

## **FEEDBACK**

**from the official opponent**

**for dissertation of Yu Zhijiang**

**«Development of the sports industry in the conditions of geo-economic challenges», submitted for the degree of the Doctor of Philosophy (PhD) by specialty 073 – Management.**

### ***1. Relevance of the dissertation topic***

From the perspective of industrial development, as a rapidly rising emerging industry, the sports industry has maintained double-digit growth for more than 10 consecutive years. Especially after October 20, 2014, The State Council of China (2014) announced Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption, the added value and growth rate of the sports industry increased significantly, officially entering a period of great development, showing a trend of explosive development.

On August 10, 2019, the State Council (2019) issued Outline released to build China into sports leader, which proposed the strategic goal of developing the sports industry into a pillar industry of the national economy by 2035. This is the first time to answer the strategic direction of the development of the sports industry from the policy level, and also the first time to position the sports industry as a pillar force to promote the development of the national economy from the national level.

Nowadays, the China's sports industry is facing difficulties such as the low degree of modernization of the industrial system, the slow evolution of the rationalization of the industrial structure, the unreasonable external structure of the sports industry, and the serious dependence on the path of industrial development. Therefore, for the high-quality development of the leading sports industry, the Chinese government has begun to pay attention to the transformation and upgrading of the industrial structure in recent years. In particular, national strategies such as the Belt and Road Initiative and Made in China 2025 have

further accelerated the promotion of the status of China's sports industry in the global division of labor. In this context, China's sports industry has gradually upgraded from the low end of the global value chain to the middle and high end, and has played an increasingly active role in the governance of the global value chain.

However, the upgrading of China's sports industry structure and the continuous improvement of industrial competitiveness will inevitably touch and erode the global monopoly profits of the developed countries with high productivity. The competition in the fields of finance, science, and technology between the world's major geo-economic plates is intensifying day by day, and the opposition between "winners" and "losers" is becoming more and more serious.

As the core of the geo-economy is the industry, and under the impact of the restructuring of industrial chains, supply chains, and value chains triggered by against the backdrop of anti-globalization, trade protectionism, and especially the new crown pandemic, China's sports industry has to suffer from geo-economic shocks represented. Therefore, from the perspective of geo-economy and industrial development, China's sports industry is faced with a double attack of the high-end blockade and low-end lock. Even nowadays, in the most core areas such as finance, trade, science, and technology, China's sports industry has to face barriers and challenges almost everywhere. Therefore, under this background, it is necessary to conduct a further in-depth examination of the development of China's sports industry from the perspective of geo-economics, and then propose targeted development strategies.

## ***2. Connection of work with scientific programs, plans, topics***

The dissertation research was conducted within the framework of the projects Fujian Province Social Science Planning Project No. FJ2022B023; Henan Social Science Federation Research Project No. SKL-2022-2344.

### ***3. The purpose and objectives of the research***

Aim of the dissertation work is to improve the theoretical and methodological principles and develop practical recommendations for the development of the sports industry in the conditions of geo-economic challenges.

**To achieve the main goal, it was necessary to solve a number of interrelated tasks:**

- to find out the essence of the international competitiveness of China's sports industry from the point of view of geoeconomics;

- to use generalize methodical approaches to assessing the international competitiveness of China's sports industry from the point of view of geoeconomics by creating a system of integral indices;

- to justify a promising sports industry from the point of view of geoeconomics through the established system of evaluation indices;

- to find out the prospects for the development of China's sports industry from the point of view of geoeconomics;

- to find propose measures to stimulate China's sports industry in terms of adaptation to the international geo-economic model and the needs of the global value chain and industrial division of labor;

- to develop directions for promoting the development of China's national economy, provided that the main sports sectors of the economy are developed.

**Object of the research** - the process of development Chinese sports industry.

**Subject of the research** - to use the geo-economic theory, industrial competition theory and other theories to study the international competitiveness of China's sports industry, the choice of competitive sports industry, and the geo-economic challenges and development path.

### **4. Scientific novelty of the obtained results**

Lies in the deepening of the existing theoretical provisions and the development of scientific-practical and methodical recommendations for the

development of China's sports industry in the conditions of geo-economic challenges. Because of the research, for the first time, there was:

1. Formulated axiological characteristics of geoeconomic problems (contradictions) of the development of the sports industry, which are based on adaptation to the new international geoeconomic model, determination of the needs of the global value chain and industrial division of labor, in order to form priority sports industries;

2. Built the system for assessing the level of international competitiveness of China's sports industry, which, in comparison with existing practice, is based on the use of the FCE method and geo-economic factors of influence, in order to determine the advantages of priority areas of the sports industry;

3. Theoretical generalization of the types of methods and methods of ensuring the international competitiveness of China's sports industry based on the formation of a system of strategic positioning of the industry, which will allow timely diagnosis of problems and provide stimulation of the progressive development of China's sports industry.

##### ***5. Theoretical and practical significance of the obtained results***

While enriching the content system of geo-economics, this research also builds a bridge between geo-economic theory and geo-economic practice to improve the application value of geo-economic theory. Since the core value of the development of the sports industry from the perspective of geo-economics is to serve the national geo-strategy, this research has high strategic value. This research can not only have high value in the development of the sports industry itself and China's national economy, but also fully safeguard national interests other than the economy and feedback the implementation of China's geo-economic strategy. The research results of this paper have practical application value.

## ***6. The author's personal participation in obtaining the scientific and practical results presented in the dissertation***

Approbation of the scientific and practical results presented in the dissertation was carried out by the applicant personally.

In the published works, printed in co-authorship, individual theoretical developments, setting up and conducting of all experimental studies, processing of the obtained results, scientific analysis of research results, formulation of conclusions and proposals belong to the doctoral student.

## ***7. List of publications on the topic of the dissertation with an indication of the personal contribution of the recipient***

The results of the author's research, the main scientific propositions and conclusions of the dissertation are sufficiently covered in 14 scientific articles: 4 articles in specialized publications of Ukraine, 1 article in journals included in the science to metric databases Scopus, the rest - in other journals and conference proceedings.

### *Articles in scientific and professional publications of Ukraine:*

1. Lozynska, I., Wenxi Zhang, Zhijiang Yu, Hongmin Yang. A case study on international education cooperation in colleges & universities under the belt and road initiative (Henan institute of science and technology). Bulletin of Sumy National Agrarian University, Vol. 2 (80), 2019. Pp. 49-51. <https://doi.org/10.32845/bsnau.2019.2.9>.

2. Medvid V., Yu. Zhijiang. Research on the Overseas M&As of China's Sports Industry Under the Background of the Belt and Road Initiative based on SWOT Analysis. Збірник наукових праць Державного університету інфраструктури та технологій. Серія «Економіка та управління». Вип. 47., 2020, С. 119-132. <https://doi.org/10.32703/2664-2964-2020-47-119-132>.

3. V. Medvid, Yu Zhijiang. Research on the development strategy of sports brands // Актуальні проблеми економіки. – 2022 – № 9. - С.-109-119. <https://doi.org/10.32752/1993-6788-2022-1-255-109-119>.

4. Viktoriia Medvid, Yu Zhijiang. Research on the Model of Upgrading sports industry into the geo-sports industry// Актуальні проблеми економіки. 2022 -№ 10-11.-С. 113-125. <https://doi.org/10.32752/1993-6788-2022-1-256-257-113-125>.

*Articles in periodical scientific publications indexed in the Web of Science Core Collection and/or Scopus databases:*

1. Zhijiang Yu, Viktoriia Medvid, Yuzhong Le. Measurement and spatiotemporal evolution of geo-economic relationships in China's sporting goods manufacturing industry. Innovative Marketing. Vol. 17, 2021, Issue No 1. Pp. 53-65. Scopus (Q2). [http://dx.doi.org/10.21511/im.17\(1\).2021.05](http://dx.doi.org/10.21511/im.17(1).2021.05). (Scopus).

*Articles in periodical international scientific publications:*

1. Zhijiang Yu, Viktoriia Medvid. The Hotspots and Trends of Research on International the Sports industry from 2010-2019: A Visualization Analysis Based on Citespace. Turkish Journal of Computer and Mathematics Education. Vol.12, 2021. No.14, Pp. 4849- 4863.

*Scientific works certifying the approval of the dissertation materials:*

1. Yu Zhijiang. Analysis of achievements of China's sports industry. Матеріали XVI-ої Міжнародної науково-практичної конференції «Економічний і соціальний розвиток України в XXI столітті: національна візія та виклики глобалізації». 9-10 квітня 2019 р., Тернопіль. С. 21-24.

2. Yu Zhijiang. Analysis on the current situation and development trend of Chinese sports goods consumption. Materials of the III International Research and Practice Conference "Innovations of partner cooperation of education, economy and social defense in the conditions of inclusion and pragmatic rehabilitation of society", April 19-20, 2019 in Podilsky Special Education and Rehabilitation Socio-Economic college. Pp. 376-379.

3. Yu Zhijiang. Discussion on the issues of sports consumption upgrade under the background of "healthy China". Materials of the V International Scientific and Practical Conference of young scientists and students "Modern

management: trends, problems and development prospects”, April 23, 2020, Dnipro: University of Alfred Nobel. Pp. 21-22.

4. Yu Zhijiang. Analysis on the current situation and development trend of Chinese sports goods consumption. Materials of the 3rd International Scientific and Practical Conference “21st Century Management: Globalization Challenges”, April 23-24, 2019, Poltava. Pp. 375-378.

5. Viktoriia Medvid, Yu Zhijiang. Research on the development paths of China's sports industry from the perspective of geo-economy: taking the Belt and Road initiative as an example. Materials of the III International Research and Practice Conference 16 “Innovations of partner cooperation of education, economy and social defense in the conditions of inclusion and pragmatic rehabilitation of society”, May 27-28, 2021 in Podilsky Special Education and Rehabilitation Socio-Economic college. Pp. 28-33.

6. Viktoriia Medvid, Yu Zhijiang. Research on the value of international communication of the sports culture in the implementation of “one belt and one road” geo-strategy. Materials of the VII International Science Conference «Science, actual trends and perspectives of development», November 01-03, 2021. Budapest, Hungary. Pp. 103-107.

7. Viktoriia Medvid, Yu Zhijiang. Analysis of Overseas M&A of Chinese Sports Enterprises Based on SWOT Method. Матеріали науково-практичної конференції викладачів, аспірантів та студентів Сумського НАУ (17-20 квітня 2019 р.). Суми, 2019. С. 474.

8. Zhijiang Yu, Viktoriia Medvid. Research on the Development Paths of China's Sports Industry from the Perspective of Geo-economy Taking the Belt and Road Initiative as an example. Materials of the International scientific and practical internet conference “Sixtieth economic and legal discussions”. October 27, 2021. Lviv. Pp. 29-34.

### ***8. Structure and scope of the dissertation***

The dissertation consists of an introduction, three chapters, conclusions, a list of references and appendices. The total volume of work is 168 pages. The work contains 28 tables and 9 figures. The references consist 175 publications.

### ***9. Evaluation of the language and style of the dissertation***

The dissertation is written in competent English, has meaningful integrity, consistency and completeness. The style of presentation of the material corresponds to that accepted in the scientific literature.

### ***10. Remarks and wishes on the dissertation work***

1. The author, in the scientific research, does not consider the sports industry in terms of the relationship between scientific activity in the field of sports and the training of scientific personnel.

2. In developed countries (Germany, France, USA, etc.) in order to provide effective tools and mechanisms to economic subjects of the sports industry, a targeted cluster policy is implemented. The scientific research acquired greater theoretical significance if the author considered the foreign experience of the formation of relevant mechanisms.

The above comments and wishes on the dissertation work are not fundamental and do not reduce the overall positive assessment of the work.

### ***11. Conclusion on compliance of the dissertation work with the requirements of the procedure for obtaining a scientific degree***

The dissertation of Yu Zhijiang is an independent, completed qualifying scientific work, relevant, aimed at improving the theoretical and methodological principles and develop practical recommendations for the development of the sports industry in the conditions of geo-economic challenges. The work contains new scientifically based results and corresponds to specialty 073 - Management.



In terms of content, scope of research, scientific novelty, practical significance and design, the dissertation «Development of the sports industry in the conditions of geo-economic challenges» meets the requirements of clauses 9, 10, 11 "The procedure for conducting an experiment for awarding the degree of Doctor of Philosophy", approved by the Resolution of the Cabinet of Ministers of Ukraine №167 on March 6, 2019, and it's author, Yu Zhijiang, deserves to be awarded the scientific degree of Doctor of Philosophy in specialty 073 - Management.

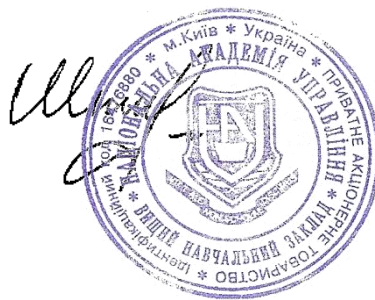
**Official opponent:**

First Vice-Rector

National Academy of Management

Doctor of Economic Sciences

Professor



Iryna SHTULER