

A Case Study on the Management of Sports Teams by the State-owned Enterprises in Taiwan—Take Taipower Baseball Team as an Example

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Abstract

The Taiwan Power Company Baseball Team, also known as Taipower Baseball Team, was the oldest national representative sport team run by the Taiwan Power Company (Taipower). According to the history of Taiwan baseball, it was written that Taipower Baseball Team had taken part in some competitions shortly after the restoration of Taiwan in 1945. This team was believed to be the earliest baseball team which is still active now. To most people, the foundation of Taipower Baseball Team was related to the role of Taipower. Since Taipower was a government-run corporation, it seemed that it has the responsibility to cooperate with the government in the development of sports. That also explained why the baseball team is still active so far. The aim of this thesis was to collect related literature of Taipower Baseball Team and conduct in-depth interviews to verify whether the initial purpose of founding Taipower Baseball Team corresponded to the sport policy in Taiwan. This thesis will also analyze the inner and outer factors as well as the difficulties that Taipower Baseball team had confronted in four different periods: the role of Taipower after the restoration of Taiwan from 1945 to 1960, the zeal for the development of three classes of amateur baseball—elementary-level, junior-level, and senior-level—due to the rise of Hung Yeh Little League team from 1960 to 1980, Taiwan's amateur baseball team ranked in world's top 5 from 1980 to 1990, and the competition from professional baseball teams from 1990 to 2006. In addition, with the recourse to Japanese sport sociologist Sekai Shiso's observation, this thesis intended to make a comparison with the phenomena that Japanese enterprises run representative sport teams after World War II in order to provide an insights into why Taipower Baseball Team can still survive as an amateur group under the impact of professionalization. Finally, it will also provide advice on how to deal with the problems that Taipower Baseball Team may encounter in the future.

Key words: State-Owned Enterprise, representative sport team, sport management