Major League Baseball (MLB) has taken a series of actions over the past five years to penetrate the Chinese market. Watching the success of the National Basketball Association (NBA), MLB can easily identify opportunities in the Chinese market of 1.3 billion people. However, in comparison with an established American market, the Chinese market presents its own challenges and unknown factors. The focus of this paper is to explore the mimetic and coercive mechanisms of the Isomorphic process being
soccer and basketball leagues began the process of professionalization; the operational experience of NBA provides practical references for the China Basketball Association. (Huang and Hong, 2015). During this time period, the Chinese television industry developed rapidly, which provided an impetus for the NBA's diffusion in China. Huang (2013) asserted that the NBA’s extensive engagement with Chinese television broadcasters. Without a doubt, after more than 30 years of development in China, the NBA has made much progress in many areas of the Chinese marketplace (Huang, 2013). Achievement of NBA’s diffusion in China.

Subjects / Keywords
Isomophism
Basketball history in China
Baseball history in China

Graduation date
2012-11

Type of Item
Thesis

Degree
Master of Arts

DOI
https://doi.org/10.7939/R3RH2M

License
This thesis is made available by the University of Alberta Libraries with permission of the copyright owner solely for non-commercial purposes. This thesis, or any portion thereof, may not otherwise be copied or reproduced without the written consent of the copyright owner, except to the extent permitted by Canadian copyright law.