Introduction to China's National Competitiveness Evaluation under the Background of Economic Globalization—Based on the Perspective of the WEF and IMD

Jian WANG

Associate Professor, Statistics Department of Tianjin University of Finance and Economics
wangjian750211@163.com

Keywords: Globalization, National Competitiveness, WEF, IMD.

Abstract. Under the trend of global competition, increasingly fierce competition between enterprises, between the countries and cruel. With the rapid development of China's economy after nearly 20 years, has formed the basic scale of economic development, improve the degree of marketization of the national economy. Facing the current pattern of the world economy is undergoing profound and complex changes, how to foster the development of new Chinese advantages, enhance their ability to participate in, grab the future development of the strategic high ground, develop oneself, need to have a system on the current level of national competitiveness, the accurate understanding. WEF and IMD is the most authoritative national competitiveness evaluation and research institutions, and through the evaluation theory and method, the analysis of the specific application in China, to help in the digestion and absorption, criticism, reference, on the basis of established competitiveness evaluation theory and method suitable for the Chinese situation, to identify the advantages and disadvantages of China in the international competition, and on this basis, put forward the feasible strategy of national competitiveness.

The Influence of the Globalization of National Economy

With the rapid development of China's economy after nearly 20 years, has formed the basic scale of economic development, promote the adjustment of regional industrial structure and regional industry transformation, to promote the development of regional economy and improve the degree of marketization of the national economy. But there are some problems in China's regional economic development also, reflected in the following three aspects: (1) the disequilibrium of regional economic development; (2) regional economic interaction between poor; (3) regional economic gap between. To accurately grasp these characteristics, we need a common premise, namely the national competitiveness of China's current level to have a systematic and accurate understanding. Therefore, it is necessary to further research on the competitiveness, so as to provide scientific basis for government decision-making.

In recent years, the rapid development of economic globalization and trade liberalization. Under the trend of global competition, increasingly fierce competition between enterprises, between the countries and cruel. Since the ancient times of logic "weak being bullied, delays are dangerous", continuation and development in today is still there. Mainly reflects in: (1) the present trade internationalization of economic globalization, financial internationalization and transnational three general trend in production and management, make the competition between the countries (regions). (2) the change of industrial structure increases the competitive gap between countries (regions). The acceleration of technological innovation and diffusion, making the industry structure change. From the trend of the development point of view, a country with science and technology advantages, will gain more energy in the economic development, to get more in the future international relations and international competition of the initiative. (3) to foster their competitiveness, is the inevitable choice of China in the global competition. Since China's reform and opening up, China's economy in increasing external dependency. After joining the WTO, China's opening to the outside world have to full open. As competition participants, China must promote the competitiveness of the country's
overall level, optimize the structure of competitiveness, build regional comparative advantage, building industry and the enterprise's core competitiveness.

The Most Authoritative National Competitiveness Two Assessment and Research Institutions

The middle of the 20th century began, the resource configuration of worldwide trend of economic globalization, how to improve the competitiveness. In Europe, have influence in the World's two biggest unofficial authority of national competitiveness evaluation and research, one is the Geneva-based World Economic BBS (World Economic Forum, the WEF), another is located in Lausanne, Switzerland, the International Institute of Management (International Institute Management Development, IMD). In the early 1980s, the world economy BBS (BBS called Europe's management, in 1987 changed its name to the WEF) using its organization of davos with national entrepreneurs, bankers, economists and government officials for the discussion of the enterprise's international competitiveness but not really involved in national competitiveness. In 1985 the world economy BBS, first put forward the concept of national competitiveness in the competitiveness report, began the competitiveness of the country (region) evaluation and research. At the same time, the world economic BBS (Europe) the world competitiveness report, published in 1980, opened the prelude of national competitiveness empirical research. The 1989 world economic BBS and the Lausanne international institute of management, from the perspective of national competitiveness constitutes and comparing jointly launched the annual world competitiveness report, shows the state of the economic development of the world's leading economic power. Report has drawn great attention of national politics, the, circle, become the countries (regions) competitiveness evaluation and research is an important turning point. From then on, the two institutions jointly issued the country (region) of competitiveness evaluation and study become governments, commercial giant companies, enterprises and the important resources. Because of the understanding of competitive, research methods and application orientation have serious differences, 1996 WEF and IMD research respectively, The WEF published "Global Competitiveness Report" (The Global Competitiveness Report, GCR), The IMD World Competitiveness Yearbook published (The World Competitiveness Yearbook, referred to as WCY), which continues to this day.

The WEF and IMD competitiveness research methods

Professional system of international competitiveness evaluation since 1986, so far has a history of nearly 30 years.

In terms of method, the WEF and IMD international competitiveness research mainly includes two aspects. On the one hand, the WEF and IMD international competitiveness based on the theory of competitiveness, respectively study provides a set of statistical index system, through hundreds of index of indicators reflect the status of international competitiveness. On the other hand, the WEF and IMD international competitiveness index is compiled comprehensive evaluation methods, enable us to clearly observe relative levels of countries or regional international competitiveness.

In recent years, IMD competitiveness evaluation is still follow the operation mode of college study the WEF's competitiveness evaluation is turned to the market, the market operation pattern., the operation pattern of differentiation has led to the two in such aspects as evaluation target, evaluation method and process have important differences.

First, the understanding of competitive meaning is different. IMD international competitiveness is defined as "analysis of country or region to build and maintain the environment, the enterprise to create more value and ability to improve the well-being of the people of the facts and policy." WEF international competitiveness is defined as "decided to a country's productivity levels, and then to decide the country's economic prosperity and people's living level of well-being elements, a collection of policy and system."
Secondly, based on the different understanding of the concept of competitiveness, IMD and WEF evaluation system design, choice of evaluation index, comprehensive evaluation method, etc., also showed a lot of differences. For example: the evaluation system, evaluation system of IMD includes economic operation, the government efficiency, business efficiency and infrastructure and so on four factors of competition. Global competitiveness index evaluation system contains system, infrastructure, macro economic, health and primary education, higher education and training, market efficiency, preparation for technology and business sophistication and innovation competition nine pillar.

IMD and WEF evaluation index selection is made up of tough and survey indicators. Tough statistics released data is all aspects of the organization; Survey data are based on a questionnaire annual enterprise executives. In the tough and the survey index structure, the IMD's tough accounted for more than two-thirds, tough and WEF accounted for less than a third. Notable is, as a result of the survey data operation and data derived from subjective judgment, by respondents state, knowledge background and personal preferences, the systematic deviation may be produced.

In terms of comprehensive evaluation method to determine the weight of indexes, set the IMD as elements such as power, the child elements such as power, tough child elements of power, the survey indicators such as power, tough and survey indicators in the total competitiveness index weighting in the calculation of the ratio of 2 to 1. WEF set nine pillar ranging from competition power, specific weight according to calendar year of per capita GDP explanatory power of each pillar experience rule set; For different types of economic development, each pillar gives different weight structure. For at a primary stage of development of the economy and system, infrastructure, macroeconomic, and health and primary education and so on four pillars weight is bigger, close to 50%, innovative weight is only 10%. At a senior stage of economic development, innovation pillar weight is up to 30%.

The WEF and IMD Competitiveness Evaluation Theory is Mainly used in China

Competitiveness evaluation center, Renmin university of China and the former state commission for restructuring the system since 1996, Shenzhen academy of comprehensive development of joint research institute and national competitiveness study in collaboration with the WEF and IMD, USES the WEF and IMD's "global competitiveness report" (GCR) and the world competitiveness yearbook (WCY), in combination with other statistical data, carried out the study of the development of Chinese international competitiveness report work, build the international competitiveness analysis model is suitable for developing countries. This model is eight elements in IMD competitiveness of country (region) model.

Bing-an Wang etc. to IMD regional competitiveness model and porter's competitive model as the foundation, proposed is supported by three direct competitiveness factors and their four indirect competitive factors of regional competitiveness model. Three direct competitiveness factors include industry, enterprises and international competitiveness, four indirect competitive factors including the comprehensive economic strength, infrastructure, national quality and competitiveness of science and technology. Design is made up of seven major competitive factors of first-level indicators, further subdivided into 24 secondary indicators and 69 tertiary indicators.

Department of Tianjin university of finance and statistics, competitive research studio in order to make the Chinese provincial regional competitiveness and country competitiveness, using the theory and method of the WEF and IMD as the research of the basic theoretical basis, combined with China's national conditions to establish theoretical framework for the regional competitiveness at the provincial level, the evaluation index system and evaluation method, from 1985 to 2004 state or provincial regional competitiveness level evaluation and analysis are given. Establish the Chinese provincial regional competitiveness evaluation index system by 9 big elements module, 31 points, a total of 119 indicators, tough for 93 of them, through expert questionnaire soft data of 26.
The understanding of WEF and IMD competitiveness research

(1) Country (region) of the WEF and IMD competitiveness evaluation theory and method is the most authoritative and influential.

Although there are many international competitiveness evaluation research institutions and scholars, also produced a lot of evaluation theory and corresponding index system, but acknowledged in the world, and the most authoritative and influential competitiveness evaluation research institutions is the WEF and IMD. WEF and IMD's main contribution is put forward and developed the concept of national competitiveness, based on the theory of economic growth and the dynamic comparative advantage as the theoretical foundation, each formed a relatively mature national (regional) competitiveness evaluation theory, method and index system, and advancing with The Times to the competitiveness of developing countries (regions) theory and method of evaluation and research in the world leading the country (region) competitiveness.

(2) The regional competitiveness of single factor evaluation were snubbed, multi-factor comprehensive evaluation.

Regional competitiveness of single factor evaluation index of one or a few representative are most vulnerable to the question. Many scholars have increasingly recognize the pure economic index system to characterization of the country's overall welfare level and competitiveness. Determinants of national competitiveness, therefore, must be in the history of the system and methods closely around the economic performance, including the elements of the popular, namely, resource, technology, organization, commodity market, institutional system, and the government. The WEF and IMD the country (region) of multi-factor comprehensive evaluation of competitiveness and the main cause of great concern universally identity.

(3) The nature of the importance of status indicators and controversial coexist.

To comprehensive measure country (region) is competitive, WEF and IMD are used depending on the nature of the expert evaluation status indicators, WEF is more emphasis on the role of the index, for the most part it is because the WEF also use the questionnaire survey indicators, into its evaluation of the number of economy is on a rising trend year by year, tough and IMD insist on main use, due to the tough completely consistent with the data obtained on the difficulties, limiting its evaluation scope expanding. Depends on the nature state index acquired scientific nature and the survey of questionnaire design, the quality. In recent years, some scholars pointed out that because of the WEF and IMD index system qualitative factors mainly depend on managers' opinion, has the characteristics of subjectivity, need to be more objective way to evaluate national competitiveness.

(4) National competitiveness evaluation without considering the actual situation of developing countries.

Represented by the WEF and IMD the country (region) of competitiveness evaluation ignores the differences between the economic development levels between countries, did not consider economic basis and the reality of developing countries, in developing countries have some unreasonable guide. WEF index, for example, for all the countries (regions) in the free trade, stronger intellectual property protection and the flow of capital. Therefore, how to in the digestion and absorption, criticism, draw lessons from foreign competitiveness evaluation theory, based on the established is suitable for China's national conditions, from different areas of the country to place level of competitiveness evaluation theory and method are more important.

Thinking of the China National Competitiveness Evaluation Research

The foreign national competitiveness research of 30 years has been influenced by national politics, the high attention, academia, the reason is that a huge policy application value of the study. The problem is that, in line with international standards, under the guiding ideology of our research is based on the theory of IMD and WEF system and data. In other words, it is in the western developed countries within the framework of research our own competitiveness. The WEF and IMD for the purpose to serve western interests will hold up its core technology, make it difficult to get
reasonable judgment of China's competitive level, to promote our country competitive advantage to the forming of an important restriction policy.

In terms of current research of China's national competitiveness, we need to adapt to the new situation, and adjust the research idea, pay attention to in line with international standards in at the same time, focus on the development of national competitiveness evaluation system based on China's national conditions, enhancing the national competitiveness policy value orientation. Therefore, to build national competitiveness evaluation index system based on our interests, comparison and analysis of the strength of the national competitiveness, found that China's relative position in the global competition, to identify the advantages and disadvantages of China in the international competition, and on this basis, put forward the feasible strategy of national competitiveness, for China's national competitiveness, promote people's living standards improve and realize the common prosperity.

References


