A Double Diamond Comparison of the Automotive Industry of China, India, and South Korea

Marc Sardy, Rollins College
Marc Fetscherin, Rollins College

EXECUTIVE SUMMARY

Recently China became the third largest automotive producing country in the world, next to the U.S and Japan. South Korea is the fifth biggest automotive manufacturing country and India has more recently emerged as one of the top ten automotive manufacturing countries. This paper compares industries' competitiveness of these three emerging automotive manufacturing countries by using the Double Diamond Model which is based on Porter's Diamond Model. Our results show that the Chinese automotive industry is as competitive as South Korea's factor conditions, demand conditions, related and supporting industries as well as competitive rivalry. By contrast, India is less competitive.

Keywords: Competitiveness, Diamond Model, Automotive industry, China, India, South Korea.