

# A Study on the Development of Government Purchase Service and Campus Football Based on "North Paradox Theory"

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**Keywords:** North Paradox, Government Buying Services, Campus Football.

**Abstract:** From the State Council A series of football developments was released in 2015 After the reform program, the strategic significance of football in the development of the country is understood in order to carry it out The government buys services, so this article is Campus Football Development of the discussion," North Paradox "phenomenon as a breakthrough point, the development of Chinese football, and put forward some improvement methods.

## 1. Introduction

Under the new economic system, the act of maximizing the state and welfare is to identify itself as the economic owner under the goal. And the "North Paradox" is based on the dual goal produced by the government, and its contradiction lies in the cognition of two aspects, one is the definition of property right, the most rice flower of economic benefit to the ruler by using the social rules, and the other is the lower contract transaction to maximize the social output. These two goals have both logical differences and contradictory processes of efficiency. Therefore, this paper will fully discuss it to reduce the loss of welfare on both sides.

## 2. The Representation of the "North Paradox"

As a related point in the transformation, the government can play an active guiding role in the process of football reform, and has an irreplaceable important role. Especially to the campus football reform, has the positive influence, this kind of influence in "North Paradox ", is a kind of representation phenomenon.

"North Paradox" is an expression in the market economy. On the one hand, it provides the basic rules of game for the state and effectively defines different property rights transactions[1]. On the one hand, the state government uses the power between the property right arrangement and the property right transaction, carries on the arrangement to its economic decline, finally causes the social welfare lack.

The "North Paradox" led by the government's dual goal shows that the government is in a "dual contradictory logical state" with the research on the development of campus football in the purchase of services, and the government should not only use the way of purchase to safeguard its own interests and maximize the interests, but also promote the development of football, save the transaction cost and maximize the development of the campus group. Among them, the government in the development and reform of campus football in the introduction of power and intervention, and in the intervention and non-intervention between the vacillation, resulting in the characteristics of paradox.

### 2.1. Government Purchases of Services Can Effectively Compensate for the Lack of Development of Campus Football

Government purchase of services can effectively define the rights and interests, in the process of trading, need to clarify the definition of property rights, free market mechanism can automatically derive the results of trading, clear property rights for the development of campus football practical significance. Because the development of campus football is part of the market behavior, it is

necessary to use the market-oriented way to define the basis of property rights. Especially in the market economy, the government has the responsibility to protect it, reduce the transaction costs incurred in the process of trading, and ensure that its own gains are equal to the social gains. If there is a vague state of property right definition, it is necessary to redistribute the market resources and adjust it [2].

The government purchase service can make up the filling of the market failure moderately, on the development of our country's current economy, the planned economy moves forward to the market economy, and accompanied by certain market attributes, such as blindness, lag, monopoly defects, the same, the behavior of buying campus football, also belongs to the monopoly behavior, belongs to the social distribution inequality, is a kind of market failure phenomenon. Based on the phenomenon of these market failures, it will lead to the imbalance in the development and supply of campus football, such as the chaos of the football market. The government may, in accordance with the laws and regulations, carry out the development and construction of campus football, cultivate it in accordance with market factors, establish and improve the development process of campus football in accordance with the principle of market equity, appropriately make up for the defects of campus football failure, maintain the development of campus football, and carry out professional operation for its future development.

The government purchase service can effectively promote the development of campus football. In the 1990s, the football reform and construction was in the market economy with imperfect market mechanism. At that time, the economic system was in the planned economy system. In the market function gradually perfects today, the government may replace the market mechanism to exercise its function, carries on the temporary generation and the supplement to it, consummates the market development function. The maturity of the generation is that we can gradually relax the regulation of the market and use more market mechanisms to play an effective role in sports resources. In the process of Chinese football development, the government, as the provider of public goods, the macro-regulator and the maintenance of market order, can effectively improve the development of campus football[3]. First of all, the Government can promote and protect the development of campus football through legislation and related policies, provide preferential industrial support programmes for the development of football, and help campus football to complete its training and resource building (see Figure 1). Secondly, the government uses its coordination function to smoothly reconcile various social interests and contradictions. Finally, the government can use the supervision and management program to maintain the order of the development of campus football and provide the guarantee for the development of campus football. The overall development strategy of campus football can be completed under the guidance and coordination of the government.



Figure 1 Construction of football field resources

## 2.2. Market Mechanisms Highlight the Failure of the Government to Purchase Services

With the development of market mechanism, the government's purchase of services has gradually failed. Due to the restriction of the policy, the phenomenon of information asymmetry and market failure appears, and the government has limited help for the development of campus football, and its performance of failure has certain particularity.

The government overregulates, in order to overcome the emergence of market failure, use the

way of excessive intervention to correct the behavior of market failure, through such a way, restrict the development of market mechanism, regulation rights have been expanded, but in the development of campus football, in the position of excessive monopoly. The development of campus football is in the traditional planned economy system, if the government over-intervention in a certain field, it will lead to the emergence of industry monopoly, industry barriers. This is about the emergence of behaviour that prompts the government to specialize in its own rights and merely to overstate development risks to different industries.

With the development and reform of campus football, restricted by the influence of government purchase of services, the government regulation behavior is more and more serious, the development expenses of campus football, because of the restriction of regulation behavior, so campus football is extremely lack of funds in the process of development. To make it in the process of development to obey the guidance of the government, and unable to play their own stability, has disrupted the order of market operation, hinder the development and reform of campus football. It can be seen that the over-regulation becomes the restriction of the development of campus football, the over-intervention destroys the market question, distorts the market development signal, and seriously affects the allocation form of resources under the market economy.

### **3. "North Paradox" on the Development Relationship between Government Buying Service and Campus Football**

#### **3.1. Double-Sidedness of Campus Football Development**

The development of campus football is reflecting the change of economic reform in our country, the development of campus football should be directly derived from the interference of market economy, influenced by monopoly position and so on. However, in the course of the development of campus football, due to the supervision and restriction of the government, the influence of its effective competition in the market makes itself suffer the influence of interests in the process of development and hinder the development.

Campus football has been driving in the development of the two-track coexistence of physique, through the government function to its resources allocation coordination role, to make up for the lack of market development, to ensure the effectiveness of campus football development resources. In the process of its development summary, on the one hand to maximize their own development, on the other hand to pursue the maximization of government benefits. As a vassal of the administrative body, the decision-making of campus football relies on the government's supervision mechanism to a large extent, and the government's great intervention in football will restrict the development of campus football. To step out of government intervention, we need to define our own position and divide our rights and interests (see figure 2). Can not appear offside and dislocation of the performance, the separation of the management of the way to reform, break the traditional system of jurisdiction. Give campus autonomy, let it can effectively form its own development rights and interests, both independent and mutual constraints, so that the development of campus football out of the "North Paradox" foundation.



Figure 2 Campus self-execution scheme

### 3.2. Establishment of An Institutionalized Regulatory Policy

In the course of the development of campus football, the government should allocate its resources effectively, activate the competitiveness of campus football in the market, protect the rights and interests of campus football, expand the channels of football talent training (see figure 3), and maintain the order of market economy transaction. Starting from the government, the top-down form of deep government intervention lays the foundation for the most development of China. The government can improve the development strategy of campus football, implement the establishment of participation system and decision-making, improve the establishment of relevant decision-making, reduce artificial obstacles, and guide campus football to develop into the content of fair competition in the market. The rational distribution of rights and interests, the supervision of the development of campus football in place, the implementation of the development of campus football in practice, and the active improvement of the management mode of traditional rights obedience, is that campus football has its own rights and responsibilities, establishes a modern system with clear ownership and clear responsibility, and takes advantage of the better development of campus football to get rid of the dilemma of "North Contrary Theory".



Figure 3 Talent training

### 4. Conclusion

In the course of the development of campus football, the government is easy to produce the property rights part of the situation, this problem is also a long-term unsolvable dilemma, affecting the construction and development of sports in China. With the change of economic system and the development of market order, the government can also use innovative regulation system to intervene in the market, do a good job of intervention in the development of campus football, make campus football out of the dilemma of "North Paradox", and make more exploration for the healthy and stable development of sports in our country.

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