



中南财经政法大学学术文库

# 外贸产业竞争力研究

RESEARCH ON THE COMPETITIVE POWER OF FOREIGN TRADE ENTERPRISE

张相文 著

中国财政经济出版社

新学

PDG



## 作者简介

张相文，1963年3月生于湖北监利，1983年和1986年先后于中南财经大学商业经济专业本科和硕士研究生毕业，分获经济学学士和硕士学位。后留校任教。期间曾于1988年赴香港访问进修，1992年下派黄石财办锻炼，1998年攻读博士学位，多次出国参加国际学术会议。现为中南财经政法大学贸易经济管理学系副主任、副教授，管理学博士，兼任中国管理科学院特约研究员，全国高协组织教材研究与编写委员会委员；主要从事国际贸易与营销、市场价格理论的教学与研究，公开发表论文30余篇，主编、参编教材8本，合著、译著多种，主要学术观点被《当代中国中青年商业经济专家学者》收编，并有专文介绍。

中南财经政法大学

本书由

中南财经政法大学出版基金

资助

# 中南财经政法大学学术文库

## 编 辑 委 员 会

主 任:吴汉东

副主任:郭道扬 张中华 赵凌云 覃有土

委 员:刘可风 林汉川 熊胜绪 杨灿明

范忠信 罗 飞 朱新蓉 谷克鉴

齐文远 张新国 杨云彦 夏成才

童之伟 陈景良 杨宗辉 朱延福

主 编:赵凌云

编辑部成员:范忠信 陈 明 陈敦贤

童之伟 姚 莉 朱冬生

## 序

一个没有思想活动和缺乏学术氛围的大学校园，哪怕它在物质上再美丽、再现代，在精神上也是荒凉、冷清和贫瘠的。欧洲历史上最早的大学就是源于学术。大学与学术的关联不仅体现在字面上，更重要的是，思想与学术，可谓大学的生命力与活力之源。

我校是一所学术气氛浓郁的财经政法高等学府。范文澜、嵇文甫、潘梓年、马哲民等一代学术宗师播撒的学术火种，五十多年来一代代薪火相传。因此，在世纪之交，在合并组建新校而揭开学校发展新的历史篇章的时候，学校确立“学术兴校，科研强校”的发展战略。这不仅是对学校五十多年学术文化与学术传统的历史性传承，而且将成为谱写新世纪学校发展新篇章的战略性手笔。

“学术兴校，科研强校”的“兴”与“强”，是奋斗目标，更是奋斗过程。我们是目的论与过程论的统一论者。我们将对宏伟目标的追求过程寓于脚踏实地的奋斗过程之中。由学校斥资资助出版《中南财经政法大学学术文库》，就是学校采取的具体举措之一。

本文库的指导思想或学术旨趣,首先在于推出学术精品。通过资助出版学术精品,形成精品学术成果的园地,培育精品意识和精品氛围,提高学术成果的质量和水平,为繁荣国家财经、政法、管理以及人文科学研究,解决党和国家面临的重大经济、社会问题,作出我校应有的贡献。其次,培养学术队伍,特别是通过对一批处在“成长期”的中青年学术骨干的成果予以资助推出,促进学术梯队的建设,提高学术队伍的实力与水平。第三,培育学术特色。通过资助在学术思想、学术方法以及学术见解等方面有独到和创新之处的成果,培育科研特色,力争通过努力,形成有我校特色的学术流派与学术思想体系。因此,本文库重点面向中青年,重点面向精品,重点面向原创性学术专著。

春华秋实。让我们共同来精心耕种文库这块学术园地,让学术果实挂满枝头,让思想之花满园飘香。

A stylized handwritten signature in black ink, likely belonging to the author or a representative of the library.

2001年11月28日

## *Study On the Sectoral Competitiveness In Foreign Trade ( Abstract )*

*The sectoral competitiveness in foreign trade discussed in this book includes price competitiveness and non - price competitiveness in a country's foreign trade practice when home commodities is compared with foreign ones. Seen logically and historically, price competitiveness is the premise and foundation of non - price competitiveness, the non - price competitiveness is a higher form of price competitiveness.*

*Why the sectoral competitiveness in foreign trade is chosen as the study subject are illustrated below:*

*Practically, China's foreign trade based on the Theory of Comparative Advantage can't develop persistently and new theory for guiding is needed;*

*Based on the international trade practice, the Theory of Comparative Advantage is trying to explain the cause of the existence of international trade, and to keep the old international division of labor & the old pattern of trade. But the old international division of labor doesn't benefit the developing countries, especially developing "large countries";*

*Most current international trade theories are summarized from the trade practice of developed countries and there is no adequate and systematic research on developing countries;*

*As the change of international economy and trade environment, new methods are required in studying China's foreign trade practice. Knowl-*

edge based economy characterized by technology revolution and globalization is changing the development of world economy. Now the blooming of China's economy can depend neither on the outstanding development and international trade of manufactured goods, nor on the expanding of primary commodities export, nor on the Export - led strategies like the "Four Small Dragons".

That's why study on the sectoral competitiveness in foreign trade has such an important implication as to both theory and practice.

Theory is form practice and also the guidance of practice. It is the backward in theories that leads to the backward in competitiveness in China's foreign trade. Advanced as the foreign theories are, they are unfit for China. On the one hand, ~~from~~ the classical Theory of Comparative Advantage of Ricardo to the new Classical Theory of Factor Endowment, and the temporary international trade theories including Porter's theory of Competitive Advantage, there is reasonable essence in them. So we can only use them for reference. On the other hand, research on international trade theory in China has been limited by the actual environment. Along with the process of China's opening up and reform, trade theories in China have developed from the Theory of Comparative to the Theory of Competitive Advantage of Relative Price, the Strategy of Comparative Advantage, the Theory of Trade Twist and the Industrialization of Foreign Trade and the Theory of Competitive Advantage. All these theories had some positive effects on China's foreign trade in some certain periods, and brought people new ideas.

Now facing the fact of Matthew Effect, the over - dependence of the export on policy support, processing trade and unsustainable export, stable and efficient value chains in manufacture, management, and sale must



be set up in all of the foreign trade practice in order to improve the export marketing innovation and competitiveness of foreign trade sector and open up a new prospect for China's foreign trade.

Since price competitive comes from the competitiveness of the foreign trade sector, there must be a certain relationship between them. When price competitiveness is mentioned, we mean both absolute and relative price competitiveness, and these two can be related to the absolute and relative cost respectively. In practice, the absolute differences in commodity price are the base of international trade, but it is difficult for every country to find commodities in which they have absolute advantage. That's why international trade and international division of labor are actually based more on the comparative difference in cost. Relative or comparative cost, comparative advantage and comparative gains are a set of terms that have both common points and differences. The export goods competitiveness is determined by the comparative cost and comparative advantage, and comparative gains, which results from competition.

Comparative advantage can be divided into real and potential comparative advantage, which is related to a nation's trade structure and trade policy tendency. The real comparative advantages are based on the price competitiveness of the current goods for export. They can bring into play the current comparative advantages and the current division of labor system, but cannot change the export goods structure, nor develop new industry, nor improve the competitiveness in foreign trade industry. There is a certain relationship between the real and potential comparative advantage, but there two are not always in accordance with each other. So we should concentrate on the relationship between there two to obtain

*both the real comparative advantage, by making full use of the current price competition advantage and the potential comparative advantage, by creating new competitive advantage through the guidance of trade policies, industry policies and competition policies.*

*The direction of the development of the competitiveness in foreign trade industry is determined by the change of the comparative advantages, and the current comparative advantages are determined by the current trade structure and the price competitiveness of the export goods. In theories, goods in international trade can be divided into labor - intensive goods, resource - intensive goods and capital - intensive (including human resource) goods, different combinations and inter - trade form the types of inter - industry and inter - industry trade.*

*There are three kinds of situations in inter - industry trade. In the exchange between labor - intensive goods, competitiveness depends on the labor cost. In the exchange between resource - intensive goods, competitiveness depends on the scarcity of resource and demand. And in the exchange between capital - intensive goods, competitiveness depends on advanced technology and scale production.*

*The above analysis shows that In current international trade practice, the developing countries are at a negative position: primary goods export does not hold the comparative advantage. The reason lies in that the capital and technology substitution for labor in developed countries, increasing cost caused by the scarcity of natural resources and the worse environment, and the limited world market and protectionism in trade. Therefore, developing countries especially large developing countries have an urgent need for new theories to guide their foreign trade.*

*In 1980's, research on competitiveness and the Theory of Competitive*

*Advantage became popular and also has helped the trade theory study in China. Chinese researchers began to work on China's competitiveness including competitiveness in foreign trade sector. The two terms, competitiveness in foreign trade sector and a nation's competitiveness share common points as well as difference. The competitiveness in foreign trade sector is an important part of nation's competitiveness. They are on the different research levels, in the difference research areas and focus on different market scale.*

*The competitiveness in foreign trade industry includes the competitiveness of export goods and competitiveness in foreign trade enterprises and so forth, which make up the three levels of this book's research. The competitiveness is affected by the factors, demand, the competitiveness in related industries, the competition between enterprises, and the strategies and management structure of enterprises. Although foreign trade is considered to be an independent industry in China, sitting on the organic relationship between the producing and marketing of export production has led to the weak competitiveness in our foreign trade industry.*

*Usually the competitiveness in the foreign trade industry would be affected by the scale of the enterprise, management, technology equipment and R&D ability, and environment outside the enterprise and employees' quality. The most important factors are technology research and innovation. The export goods competitiveness depends on its technology, price and characteristics, quality, brand and marketing and so on, especially a nation's policies on import and export.*

*Approach and target should be set before evaluating China's competitiveness in foreign trade sector, in this book study has been carried out first on the current evaluation approaches, including the Cost Analysis Ap-*

*proach, Factor Proportion Approach, Revealed Comparative Advantage Approach, Competitive Advantage Approach and Domestic Resource Cost Approach. Comparatively, the Dominance Comparative Advantage Approach is superior to others, but the trouble lies in the data availability. Limited by the data availability, the dominance comparative advantage index, trade competitiveness index, market share index, trade term index and the trade tends and structure are employed in this book to analyze and evaluate China's competitiveness in foreign trade industry.*

*From international comparison, China's competitiveness in the foreign trade sector seems to have supported Ohyama's views. Especially in the East Asia, the inter-transfer in the industry competitiveness and the change of the trade tends are more obvious.*

*On the whole, developed countries still have a more strong competitiveness in international trade while developing countries are deficient in competitiveness in foreign trade sector. Take the samples in this book as example, among all the thirty-five finished goods, Japan has competitiveness in twenty-one while Malaysia only ten. Still, the tendency of the competitiveness in the foreign trade industry favors the developing countries. Compared with the year 1984, in 1995 Malaysia had twenty-seven trade competitiveness indexes that were on the rise, and only eight were decreasing. At the same time, developed country as Japan, the competitiveness of twenty-five finished goods were decreasing while only ten were on the rise. A conclusion may be drawn that with outward shift of the industry in the developed countries, not only more trade opportunities will be given to the developing countries, but also their competitiveness in the foreign trade industry will be improved. Besides, Porter's Theory of Competition is tested. No nation can keep competitive in*

*all industries, and be competitive in an industry forever.*

*The purpose of studying tendency and law of the competitiveness in international industries is to enlighten the study on China's competitiveness in the foreign trade industry. Work on the foreign trade commodity competitiveness since 1980 indicates that viewing the situation as a whole, the competitiveness in China's foreign trade industry is on the rise. The finished goods competitiveness is improving, but the case is not with the competitiveness in primary goods.*

*Difference of China's competitiveness in the foreign trade sector in industries shows as follow: compared with 1981, in 1998 the competitiveness index of primary goods decreased from 0.14 to 0.05 whereas that of finished goods increased from 0.03 to 0.16. Among the primary goods and finished goods, competitiveness index of different goods varied largely and the range and direction of change varied too.*

*Econometrically study on the competitiveness of all the thirty-five finished goods indicates that the competitiveness in China's finished goods is on the rise. Compared with 1984, in 1995 there are twenty-three goods' competitiveness increased and twelve decreased; competitive disadvantage ratio changed from 12:23 in 1984 to 18:17 in 1995. To make it specific, we are competitive in the labor-intensive goods such as textile, toys and watches, they made better use of China's current comparative advantage and kept competitive by the low price. Those standardized manufactured products that have relative mature technology, like washing machine, television, and air conditioner, comparatively made good use of our acquired advantage, and low cost advantage of scale economy. Concerning these products, we have a relative strong competitiveness. And we also have obtained some competitiveness in some hi-tech*

industries, such as shipbuilding, in which China has the factor comparative advantage. The competitiveness in the industries of power and transportation machinery is developing rapidly under the policy guidance and support. But when it comes to drink, beer, household furniture and some building materials, we are far from being competitive. As far as the capital - intensive and technology - intensive industries are concerned, we are poor at R&D and not competitive.

Textile as China's traditional export industry has a relative strong competitiveness no matter is tested by trade competition index or the revealed comparative advantage index. Although the revealed comparative advantage in textile of China's superior to that of the developed countries like the United State, Japan and German, it is weaker than that of India, Pakistan and Hong Kong, which means we do not have a stable advantage. If developed countries finish innovation in the textile industry, China's textile would facing the challenges both of high - grade goods from America and European countries, and low - cost goods from India and Pakistan. Therefore, in order to take precautions, besides making full use of resources advantages such as labor and textile fiber, technology innovation should be carried out to improve the competitiveness in textile, and realize the variety of export commodity.

The competitiveness in foreign trade sector can be embodied by the competitiveness of the enterprises and products in the world market. And the international competitiveness of the enterprises and their products has a certain relationship with the enterprises' management pattern. Seen from the history and logic, exporting is the first and most fundamental step on an enterprise's way to international business. That is the reason why marketing competitiveness becomes the focus of this book.

*The marketing competitiveness is limited by the environment restriction. Firstly, peace and developing are still the themes of this era. Secondly, economy is globalized, which is good to the development of export competitiveness. Thirdly, world economy and trade are developing steadily, the United States and European countries are trying to enlarge their home demand by lowering interests, which again offers opportunity to China's products export. Fourthly, we also have some positive factors for export. For one thing, the rapid development of economy has built up sound material foundation for export, the setting up of the market economy system has met the requirement of system for the foreign trade. For another, the experience acquired by our foreign trade enterprises during the twenty - one years enables them to face the market risks. Besides, the diversification of the management unit enables different enterprises to take part in foreign trade activities. Finally, our stable political situation and currency have encouraged export and improved enterprises' export competitiveness as well as the measurements the government has carried out and will carry out according to the basic regulations of WTO. Meantime, we also notice some inefficient factors in China's export: a) Protectionism has resulted in anti - dumping towards China's commodity. B) International competition is becoming severe. C) The development of regional economic integration and group economy brings new pressure on the export advantage of labor - intensive goods. D) There are some unfavorable factors for export and export competitiveness in China too, such as lack of marketing concepts innovation like "big marketing", lack of world market research, and lack of strategies of broadening world market. All these have greatly restrict the developing of China's export commodity competitiveness.*

Testing export products themselves, China's competitive advantages of export products can be listed as following. a) Our export scale is getting larger and larger, and shares we hold in the world export are getting larger and larger too. b) The distant between China and big trade countries is being shortened. c) The export products structure is becoming better step by step, the proportion of primary goods in export is decreasing while that of manufactured goods is increasing steadily. Meanwhile, the export products also have deficiencies. a) The quality is declining. b) Low technology's portion and low added value in the export products. c) We have few world famous brands. d) "First - class product, second - class package and third - class price" is still existing. e) Too little capital has been invested in R&D, and little design and new product development have been done focusing on the demand in world market. Under such circumstance, opportunities for our export products may lie in: a) choosing high diversified strategy to decide product positioning; b) with the help of ISO9000 and ISO14000 improving product quality and carrying out green marketing, improving innovation ability and service level, attaching importance to brand management and protection.

Price is the most important factor that influences the export product competitiveness. China's main price advantage is the low price and fairly nice combination of price and quality. Still deficiencies in pricing are obvious. First is the lack of strategy consideration and thoughts innovation, putting undue emphasis on cost. Secondly, pricing strategy has not been made full use of. Lowering price is taken as the only marketing strategy and cannot make it clear that the core of price competition is "negative sum" competition. As a result, effective prediction and man-



agement of demand and competition are needed to create marketing opportunities. We should also get familiar with the regulations of countries concerned and WTO in order to avoid anti - dumping and anti - subsidy law suit. And special attention needs to be paid to the domestic price and exchange rate of RMB to prevent cost advantage from being weakened by inflation and the increasing of exchange rate. So the export price competitiveness can be improved.

Whether the scale channels are smooth or not and how smooth they are mean a lot to export competitiveness. International channel has foreign trade companies as its main subject has been set up. At the same time, both horizontal marketing system and vertical marketing system have been come into being. Despite the above export channel advantages, what is not so satisfactory is that a marketing system taking home market and world market as a whole has not been established. And the selection and supervision of the intermediaries are not so desirable. For these reasons how to unite home and world markets, make effective use of multinational corporations' channel advantage and create export opportunities is the problem before us.

In promotion China has advantages of the use of public relationship and advertisement. But new ideas on promotion and investment are required. Also the image of low price with low quality is very negative to the promotion of technology products. So it is an opportunity to better such situation by E - commerc.

In the intertemporal trade, investment can change the trade tendency and structure. Under the situation, the export goods from the foreign owned enterprises has taken up more than half of the total export, foreign capital is increasingly affecting the competitiveness in the foreign