University of Ljubljana

FACULTY OF ECONOMICS

STEREOTYPES, ETHNIC DISTANCE AND ATTITUDES TOWARDS BUSINESS WITH CHINA AND CHINESE FDIs IN CEE: A MULTI-COUNTRY STUDY

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EFMD EQUIS ACCREDITED

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Summary of stereotypes

Most frequent stereotypes regarding the Chinese (measured as top-of-mind associations)

	Poland					Slovenia					Montenegro			
1st place	2nd place	3rd place	4th place	5th place	1st place	2nd place	3rd place	4th place	5th place	1st place	2nd place	3rd place	4th place	5th place
Hard working (22.8%)	Hard working (22.8%)	Hard working (6.5%)	Short (5.8%)	Hard working (4.1%)	Short (22.7%)	Hard working (15.5%)	Hard working (7.0%)	Hard working (9.2%)	Hard working (9.1%)	Short (19.4%)	Smiling/ Happy (16.0%)	Short (11.7%)	Smiling (8.3%)	Hard working (17.5%)
Short (17.3%)	Short (10.5%)	Short (4.8%)	Hard working (5.0%)	Smiling (4.1%)	Hard working (11.4%)	Short (10.6%)	Short (6.5%)	Numerous (7.7%)	Smart (6.1%)	Hard working (13.3%)	Short (10.6%)	Smiling/ Happy (9.4%)	Kind (4.2%)	Smart (7.0%)
Yellow (5.6%)	Smiling (34.7%)	Yellow (3.6%)	Friendly (4.3%)	Yellow (3.3%)	Food (7.0%)	Smart/ Resourceful (4.9%)	Smart (4.7%)	Short (5.1%)	Kind/ Smiling (6.1%)	Positive (9.2%)	Hard working (6.4%)	Hard working (5.9%)	Smart (4.2%)	Smiling (5.3%)
Kind/ Smiling (3.6%)	Slanting eyes (4.2%)	Numerous (3.6%)	Numerous (3.6%)	Enterprising (3.3%)	Quiet/ Calm (3.5%)	Calm/ Quiet (3.5%)	Food (4.2%)	Tourists (4.1%)	Numerous (4.3%)	Yellow (6.1%)	Smart (4.3%)	Smart (4.7%)	Short (4.2%)	Strange (3.5%)
Intelligent (2.5%)	Yellow (3.2%)	Gifted/ Intelligent (3.0%)	Cheap shopping (3.6%)	Loyal (3.5%)	Smart (3.1%)	Smiling (3.1%)	Numerous (3.7%)	Advanced (3.1%)	Developed (3.7%)	All the same (5.1%)	All the same (4.1%)	Eyes & hair (4.7%)	Ugly (4.2%)	Funny (3.5%)

Note. Rankings based on most frequent associations for each of the five associations (places) separately. Frequencies displayed per each association place are shown separately in brackets.

Ethnic distance & biz preference

Declared levels of ethnic distance of Poland, Slovenia and Montenegrin young adults towards the Chinese
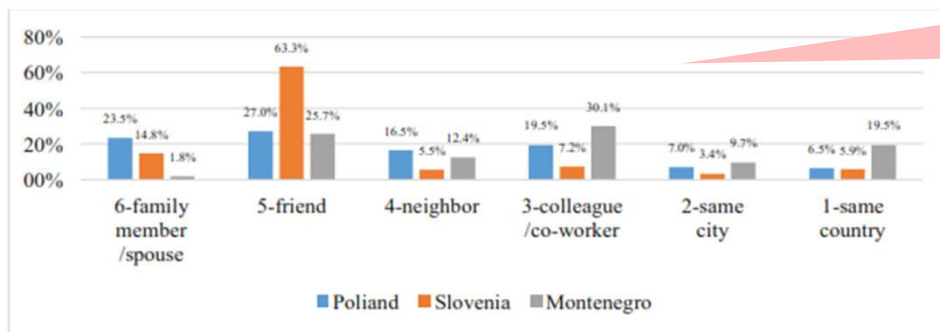
MEANS (*inverted scale*)
Poland: 4.20
Slovenia: 4.60
Montenegro: 3.20

Note: Measured on the 6-point Bogardus (1933) social distance scale.

Preference for conducting business in the future for assigned nationalities (rank-order)

	Poland		Slovenia		Montenegro
Ranking	*Nationality (Relative rating)*	*Ranking*	*Nationality (Relative rating)*	*Ranking*	*Nationality (Relative rating)*
#1	Americans (79.5%)	#1	Germans (86.4%)	#1	Americans (68.4%)
#2	Germans (76.1%)	#2	Americans (71.1%)	#2	Russians (64.7)
#3	Slovenians (62.5%)	#3	Russians (54.6%)	#3	Germans (63.5%)
#4	French (58.9%)	#4	Chinese (54.0%)	#4	Chinese (60.6%)
#5	Japanese & Koreans (59.4%)	#5	Serbs (53.5%)	#5	Slovenians (58.2%)
#6	Chinese (56.0%)	#6	Japanese & Koreans (53%)	#6	Japanese & Koreans (50.6%)
#7	Indians (31.7%)	#7	Polish (48.5%)	#7	Polish (48.7%)
#8	Russians (26.2%)	#8	Indians (33.9%)	#8	Indians (37.3%)

Notes. Respondents were asked to assign a 1-8 ranking indicating their preference for conducting business in the future with a specific nationality. 1st place corresponds to the highest level of preference, while 8th place corresponds to the lowest level of preference. Final results are represented based on relative positioning i.e. 100% relative rating would mean that all the respondents had highest preference (rank one) for conducting business with certain nationality

General attitudes

Attitudes towards China, Chinese FDIs and cooperation with China (7-point scales)

Statement	Poland	Slovenia	Montenegro
I think China has surpassed the USA as the world biggest economic superpower.	4.2 (*1.6*)	4.5 (*1.6*)	4.6 (*2.2*)
I think my country is more competitive than China (according to the WEF global competitiveness ranking).	2.1 (*1.4*)	1.8 (*1.3*)	2.2 (*1.9*)
I am afraid of growing economic power of China in the world.	4.2 (*1.6*)	4.0 (*1.7*)	3.6 (*1.8*)
I think the EU should control foreign direct investment (FDI) of China in Europe.	4.3 (*1.6*)	4.5 (*1.5*)	3.8 (*1.8*)
I would welcome more Chinese foreign direct invests (FDI) in my country (e.g. creation of more jobs).	4.3 (*1.5*)	4.7 (*1.5*)	4.3 (*1.9*)
I think Chinese investors are the same as other investors from Western countries (in terms of FDI).	4.1 (*1.5*)	4.3 (*1.6*)	4.2 (*1.6*)
I think Western Balkans/CEE* should cooperate more with China in trade and foreign direct investment.	4.6 (*1.4*)	4.9 (*1.4*)	4.9 (*1.7*)

Notes. Measured on 7-point scale (1-lowest level of agreement, 7-highest level of agreement). Standard deviations are shown in brackets. * In the case of Poland.

Familiarity with the 16+1 and New Silk Road (NSR) projects

Poland			Slovenia			Montenegro		
Level of awareness/ familiarity	16+1	NSR	Level of awareness/ familiarity	16+1	NSR	Level of awareness/ familiarity	16+1	NSR
Not at all familiar	82%	36%	Not at all familiar	82%	60%	Not at all familiar	70%	64%
Heard of it, but don't know it	17%	43%	Heard of it, but don't know it	15%	31%	Heard of it, but don't know it	27%	29%
Know about it	1%	20%	Know about it	3%	9%	Know about it	3%	8%

Notes. 16+1= the 16+1 pragmatic cooperation platform; NSR=New Silk Road. Sums many not add up to 100% due to rounding.

谢谢
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Thank you!

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