討。國立交通大學經營管理研究所博士論文，未出版，新竹市。20.楊福珍(1996)。台灣地區職業棒球產業網路之研究。台北體育學院體育研究所碩士論文，未出版，台北市。21.葉公鼎(1990)。從經濟發展觀點看職業運動。國民體育季刊，19(4)，22-27。22.葉金成(1993)。使管理學習者成為系統思考者的一種教學法:以系統動態學為教學法的探討，第5屆中華民國管理教育研討會，819-833。23.黃煜、魏文聰(2004)。職業棒球球團管理贊助活動之研究:以兄弟職業棒球隊為例。大專體育學刊，6(1)，45-55。24.鄭承嘉(2002)。台灣職棒運動公關策略類型及實務問題之研究。大葉大學工業關係研究所碩士論文，未出版，彰化縣。25.蔡岱亨(2003)。台灣職業棒球運動發展之研究。屏東師範學院體育學系研究所碩士論文，未出版，屏東市。26.謝士淵、謝佳芬(2003)。台灣棒球一百年。台北:果實出版。27.謝長宏(1980)。「系統動態學-理論方法與應用」，中興管理顧問公司。28.謝長宏(1999)。系統概論。台北市:華泰文化事業股份有限公司。29.蕭志同(2004)。台灣汽車產業發展之研究。國立交通大學管理科學研究所博士論文，未出版，新竹市。30.顏雅馨(2003)。兄弟象棒球隊球迷之運動參與程度及對其行銷策略滿意程度之研究。國立體育學院體育研究所碩士論文，未出版，桃園縣。31.饒培倫，打開美國職棒賭博史(1997，2月18日)，中國時報運動天地。32.Athey, T. H. (1982). Systems approach to winning baseball. *Journal of Systems Management*, 33(4) .9-16. 33.Beyers, W. B. (2002). Culture, services and regional development. *The Service Industries Journal*, 22(1), 4-31. 34.Chacar, A. S., & Hesterly, W. (2004). Innovations and value creation in major league baseball, 1860-2000. *Business History*, 46(3), 407. 35.Croson, R., & Donohu, K. (2005). Upstream versus downstream information and its impact on the bullwhip effect. *System dynamic review*, 21(3), 249-260. 36.Diker, V. G., & Allen, R. B. (2006). XMILE: towards an XML interchange language for system dynamics models. *System dynamic review*, 21(4), 351-359. 37.Einolf, K.W. (2002). Is winning everything? a data envelopment analysis of Major league baseball and the national football league. *Journal of Sports Economic*, 5(2), 127-151. 38.Fishman, P. (2003). Competitive balance and free agency in major league baseball. *American Economist*, 47(2), 86-96. 39.Forrester, J. W. (1961), *Industrial Dynamics*. MEI YA Publications, Inc. 40.Forrester, J. W., & Senge, P. M. (1980). Tests for Building Confidence in System Dynamics Models In *System Dynamics*. North-Holland Publishing Co. 41.Forrester, J. W. (2003). Dynamic models of economic systems and industrial organizations. *System dynamic review*, 19(4), 329-345. 42.Francois, C.(1999). systemics & cybernetics in a historical perspective. *System Research and Behavioral Science*, 16(3). 203-219. 43.Homer, J.K., & Hirsch G.B. (2006). System dynamics modeling for public health: background opportunities. *America Journal of Public Health*, 96(3), 452-458. 44.Kirsch, G. B. (2003). Before the World Series: pride, profits, and baseball's first championships. *Business History Review*, 77(4), 768-770. 45.Koop, G. (2002). Comparing the performance of baseball players : a multiple-output approach. *Journal of American Statistical Association*, 97(459), 710-721. 46.McCartney, S. (2004, October 8). World Series (A Special Report); leveling the field: money still counts in baseball; But with revenue sharing, small-budget teams are in the game. *Wall Street Journal*(Eastern edition), R1 47.Miller, J. G. (1978). *Living Systems*. McGraw Hill, N.Y. 48.Nathan, D. A. (1997). Saying it's so: a cultural history of the black sox scandal of 1919. *The University of Iowa*, 1-8. 49.Porter, P.K(1982). Measuring managerial efficiency : the case of baseball. *Southern Economic Journal*, 48(3), 642-651. 50.Riess, S. A. (2002). Much more than a game: players, owners, and American baseball since 1921. *Business History Review*, 76(1), 949-951. 51.Roberts, N., Andersen, D. F., Deal, R. M., & Garet, M. S, (1983). *Introduction to computer simulation : the system dynamics approach*. Addison-Wesley Publishing Company. 52.Schmidt, M. B., & Berri, D. J. (2002). Competitive balance and market size in major league baseball. *Review of Industrial Organization*, 21(1) 41-54. 53.Senge, P. M.(1990). *The fifth discipline: the art and practice of the learning organization*. New York: doubleday. 54.Senge, P. M., & Dyer, K. (2004). Living and learning: a conversation with Peter M. Senge, *System dynamic review*, 24(3), 20-23. 55.Wann, D. L., Tucker, K. B., & Schrader, M. P.(1996). An exploratory examination of the factors influencing the origination, continuation, and cessation of identification with sports teams. *Perceptual and Motor Skills*, 82(2), 995-1101. 56.Yilmaz, M. R., & Chatterjee, S. (1985). Salaries, performance and owners' goals in major league baseball: A view through data. *Journal of Managerial Issues*, 15(2), 243.