



Research Article

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The trade competitiveness research of China's cultural based on dynamic diamond model

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ABSTRACT

With the development of culture industry, it has become a new economic growth point, the situation becomes more obvious, and cultural trade in the transformation of economic development mode, adjusts the structure of national economy, plays an important role and gains recognition in a wider range. But judging from the international comparison, China's cultural trade competitiveness is still weak. Porter's diamond model theory is developed in this paper, the dynamic diamond model is put forward according to the stage of industrial development, and this model is applied to theoretical analysis and empirical study of cultural trade competitiveness, and relevant policy recommendations is put forward.

Keywords: culture industry; diamond model theory; industrial development

INTRODUCTION

With the trend of the culture industry is obvious becoming a new growing point of economy in our country increasingly, cultural trade plays a role in the recognition of the transformation on the pattern of economic development and adjustment in the structure of the national economy. But from the international comparison, China's cultural trade competitiveness is still weaker. Therefore, how to improve the cultural trade competitiveness becomes an urgent problem of the government circles, the theoretical circle, business, the following will be creative in the use of authoritative in the field of competitiveness analysis of porter's diamond model theory, and analyze how to enhance cultural trade competitiveness.

One, Concepts of cultural trade

Chinese scholar Zhou said that cultural trade is a special service trade in international trade, which is an trade activity related to intellectual property around cultural goods and services; Cultural products and services not only has product attributes, and also has the ideological attributes and mental attributes. Li Huailiang is one of the domestic scholars, who study cultural trade earlier, and has more related works, he proposed that cultural trade are cultural exchange activities among countries (or regions) of the world as a medium between monetary conducted, both part of tangible goods, such as audio, sound recordings, paper publications, including intangible goods, such as copyright, performances, and it is related to cultural and economic.

UNESCO (United Nations Educational, Scientific and Cultural Organization, hereinafter referred to as UNESCO) on cultural trade involved in the "cultural goods" and "services" release respectively as follows: "Culture merchandise General refers to spread thought, and symbols and lifestyle of consumer; culture merchandise can provides information and entertainment, and form groups identity, then on culture behavior produce effects; based on personal and collective creation results of culture merchandise in industrialization and in world range within sales of process was constantly copied, and it has new of value; books, magazine, software, tapes, multimedia products, videos, movie, audio-visual program, handicrafts and fashion design compose species range of culture merchandise. And cultural services, from the traditional sense, refers to the behavior of meeting the people's cultural interests and

need, usually, this behavior does not occur in the form of goods, which refers to the government, semi-public and private institutions for the social and cultural practices that support the provision of a variety of cultures, including holding a variety of performances, organizing various cultural activities, collection of cultural products (such as libraries, documentation centers and museums) and the promotion of cultural information and other cultural services, which are free, it can also have a commercial purpose. However, in terms of cultural services in trade, there must be some commercial purposes. Domestic and foreign scholars on cultural trade definition statement has not uniform standard, there are scholars who will treat "cultural trade" as "cultural service trade" to use. And the author thinks that the trade objects of cultural trade including cultural goods and services, both the characteristics and attributes of trade in goods and services trade, thus equating "cultural trade" to "cultural service trade" has some one-sided, it is easy to cause confusion, which is compared.

Two, Overview of competitiveness theory

In discussing the competitiveness of certain industries, The Competitive Advantage of Nations of Harvard University Professor Porter (Michael Porter), in which "diamond model" is a powerful analytical tool. Porter pointed out that the greatest impact, the most direct factor is the factor of production, demand factors, related and supporting industries as well as corporate strategy and organizational structure of the four basic elements of an industry. After Porter, many scholars have put forward criticism and suggestions on improving the diamond model. For example, Deng Ning think you need to take "cross-border business activities" as a parallel between government with the opportunity and the third exogenous variables. Korean scholars have proposed nine-factor model of international competitiveness, etc. Based on the above review of the literature can be seen: First, the study of cultural trade should be based on the definition of clear and reliable statistical data, but the previous research methods are single, statistics standards are not uniform, even there is no clear economic sense. Second, the study of cultural trade competitiveness is somewhat superficial, which stay in the preliminary statistics comparison and general qualitative judgment of competitiveness. Analysis of the reasons that affect the trade competitiveness of a country culture is less, and most of the existing literatures are based on statistical analysis of measuring index, through establishing econometric model to analyze the influence factors of competitiveness is not much. Third, the evolution of the concern of the Porter's diamond model focused on factors affecting the industry, and little discussion of the combination of factors and stages of industrial development. This paper is based on the results of previous studies inherited more scientifically selected on the basis of statistical indicators of cultural trade, combined with the status of China's cultural trade development, and use the display and analysis of indicators of cultural trade competitiveness index for quantitative analysis; On the other hand, we should realize the stage and dynamic development of cultural trade in our country, the classical diamond model is improved, and the improved dynamic diamond model applied to the study of cultural trade competitiveness.

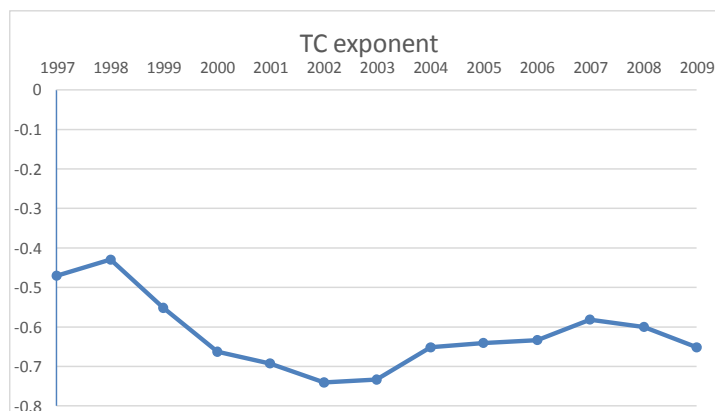


Fig. 1 TC index of China's service trade

Statistical Analysis

The display indicators

TC Index

TC index represents a proportion of the difference in total imports and exports of the country's import and export trade. The advantage is to remove the effects of inflation and other macroeconomic fluctuations in total, as the relative value of total trade, which can compare between different countries and in different periods. TC in the range of (-1, 1), when the value is close to zero, indicating that close to the average level of comparative advantage; indicating a large comparative advantage, if it closes to 1, competitiveness is stronger; on the contrary, it indicates little comparative advantage, and competition is smaller.

$TC > (X_{ij} - M_{ij}) / (X_{ij} + M_{ij})$; Of which: X_{ij} is the export of j products in the country of i , M_{ij} is the import of j products in the country of i , $X_{ij} - M_{ij}$ is the net export of j products in the country of i , $X_{ij} + M_{ij}$ is total import and export of j products in the country of i .

As can be seen from Figure 1, China's cultural trade TC index is less than zero, indicating weak competitiveness of China's cultural trade. From 1998 to 2002, China's cultural trade has experienced a decline in the competitiveness of the stage, which is due to the great development of the world's cultural trade has led to an increase in imports of culture, at the same time the gap between China's cultural industry and world powers increases, which cause decline of trade competitiveness. After 2002, TC value of China's cultural trade rises from the ground, the national focus on cultural trade and encourage policies. As in September 2003, Chinese Ministry of Culture issued the "Opinions on support and promote the development of cultural industries," and so on.

CONCLUSION

In this paper, through the statistical analysis and empirical analysis attempts to get two conclusions: First, China's cultural trade competitiveness is weak; Second, in the cultural trade less competitive stage, "effect of short-term factors of dynamic diamond model" impact on the competitiveness is large, long-term effect is not obvious. From several indicators of the statistical analysis, the development of China's cultural trade is rapid, openness has gradually increased, but the overall competitiveness is weak, which is still in a weak competitive advantage or competitive disadvantage. Judging from the econometric analysis, in accordance with the three most important explanatory variable of "Dynamic Diamond Model" to determine the basic elements of the three groups, namely, fixed assets investment, China's per capita GDP, broadband penetration trade competitiveness of Chinese culture have a significant stage affected. That short-term factors in today culture plays a decisive role in the development of the trade. This study is a preliminary exploration, it cannot be denied that some of the long-term effects of factors such as human capital, the overseas market, industry support, a more competitive market structure can give greater space for the development of cultural trade, which at present did not play its desired effects. From another point of view, these elements are cultural trade competitiveness in China from quantitative change to qualitative change "bottlenecks", stating that on long-term application of the factors of production in China has yet to be discovered. In order to improve the competitiveness of cultural trade, it can be considered from the following aspects: (1) create a new financing platform for cultural industries. (2) promote the upgrading of the domestic cultural market structure to develop good domestic market, provide business development, continued investment and innovation power, and build enterprise competitiveness in an increasingly complex industry links. (3) counsel support channels related industries how to play a supporting role in related industries, the key lies in sound market mechanisms, in particular the protection of intellectual property. (4) improve the quality of human resources, develop overseas markets, make internationalized content combined with the forms of Chinese, reduce cultural export in the process of "cultural discount", open foreign markets as soon as possible.

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