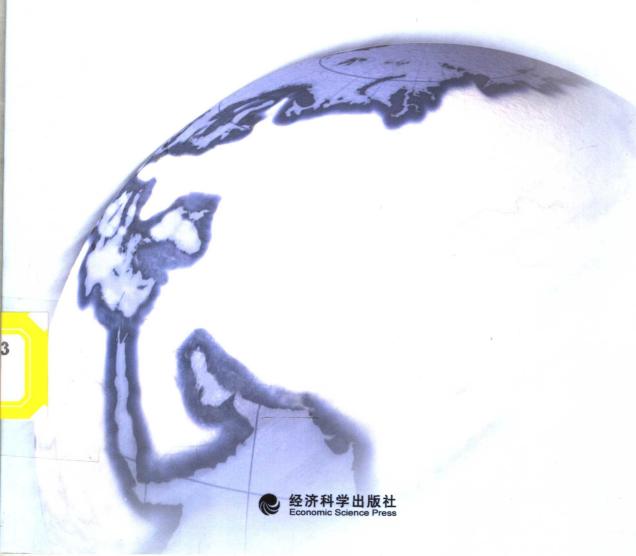
# 东北亚合作模式与 THE MODE OF COOPERATION AND ROUTE OF DEVELOPMENT FOR NORTHEAST ASIAN ECONOMY

# 发展路径研究

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## 东北亚合作模式与 发展路径研究

The Mode of Cooperation and Route of Development for Northeast Asian Economy

——东北亚经济合作与发展论坛 (2006) 文选

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经济科学出版社

#### 图书在版编目 (CIP) 数据

东北亚合作模式与发展路径研究:东北亚经济合作与发展 论坛(2006)文选/李立,李荣镐主编.—北京:经济科学 出版社,2007.9

ISBN 978 - 7 - 5058 - 6557 - 0

I. 东… II. ①李…②李… III. 国际合作: 经济合作 - 东北亚 - 国际学术会议 - 文集 IV. F14. 46 - 53

中国版本图书馆 CIP 数据核字 (2007) 第 136008 号

#### 前 言

伴随经济全球化的迅猛发展,以地缘关系为基础的区域经济合作不断深入和扩大,通过区域合作谋求发展,通过区域合作扩大共同利益,已成为当代世界经济发展的一个重要趋势。紧跟经济全球化和区域经济一体化的时代潮流,加强东北亚问题研究已成为一项具有重大时代意义的任务。

2006年10月在中国青岛召开的第四届"东北亚经济合作与发展论坛"正是在这样一个背景下召开的一次国际学术会议。会议期间,来自韩国、日本、俄罗斯等国家的21名外国教授和来自中国青岛科技大学等多家高校的学者分别就东北亚经济合作与发展的广泛领域进行了学术交流。各国学者坦诚、热忱的对话充分显示了他们对加快东北亚经济合作步伐的殷切期待,以及推动东北亚各国共同发展的高度责任感。《东北亚合作模式与发展路径研究》正是在这种坦诚、热忱的精神激励下,在各国参会代表提交的众多论文中,经过精心编撰、修订而完成的一本文集。

本文集综合介绍了各国学者关于东北亚经济合作前景、企业相互投资、社会文化交流、贸易争端协调、发展经验借鉴等不同的观点,反映了各国学者最新的研究心得和不同的研究风格。为了更充分地展示学者们的研究路径,文集还特别收录了部分学者在第三届"东北亚经济合作与发展论坛"[2005,#国昌原市]发表的一些相关研究成果。

各国学者在会议期间阐述的观点集中反映了如下一些鲜明的思想:

1. 加强国际经济合作进程中的制度建设,拓展协调机制的影响力。自20世纪90年代以来,东北亚各国之间的依存度正在不断加深,区域经济合作的势头发展迅猛。目前,该区域的经济合作虽然还有一些需要克服的困难,但利益的交融越来越广泛,围绕区域合作的对话和交流层出不穷,维护和平、促进发展,已成为东北亚地区发展的主旋律,加快东北亚区域经济合作的进程,符合各国的共同利益和战略追求,它既是实现共同繁荣的诉求,也是保障共同安全的需要。当

- 前,我们面临的任务是加强区域合作的制度性安排,推进东北亚各国逐步建立能够发挥统一协调作用的合作机制。有关学者认为,中、日、韩之间的合作对推动东北亚地区的经济合作有关键意义,但关于东北亚经济合作与发展的协调机制不应拘泥于中、日、韩三国的视野,充分关注朝鲜对外政策的变化和俄罗斯经济的复苏,乃至印度等国家对亚洲经济影响力的扩大,对深化东北亚经济合作与发展的研究具有重要意义。
- 2. 促进金融合作机制建设,维护和促进东北亚经济的发展和稳定。东北亚区域合作以各种形式的经贸合作为先导,逐步向企业的海外投资、教育和科技的交流、能源合作、人力资源的开发等领域拓展,全面经济合作与交流的雏形已经形成。面对这一新的形势,各国学者普遍认为,贸易、投资、技术合作的深入发展,必须通过金融合作才能顺利实现,东北亚区域内各国之间对国际金融领域的合作需求将越来越迫切,率先在经济合作领域最为广泛的中日韩三国建立货币合作机制和稳定的区域汇率形成机制,有利于释放投资资源,节约区域投资成本;有利于稳定地区通货市场,减少汇率变化所带来的风险;有利于维护和促进东北亚地区的经济稳定和可持续发展。
- 3. 探索有利于贸易繁荣的协作方式,妥善解决各国之间的贸易争端。加强中日韩三方的区域合作,建立紧密的贸易关系,促进贸易的便利化,可充分利用WTO 政策允许的例外,促进贸易转移与扩大效应的形成,使东北亚区域各种潜在的贸易能量得到充分释放,增加该区域整体的贸易福利,并进而形成强劲的比较优势。但贸易自由化同时也会冲击各国既定的贸易秩序,引致不同群体的利益变化,并有可能遭到利益流失者的强烈抵制。近年来,中日韩三国之间频频出现的贸易摩擦就是现实的例证。鉴于这一情况,各国政府之间应当从有利于东北亚区域经济共同发展的大局出发,适度调整各自国内的贸易政策,并通过国家之间的协商和努力,尽力消减冲突和对立,妥善处理各类矛盾,探索有利于促进三方贸易繁荣的协作方式。
- 4. 提供同等的国民待遇,提高企业海外投资的积极性。东北亚各国相互间的投资对实现区域经济合作的目标有重要意义。但企业海外直接投资受地域文化差异及当地产业配套条件等环境因素的影响很大,各国政府不仅应关注海外投资项目对本国经济福利的影响,还要考虑对外国直接投资者积极性的激励。关于青岛海尔海外投资的战略成本与战略收益的分析表明,该类企业海外投资的溢出效应十分显著,但企业为此所承受的压力很大。他们迫切需要资本接受国提供同等的国民待遇和富有吸引力的激励措施。有关学者的研究同时证明,对国际品牌的

- 5. 文化的交流和兼容是实现东北亚合作目标的迫切需求。一项按照统一标准分别对中国和韩国同类型企业的合作调查发现,中、韩企业中雇工之间的道德伦理观念不仅在同一企业内的管理者之间、生产性员工与技术性员工之间存在着很大差异,而且在不同企业的管理层级之间也存在明显差异。不同国家的政治体制、经济环境、文化背景、消费水平以及员工接受教育的程度都会对企业道德伦理产生重要影响。而由多元文化价值观念衍生出的不同伦理准则,势必对企业的行为产生重要影响。尽管在一个开放性的发展格局中,上述方面的差异会大大弱化,而且通过加强制度管理会部分抵消伦理差异对企业的影响,但不同国家、不同民族的文化差异依然是一种客观存在。一个国际化的企业应当允许多元文化,甚至多元伦理观念的存在。为了防止文化多元和伦理差异所带来的冲突,国际化企业应当建立一种可以使不同文化背景的人都能接受的职业准则,而不是强行地认定哪一种文化或观念更先进并进行强制替代。
- 6. 促进各国的技术创新是推进东北亚经济合作的重要内容。通过技术变革和管理创新实现资源有效配置、提高生产效率,历来被认为是日本经济增长的重要经验。但有关学者的一项研究表明,一定时期的创新并非一定产生推进经济增长的明显效果。为说明这一命题,该学者发布了4个研究结果:一是"二战"后日本技术创新投入与经济发展并非高度正相关;二是"二战"后日本的高新技术创新与生产率发展的趋势不匹配;三是"二战"后日本技术创新扩散效应没有起到应有作用;四是"二战"后日本没有能够有效利用创新资源。与这一判断不同的观点认为,日本的技术创新有自己特殊的路径,这一路径曾发挥了重要作用,并且20世纪80年代后,当日本企业竞争力受制于模仿型创新战略的情况显现后,日本已经将技术立国转变为创新立国。因此,我们不能否认日本特殊创新路径在经济发展特定阶段的合理性。关于这一问题的争鸣,同时还引出了微观层面上关于韩国三星、日本松下和中国海尔等著名企业不同发展模式的讨论。
- 7. 充分发挥不同区位的地缘优势对推进东北亚合作有突出意义。中国青岛是日本和韩国企业在中国最为集聚的城市之一。有关学者对日韩企业在青岛集聚的地缘优势进行了剖析,并特别对当地政府积极发挥地缘优势,推进中日韩经济

- 8. 政治互信机制的建立,是推动东北亚经济合作和政治稳定的一项战略任务。东北亚区域是亚洲经济最为发达、自然资源最为丰富的地区,各国之间具有经济合作的广阔发展潜力,并有望成为 21 世纪世界经济最为活跃的增长点。但同时,东北亚区域也是世界政治经济矛盾最集中的地带,各种经济、社会、文化乃至政治的冲突,构成了错综复杂的政治、经济发展格局。它不仅严重影响了该区域内各国共同利益的形成,限制了各国经济合作的紧密度,增加了建立有效合作途径的难度,而且直接导致东北亚区域经济合作模式与世界其他地区截然不同的特征。另外,东北亚区域由于历史积怨和意识形态的对立与冲突,与世界其他地区相比,合作机制的探讨起步较晚,建立稳定有序的合作模式尚需假以时日。鉴于此,学者们认为,今后一段时期,不断加强东北亚经济圈双边和多边经济、文化和政治的沟通与谈判是十分必要的。通过沟通与谈判,逐渐解除阻碍各国经济合作的各种障碍,建立相互的政治互信机制,保持各国之间良好的政治关系,是当前促进东北亚经济合作和政治稳定的一项重要战略任务。
- 9. 大学和研究机构学者的参与,对实现东北亚经济合作目标有重要推动作用。近年来,各国学者在"东北亚经济合作与发展论坛"及多种形式的学术交流中所提出的多项研究成果,作为理论支撑、工作方案和政策建议,对加速东北亚区域合作的进程已经产生了重要作用。如,韩国国立昌原大学校河文植教授撰写的改善韩国企业在华投资效益的调研报告[2003.10];韩国国立庆尚大学校郭瑾在教授提出的"中日韩自由贸易区"构想[2004.10];日本早稻田大学西川润教授在中国青岛科技大学演讲时阐述的构建东北亚经济协作体的思想[2005.4];日本国日本大学长谷川·启之教授阐述的中日韩产业关联特征分析[2006.7];以及各国学者关于双边经贸合作、技术合作、服务业合作等问题的研究[中·并类平],尤其是贯穿各

届"东北亚经济合作与发展论坛"的会议主题——东北亚经济合作模式研究均 产生了较大的影响力。近年来,伴随东北亚区域国际关系的发展,各国学者不仅 将朝鲜半岛问题、俄罗斯问题、蒙古问题的研究纳入了研究领域、而且已经将研 究视野从经贸关系扩展到能源合作、相互投资、海港国际化竞争等[韩·朴永根],一 些学者还对东北亚区域各国之间历史、宗教、文化的多样性进行了比较性研 究[韩·玄水夏]。展望未来,相信各国学者一定会更加珍视自己肩负的历史使命,在 东北亚区域合作的研究领域取得更多丰硕成果、发挥更重要的作用。

本文集的出版得到了中国青岛科技大学、韩国国立昌原大学校、韩国国立庆 尚大学校、韩国东洋大学校、韩国新罗大学校、日本国日本大学和俄罗斯国立沃 罗涅日大学等国内外高校相应学术机构的关注和支持; 韩国的安长模、权光善、 李相周等教授,俄罗斯的 Anatolii I. Lylov 等教授,日本国的长谷川·启之等教 授,以及其他多位中国和外国高校的学者为第四届"东北亚经济合作与发展论 坛"的召开作出了重要贡献;中国青岛科技大学的王春泽、任燕、赵新华、张 雯等教师,为完成本文集的英文编辑工作付出了艰辛劳动。在此一并表示最诚挚 的感谢。

编者注:外方作者文章中的"Korea"沿用,中方作者意指的"韩国"统一 用 "ROK"表达, "朝鲜"用"DPPK"表达, 在不特指韩国或朝鲜时仍沿用 "Korea"的表达方式。

> 「中〕季 豆 「韩〕季荣镐 2006年12月

#### **PREFACE**

With the swift and violent development of economic globalization, now the scale of regional economic cooperation, which is based on geographical relations, continues getting larger and deeper, and it has become a very important tendency to seek development and gain mutual benefits through this kind of cooperation during the development of contemporary world economy. By following the trend of economic globalization and regional economic integration, to strengthen the study of the Northeast Asia Question has become an important and significative task today.

Against this background, the 4<sup>th</sup> Northeast Asian Economic Cooperation and Development Forum was held in Qingdao city, China, in October 2006. During the meeting, there are 21 foreign professors and scholars from the universities of Korea, Japan and Russia who made academic exchanges on various area of the cooperation and development of the Northeast Asian economy. At the same time, the professors and scholars from Qingdao University of Science and Technology attended the conference and submitted their papers. The frank and zealous dialogues of the scholars showed their eager expectation to speed up the economic cooperation of East Asia and a high sense of responsibility to promote the common development of countries in Northeast Asia. Just because of this sincerely and enthusiastic spirit encouragement, *The Mode of Cooperation and Route of Development for Northeast Asian Economy*, is carefully compiled and edited from all the papers presented by the participating representatives.

This anthology mainly introduces the different ideas of the prospect of Northeast Asian economic cooperation, the reciprocal investment among enterprises, cultural exchanges, the coordination of trade disputes and the references to development experiences, and also reflects the newest results and different research styles of different scholars. In order to fully demonstrate their research methods, this anthology also in-

cludes the related study results submitted by some scholars in the 3<sup>rd</sup> Northeast Asian Economic Cooperation and Development Forum held successfully in Changwon city, Korea, in 2005.

In this forum, the scholars mainly focused on the following propositions:

## 1. To strengthen the system construction during the process of international economic cooperation and enlarge the influence of the mechanism of coordination.

Since the 1990's, the dependency among countries in Northeast Asia has been increasing, and the tendency for regional economic cooperation has been gathering momentum. At present, although there are some difficulties in the regional economic cooperation need to be solved, the blending of benefits becomes more and more extensive, and dialogues and exchanges on regional cooperation are continuous to emerge. Keeping peace and promoting development have become the first theme of the development of Northeast Asia. To speed up the process of the economic cooperation in this region corresponds to the common interest and strategic pursuit of the countries, which is not only the demand for common prosperity but also the need to maintain common security. Presently, our duty is to strengthen the institutional arrangement of the regional cooperation and gradually set up the cooperative mechanisms for uniform coordination. Some scholars believe that the cooperation among China, Japan and Korea is of essential significance. however, the coordination mechanism for the economic cooperation and development of Northeast Asia should not only be restricted to these three countries. The diplomatic policies of DPRK and the economic recovery of Russia and even the increasing influence of India to the Asian economy are also very important to the study of the economic cooperation and development in Northeast Asia.

## 2. To promote the construction of financial cooperation mechanism, maintain and promote the development and stability of Northeast Asian Economy.

The regional cooperation in Northeast Asia takes all kinds of trade cooperation as the forerunner, then expands gradually to enterprise's foreign investment, education and technical exchange, energy cooperation and human resources development etc., finally forms the rudiment of general economic cooperation and exchanges. Facing this new situation, most scholars have a common opinion that, only through the financial cooperation, the trade, the investment and the technical collaboration can develop

thoroughly. From now on, as there is an eager demand of the collaboration among the countries in the field of international finance in Northeast Asia, so if we take the lead to establish currency cooperation mechanism and the stable region exchange rate mechanism among China, Japan, ROK, among which economic cooperation is widespread, it is helpful to release investment resources and save region investment cost, to stable local currency market and reduce the risks of exchange rate change, to maintain and promote the stability of Northeast Asia economy and its sustainable development.

### 3. To explore the cooperation ways of prosperous trade, and solve the trade conflict between countries properly.

In order to strengthen the region cooperation among Chinese, Japanese, and Korean, establish the close trade ties, and promote trade convenience, we can fully use the exception in the WTO policy permission, promote the emergence of trade transfer and expanding effect, release all kinds of latent trade energy in Northeast Asian region, increase the whole trade welfare in this region, and form the strong comparison superiority. But at the same time, the trade liberalization also can attack the different trade order among countries, influence benefit of different groups, and it is possible to encounter intense resisting from the part of benefit loser. In recent years, the trade friction, which appeared among China, Japan, and Korea frequently, is a realistic case. In view of the fact, the governments should focus on general situation which is advantageous for the communal economy development in the Northeast Asian region, adjust respectively domestic trade policy moderately, reduce conflicts and opposites, process kinds of contradiction properly, and explore cooperation way which is advantageous trade prospers in the three countries via the consultation among countries.

### 4. To provide the same national treatment, and enhance the enthusiasm of foreign investment.

The mutual investment between the Northeast Asian countries is important to achieve the region economic cooperation goal. However, the enterprise overseas direct investment is easy to be influenced by the local environment, such as the difference of regional culture and local industry necessary condition. So the governments should not only pay attention to the influence of the foreign investment project to the country economical welfare, but also consider about how to encourage the foreign direct investor's enthusiasm. The analysis about the strategy cost and strategy profit of Qingdao Haier's

overseas investment indicates that the runoff effect of this kind of enterprise overseas investment is very notable, but they are also under some heavy pressure. They need capital recipient country to provide the equal national treatment and some attractive policies. Some Researches testify that the visual effect and buying intention to international brand is connected with the consumers' national superiority. Those localized national brands affected by the local culture always produce big inductive effect to the consumers' purchasing intention. When the foreign companies enjoy national treatment in foreign country, they ought to undertake certain community responsibility at the same time, observe corresponding economy and society regulation. Only upon the above, they can be accepted by local society, and trigger consumption intention and consumption effect to change to the right direction in favor of themselves.

#### 5. The exchange and compatibility of culture is the urgent demand to realize the Northeast Asian cooperation goal.

According to a cooperative investigation of the same kind of Sino-Korea companies via united standard, it is discovered that there is a big and obvious difference of the employee's moral and ethic idea between Sino-Korean enterprise, not only among the manager, the productive staff or the technical staff, but also among the managerial level of different enterprise. The difference of national politic systems, economic environment, cultural background, consumption level, and the staff's educational level may greatly influence the enterprise's morals and ethics. The differences include the national political system, the economic environment, the cultural context, the consumptive level as well as the education the staff accepted. But the different ethic criteria which steams from the multicultural value inevitably have the strong influence to enterprise's behavior. Although the above differences can attenuate greatly in an open developable pattern, and some of the ethic differences also can be counteracted by the strengthened system management, there is still one kind of objective existences in cultural differences between different country and different nationality. An international enterprise should permit the multi-culture, even the existence of multi-dimensional ethic idea. In order to prevent the multi-dimensional culture and the confliction brought by the ethic difference, the international enterprise should establish a professional criterion that should be accepted by people with different cultural context, rather than forcefully recognize one culture or the idea which is more advanced and carried on the compulsive

substitution.

### 6. Promoting the technological innovation of various countries is the important content to update the Northeast Asian economic cooperation.

It was considered as a normal experience of the Japanese economic growth that Japan effected disposition of resources and enhanced productive efficiency through the technical transformation and the management innovation. But upon concerned scholar's research, it is indicated that some innovations in some certain time by no means certainly produced the obvious results, which promoted the economic growth. In order to explain this proposition, this scholar has issued four findings: (1) After the World War II, investment on technological innovation is not highly relative to the economical development in Japan. (2) After the World War II, innovation on high and new technology is not matched with the tendency of productivity development in Japan. (3) After the World War II, technological innovation has not played its role in Japan. (4) After the World War II., Japan didn't make good use of innovative resource. Different with the above judgment, it's believed that, Japanese technological innovation has its special way, which has played an important role. And after the 1980s, when the situation that Japanese Enterprise competitive power was restrained the imitation innovation strategy was obvious appearance. Japan had already transformed a nation relying on technology to a nation relying on the innovation. Therefore, we can't deny that Japanese special way on innovation has its rationality in the economical development. Meanwhile, in the microscopic stratification, this question has drawn out the discussion about the famous enterprises' different development pattern among Samsung (ROK), Panasonic (Japan), Haier (China), etc.

### 7. It is important to display geographic superiority with different position in order to promote Northeast Asian cooperation.

Qingdao is one of cities which Japanese and ROK Enterprises gather in China. The concerned scholars have analyzed the geography superiority for which Japanese and ROK Enterprises gather in Qingdao. And they gave highly appraisement on that the local government actively played the geography superiority to advance the Chinese, Japanese, and Korean economic cooperation, social and cultural exchange. Other researches also similarly indicated that through local government and non-government organization's endeavor, full displaying geographic superiority with different position has

prominent significances to promote Northeast Asia to cooperate. However, an investigation about the Japanese and ROK Enterprises' investments in Qingdao indicated that the standard of attracting for investments made by local government was gradually updated at different time. Although these Japanese and ROK Enterprises, which were encouraged and entered to invest in Qingdao first, play a positive role in increasing the employment and stimulate the local economic growth, there have been serious problems, such as the low technical level, the low scale income, the intensive staff labor, the serious environmental pollution, the serious labor conflict and so on. The local government and populace have already revealed enough dissatisfaction to these enterprises. To improve these Japanese and ROK Enterprises' expression as soon as possible now has become an unavoidable matter for promoting the Northeast Asian region economic cooperation to develop. It needs both the guidance and limit of the foreign government, and also foreign investment enterprises' own initiative transformation and promotion.

## 8. The establishment of the long-term political mutual trust mechanism in this region is a strategic task to promote economic cooperation and political stabilization.

Northeast Asian region is the most developed area with abundant natural resources. There are vast potential of development among Northeast Asian countries with the economic cooperation. Northeast Asian region is hopeful to become the most dynamic growth of the world economy in the 21st century. Meanwhile, there are a lot of concentrated world political and economic contradictions in this area, various economic, social, cultural and even political conflicts pose a complicated political and economic development pattern. They not only affect the common interests of all nations seriously, limit the closer economic cooperation relationship among the countries, increase the difficulties in the effective ways of cooperation, but also directly lead to Northeast Asian economic cooperation model with special characters which are absolutely different from the rest of the world. Due to historical grievances and ideological antagonism and conflicts, and the discussion of cooperation mechanism starts late, there is still a long way to establish a stable and orderly approach in Northeast Asia. Therefore, scholars claim that it is necessary for us to continue to strengthen Northeast Asian economic zone, bilateral and multilateral economic, cultural and political communication and negotiations in future. As a result, it is an important strategic task that we should lift gradually im-

peding economic cooperation in the various obstacles, establish a mutual political trust mechanism and maintain good political relations to promote current Northeast Asian economic cooperation and political stability through communication and negotiations.

# 9. The Scholars for the conferences coming from universities and research organizations will play an important role in the promotion of Northeast Asian cooperation.

In recent years, many research achievements are submitted by scholars in the 'Northeast Asian Economic Cooperation and Development Forum' or other forms of academic exchanges. As theoretical support, working plans and policy recommendations, they play an important role in speeding up the process of regional cooperation in the Northeast Asia. They are as follows: 'South-invested enterprises in China' -effective investigation reports written by Professor Moon Shik Ha<sup>[2003,10]</sup>, Changwon National University, the 'China-Japan-ROK Free Trade Zone' [2004.10] concept written by Professor Keun Jae Kwak, Gyeongsang National University, 'The thinking at the Construction Northeast Asian economic cooperation mechanism '[2005.4] claimed by Professor Sikawa Ryun, Japan's Waseda University in a speech at Oingdao University of Science and Technology, 'The analysis of the industry relationship character in China, Korea and Japan, [2006.7] written by Professor Hirovuki Hasegawa, Nihon University, the research of the problems on bilateral economic and trade cooperation, technical cooperation and service cooperation and other issues. Particularly as the theme of the sessions 'Northeast Asian Economic Cooperation and Development Forum' — the research of Northeast Asian economic cooperation models has a great influence. In recent years, with the development of international relations in Northeast Asian region, scholars in the region will study not only on the issues of the Korean Peninsula. Russia and Mongolia, but also into the field of issues from the perspective of economic and trade relations to expand energy cooperation, mutual investment and Harbor international competition. written by Professor Yeung-kurn Park, Changwon National University and Vice President of Korean Academy of Marketing science, some scholars also work on a comparative study of historical, religious and cultural diversity among countries in the Northeast Asian region, such as Professor Yong H Hyon, Former Dean of the school of economics and management of Changwon National University. In the future, we believe that all scholars will cherish their historic missions, gain more fruitful researches on cooperation

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in Northeast Asian region and play a more important role in their researches.

The publication of this book was gained the attention and support by the university corresponding domestic and foreign academic institutions such as Changwon National University (Korea), Gyeongsang National University (Korea), Dong Yang University (Korea), Miryang National University (Korea), Nihon University (Japan), Voronezh State University (Russia), Qingdao University of Science and Technology (China). The 4th Northeast Asian Economic Cooperation and Development Forum was successfully held. The convening of the forum made an important contribution which supported by Professor ChangMo Ahn, Gyeongsang National University (Korea), Gwang Sun Kwon, Dongyang University (Korea), Professor LeeYoung Ho, Silla University (Korea), Professor Anatolii I. Lylov, Voronezh State University (Russia), Professor Hiroyuki Hasegawa, Nihon University (Japan), Scholars from Qingdao University of Science and Technology and other universities in Qingdao and so on. The English manuscript was carefully reviewed and revised by Mr. Chunze Wang, Ms. Yan Ren, Ms. Wen Zhang and Ms. Xinhua Zhao. Without their tremendous efforts, the success of the publication of this book was impossible. Hence, we expressed our thanks sincerely.

[China] Li Li [Korea] Young Ho Lee

December, 2006



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