

**Localization and Globalization of Chinese**  
**With “One Belt-One-Road” Strategy**

2016 CSC PhD and Postdoc Proposal  
(short-version)

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## **Abstract**

This PhD project is designed to study the phenomena of globalization and localization of Chinese at multi levels under Chinese national “One Belt One Road” (OBOR) strategy. We aim to investigate the condition, process, and consequences of localization and globalization process of Chinese under OBOR policy at multi-levels system (nation, city, firms, and individuals). There, city is considered as the hub and we aim to choose four cities (Shanghai, Chengdu, Xi’an, and Rotterdam) as a study unit to echo the current and predict the next round of China’s development, particularly in terms of business model evolution (government, education, industry, foreign investment etc.) and their correlation as well as interactions among each other.

## **Proposed Research Questions**

In general this PhD project is to investigate three major research questions

- (1) The mechanism of Chinese top down policy(taking city as the hub) driving bottom-up flood of entrepreneurship and innovation and facilitating a region’s economic and global reputation taking-off
- (2) The process of entrepreneurship and innovation of city stakeholders and their mutual facilitation process each other via globalization and localization strategy.
- (3) The conditions and factors of mutual directions of effectiveness and following up impact of multilevel globalization and localization on multi-level units’ performance.

## **General description of Project**

OBOR strategy is considered as a breakthrough policy in Chinese economic transition to facilitate the next wave of Chinese sustainable catching up and the further rise of China. What will be the conditions, process, and consequences of this policy-driven globalization and localization of Chinese (the third wave of Chinese internationalization policy) at different levels and how did/will all the stakeholders collaborate to achieve it will be study interest of this project. This project is supposed to take city as a hub to look at its network which derives questions of how the globalization and localization process of this network actors is evolving via city-level strategies and platform, and how different

stakeholders interact and integrate with each other to jointly achieve a corresponding regional prospective development, as well as how this mechanism is furthermore profoundly influencing a country's economic transition and evolution. Interests will be also given to investigating the relationship between globalization and localization at three levels and its reinforcement effect with each other. For example, how did/will "OBOR" strategy breed the opportunities overtime to local enterprises to draw from foreign enterprises' practices and excel in a global market<sup>1</sup>; how the process of entrepreneurship and innovation of city stakeholders are mutually positively evolve with each other's process and performance via the alternation of globalization and localization strategy. Besides, importantly, as the major instrument at all levels for all stakeholders, what and how much the role of media & media mood (Eyrich, Padman, & Sweetser, 2008; Diga, & Kelleher, 2009) and education effect via media has and will play in the city multi stakeholders' choice and process of localization and globalization (i.e. Shoemaker & Reese, 1996) as well as their corresponding commercial and social performance.

This project is supposed to choose three Chinese cities and one Dutch city as the target to study (with Xi'an city as the start point of "OBOR", Chengdu as center of southwestern area, Shanghai as the largest port in the development belt, and Rotterdam as the destination in Europe) with correlation with their corresponding stakeholders such as university (talent pool), industrial (zone), (western and Chinese) multinationals, and local authorities etc. in this eco-ego-system.

Inductive and deductive approaches will be used in this project, with at least 4 different academic outputs with different formats to present.

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<sup>1</sup> To go a step further, when multinational enterprises (MNEs) enter China market, local enterprises can give impetus to business model evolution, policy innovation, and technologies development in order to maintain their market share and remain competitive. On the one hand, this top-down "B&R" strategy propels the innovate activities of city stakeholders, such as university, government, and industrial zone, and further strengthen the process of entrepreneurship and improve the local enterprises' performance, which will increase regions' economy. On the other hand, the entrepreneurship drives the collaboration between firms and city stakeholders. Such networks will contribute to the innovate activities.

Below shows the Conceptual Framework of this Project

