

# **The study Current Situation of University Badminton Athletes Career Maturity Management in Sichuan Province, China**

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## **Abstract**

With the increasing emphasis on the employment issues of college students by the government, relevant policies have been introduced to support the career development of university badminton athletes. The study finds that university badminton athletes in Sichuan Province, China, face unique challenges in career development planning, with many athletes lacking a sense of urgency regarding their future careers, leading to insufficient preparation for career development. Through an analysis of organizational structure, policy guidance, financial support, career development and employment guidance, school-enterprise cooperation platforms, industry associations, and mental health management, this article reveals the importance of collaboration among various parties in enhancing the university badminton athletes career maturity in Sichuan Province. Although certain achievements have been made in management, further optimization of collaboration and resource integration is necessary to promote the overall development and career maturity of athletes. This study aims to explore the current situation of university badminton athletes career maturity management in Sichuan Province, China, analyzing its multi-level and multi-departmental collaborative system, providing theoretical support for the career development of badminton athletes in Sichuan Province, and offering references for decision-making by university sports managers and coaching teams.

**Keywords:** University Badminton Athletes, Career Maturity, Sichuan Province

## **1. Introduction**

### **Background introduction**

The article that the issue of employment of college graduates has received great attention from the CPC Central Committee and the State Council, and related work has been fully deployed and implemented under the supervision of human resources and social security departments at all levels (Huang, 2024). The State Council promulgated the “14th Five-Year Plan for Promoting Employment,” which explicitly called for strengthening support for college students' career education and employment and entrepreneurship guidance to enhance the employability of college graduates. The General Office of the State Council further issued the Notice of the General Office of the State Council on Further Improving the Employment and Entrepreneurship Work of Young People, Including College Graduates, which put forward the

requirement of improving the system of college students' career planning and employment guidance, and guiding the graduates to establish a correct outlook on career, employment and career choice. This series of policy measures fully reflects the great importance the state attaches to career planning education in colleges and universities.

University athletes face particular challenges when making career plans, and several scholars have demonstrated that university athletes are significantly different from non-athlete university students in making career decisions (Chan, 2020). Many university athletes lack a sense of urgency about their future careers, as evidenced by a lack of motivation to develop other majors and a failure to prepare for their future. Because university athletes need to balance participation in competition, training, and academics, this academic and training conflict often clashes with career planning. As a result, it causes them to be ill-prepared to make career plans, thus jeopardizing their career development (Chan, 2021). In summary, most university athletes lack detailed planning for their future career development, which leads to greater stress, insecurity, and confusion about their future in terms of training, competition, and academics. They may even formulate a hasty career development plan without thorough consideration, and these factors may adversely affect their future career development.

The badminton program in Sichuan Province is developing continuously, and the number of university badminton players is increasing year by year, with a bright future prospect. The study of the current situation of career maturity management of badminton athletes in athletes in Sichuan Province, China, can provide theoretical support for the career development of badminton athletes, help badminton athletes in university in Sichuan Province to make more reasonable and effective decisions for their future career paths, and has important guiding significance for improving the overall career development of athletes. At the same time, it also provides management and decision-making references for university sports managers and badminton team coaching teams, promotes the practical application of sports management, helps optimize the athletes training environment, career guidance, psychological adjustment, and improves athletes career maturity through the scientific management mode to further promote the sustainable development of badminton in Sichuan Province and the whole country.

## 2. Literature Review

### 2.1 Social Cognitive Career Theory

Social cognitive career theory (social cognitive career theory) is a career theory formed by integrating early career development theory and Bandura's general social cognitive theory (SCT) on social psychology and behavioral science, or SCCT for short. It is based on the ternary interaction model composed of individual cognition, environment, and behavior in SCT, and puts forward a comprehensive model covering individual and career process factors, focusing on the interaction between external environment and individual factors. It is a comprehensive model that covers individual, environmental and career process factors, focusing on the interaction between the external environment and individual factors, with the three core variables of self-efficacy, outcome expectations and personal goals constituting the main influencing factors in the process of career development. The model emphasizes the interactions among individuals, behaviors, and environments, and tries to explain how personal

characteristics, prior background factors work together under the influence of the environmental factors in which an individual finds himself or herself, and how he or she ultimately realizes his or her career choices under the influence of self-efficacy, outcome expectations, and personal goals.

The Social Cognitive Career Theory provides a systematic framework for college badminton athletes to help them understand the complexities of career choice and development in order to achieve sustainable management of career maturity. The application of this theory not only enhances athletes' career development, but also promotes their overall well-being and fulfillment during their careers.

## 2.2 Career Development Theory

Super's Career Development Theory combines the theories of difference psychology, developmental psychology, and self-concept and the research results of the field, and puts forward the concept of "career" for the development of individual-related occupational behaviors, and takes occupation and individual physiological and life development as the basis of its bundled framework, which constitutes the basic proposition of the Career Development Theory. The theory divides a person's career into five main stages: the growth stage, the exploration stage, the establishment stage, the maintenance stage and the decline stage. In the middle, the main task of the career exploration stage (15-24 years old) is to complete career choice and initial employment through self-reflection, role identification, and career exploration through schooling. This exploration stage can be subdivided into three periods. The transition period (18-21 years old) has the task of formalizing the entry into a career or undertaking professional vocational training to clarify a certain vocational orientation. The tasks of the experimentation period (22-24 years of age) focus on choosing a field of work, starting a career, experimenting with career development goals, and assessing feasibility.

The conceptual framework for the outcome variable career maturity in this study is derived from Super and Crites' career development theory. The subjects of the study were all college students between the ages of 21 and 24 and were also based on career development theory. Career development theory provides a systematic theoretical framework for the study of sustainable management of university badminton athletes career maturity, which helps athletes better understand their career development process, make scientific career decisions, and enhance career maturity.

## 2.3 System Management Theory

The system management theory was established in the late 1960s by management scholars such as F.E. Kast, J.E. Rosenzweig, and R.A. Johnson, based on the general system theory, as a theoretical system for dealing with management dilemmas. The essence of the system management theory holds that the management system is mainly composed of three factors: people, objects, and the environment. Various businesses are interrelated, and management is analyzed and optimized through systematic methods. The system management theory takes the interaction between the overall and other elements as the entry point. It is a theoretical system for conducting research on the diversity of the connection between management and elements, handling the difficulties encountered by elements in management, and carrying out effective management.

The significance of system management theory in the study of university badminton athletes career maturity management is mainly reflected in its ability to provide a global, dynamic and interdisciplinary management approach to ensure that athletes' career development can be supported in a coordinated and flexible manner at different stages, and that the efficiency and sustainability of career development can be improved through systematic resource integration and planning.

### 3. Research methodology

The current situation of university badminton athletes career maturity management in Sichuan Province, China was analyzed using documentary research methods and interviews with experts and stakeholders, employing content analysis.

### 4. Sustainable management of university badminton athletes career maturity in Sichuan Province, China

#### 4.1 Existing management tools

4.1.1 Psychological Capital Assessment Tool: Assesses the level of an athlete's psychological capital such as resilience, self-confidence, and optimism, and guides them in dealing with challenges in their career development.

4.1.2 Group Counselling Tools: Organize athletes to participate in team psychology activities to enhance adaptability and sense of belonging.

4.1.3 School-enterprise resource sharing platform: Some universities in Sichuan province have joined hands with sports brands (e.g. Li-Ning, Anta) and event companies to establish a cooperative platform to provide internship and employment opportunities for athletes.

4.1.4 Higher Education Employment Management System: Records data on athletes' career development and organizes events such as company presentations and job fairs.

4.1.5 Career Maturity Questionnaire: a comprehensive assessment of the athlete's maturity in terms of career awareness, decision-making ability, and executive ability.

4.1.5 Hollander Career Interest Test: Helps students understand their own type of interest (RIASEC model) and matches them with sports-related career paths, such as coaching, event management, and sports promotion.

#### 4.2 Management process

**Table 1** The development of the sustainable management of university badminton athletes career maturity in Sichuan Province, China

Stage	Year	Process
Initial stage	2000-2010	Background: (1) The development of college sports started. With the establishment of high-level sports teams in Chinese colleges and universities, the cultivation of college badminton players has become one of the focuses of attention in Sichuan colleges and universities. (2) Competitive sports dominate. The main focus is on athletes' competitive ability training, and the career development support system has not yet been

Stage	Year	Process
		established. Characteristics: (1) Management objectives. The main goal is to improve athletes' competitive performance, and the awareness of career development is weak. (2) Practical initiatives: the number of campus badminton events has increased, but the focus is on improving the competitive level. Some colleges and universities try to cover athletes initially through career guidance courses, but they lack relevance. Shortcomings: (1) Lack of systematic management of athletes' career maturity. (2) Academic support and career transition programs are relatively lacking, leading to difficulties in career adaptation for some athletes after retirement.
Growth stage	2011-2015	Background: (1) Relevant policy documents have been issued at the national level, such as the Administrative Measures for the Construction of High-Level Sports Teams in Colleges and Universities, to promote colleges and universities to strengthen the comprehensive cultivation of students with specialties in sports. (2) Sichuan Province has begun to focus on the career planning of sports specialties students in colleges and universities, incorporating them into the agenda of education and employment policies. Characteristics: (1) Management objectives. Begin to pay attention to athletes' career development needs and explore the path of comprehensive development outside of competitive sports. (2) Practical initiatives: establishment of an on-campus management mechanism, pilot career planning courses, and flexible course arrangements. Shortcomings: (1) Limited coverage of policies and inconsistent implementation. (2) Resources are scattered, and school-enterprise cooperation and social support have not yet formed a system.
Mature stage	2016-2020	Background: (1) The promotion of the national policy of "integration of sports and education" requires the synergistic development of sports and education resources. (2) The development of sports events and brands in Sichuan Province has led to an increase in sports career opportunities, providing broader space for athletes' career development. Characteristics: (1) Management objectives. Focus on the integration of sports and education, and initially form a management model for the co-development of career maturity and sports skills. (2) Practical initiatives: improved career planning mechanism, deepened school-enterprise

Stage	Year	Process
		cooperation, psychological and career support. Effectiveness: (1) Athletes' awareness of career maturity is significantly improved. (2) Some college athletes have successfully transformed into coaches, event operators or sports brand practitioners after retirement. Weaknesses: (1) Uneven development between schools, and slow development of some universities with more scarce resources. (2) Data-based and systematic management tools are not yet popular.
Optimizing stage	2021-present	Background: (1) The Opinions on Deepening the Integration of Sports and Education and Promoting the Healthy Development of Young People, released in 2020, proposes to build an integrated system of integration of sports and education. (2) Sichuan universities have gradually introduced digital management tools to provide technical support for the optimization of athletes' career management mode. Features: (1) Management objectives. To create an all-round, multi-level sustainable management model of career maturity, and to realize the comprehensive integration of academic, athletic and career development. (2) Practical initiatives: data-based management, multiple resource docking, combination of school-enterprise research, and internationalization attempts. Effectiveness: (1) The management mode is gradually standardized, and the resource sharing mechanism among universities is enhanced. (2) The assessment and feedback mechanism of athletes' career maturity has become more scientific. Shortcomings: Some universities still have insufficient funding and policy support, especially in grassroots and local institutions.

#### 4.3 The current situation of university badminton athletes career maturity management in Sichuan Province, China

##### 4.3.1 Organizational structure

The organizational structure of university badminton athletes career maturity management in Sichuan Province, China is a multi-level and multi-departmental collaborative system involving governmental departments (e.g., Sports Bureau and Department of Education), university management (e.g., School of Physical Education and the Career Development Center), corporate cooperation platforms, industry associations, and social resource support agencies. Through the cooperation and resource integration of all parties, it ensures that badminton players receive comprehensive support in terms of competitive, academic, career development and mental health to help them achieve professional maturity and sustainable development.

#### 4.3.2 Policy guidance

Provide athletes with guarantees for career development by formulating preferential policies for athletes (e.g., academic adjustments, post-retirement employment support, etc.).

#### 4.3.3 Financial support

Government departments support badminton players' training, academics, career development and mental health by providing special funds, grants and scholarships.

#### 4.3.4 Career Development and Employment Guidance

Colleges and universities provide athletes with career planning, employment guidance, psychological counseling and other services through career development centers to help athletes balance the relationship between academics and athletics and promote career maturity.

#### 4.3.5 School-enterprise cooperation platform

Universities and colleges establish cooperative relationships with sports industry companies, tournament organizers, brand companies, etc. to provide badminton players with practice opportunities, employment platforms and career development resources.

#### 4.3.6 Industry associations and professional platforms

We cooperate with industry organizations such as the Sichuan Sports Industry Association and Badminton Association to promote athletes' career development and provide a platform for industry exchanges, career opportunities and skill enhancement.

#### 4.3.7 Mental Health Management

Universities and social support platforms provide badminton players with mental health counseling services to help them cope with sports pressure, psychological challenges in their careers, etc.

## 5. Conclusion

This study examines the current situation of university badminton athletes career maturity management in Sichuan Province, China, emphasizing the importance of multi-level and multi-sector collaboration. It was found that through the integration of government, universities, businesses, and social resources, athletes can receive comprehensive support, including career development policies, financial assistance, career planning, and psychological counseling services. Although some progress has been made in management, there is still a need to optimize collaboration and resource integration among all parties to further enhance athletes career maturity and promote the sustainable development of badminton programs.

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