CINEFORUM
ISSN: 0009-7039
Vol. 66. No. S9, 2026 (Special Issue S9)

Factors influencing the development of wushu for excellence in Jiangsu province, China

Jianfei Bai[1] , Bunjob Piromkam[2]* Nuttavut Phonsri[3] Passapong Piromkam[4]

[1]Jianfei Bai, College of Innovation and Management. Suan Sunandha Raiabhat Universitv. Bangkok. Thailan
Email: 1530836585@qq.com
[2]Bunjob Piromkam, College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand.
Email: bunjob.pi@ssru.ac.th
[3]Nuttavut Phonsri, College of Innovation and ManagementSuan Sunandha Rajabhat University, Bangkok, Thailand
Email: nuttavut.ph@ssru.ac.th
[4]Passapong Piromkam, Faculty of Education and Development sciences, Kasetsart University, Kamphaeng Saen Campus, Thailand.
Email: passapong.piro@ku.ac.th
***Coressponding Author**
Bunjob Piromkam
Bunjob Piromkam, College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand.
Email: bunjob.pi@ssru.ac.th

ABSTRACT
This mixed-method study examined the factors influencing the development of wushu for excellence in Jiangsu province, China. The research combined structured interviews with 15 officials, scholars, association members, and traditional inheritors; a questionnaire survey of 420 valid respondents; SmartPLS-based structural equation modeling; and a follow-up focus group with 11 experts. Qualitative evidence indicated a stable institutional foundation but uneven regional development, weak market integration, inconsistent local implementation, and gaps in reserve-talent continuity. Quantitative results confirmed that government functions and policy implementation, social identity and cultural inheritance, economic input and resource allocation, market mechanism and capital input, and reserve talent management all exert significant positive effects on wushu excellence. The model explained 47.8% of the variance in the development outcome, with medium predictive relevance ($Q^2 = .340$). The study proposes a coordinated pathway that combines governance, cultural legitimacy, material resources, regulated commercialization, and systematic talent development.
Keywords: wushu for excellence; Jiangsu province; policy implementation; cultural inheritance; resource allocation; reserve talent management

1. INTRODUCTION

Wushu is simultaneously a traditional cultural practice, a form of physical education, and a competitive sport. Jiangsu province possesses diverse schools, associations, training institutions, and community practices, yet excellence-oriented development must reconcile cultural continuity with contemporary requirements for standardized training, scientific support, competition performance, and sustainable organizational capacity.

The original thesis describes a system with a relatively stable policy and institutional base but uneven outcomes across cities and training organizations. Major urban centers benefit from concentrated facilities, coaches, and funding, while grassroots and peripheral institutions face shortages. Policy execution is not always coordinated across sports bureaus, education departments, and associations. Market mechanisms, private sponsorship, digital communication, and product development remain underdeveloped, and reserve-talent pathways are fragmented between schools, clubs, and provincial teams.

These challenges suggest that excellence cannot be explained by training technique alone. High-level development depends on governance, cultural legitimacy, material resources, market interfaces, and the continuity of human-capital systems. The present short paper condenses the original five-chapter thesis into an empirical conference article focused on the integrated structural model and its strategic implications.

Jiangsu is an analytically important setting because its economic diversity and dense network of cities make regional comparison possible within one provincial policy system. The same formal policies can produce different

OPEN ACCESS © CINEFORUM

results when local governments vary in fiscal capacity, facility provision, school–club relationships, and access to qualified coaches. A provincial strategy must therefore combine common standards with flexible implementation. It must also recognize that excellence in wushu has both measurable competitive dimensions and less visible cultural dimensions, including lineage, discipline, ethical conduct, and community recognition.

The development problem is consequently one of system coordination. Government agencies set priorities and allocate resources; associations organize competitions and standards; schools and clubs identify and train participants; families sustain participation; and markets provide sponsorship, media exposure, and products. Weak links between these actors create discontinuity even when individual institutions perform well. The model tested in the thesis brings these links together by examining governance, identity, resources, markets, and reserve talent as mutually reinforcing conditions.

Purpose of the study

The study aimed to (a) describe the current situation of wushu development for excellence in Jiangsu province; (b) test the effects of five proposed factors on the development outcome; and (c) synthesize expert recommendations into an integrated development approach for high-quality and sustainable excellence.

Scope of the study

The geographical scope was Jiangsu province, China. The population scope covered sports officials, wushu scholars, association representatives, traditional inheritors, managers, practitioners, enthusiasts, and related stakeholders. The variable scope comprised government functions and policy implementation; social identity and cultural inheritance; economic input and resource allocation; market mechanism and capital input; reserve talent management; and the development of wushu for excellence. The study used 15 interviewees, 420 valid questionnaires, and 11 focus-group participants.

Significance of the study

The study contributes an integrated governance-and-development model for a traditional sport seeking competitive excellence. It clarifies the relative contribution of institutional, cultural, economic, market, and talent factors. For practice, the results provide a structured basis for provincial policy coordination, facility and funding allocation, cultural programming, market regulation, and long-term athlete and coach pathways.

2. LITERATURE REVIEW

Sport-policy research consistently shows that high-performance systems depend on coherent public institutions, sustained investment, talent identification, and coordination across organizations. The SPLISS tradition emphasizes that policy support and system design shape international sporting success (De Bosscher, De Knop, Van Bottenburg, & Shibli, 2021). Comparative work further indicates that policy learning and interdepartmental coordination are necessary when national goals must be translated into local programs (Grix, Brannagan, & Houlihan, 2024; Houlihan & Zheng, 2023). In Jiangsu, the 14th Five-Year Plan for Sports Development and the provincial National Fitness Implementation Plan provide a formal policy context for wushu development (General Administration of Sport of China, 2021; Jiangsu Provincial People's Government, 2021).

Social identity and cultural inheritance give wushu its legitimacy beyond competitive results. Cultural identity can motivate sustained participation, support intergenerational transmission, and connect athletes to communities (Guo & Chueachainat, 2024; Khotimah, & Lusiana. 2026). Social-identity theory explains why belonging and recognition influence commitment to valued group practices (Tajfel, Turner, Austin, & Worchel, 2022). Research on martial arts as embodied knowledge similarly emphasizes long-term mentorship, cultural learning, and the transmission of practice through bodies and institutions (Brown & Leledaki, 2025; Farrer & Whalen-Bridge, 2025).

Economic input and resource allocation form the material base of excellence. Facilities, equipment, coaching support, sports science, and competition opportunities require stable funding and transparent prioritization. Elite-sport studies distinguish between the amount of investment and the quality of allocation: resources produce stronger outcomes when they are coordinated across training stages and institutional levels (Oakley & Green, 2020; Sotiriadou & De Bosscher, 2025).

Market mechanisms and capital input can complement public investment by supporting events, media visibility, products, sponsorships, and digital communication. However, commercialization should be regulated so that private participation strengthens rather than displaces cultural and public objectives. Sport-entrepreneurship and event-governance research therefore favors hybrid arrangements that combine public oversight with market responsiveness (Andreff, 2020; Hoye, Smith, Nicholson, & Stewart, 2025; Ratten, 2021).

OPEN ACCESS © CINEFORUM

Reserve talent management is the long-term reproduction mechanism of excellence. Age-appropriate training, qualified coaches, coherent transitions between school and elite systems, and viable post-athletic careers reduce attrition. The Long-Term Athlete Development perspective highlights continuity, developmental timing, and coach stability (Balyi, Way, & Higgs, 2023; Balyi & Hamilton, 2024). For wushu, these requirements also include cultural mentorship and the preservation of technical lineages.

Integrated development framework

Government functions and policy implementation form the institutional foundation of the framework. Formal plans are important, but their practical value depends on budgeting, accountability, interdepartmental coordination, and the ability of local organizations to access support. In a province with substantial regional variation, policy implementation should be evaluated not only by the existence of documents but also by whether training bases, competitions, coaching services, and athlete welfare are available beyond the largest urban centers.

Social identity and cultural inheritance explain why participants and communities recognize wushu as a valued practice. Competitive excellence is more sustainable when athletes understand the meaning of the techniques they perform and when local communities see wushu as part of their cultural life. Identity can support commitment during difficult training periods, while cultural inheritance can provide mentors, narratives, ceremonies, and standards of conduct. These functions are complementary rather than separate from performance development.

Economic input and resource allocation refer to both the scale and the distribution of material support. Facilities, equipment, travel, competition opportunities, sports science, medical services, and coach education all require resources. The thesis emphasizes allocation quality because concentrated investment can produce visible champions while leaving the wider talent base fragile. Transparent criteria, shared facilities, and regional training hubs can improve the return on public investment and reduce structural inequality.

Market mechanisms and capital input can expand the visibility and financial base of wushu, but market growth requires governance. Sponsorship, media content, events, tourism, and cultural products can create new opportunities for athletes and organizations. Without standards, however, commercialization may privilege spectacle over training quality or detach products from cultural meaning. A regulated hybrid model is therefore appropriate: public agencies protect cultural and developmental objectives while private actors contribute innovation, finance, communication, and audience reach.

Reserve talent management connects the system across time. Identification at school or community level is only the first step. Athletes need age-appropriate workloads, qualified coaches, educational support, transparent selection, injury prevention, and routes into higher-level teams. Coaches also need progression, certification, and career security. For wushu, the reserve system should preserve technical lineages while using modern monitoring and sports-science support. This combination can reduce dropout and make excellence a realistic pathway rather than an isolated success.

3. RESEARCH METHODOLOGY

The study adopted a three-stage mixed-method design. Stage 1 used structured interviews and document analysis to examine the current situation. Fifteen purposively selected participants included two government sports officials, four wushu scholars, seven Jiangsu Wushu Association members, and two traditional inheritors. Interview items were reviewed by experts using an Index of Objective Congruence above 0.50 and analyzed thematically.

Stage 2 used a three-part questionnaire: demographics, five-point Likert measures of the five influencing constructs and the development outcome, and open-ended comments. The target population comprised wushu managers, enthusiasts, and practitioners. A total of 434 questionnaires were collected; 14 invalid responses were removed, leaving 420 valid cases (96.8% effective response). SPSS 26.0 and SmartPLS 4.0 were used for descriptive statistics, measurement-model assessment, collinearity, explanatory power, predictive relevance, and path testing.

Stage 3 used a focus group with 11 participants: two government officials, three experts or scholars, and six Jiangsu Wushu Association managers. The group reviewed the empirical results, discussed implementation barriers, and refined the strategic framework. Participation was voluntary, and confidentiality and informed consent procedures were applied.

4. DATA ANALYSIS AND QUALITY ASSURANCE

The quantitative analysis first described the respondent profile and checked the completeness of the data. The measurement model was then assessed through indicator loadings, Cronbach's alpha, composite reliability, average variance extracted, and heterotrait–monotrait ratios. The structural model was evaluated through variance

OPEN ACCESS © CINEFORUM

inflation factors, standardized path coefficients, bootstrapped t values, confidence intervals, explained variance, and predictive relevance. This sequence allowed the study to establish that the constructs were measured consistently before interpreting the relationships among them.

The three stages were integrated rather than treated as independent studies. Interview themes informed the wording and contextual interpretation of the questionnaire constructs. The survey established the relative strength of the five hypothesized influences across 420 valid cases. The focus group then examined whether the statistical pattern was actionable in Jiangsu and identified institutional barriers that coefficients alone could not show. The resulting framework is therefore both empirically tested and implementation-oriented, while still requiring cautious transfer to other provinces.

Table 1. Selected characteristics of the valid questionnaire sample (N = 420).

Profile	Category	n	%
Gender	Male	260	61.90
Gender	Female	160	38.09
Age	18–25	378	90.00
Occupation	Wushu practitioners	204	48.58
Occupation	Wushu enthusiasts	109	25.95
Engagement in wushu	Less than 5 years	254	60.48
Education	Bachelor's degree	389	92.62

Findings and conclusion

The qualitative findings show that Jiangsu has a clear policy structure, established training bases, and stable competitive outputs. Nevertheless, implementation varies across regions; urban centers concentrate facilities and experienced coaches; market participation and digital communication are limited; and the transition from school-level training to provincial teams is fragmented. Coaches and young athletes also face insufficient career planning and uneven access to sports science and professional certification.

The measurement model demonstrated strong reliability and validity. Construct-level Cronbach's alpha coefficients ranged from .891 to .924, composite reliability ranged from .790 to .875, and average variance extracted ranged from .587 to .728. All observed-item loadings exceeded .70, HTMT values were below .90, and structural-path VIF values ranged from 1.000 to 1.337. The dependent construct, development of wushu for excellence, achieved $R^2 = .478$ and $Q^2 = .340$, indicating medium explanatory and predictive performance.

Table 2. Structural path results for the five hypotheses.

Hypothesized path	β	t	p	95% CI	Decision
Government functions and policy implementation → Development	.214	5.172	< .001	[0.131, 0.293]	Supported
Social identity and cultural inheritance → Development	.266	5.257	< .001	[.163, .363]	Supported
Economic input and resource allocation → Development	.180	3.862	< .001	[.090, .273]	Supported
Market mechanism and capital input → Development	.116	2.465	.014	[.023, .210]	Supported
Reserve talent management → Development	.187	3.431	.001	[.080, .292]	Supported

All five hypotheses were supported. Social identity and cultural inheritance produced the largest standardized effect (β = .266), followed by government functions and policy implementation (β = .214), reserve talent management (β = .187), economic input and resource allocation (β = .180), and market mechanism and capital input (β = .116). The pattern indicates that cultural legitimacy and governance are especially important, but excellence depends on the coordinated contribution of all five dimensions.

Interpretation of the findings

The strongest path was social identity and cultural inheritance, which suggests that wushu excellence is not only a technical or administrative project. Athletes and organizations require a meaningful social context that explains

OPEN ACCESS © CINEFORUM

why the practice matters and why sustained effort is worthwhile. Cultural identity can strengthen commitment, public recognition, and intergenerational transmission. It may also protect the distinctiveness of wushu as it enters contemporary schools, clubs, media environments, and international exchanges.

Government functions and policy implementation ranked second and remained highly significant. The result indicates that policy is consequential when it is translated into local coordination, facilities, competition systems, and support services. The qualitative evidence showed that Jiangsu has a stable policy foundation but uneven execution. This distinction is important: a strong provincial plan cannot automatically resolve differences in municipal capacity. Monitoring should therefore track implementation outcomes and access, not only the publication of policy documents.

Reserve talent management had a larger effect than market mechanism and capital input. This finding supports the view that excellence is reproduced through people and pathways before it is amplified through publicity or commercialization. If athletes leave because training conflicts with education, coaching is unstable, or selection is opaque, additional sponsorship will not repair the system. Talent management should thus be understood broadly to include athlete welfare, educational continuity, coach development, and career transition.

Economic input and resource allocation produced a positive effect of similar magnitude to reserve talent management. The result confirms that excellence requires material conditions, but it also reinforces the importance of distribution. Concentrated investment may improve a small number of elite programs while weakening the feeder system. Regional training hubs, shared facilities, transparent grant criteria, and coordinated sports-science services can make investment more productive and equitable across the province.

Market mechanism and capital input had the smallest coefficient, although the path was statistically significant. This should not be read as an argument against markets. Rather, the result suggests that market mechanisms are complementary: they can increase resources, visibility, and innovation after governance, identity, and training foundations are in place. Regulated sponsorship, culturally coherent events, digital storytelling, and product development are more likely to support excellence when they reinforce rather than replace public responsibility.

The combined model explains 47.8% of the variance in the development outcome, with medium predictive relevance. This level of explanatory power is consistent with a complex social system in which many influences cannot be captured by five constructs alone. Family support, school quality, athlete motivation, injury, coaching style, and interprovincial competition may also matter. Nevertheless, the supported paths provide a useful strategic map because they identify levers that can be influenced by provincial and organizational decision makers.

Table 3. Measurement and structural-model quality summary.

Quality indicator	Result	Interpretation
Cronbach's α (constructs)	.891–.924	Strong internal consistency
Composite reliability	.790–.875	Above .70 criterion
AVE	.587–.728	Convergent validity supported
HTMT	< .90	Discriminant validity supported
R^2 for development	.478	Medium explanatory power
Q^2 for development	.340	Medium predictive relevance

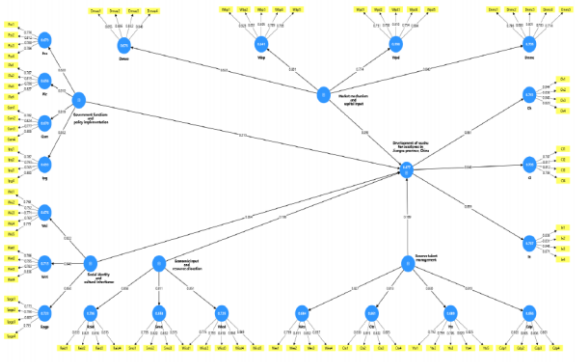


Figure 1. Structural model for the development of wushu for excellence in Jiangsu province (original study).

OPEN ACCESS © CINEFORUM

The focus group translated these findings into a coordinated development approach. Government functions and policy implementation should establish strategic direction, stable funding, monitoring, and coordination across sports, education, and cultural departments. Social identity and cultural inheritance should be embedded in school, association, and community programs so that excellence remains connected to public meaning. Economic input should prioritize facilities, coaching, sports science, and equitable access across urban and peripheral areas. Market mechanisms should be developed through regulated sponsorship, event branding, digital platforms, and cultural products. Reserve talent management should connect youth training, education, coaching certification, athlete welfare, and career transition.

5. RECOMMENDATIONS

Provincial authorities should create a cross-department implementation and evaluation mechanism that tracks funding, facility access, participation, competitive outcomes, cultural vitality, and talent continuity. Resource allocation should reduce the gap between major cities and grassroots institutions through regional training hubs, mobile outreach, shared facilities, and transparent maintenance budgets. Wushu associations and schools should establish standardized progression pathways, coach certification, sports-science support, and education–training integration. Market participation should be encouraged through culturally aligned sponsorship and digital event strategies, with safeguards against excessive commercialization. Finally, athlete and coach career planning should be embedded in the reserve-talent system so that excellence is sustainable beyond short-term competition cycles.
At the provincial level, the first recommendation is to convert the existing policy foundation into a measurable implementation compact. Annual plans should identify responsible departments, funding sources, delivery milestones, and indicators for both elite performance and broad participation. A public dashboard or annual review can make regional differences visible and support corrective action. Provincial associations can assist by standardizing competition calendars, coach development, safeguarding procedures, and data reporting while allowing local institutions to adapt programming to community needs.
For schools, clubs, and training bases, the priority is a connected athlete pathway. Recruitment should begin with accessible school and community programs, followed by age-appropriate progression and transparent selection. Education support, injury prevention, nutrition, psychological support, and career guidance should be integrated into the pathway rather than offered only after problems occur. Coaches need stable employment, continuing education, and recognition for developing athletes over time, not only for producing immediate competition results.
For associations and market partners, commercialization should be culturally responsible and developmentally useful. Sponsorship packages can support equipment, travel, events, and digital content while retaining clear standards for athlete welfare and cultural representation. Competitions and festivals can combine performance with demonstrations, historical interpretation, and community participation. Digital platforms should provide reliable schedules, results, coaching resources, and stories of local practitioners, thereby expanding visibility without reducing wushu to entertainment alone.
The study also has limitations. The questionnaire was cross-sectional and concentrated in one province, so causal direction and wider generalization require further testing. The sample included a large proportion of young respondents, which may shape perceptions of identity and development. Some institutional and financial conditions were measured through self-report rather than administrative records. Future research should use longitudinal athlete-pathway data, compare Jiangsu with other provinces, examine city-level implementation differences, and test whether coach quality, school–club integration, or digital media moderate the observed relationships

REFERENCES

1. Andreff, W. (2020). Some comparative economics of the organization of sports: Competition and regulation in North American vs. European professional team sports leagues. The European Journal of Comparative Economics, 8(1), 3–27.
2. Balyi, I., & Hamilton, A. (2024). Long-term athlete development: Trainability in childhood and adolescence. Olympic Coach, 16(1), 4–9.
3. Balyi, I., Way, R., & Higgs, C. (2023). Long-term athlete development. Human Kinetics
4. Brown, D., & Leledaki, A. (2025). Eastern movement forms as body-self transforming cultural practices in the West: Towards a sociological perspective. Cultural Sociology, 4(1), 123–154.
5. De Bosscher, V., De Knop, P., Van Bottenburg, M., & Shibli, S. (2021). A conceptual framework for analysing sports policy factors leading to international sporting success. European Sport Management Quarterly, 6(2), 185–215.

OPEN ACCESS © CINEFORUM

6. Farrer, D. S., & Whalen-Bridge, J. (2025). Martial arts as embodied knowledge: Asian traditions in a transnational world. State University of New York Press
7. General Administration of Sport of China (2021). The 14th Five-Year Plan for sports development. General Administration of Sport of China
8. Grix, J., Brannagan, P. M., & Houlihan, B. (2024). Comparative elite sport development: Systems, structures and public policy. Routledge
9. Guo, Q., & Chueachainat, K. (2024). Cross-Cultural Communication and Co-Directional Theory: Assessing the Impact of Cultural Background on Communication Efficacy Among International Students in Malaysia. Journal of Advances in Humanities Research, 3(1), 22–40. https://doi.org/10.56868/jadhur.v3i1.203.
10. Houlihan, B., & Zheng, J. (2023). The Olympics and elite sport policy: Where will it all end?. The International Journal of the History of Sport, 30(4), 338–355.
11. Hoye, R., Smith, A. C., Nicholson, M., & Stewart, B. (2025). Sport management: Principles and applications. Routledge
12. Khotimah, K. K., & Lusiana. (2026). Live-streaming influencers and customer loyalty: A systematic review of customer satisfaction and service quality in TikTok commerce. International Journal of Management Thinking, 4(1), 1–17. https://doi.org/10.56868/ijmt.v4i1.109.
13. Oakley, B., & Green, M. (2020). The production of Olympic champions: International perspectives on elite sport development systems. European Journal for Sport Management, 8(Suppl. 1), 83–105.
14. Ratten, V. (2021). Sport-based entrepreneurship: Towards a new theory of entrepreneurship and sport management. International Entrepreneurship and Management Journal, 7, 57–69.
15. Sotiriadou, P., & De Bosscher, V. (2025). Managing high-performance sport: Introduction to past, present and future considerations. European Sport Management Quarterly, 18(1), 1–7.
16. Tajfel, H., Turner, J. C., Austin, W. G., & Worchel, S. (2022). An integrative theory of intergroup conflict. Intergroup Relations: Essential Readings, pp. 94–109

OPEN ACCESS © CINEFORUM