

Public Abstract

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Title:BUSINESS ACTIVITIES, COMPETITIVE ADVANTAGES, AND OWNERSHIP TYPES OF THE TEXTILE AND APPAREL INDUSTRIES IN CHINA

Purpose - The purpose of this study is to gain a deep and timely understanding about the stature of current textile and apparel (T&A) manufacturers in China whose industry appears to be in the transition from the growth to the full mature phase of the industry life cycle.

Design/methodology/approach- The text messages under "About Us" or "Company Information" available on each sample firm Web site published by the Chinese International Trade Department was collected and used for coding under the Barney's (1991) resource-based theory of the firm. Mann-Whitney and Chi-square tests were performed for further analysis.

Findings - The findings revealed that the T&A industries in China seem to be in transition from the growth to full mature phase of the industry life cycle. Firms seem to be shifting their business bases from manufacturing to retailing, designing, and marketing, while emphasizing more on general operational, organizational knowledge, and learning resources than physical and financial resources. Firms with foreign-ownership or foreign partnership were more likely engaged in non-manufacturing business activities.

Research limitations/implications - The study results reflect only 200 firms that published their Web site addresses in the directory of the Chinese International Trade Department. The generalization of the study findings must be done with caution.

Practical implications -The findings may help investors identify key products, services, and resources to be prepared for success in today's T&A industries in China.

Originality/value - The study results provide timely and deep understanding of today's Chinese T&A industries.

Keywords- Industry life cycle, competitive advantage, China, Textile, Apparel

Paper type Research paper