

THE TERNARY MARGIN AND FACTORS OF TAIWAN'S SPORTING GOODS EXPORT GROWTH

Wu Zhaohong⁽¹⁾; Zhou Kun⁽²⁾

ABSTRACT: This study was aimed to analyze the dynamic model of Taiwan's sporting goods export growth, and to analyze whether the competitive property of Taiwan's sporting goods trade had an impact on the driving factors of Taiwan's sporting goods export growth from the perspective of corporate heterogeneity. This study adopted the revised H-K ternary marginal theoretical framework and nuclear density estimation techniques to reveal the marginal characteristics of Taiwan's sporting goods export growth at the aggregate level, the regional level and the country level, respectively. On this basis, this study further took the extended gravity model to examine the factors affecting the export growth of Taiwan's sporting goods. The finding of this research showed that 1. At the aggregate level, the main driving force for the export growth of Taiwan's sporting goods was the price growth, while the performance of species growth and quantity growth was not obvious. The export of Taiwan's sporting goods was not only rich in variety but also had a high price level. 2. The ternary margin of Taiwan's sporting goods export growth showed a significantly inter-regional and country-specific heterogeneity whether at the regional level or at the national level. The price growth was strong while the species growth was weak and the quantity growth fallen seriously. 3. In terms of dynamic evolution, the difference of export species and export quantity from Taiwan to other trading partners was gradually narrowing.



Bac Ninh Sports University, a school with a long history, the place to train the Vietnam leading cadres of Physical Training and Sport (photo by: upes1)

In addition, the expansion margin and price margin of Taiwan's export had undergone significant polarization to a certain extent. 4. The economic scale, variable trade costs, common language, coastline, fixed trade costs, relative trade advantage index of sporting goods in importing countries, and economic crisis had caused significant impacts on the ternary margin of Taiwan's sporting goods export growth. Under the background of global trade fragmentation, it was necessary to recognize the characteristics of the ternary margin and factors of Taiwan's sporting goods export growth, and it was the premise and basic work to expand the export of Taiwan's sporting goods.

KEYWORDS: Ternary margin, sporting goods, export, dynamic evolution.

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Main responsible: Wu Zhaohong

(1) National Taiwan Sport University Graduate Institute of Physical Education;

(2) Management Engineering College of Nanjing University of Information