

**Department of Science and Technology in Wuhan, Hubei,
China**

Application of the International Cooperative Project Plan

Project Name: Comparative Study on the Automotive Industrial Cluster
between Wuhan, China and Central Europe(Austria, Slovakia, Hungary)

Period: July, 2011 to July,2012

Cooperative Countries(Regions)/International Organization: Austria,
Slovakia, Hungary/ ACCENTROPE (Automotive Cluster Centre)

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Date: February 1, 2011

I Basic Information

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	Department	Business School								
Cooperator	Name	Johann	Sex	Male	Born	August,1949				
		GÜNTHER	Nationality	Austria	Degree	Doctor				
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Project Information	Name	Comparative Study on the Automotive Industrial Cluster between Wuhan and Central Europe(Austria, Slovakia, Hungary)								
	Category	International Cooperative (in Economy and Management)								
	Attribute	Research								
	Period	One Year	Funding(10 thousand yuan)	16.5						

II Project Abstract

Abstract: The common features of the sustainable growth in the regional economy are always pushed by the production factors. However, when the factors are fixed in quantity and quality, to construct the industrial clusters based on the specialized network by integrating various factors and production nodes is able to intensify the core competitiveness of the regional economic growth. The automotive industrial cluster in Wuhan is one of the typical clusters in China, where the world-class transnational automotive groups such as PSA, Nissan, and Honda are being gathered. Three countries as Hungary, Slovakia and Austria are comparatively well developed in the automotive industrial clusters in the Central Europe, where such well-known brands as Volkswagen, Peugeot, Citroen, Toyota and Audi, etc are getting together. To promote the synergic development of the automotive industrial clusters in economy, infrastructure, culture, market and the public relationship in the region, Automotive Cluster Centrope was set up in September 2003. It is mainly engaged in studying the automotive industrial clusters, investigating into the market of the management and professional talents needed by the automotive industry, the correspondent transnational training, and exploring the automotive logistics network, etc. In this way, the automotive industrial clusters in the central Europe have been seeing a passage from the simple gathering of the enterprises to an international commonwealth in the regional development which has collected study, training, logistics, and market expansion, etc. Considering that many similarities exist in the automotive industrial clusters between Wuhan and the central Europe, the project aims at making a deep study of the automotive industrial clusters in these regions in the hope of presenting experiences and theoretic guides able to be inter-learned in strengthening their key capacities.

In the light of the classical industrial cluster theory, the paper will adopt questionnaires, field interviews, and comparative study, etc to analyze comprehensively the status quo and features of the automotive industrial clusters in Wuhan and the central Europe, on which we will study their environment, formation mechanism, orbits, network structure and operational regulations and so on by comparison, then explore their new features and new trends in order to obtain the enlightenments and to put forward the further development tracks and the concerned countermeasures for the automotive industrial clusters in these regions.

Keywords: Wuhan; three countries in central Europe; automotive industrial clusters; comparative study

III Funding Budget

Year		Total	2011	2012	2013	2014	2015
Funding(10 thousand yuan)		16.5	12	4.5			
Items	For research	7	5	2			
	For cooperation and communication	7	5	2			
	For other	2.5	2	0.5			

Details	Budget	Foundations
一. For research		
1. For Research activities		
(1) Test/calcul/analysis	1	
(2) Energy/power		
(3) Conference/travel	1	
(4) Press/documents/information diffusion	4	Mainly for the final publication of the research outcomes
(5) Other		
2. For experiments		
(1) Raw materials/reagents/chemicals purchase		
(2) Other	0.5	
3. For apparatus and equipments		
4. For lab modification		
5. For cooperation	0.5	For the coordination and communication of the two parties
二. For international(regional) cooperaton and communication		
1. Communication abroad for the project members	3	The project members make an investigation in the Central Europe
2. Communication in China for the foreign experts	2	
3. Participation in the conference abroad	1	
4. Holding meetings in China	1	
三. Labor costs	2	For the project members
四. For administration	0.5	
Total	16.5	
Funding sources relative to the project	Planned	8
	Other	8.5
	Total	16.5

IV Project Members

Name	Sex	Born	Title	Specialized in	Degree	Affiliation
Liang Dong	Female	1960.09	Professor	Strategy Management	Doctor	Business School, Jiangnan University
Johann GÜNTHER	Male	1949.07	Professor	Strategy Management	Doctor	University of Buraimi
Peter Kuen	Male		General Manager	Automotive	Master	Automotive Cluster
Karin Siebenhandl	Femal		Professor	Traffic Automation	Doctor	Danube University
Hermann Maurer	Male		Professor	Automation	Doctor	Technical University Graz
Wang Wenqing	Male	1963.07	Professor	Performance appraisal	Doctor	Business School, Jiangnan University
Li Zhihong	Female	1963.02	Assistant Professor	Human Resource Management	Doctor	Business School, Jiangnan University
Wang Chaoyang	Male	1978.09	Lecturer	International Trade	In applying for Doctor	Business School, Jiangnan University
Zou Wei	Female	1972.07	Lecturer	Technological Innovation	Doctor	Business School, Jiangnan University

V Application

Comparative Study of the Automotive Industrial Clusters among Three Countries in the Central Europe

1. Background

The industrial cluster is an important form to develop the automotive manufacturing industry. Internationally, most countries use it for speeding up their automotive industry. Many cases have proved that the industrial clusters can raise the industrial competitiveness effectively.

Globally, the industrial cluster, as a spatial organizational form marked with traits, is now vitalizing the economic system in the world and has been becoming the important engine to develop the regional economy.

The parallel growth between economic globalization and regional economic integration makes the world economy both mix and congregate around some regions continuously. The map of the world economy proves that the regional economic integration, of which the concrete form is industrial cluster, has dominated many economic fields like hi-tech in the Silicon Valley, films in Hollywood, leather shoes in Italy, the grape wine in Bordeaux, etc.

Now, the economy in China lies in the stage of adjusting the industrial structure and upgrading the industry. Although the total industrial output has been greatly increased, the correlation between capitals and technology remains to be further strengthened synchronously and the insufficiency in developing the industrial cluster is becoming a bottleneck to curb the industrial development.

Wuhan is the market center in Chinese mainland and strong in the market distribution place and economic radiation. At present, it gathers such transnational automotive groups as PSA, Nissan and Honda. And some automotive headquarters such as one of three automotive giants in China, Dongfeng Automotive Group; the biggest automotive joint venture in China, Dongfeng Automotive Limited Company; Dongfeng Peugeot Citroen Automotive Company Limited; Dongfeng Honda, and Dongfeng E-Car, etc have been settling in Wuhan one after another. The automotive industry has gradually substituted the steel industry and become the top pillar industry.

Three countries as Hungary, Slovakia and Austria are the regions where the giants in the world are closely gathered. And their automotive industrial clusters are strongly developed, where such well-known brands as Volkswagen, Peugeot, Citroen, Toyota and Audi, etc are getting together. To promote their joint development in the region, Automotive Cluster Centre was set up in September 2003, which mainly goes in for the transnational or multilateral cooperative study of the automotive industrial clusters in technology and training, and so on.

This project is aimed at finding out more valid approaches to sharpen the regional economic competitive forces that can be inter-learned by a comparative study of the automotive industrial clusters among Hungary, Slovakia and Austria in the Central Europe and China, for many similarities exist in these countries. It has much meaning in theory and practice.

2. Main Contents and Framework

This research is based on the demands of developing the industrial cluster in Wuhan, selects the automotive industrial cluster of three countries in central Europe as its objects to be compared, and lays emphasis on the study of the formation mechanism and developing tracks, patterns, inner network structure and operational regulations, aggregation effects and competitive forces, enterprise embedment and the experiences able to be learned each other, etc of the automotive industrial clusters between these two regions. The basic framework is introduced as follows:

2.1 Summary of the Classical Industrial Cluster Theory

2.1.1 Classical industrial cluster theory

2.1.2 New progress of the study in the industrial cluster

2.2 Overview of the Automotive Industrial Clusters in Wuhan and in Three Countries in Central Europe

2.2.1 Status quo

2.2.2 Environmental analysis

2.2.3 Main features

2.3. Comprehensive Comparison of the Automotive Industrial Cluster between Wuhan and Three Countries in Central Europe

2.3.1 Comparison in formation mechanism

(1) Core forces pushing the growth of the automotive industrial clusters in Wuhan

(2) Growth mechanism and driving forces of the automotive industrial clusters in central Europe

(3) Development tracks of the automotive industrial clusters in Wuhan and central Europe

2.3.2 Comparison in the Development Patterns

(1) Development patterns of the automotive industrial clusters in the world

(2) Choice of development patterns of the automotive industrial clusters in Wuhan and central Europe

(3) Features of the development patterns of the automotive industrial clusters in Wuhan and central Europe

2.3.3 Comparison in the Inner Network Structure of the Automotive Industrial Clusters in Wuhan and central Europe

- (1) Enterprise scale in the Automotive Industrial Clusters
- (2) Vertical and horizontal integration of the industrial chain in the automotive industrial clusters
- (3) Location of industry association and government roles in the automotive industrial clusters
- (4) Network structure of the automotive industrial clusters (enterprises, investors, suppliers and distributors)

2.3.4 Comparison in the Effects and Competitiveness of the Automotive Industrial Clusters between Wuhan and central Europe

- (1) Analysis of the competitive advantages and their roots
- (2) Effects of the clusters in the automotive industry

2.3.5 Comparison in Dominant Enterprises and their Embedment in the Automotive Industrial Clusters between Wuhan and central Europe

- (1) Dominant enterprises(transnational companies)
- (2) Enterprise embedment in the automotive industry

2.4 Enlightenment

2.4.1 New Features and Trends of the Global Automotive Industrial Clusters

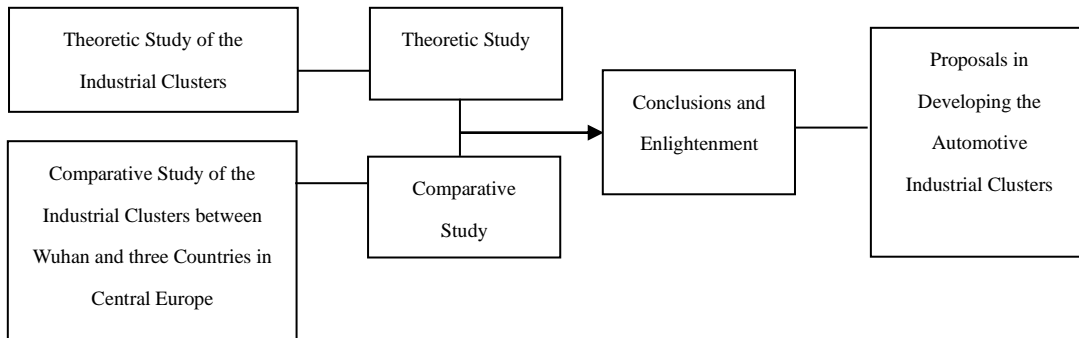
2.4.2 Vertical and Horizontal Integration of the Industrial Chain in the Automotive Industry

2.4.3 Functions of the Industry Association and Governments, etc in the Development of the Automotive Industrial Clusters

2.4.4 Upgrade of the Independent Development and Innovation Capacities

2.4.5 Development Tracks and Relative Proposals of the Automotive Industrial Clusters in Wuhan in the Future

3. Main Research Methods



Technical Route Diagram

In the study, we mainly use the methods as statistic analysis, comparative analysis and interview, etc.

All the collected data related to the automotive industry in Wuhan will be dealt statistically and analyzed combined with the reality on the basis of the industrial cluster theory. Then the main features of the automotive industrial clusters between Wuhan and the central Europe will be compared deeply so as to find out their evolution law. And the interview will happen to the concerned governmental departments, industrial organizations, and the relative departments of the investigated enterprises mainly for the purpose of inquiring into the experience, ideas and suggestion in developing the automotive industry, for example, the growth mechanism of the automotive industrial clusters from CEO of the enterprises; their network structure from the managers of the concerned departments in the enterprises; their policies from the governmental departments.

4. Expected Outcomes and Innovation

4.1 Expected Outcomes

Research reports, including the main ones and sub-reports in Chinese and in English;
Research papers, 5 to 6 ones to be issued in the journals openly published either at home or abroad.

4.2 Innovation

The topic to be studied is practical and adapts to the needs of developing the automotive industry in Wuhan;

The perspective in the study lies in comparison and inter-reference and is strongly targeted and feasible;

The members of the research group include researchers, professors and experts from several countries and are well inter-complimentary in knowledge, information and approaches, etc, which can deepen the research.

5. Preparation and Foundation for the Research

5.1 Brief Introduction of the Institute

The Key Research Institute of Strategies and Development in Manufacturing Industry in Wuhan of China (abbrev. Institute) was approved and founded in Jiangnan University by Wuhan Educational Bureau in light of the documents “Administrative Measures on Key Research Institute in Social Science in Universal Higher Educational School” issued by Chinese Educational Ministry and by Hubei Educational Department.

The Institute relies on Jiangnan University, bases itself on Wuhan, scans widely the whole China, serves enterprises, and has made much progress whether in scientific research or in serving the local economy, etc under the leadership of the Wuhan Educational Bureau and in the support of Jiangnan University. And all the members of the Institute have made great efforts for the progress.

The Institute has set up close relationship with the local governments in Wuhan and accomplished series of research projects in the collaboration with Wuhan Economy and Information Committee, Wuhan Scientific and Technological Bureau, Wuhan Educational Bureau and Wuhan Personnel Bureau, etc respectively and provided certain supports and proposals for the relative governmental departments in formulating policies. In the meantime, it actively serves the local economic construction and has supplied the intelligent aids for the enterprises by implementing dozens of the subjects from the enterprises.

The Institute is also engaged in the research related to the manufacturing industry in Wuhan. In recent years, it has published openly “Research Report on Wuhan Industrial Development 2009”, “Research on Wuhan Industrial Development 2010”, “Research Report on Wuhan Hi-Tec Industrial Development 2009”, “Research Report on Wuhan Hi-Tec Industrial Development 2010” successively, of which the two books in 2009 have passed the assessment of the experts from Wuhan Scientific and Technological Bureau and been identified as reaching the leading level of the same research at home. Besides, nearly hundred of academic papers have been issued in the key journals at home or in the proceedings of the international conferences, which brings it some good effects in the academic field and in the enterprise.

Since 2008, Professor Johann GÜNTHER from Austria has been invited as one of the main researchers in the Institute.

5.2 Introduction of the Person in Charge of the Project

Professor Liang Dong, female, tutor of the master graduate, is director of the Institute and dean of Business School, Jiangnan University, registered appraiser of the Chinese Real Estate, expert who enjoys the allowance of the Municipal Government in Wuhan, and leader of the innovative Group in Wuhan. She is specialized in marketing and enterprise strategy and engaged in teaching of the undergraduate and the graduate courses in Management, Marketing and Strategy Management. In scientific research, she has won the prizes as Excellent Outcomes in the Social Science in Wuhan, Third Prize of the Scientific and Technological Progress in Hubei, and Second Prize of the Scientific and Technological Progress in Wuhan. In recent five years, she has issued more than thirty papers in the openly published journals at home and abroad, of which four have been indexed and thirteen in the key journals. As editor-in-chief, she has compiled two teaching materials and four books. Her books “New Perspectives in Marketing” published by Chinese Economy and Management Press and “Upgrade of the Competitiveness of Manufacturing Industry and Wuhan City” by Hubei Renmin Press in Dec.2007, are highly appraised by the

professional persons in the field. Once she was visiting scholar of University of Southern California、 Fachhochschule St. Pölten/St. Pölten University of Applied Sciences.

5.3 Relative Research Outcomes in the Early Days

Liang Dong:

Papers

(1) Analysis of the Track for the Production Management System of Modern Enterprises, “Scientific and Technological Progress and Countermeasures”, Feb.2001; indexed by the data bank of newspaper and periodicals of Renmin University of China in May, 2001

(2) Application of the Breakthrough Thinking in the Total Quality Management, “Scientific and Technological Progress and Countermeasures”, Sept.2001; indexed by the data bank of newspaper and periodicals of Renmin University of China in Dec., 2001; selected by APQOC; won the Eighth Excellent Outcome Prize in Social Science in Wuhan in Dec. 2003

(3) Analysis of the Track for the Quantitative Measurement Approach of the Industrial Cluster, “Scientific and Technological Progress and Countermeasures”, June.2006

(4) Summary of the Industrial Cluster Theory, “Scientific and Technological Progress and Countermeasures”, Dec. 2006

(5) Comparison and Analysis of the Countermeasures on the Marketing Modes for the Automobiles at Home and Abroad, “Industrial, Scientific and Technological Tribunals”, July, 2006

(6) Analysis of the Countermeasures on the Construction of the Third-Party Logistics Center in Wuhan, “Proceedings of the Seminar on the Strategic Reengineering of the Manufacturing Industry and Innovating its Strategy and Development”, Wuhan Press, Dec. 2006

(7) Study on the Bottleneck of the Manufacturing Industry in Wuhan, Journal of Jiangnan University, Nov.2006

(8) Marketing Model Comparison between China and Foreign Countries in Automobile Industry, ISTP, 2008.4., 2008, International Conference On Industry Cluster Development and Management. School of Economics and Management Jiangsu Normal University of technology, P. R. China: 476-482, ISBN 978-0-646-49195-0 , ISI Document Delivery No.: BIF40

(9) Empirical Analysis of Wuhan Industrialization, ISTP, the 4th International Tribunal on the Product Innovation and Management, ISBN: 978-7-216-06098-1, ISI Document Delivery No.: BLW28

(10) Empirical Analysis of the Contribution of Technology Progress to the Industrial Economy in Wuhan, ISTP, Proceedings of the 6th International Conference on the Innovation and Management, (ICIM2009) , p1742 to1747. 2009.12. ISBN 978-7-5629-3609-7., ISI Document Delivery No.: BOS63

(11) Opportunities, Challenges and Countermeasures of the Environmental Protection Industry in Wuhan, ISTP, the 5th International Tribunal on the Product Innovation and Management, ISBN: 978-7-216-06457-6, P250-253, July, 2010

Books

(1) “Enterprise Strategic Management”, Mechanic Industry Press, Sept.2004, ISBN : 7-111-15046-5

(2) “Upgrade of the Competitiveness of Manufacturing Industry and Wuhan City” by Hubei Renmin Press, Dec.2007, ISBN: 978-7-216-05367-9

(3) “Research Report on Wuhan Industrial Development 2009”, Hubei Scientific and

Technological Press, July, 2009, ISBN: 978-7-5352-4367-6

(4) "Research Report on Wuhan Hi-Tec Industrial Development 2009", Hubei Renmin Press, Oct.2009, ISBN: 978-7-216-06141-4

Research Projects

(1) Study on the Feasibility and Strategy about Wuhan's Becoming the Third Logistics Center, from the Department of Education in Hubei Province, Oct.2003, No.: 2003X049; funding: 5 thousand yuan

(2) Deep Study on the Functions of the Hi-Tec Industrialized Base such as scientific and technological garden and incubator, etc in Developing the Modern Manufacturing Industry in Wuhan, from Wuhan Scientific and Technological Bureau, Dec. 2004; No.: 20046007087-04; funding: 30 thousand yuan

(3) Study on the Bottleneck Constraints Revitalizing Wuhan Manufacturing Industry, from Wuhan Social Science Funding, Aug.2005; No.: 2005046; funding: 5 thousand yuan

(4) Study on the Development and Management of the Human Resources in the Mechanical Manufacturing Industry, from Department of Education in Wuhan; Nov.2005; No.: 20050803; funding: 80 thousand yuan

(5) Annual Report on the Industrial Development in Wuhan 2009, from Wuhan Economy and Information Committee; March 2008; No.: 20080326; funding: 100 thousand yuan

(6) Annual Report on the Hi-Tec Industrial Development in Wuhan 2009, from Wuhan Scientific and Technologic Bureau; No.: 200732; funding: 80 thousand yuan

(7) Empirical Analysis of the Statistics in the Industrialized Development Phase in Hubei Province, from Hubei Statistic Bureau; No.: HB092-07

Prof. Dr. Johann GÜNTHER, Vice Chancellor University of Buraimi

Austrian. Doctorate (PhD) in 1974 at University in Vienna. Two terms in Cambridge. Professor at University for Telecommunications in St. Petersburg. Half of working life in business, half in higher education. Half in foreign countries, half in Austria. At the moment rector of a new university in Oman: Buraimi University. 42 books published and many participations in compendiums or special journals.

Books 42):

„Marketing. Introduction with Examples“, Edition Scientific Research, Pristina 2010

“Marketingu – Hyrje e ilustruar me shembuj” (albanisch), Edition Scientific Research University of Prishtina, Pristina 2010

“Joint Research and Technology Development – Projects 2007-2010, Multidimensional Project for the Implementation of an Institutionalized Partnership between Austria and Kosovo in the field of Higher Education, Research and Innovation”, (Herausgeber), Edition Scientific Research, Pristina 2010

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„Strategien im tertiären Bildungswesen. Entwicklung und Umsetzung“, 2. Auflage, Verlag Forum Neue Medien, Graz 2010

„Vendasit digitale dhe imigrantet digjitale“, Prishtina 2008

„Digital Natives & Digital Immigrants“

Studienverlag Innsbruck Wien München Bozen 2007

„Strategien im tertiären Bildungswesen - Entwicklung und Umsetzung“

Verlag Forum Neue Medien, Graz 2007

„Der vernetzte Egoist. Telekommunikation und Computer verändern den Menschen“,

Studienverlag Innsbruck Wien München Bozen 2004

„Marketing – Kommunikationstechnologien verändern die Gesellschaft“, gemeinsam mit Paul Stefan, Krems 2004

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Studienverlag Innsbruck, Wien, München, Bozen 2002

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russische Version des Buches „Marketing 1. Einführung mit Beispielen“, Krems 2002

„Verkehrstelematik“, Herausgeber gemeinsam mit Kristina ZACH, Krems 2001

„Videokonferenz in der Lehre“, Wien 2001

„VEN Virtual Education Network“, Krems 2000

„Marketing 1, Einführung mit Beispielen“, gemeinsam mit Paul Stefan, Krems 2000

„Telematik in Niederösterreich. Chance für Klein- und Mittelbetriebe“, Wien 2000

„Networking Entities, tele-education, telematics & law, telematics & culture“,

gemeinsam mit Gregory ZEIBEKAKIS, Krems 2000

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„Die Massenmedien in unserer Gesellschaft – Zahlen Fakten Daten“, gemeinsam mit Clemens HÜFFEL, Krems 1999

„Telemedizin, eine Telematikanwendung“, gemeinsam mit Dieter FALKENHAGEN, Krems 1998

„Telearbeit, Leitfaden für Klein- und Mittelbetriebe“, Herausgeber, Krems 1998

„Politik Online, Der Umgang der Parteien mit dem Internet“ (Herausgeber),
Krems 1998

„Marketing - Einführung und Praxis“
gemeinsam mit Paul Stefan, Donau-Universität Krems, Krems 1997

„TELEMOKYMAS, Tarptautinė patirtis“
Kaunas 1997

„Praxisorientiertes Marketing“, 2. Auflage
Literas, Wien 1996

„Teleteaching mittels Videokonferenz, Internationaler Status“
Braumüller Universitätsverlag, Wien 1996

„Marketingas ir Telekomunikacijos“
(litauische Version „Praxisorientiertes Marketing“
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(litauische Version von „Digitale Telefonie“)
Vilnius 1995

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gemeinsam mit Dr. Lajtha György
Szövorg Nyomda Kft., Budapest 1994

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Poligraf Verlag, Sofia 1993

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in russisch
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"Organisatorische Implementierung der Textverarbeitung",

Wien 1978

"Textverarbeitung - Was ist das?",

Wien 1976

Papers: 119

Wang Wenqing

Papers

(1) Changes of the Regional Institutions and Strategic Adaptation of the Central Economic Development, Journal of Jiangnan University, Jan.2005, ISSN1001-639X/CN42-1059/C

(2) New Competitive Patterns of the Cities in China and Strategic Adaptation of Wuhan Development, Management World, Sept.2005, ISSN1002-5502/CN-11-1235/F

(3) A comprehensive study on capability of scientific and technological innovation of Chinese

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(4)Exploration of the Value Assessment of the Non-tradable Shares for Listed Companies, won the Excellent Outcome Prize of the 9th Social Science in Wuhan in 2005

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(2)New Competitive Patterns of the Cities and Strategic Adaptation of Wuhan Development, from the Funding in Social Science in Wuhan, No.: 06080; finished

(3)Study on the Rise of Central China and on the Strategic Adaptation of Wuhan, from Department of Education in Hubei, No.: 2006y250; finished in 2008

(4)Study on the Appraisal Mechanism and on the Indicator System of the Enterprise Performance in the Two-Typed Society, from Department of Education in Hubei, Jan. 2010 to Dec. 2010; No.: 2010b252, [2010]1

(5) Study on the Appraisal Mechanism of the Manufacturing Enterprise Performance, from the Key Research Institute of Strategies and Development in Manufacturing Industry in Wuhan of China, Educational Bureau in Wuhan; Oct.2009 to Dec.2010; No.: 2009K068

Li Zhihong

Papers

(1)Analysis on Expansion Levels of the Information System of the Chinese Small and Medium Enterprise, WHICEB2010, ISBN: 978-0-9800510-3-7, May, 2010, ISTP, P2207-2211

(2) Emphases and Measures to Develop the New Energy Industry in Wuhan, ICECE2010, ISBN: 978-0-7695-4031-3, June, 2010, EI, P3697-3700

(3) Study on the Choice of the Multi-national Competitive Strategy to the Chinese Manufacturing Enterprises in Chang Jiang Triangle Plain. PROCEEDINGS OF THE 3RD INTERNATIONAL CONFERENCE ON PRODUCT INNOVATION MANAGEMENT, Oct. 2008.Hubei Renmin Press, ISBN 978-7-216-05711-0. ISTP, p413 to 417

(4)Research on the Exploitation Approaches of the Intellectual Capital in the Manufacturing Enterprise. Study on the Development and Management of Modern Manufacturing Industry, Dec.2007, Hubei Changjiang Group and Hubei Renmin Press, ISBN 978-7-216-05408-9.p129 to 139

(5)Study on Development Systems of Wuhan Equipment Manufacturing Industry Based on SWOT, the 5th International Tribunal on the Product Innovation and Management, ISBN: 978-7-216-06457-6 , July, 2010, ISTP, P297-300

(6) Study on Countermeasures to Develop the Industrial Recycling Economy in Wuhan, Proceedings of the 7th International Conference on the Innovation and Management, (ICIM2010) Dec.2010, ISTP , ISBN: 978-7-5629-3370-0, P307-310

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(9) Track Analysis of the International Multi-Modes in the Logistics Costs Control for the Chinese Manufacturing Enterprises in the Global Supply Chain, Chutian Academy, Nov.2009

(10) Analysis of the Multi-National Competitive Strategy Choice of the Chinese Manufacturing Enterprise in the Global Value Chain in the Angle of the Evolutionary Games, Chutian Academy, Nov.2009

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Wang Chaoyang

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Zou Wei

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5.4 Supports to the Project from Jiangnan University

More than 1300 thousand books, 50 thousand e-books and nearly 4 thousand journals and periodicals that have been subscribed in the library of Jiangnan University are enough to satisfy the documentary needs of the project research. Also, its modern e-reading rooms with strong functions are convenient for the researchers to find out the timely information by internet at home and abroad needed in the study. Journal of Jiangnan University (social scientific edition) belongs to the "100 Journals" in China. The Experimental Apparatuses with a total value of 80 million yuan can cater to the needs of the related research. Moreover, the University will provide the funding aids and time insurance of the participation members for the project.

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VI Approbation by Concerned Departments

Key Research Institute of Strategies and Development in Manufacturing Industry in Wuhan of China

Signed and sealed by:

Date Month Year

Supporting Unit

Signed and sealed by:

Date Month Year

Concerned Governmental Departments

Signed and sealed by:

Date Month Year