

THE IMPLICATIONS OF ANTI-DUMPING MEASURES FOR GLOBAL VALUE

CHAINS - THE CASE OF SOUTH AFRICA

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By

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ABSTRACT

Antidumping policies have developed into essential trade elements in the local and global markets as they can facilitate the adoption of favorable trade policies. The introduction of antidumping policies in South Africa across GVCs has remained instrumental as they have directly influenced the social and economic structures of GVCs and local businesses operating in the region. Anti-dumping policies remain crucial in the development of a competitive and fair business environment. The study explores the impact of anti-dumping policies on GVCs in South Africa through a review of the economic, financial, cultural and social influences of the policies on the local businesses and environment. The review of anti-dumping policies and consequent impact on GVCs remained crucial in the identification of the importance and impact of policy on local and global businesses. The analysis provides an exploration of the impact of globalization and a changing business environment on the workings of an organization and the global market. The study adopts a quantitative analysis that utilized correlation analysis in identifying the impact of anti-dumping policies on GVCs. The results highlight the importance of anti-dumping policies and consequent impact GVCs in South Africa. The majority of the study respondents maintain that the adopted anti-dumping measures remained in-line with the adopted global trade objectives, but also highlighted the existence of a shortfall within the policy implementation process in South Africa. The majority of the respondents maintain that there was no need to remove the historically adopted policies as they remain relevant to the modern day trade processes. However, the study respondents maintain that several additions and changes may be incorporated to cater to the changing trade needs presented by the market. The adoption of recommendations would facilitate the development of a strong trade policy that would promote the strengthening of regional ties. Therefore, the majority of respondents remained in favor of the AD policies in relation to competitive policies and promoted the adoption of additional policies relating to the reduction of labor disruptions, improved infrastructure and the education system. The development of effective manufacturing and implementation systems together with adoption of effective logistical processes would facilitate the adoption and success of the existent trade regulations.

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LIST OF ACRONYMS

AD – Anti Dumping

ADA –Anti-dumping Agreement

EU – European Union

FDI – Foreign Direct Investment

GATT – General Agreement on Tariffs and Trade

GDP – Gross Domestic Product

GVCs – Global Value Chains

SA – South Africa

TDM – Transnational Dispute Management

TNC – Trade Negotiations Committee

US – United States

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CHAPTER ONE

Internationalisation remains instrumental in the growth of South Africa's economy due to its impact on trade activities (Flatters and Stern 2007). Internationalisation remains crucial in developing a globally competitive landscape that influences the growth of local, regional and international businesses and markets (Ballard 2001: Dicken 2003: Di Giovanni 2005). Philip (2010) maintains that a competitive landscape is crucial as this influences the provision of quality products at affordable prices to the market. An increased surge of the global business market led to value chains expanding globally. Increased growth of local businesses necessitates the integration of measures that curb unfavourable business practices. Anti-dumping measures can curb these unfavourable business practices, which influences competition within fair business terms (Flatters and Stern 2007). This study seeks to analyse the impact of anti-dumping measures for value chains in South Africa.

1.1 GENERAL BACKGROUND OF THE STUDY

Over the last few decades, the liberalisation of international trade has increased, leading to changes in the global trade process (Amiti and Konings, 2008). Increased liberalisation remains influenced by the elimination of the traditional barriers to trade such as tariffs and quotas. A reduction in trade barriers remains instrumental in facilitating international trade for emerging and developed economies globally (Jara and Escaith 2012: Philip 2010), while least developed countries often see the use of trade barriers instrumental for the growth of local businesses by reducing the penetration of global companies into their economies. The growth of internationalisation has influenced the development of global value chains (GVCs), which are a vital component of the present global economy (Jara and Escaith 2012: Philip 2010). GVCs have developed as a result of increased international fragmentation of production, influenced by increased economic development (Philip 2010). These processes have led to a reduction in operational costs and increased access to resources leading to increased market development attributed to the adoption of numerous trade policy reforms that have enhanced the trade

process (Eicher, Helfman and Lekoski 2010). Technological advancements have reduced trade and co-ordination costs (Jara and Escaith 2012: Philip 2010) and have increased the intertwining of trade within intermediates. This has led to improved capital movement and greater demand for services and goods geared towards production and distribution (Jara and Escaith 2012: Philip 2010).

Initially, trade policy tools comprised of tariffs and other broad measures adopted in an effort to influence the regulation of imported goods (Philip 2010: Ahmad 203). However, the ever expanding scope of trade policy highlights the existence of additional protection measures (Di Giovanni 2005: Dicken 2003: Jara and Escaith 2012). The development of trade regulation measures remains crucial to fostering equal trade policy, thereby allowing local markets the opportunity to grow in a fair economy and market place (Jara and Escaith 2012: Philip 2010).

An increased reduction in trade barriers has influenced the development and consequent expansion of trade, as the global trade to gross domestic product (GDP) ratio experienced an 86.1 percent rise in the last five decades (Ahmad 2013). Increased internationalisation coupled with a reduction of trade barriers has often necessitated the use of trade protection measures to protect domestic production against unfair imports, including anti-dumping measures. These trade protection measures are often seen as being imperative in influencing economic growth through the provision of favourable trade policies (Flatters and Stern 2007: Eicher, Helfman and Lekoski 2010). Trade protection measures identify the need for the adoption of fair trade practices in the wake of rising internationalisation and business growth.

This study seeks to integrate an analysis of the impact of internationalisation with the development of trade protection measures among value chains in South Africa. The analysis seeks to review the key factors influencing the adoption of protection measures and its impact on local businesses and GVCs within the South African context. The analysis of the measures will highlight the key challenges faced by local businesses and the need for the adoption of

anti-dumping measures. An analysis of the impact of liberalisation facilitates the identification of the impact of the process on the fragmentation of production. The analysis will provide an in-depth and informed analysis of the aspects that are critical for business growth.

1.2 CONCEPT OF GLOBAL VALUE CHAIN

Value chains involve effective coordination of activities relating to the development and distribution of a product. The advent of globalization led to the opening up of new markets leading to the diversification of the value chain to cater to global geographies (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Morrison et al. 2008: Nadvi, 2008). The need for the adoption of a process that facilitates the coordination of the value chain on the global scale led to the development of the global value chain (GVC) (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). Global value chains may be defined as all the activities involved in product conception, design, the identification and provision of raw materials and inputs, the marketing and distribution processes of the product together with the support provided to the final consumer. Global value chains identify the value chain developing from the production and distribution of a product within the global market (Ahmad, 2013: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The activities incorporated by GVCs may be conducted within the same company or distributed across a number of companies. The activities are spread across a number of countries, which leads to the development of the global concept of the value chain (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008).

Increased need for the adoption of efficient production processes attributed to technological advancements and product quality led to the inception of the GVC concept in the early 2000s.

The adoption of the GVC has remained successful in facilitating the fragmentation of production across countries (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Nadvi, 2008). The development of a link between different companies in varied geographies have facilitated the development of an informed understanding of changing patterns attributed to trade and production and consequent impact on the provided products and markets (Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The growth of GVCs have remained instrumental in understanding the level of interconnectedness experienced across global economies (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005). The process has fostered the identification of the impact of competitiveness attached to exports through the identification of the importance of sourcing the required raw materials and the development of efficient processes necessary in ensuring that the products remain accessible to the final consumer in the global value chain.

The onset of GVCs has facilitated renewed specialization of countries in specific operational tasks and functions as opposed to the provision of specific products (Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The process leads to the development of diversified range of products that are produced globally thus facilitating competition on the economies roles presented within the value chain. The growth of GVC has closed the existent gap between policy and business as the two elements have developed an interrelationship leading to the prevalence of economic gain and business growth within the global frontier (Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The advent of the GVC has remained essential in the development of a strong network of global buyers and suppliers. The development of the networks has facilitated the identification of the key players in the production network together with the identification of the existent governance structures in place (Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The development of an understanding of the

workings of GVCs remain essential to policy makers as they facilitate the development of viable policies concerning the trade, industry and innovation aspects relating to GVCs.

1.2.1 Historical Background of Global Value Chains (GVCs)

According to Bair (2005), the concept of GVCs developed in the 1970s through the development of the commodity chain (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Nadvi, 2008). The adoption of the process was fuelled by the need to identify the individual inputs and transformations incorporated within the process that led to the development of the complete product that may be consumed within the market (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Nadvi, 2008). The adoption of the term commodity chain was utilized in an effort to provide an explanation of the processes incorporated that develop a link that leads to the creation and distribution of the final product to the market. Gereffi (1994) introduced the term global commodity chain, which was adopted as a term denoting the development of a product with numerous global suppliers and buyers that facilitated the development and purchase of the product within the global market.

The 2000s led to the adoption of the term global value chain (GVC) from global commodity chain (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Morrison et al. 2008: Nadvi, 2008). The alteration of the term was attributed to the integration of additional literature on trade and industrial organization that identified the growth of the value-added chain within the international context attributed to the distribution of the production processes together with the marketing and distribution functions on a global scale for the majority of products presented within the markets. The need for the development of additional understanding on GVCs led to the categorization of the value chains into producer-driven and buyer-driven value chains. Producer-driven GVCs are common within technologically-driven firms such as the pharmaceutical industry that place emphasis on the technological concept that facilitates the research and development activities of the

companies. Producer-driven GVCs retain the design of the products and distribute the assembly process within different countries thus facilitating the global construct (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). Buyer-driven chains identify a process controlled by retailers and marketers within the production processes that may be easily outsourced (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). Buyer-driven chains place an emphasis on the adoption of intricate marketing processes, which are considered instrumental in facilitating the purchasing power of buyers within the global market. Recent research in GVCs place emphasis on the adoption of the term network as opposed to chain, which highlights the level of complexity experienced within the economic processes experienced within the development and distribution of the products through the involvement of numerous global players (Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008).

1.2.2 Drivers of GVCs

The subdivision of the production process into numerous stages has been in practice since the 1930s, which highlights that the value chain process has been in existence for a while. The advent of outsourcing facilitated the breaking down of the operational processes and aspects into smaller sections (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The unique factor attached to global value chains regards the wide scope of the production process coupled with increased adoption of technological advances and large-scale fragmentation of the production process in a manner larger than previously done (Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Scmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). Increased fragmentation of the production process remains attributed to decreasing trade costs identified between the productions of the product to the delivery of the product to customers within the market (Ahmad, 2013: Amiti &

Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005). Some of the key costs attached to GVCs include coordination costs relating to varied geographic locations together with effective management of the dispersed economic activities (Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008).

Increased technological and transport advances have remained instrumental in facilitating the growth of GVCs. The onset of the internet has facilitated the level of efficiency attached to the communication of information across different suppliers in the value chain, which has remained instrumental in facilitating the efficiency attached to the process (Giuliani et al. 2005: Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The development of containers and consequent advancements in the development of containers has remained essential in facilitating the transportation processes. Increased developments in the logistics chain attributed to the technology and transport developments have facilitated the efficiency of the logistics chain through the adoption of processes that have facilitated smooth efficient flow of goods and services within the value chain. Additionally, the adoption of technology has facilitated the growth of an inexpensive and well-coordinated logistics chain (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008).

Increased liberalization of trade and investment has remained instrumental in facilitating the existence of lower trade costs within the process (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The adoption of numerous regulatory reforms in the transport and infrastructure sectors have facilitated the adoption of viable processes, which have remained instrumental in enhancing the operational capacity of the existent systems and processes adopted within the value chain. The adoption of favourable trade policies across countries and continents has facilitated the adoption of an extensive fragmentation process concerning product development (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon *et al.* 2008). As previously identified, the growth of the GVC remains influenced by the fragmentation of the production process,

which may be carried out across different countries and continents. The development of favourable trade policy has led to increased fragmentation of the process and facilitated the adoption of efficient business processes (Giuliani et al. 2005: Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). Therefore, increased advances in transport and communication technologies coupled with policy developments have remained instrumental in facilitating the efficiency attached to the process.

Increased economic changes experienced among global economies in the past two decades have facilitated increased demand of products. Increased growth of emerging markets and economies as experienced in Asia have led to an increase in the global demand, which has remained instrumental in facilitating the efficiency attached to the international trade (Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). Increased growth of Asia has led to the development of one of the greatest global factories as the majority of products within the value chain are manufactured or assembled in Asia. Additionally, increased economic growth of the Asian economies has led to increased disposable income among the population, which increases the level of demand for products within the market attached to the affordability capacity of the population (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008). The existent economic and consumer condition presented by the market has facilitated increased trade in final goods and services together with intermediates.

1.2.3 Fragmentation of Production

The fragmentation of production refers to the splitting of the production process in different fragments, which remain essential in facilitating the efficiency attached to the production process (Giuliani et al. 2005: Humphrey & Schmitz, 2002). The fragmentation process remains influenced by the technical characteristics of the products together with the costs incurred in the fragmentation of the production process into different locations. However, the fragmentation process does not remain applicable to all products (Humphrey & Schmitz, 2002:

Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). For instance, services may not be fragmented especially in situations whereby the produce necessitates the maintenance of face to face contact between the provider and the consumer. According to Jones and Kierzkowski (2001) the level of fragmentation adopted concerning a product remains influenced by the disparity experienced between lower production costs and higher transaction costs. The process necessitates the location of production in countries whereby the production costs are considered lower. The process leads to a decrease in the marginal cost of production but leads to increased fixed and variable costs relating to the services links necessary in maintaining the production processes across all global locations. Therefore, the adoption of the optimal level of fragmentation remains influenced by level of trade and transaction costs experienced in the process (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The existence of the optimal level of fragmentation maintains that the global value chains may not necessarily follow a continuously expansion process of mode. The advent of the financial crisis led to increased consolidation of the majority of the value chains influenced by the level of complexity attached to the access to finance (Jara & Escaith, 2012). Additionally, increased uncertainty of the supply process concerning particular inputs has disrupted the supply chain. Increased transaction costs have delimited the provision of the required level of finance while reducing the level of efficiency attached to the value chain.

The need for the adoption and maintenance of effective global value chains necessitates the adoption of company processes and efficiencies that remain adaptive to change. The adoption of flexible strategies remain essential as it provides the value chain with an opportunity to adjust to developing changes presented within the local and global markets (Ahmad, 2013: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). Regular review of the cost of capital and labour between countries remains essential in facilitating the identification of potential strategies that may adopted to adapt to the changes and facilitate transference of operations to profitable locations. The changing production patterns adopted within countries necessitate the adoption of trade and production policies that recognize the change and facilitate the adoption

of processes that facilitate the trade process (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008).

Economic and policy changes have facilitated the development of a new GVC paradigm that necessitate the adoption of a broader view beyond industries, which is considered instrumental in facilitating the development of an informed understanding of the operations of the trade and production patterns presented by varying industries. The review of industry changes and processes remain essential in facilitating the development of an economic analysis that directly affects the operations of the industry (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). However, the review of trade and production patterns develops into a critical element of the GVC operational capacity as it provides a review of the intra-industry operations and capacity. The process remains essential in the identification of the trade and industry investment liberalization that facilitates effective reallocation of resources (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008).

The GVC process places emphasis on the development of a unified link between the operational functions involves in the process. The functions are experienced across the supply chain of the product and include research and development, procurement, operations, marketing and customer service among others. Increased growth of GVCs has led to the adoption of specialization by the majority of countries to specific business functions. For instance, China remains renowned for assembly functions within the global market. Therefore, the majority of the assembly functions are carried out within the Chinese market. Therefore, the adopted firm strategies remain instrumental in defining the GVC and the operational processes adopted (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Schmitz, 2002: Jara & Escaith, 2012:

Morrison et al. 2008: Nadvi, 2008). However, some service industries may be integrated within all value chains as they develop a vital component of the value chain. For instance, financial and transport services remain essential to all value chains as they facilitate the capital needs of the chain together with the transportation needs (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The value chain involves specific products, which are incorporated in the manufacturing, marketing and distribution processes adopted within the value chain. The process necessitates the adoption of specialization within specific functions as opposed to the entire industry to meet the developing demands and stipulations.

Increased growth of the value chain has led to the adoption of specialization that relates to the specific tasks incorporated by workers within the process. The need for specialized tasks within the value chain facilitates the off shoring and outsourcing capacity experienced by firms. However, the majority of companies opt for the adoption of multi-skilled employees, which remains essential in reducing the additional cost attached to outsourcing and the integration of new processes (Ahmad, 2013: Amiti & Konings, 2007: Ballard, 2001: Di Giovanni, 2005: Gibbon et al. 2008: Giuliani et al. 2005: Humphrey & Schmitz, 2002: Jara & Escaith, 2012: Morrison et al. 2008: Nadvi, 2008). The process has facilitated the adoption of operational processes that remain close to the business functions, which remain essential in promoting continued efficiency of the value chain. The changes experienced in the values chains necessitate the adoption of regulations and policies that seek to meet the needs of the entire value chain as opposed to the provision of policies that remain industry-specific.

1.3 RESEARCH BACKGROUND

South Africa is recognized as one of the earliest users of trade remedies and the first country to initiate trade protection actions pertaining to anti-dumping, subsidies and countervailing

actions. Evidence of this dates back to 1914 and is reflected in the Customs Tariff Act. As of 1914, the remedy measures adopted were managed and administered by the customs department, which was taken over by the Board on Trade and Industries (BTI) in 1923 (SARS 2016). The South African trade protection system developed into one of the earliest trade protection measures (SARS, 2016). More than 90 anti-dumping investigations were undertaken by 1947 and an additional 818 between 1948 and 2001 (SARS 2016). In an effort to protect current business and limit the level of competition in the market, BTI adopted a formula in 1978 to ensure that tariffs imposed on imports remained high (SARS, 2016).

The apartheid era was marked by numerous sanctions imposed on the South African government (Flatters and Stern 2007: Ballard 2001). However, transformation of the country into a democracy led to the withdrawal of sanctions, resulting in the country's increased economic growth in the global market (Flatters and Stern 2007: Ballard 2001). The period saw a rapid reduction in tariff protection, which necessitated the identification of new measures geared towards protecting local businesses (SARS 2016). Low tariffs led to increased concentration of imports in the economy, which was unfavourable for some local producers. Numerous businesses were lost as a result of the lower cost of imports (Philip 2010: Ahmad 2013). The situation led to the adoption of varied trade remedies including anti-dumping, which developed into a key element that enhanced the level of protection for the domestic producers. Consequently, 157 anti-dumping investigations took place, of which 106 anti-dumping measures were adopted between 1995 and 2002 (Flatters and Stern 2007). The expanded adoption of anti-dumping measures in South Africa during the period rendered the country the fifth largest user the United States, European Union, India and Argentina.

GVCs have grown to become key players in the global economy (Jara and Escaith: Philip 2010: Amiti and Konings 2008). Additionally, increased trade policy reforms have influenced the adoption of varied reforms geared towards influencing the level of trade in the region. The development of global trade has remained vital in the growth of numerous global economies (Philip 2010: Ahmad 2013). Global value chains have developed into vital elements that

influence economic growth and development. Global value chain activities remain influenced by increased growth of the global economies coupled with the developing role of international trade (Jara and Escaith: Philip 2010: Amiti and Konings 2008).

The growth of global value chains has had a great impact on the production processes adopted globally pertaining to goods and services in the recent decades. Increased growth of GVCs has directly influenced the international trade and investment patterns, which has influenced the competitiveness levels in the international market while influencing increased microeconomic development (Jara and Escaith: Philip 2010: Amiti and Konings 2008). International production sharing has developed into a key component in international trade as the trade involves the importation of manufactured goods incorporated within exports (Ahmad 2013: Philip 2010). Increased economic growth globally has enhanced the opportunities available for international fragmentation of production pertaining to GVCs (Jara and Escaith: Philip 2010: Amiti and Konings 2008).

The networks involved in the operation of GVCs remain complex due to integration of numerous operations, including manufacturing, logistics, and transportation together with additional service firms (Eicher, Helfman and Lekoski 2010). Increased integration of the process renders the adopted supply chain complex. The production process may incorporate multiple parts and processes, which are not assembled in a particular order or format. Consequently, the process may incorporate a sequence, which remains influenced by the adopted engineering process that dictates the movement of goods in the upstream or downstream stages of the production process (Ahmad 2013: Vink and Kirsten 2002: Amiti and Konings 2008). Factory-less goods producers have developed into an extreme mode of international fragmentation of production (Jara and Escaith: Philip 2010: Amiti and Konings 2008). The firms incorporate the pre-production activities of goods, which include the design and engineering processes of complete and final products. The complexity involved in the production and economic aspects of GVCs have delimited the provision of a clearly defined definition.

The economic impact of GVCs on global economies has equally developed high levels of complexity pertaining to the impact on individual economies through the existent trade practices adopted (Jara and Escaith 2012). Increased growth of GVCs in the global market influenced the development of numerous changes to the existent processes including inequality, poverty and the environment. Increased impact of GVC in relation to the identified issues necessitate the review of the existing policies on export growth, bilateral trade balances, export market shares and real exchange rates (Ahmad 2013). The adoption of the production processes adopted among GVCs follow the adopted process relating to the classical determinants of comparative advantage. The key drivers that have influenced the growth of GVCs in the past decade include increased transport infrastructure development, reduced information and communication costs, increased technological developments and reduced political and economic barriers pertaining to trade. Increased liberalisation of capital flows have remained instrumental in the growth of GVCs as it has influenced the provision of viable policies pertaining to foreign direct investments (FDI) and consequent penetration into international markets (Eicher, Helfman and Lekoski 2010).

The integration of taxes that are equal to anti-dumping measures within global value chains pertaining to external costs would remain instrumental in influencing the integration of the costs within the company processes through the consequent integration among the shipping costs (Philip 2010). However, there exist limited structures that influence the integration of taxes pertaining to external costs. The integration of taxes that seek to cater to the external costs will influence the development of a shift in the market prices pertaining to imports and consequent impact on the market (Jara and Escaith: Philip 2010: Amity and Konings 2008).

The study seeks to integrate an intricate analysis of anti-dumping through a review of the phenomenon and consequent impact on the existent level of market operation and growth (Jara and Escaith: Philip 2010: Amity and Konings 2008). The study will review the implications of anti-dumping measures on value chains, which will highlight the direct influence of the processes and the existent value chain activities in the South African market. The study will

integrate an analysis of global value chains and their impact on the level of trade in the South African market.

1.4 PROBLEM STATEMENT

The key problem addressed by the study refers to the implications of anti-dumping measures for value chains in South Africa. The problem develops into a key factor influencing the level of economic growth in South Africa as it influences the adoption of fair and favourable trading practices in the market for both local and global businesses. The adoption of anti-dumping measures may be problematic for the growth of South Africa's trade industry as they may lead to the withdrawal of the majority of GVCs from the country to other nations with favourable trading policies. Additionally, the provision of increased ADA duties may negatively influence the local businesses as it would increase the price of imports thus increase the cost of production and consequently increase the market prices similar to prices offered by GVCs (Jara and Escaith: Philip 2010: Amiti and Konings 2008). The analysis conducted by the study seeks to derive fresh insight into the impact of anti-dumping on GVCs, local businesses, government policies and the existent economic structure in the South African context. The study will address key trade issues as it will seek to identify the impact of the policies adopted on the existent trade processes and the need for the development of a balance pertaining to the trade practices to enhance the level of competitiveness in the market, which remains crucial for market growth and expansion. The results derived from the study will remain crucial to the University as it will integrate an analysis into the economic impact of anti-dumping on GVCs, which may initiate further research in the area.

1.5 OVERVIEW IN METHODOLOGY

According to Kumar (2011), the methodology section facilitates the integration of an analysis into the existent phenomenon presented within the study. The research methodology section

facilitates the provision of fresh insights into various occurrences facilitating the research. The methodology section promotes the analysis of developed hypothesis that promote the identification of potential gaps in research concerning the study and the need for additional research to counter the identified gaps (Kumar, 2011). The data incorporated within the study is derived from secondary and primary sources as they seek to address the provided study objectives. The study also provides several ethical considerations pertaining to the research process. The study sought to identify the implications for anti-dumping measures for value chains in the South African context.

1.5.1 Research strategy

According to Christensen and Johnson (2011), research strategy involves the development of an analysis of the existent research techniques and methodology details. The study will integrate an analysis of the existent limitations, similarities and gaps that influence the overall research process (Christensen & Johnson, 2011). The study adopted quantitative analysis approach considered best in meeting the developed study objectives. The selection of the participants from the different sectors remained instrumental in the development of a broad analysis regarding the study objectives and processes.

1.5.2 Research design

Oliver (2010) maintains that the identification of a research design remains essential to the research process as it promotes the effectiveness associated to the research. Quantitative research involves the development of statistical analysis concerning the presented data and research under study. The adoption of quantitative research facilitated the computational aspect of the study that promoted the development of deductions that sought to develop and ascertain the study hypothesis.

1.5.3 Data collection and instrumentation

The primary data sources comprised open-ended questions to the study respondents. The utilisation of open-ended questions remained instrumental in influencing the provision of varied ideas and opinions. The provision of close-ended questions provided the study with an opportunity to derive conclusive responses that did not incorporate individual opinions. Therefore, the combination of both modes of information remained instrumental in the development of a balance between the respondent opinions and views.

1.5.4 Data collection procedures

Primary data was developed from the study's utilisation of open-ended questions. The survey was distributed among the respondents in person. This was a convenient and reliable method to administer the survey as respondents were more likely to respond in a timely and responsive manner. The study utilised a survey comprising of the necessary open-ended responses that addressed the issue at hand. The researcher identified that the open-ended approach provided a quick data analysis process. The questions incorporated two key categories including anti-dumping and global value chain influence in the process. The two elements considered instrumental in the provision of conclusive study results from the derived findings. Secondary data was collected from journals and articles that compounded on the need for the adoption of anti-dumping policies in the South African and global contexts.

1.5.5 Data analysis

Quantitative data analysis provided a clear depiction of the implications for anti-dumping measures for value chains in South Africa. Quantitative data promoted the development of an understanding of the study variables and respondent perceptions from a statistical and

analytical standpoint. The study objectives were answered by analysis of the respondents opinions together with previous research conducted in the field. The primary data for the study was derived through a thematic approach in the analysis of this qualitative research.

1.5.6 Ethical considerations

Adherence to ethical principles during the research process enhances the validity and reliability of the findings (Israel & Hay, 2006). In this light, this study adhered to the following ethical principles. The study ensured it received the necessary permission from the institution prior to the inception of the study. The adoption of consent by participants implied that the respondents were not in any way forced or coerced to participate in the research study. The responses maintained anonymity, which ensured that the research participants were not victimized for participating in the research study. In conclusion, the study ensured that the responses were used only for the reasons within the study. Fifthly, the researcher committed to communicate the findings of the research process to the research stakeholders involved in the study in this case the University.

1.6 DELIMITATIONS OF THE STUDY

Restricting the study to the South Africa context provided the study with a key challenge due to lack of extensive data on implications for anti-dumping measures for value chains in the country. However, the development of early measures pertaining to anti-dumping in South Africa provided a key historical reference that provided an analysis of the adopted legislation pertaining to protective measures and consequent impact on the market and GVCs in operation in the country.

1.6.1 Nature and size of sample

The study utilised a sample of 100 respondents comprising of individuals from the GVC and regulatory authorities pertaining to anti-dumping.

1.6.2 Uniqueness of the setting

The South African case study provides a unique setting due to the existence of an elaborate trade protection history within the country. Vast economic growth and the existence of an elaborate protection system remained fundamental to influencing the development of an informed analysis pertaining to the study. The growth of the South African market positions the country's suppliers and consumers as part of the GVCs within some of the processes and at the end stage as consumers. Therefore, the integration of an analysis on the South African setting remains unique and representative as it highlights the impact of GVCs on the economy while highlighting the need for the adoption of anti-dumping measures for some players in the GVC with unscrupulous activities.

1.6.3 Time-period of the study

The study was conducted over a six-month period necessary in the conduction of primary and secondary research.

1.6.4 Limitations of methods used

The utilisation of qualitative data limited the study as it restricted the adoption of a computational avenue for proper analysis. Open-ended questions provide an opportunity for the study to adopt qualitative analysis.

CHAPTER TWO LITERATURE REVIEW

GVCs facilitate the economic growth of a region as they provide the region with an opportunity for the suppliers to engage in the value chain in different capacities ranging from marketing, distribution to production. The growth of GVCs remain essential to business growth within the international and local markets as it provides businesses with the opportunity to develop products and services that meet international standards. Phillip (2010) maintains that increasing business impact of GVCs on the business environment necessitates the adoption of effective business processes and structures. The processes remain essential in the development of a well-regulated sector that ensures the products provided through the value chain maintain the highest level of standards. The need for the development of the regulations sprouts from the incorporation of unscrupulous trading practices by the majority of players within the value chain. The existence of a strong regulatory environment remains essential to continued business growth and development in the global chain as it ensures that the processes adopted adhere to the stipulated legal regulations concerning product and services delivery. Due to the high rate of globalisation resulting in increased production efficiency and effectiveness leading to the overall decline in trading costs (Jara and Escaith: Philip 2010: Amiti and Konings 2008). In addition, technological advances remain instrumental in the automation capacity of many industries, resulting in decreased operational costs and product prices (Ahmad 2013). The rapid adoption of trade policy reforms reduces existing trade barriers. Such barriers delimit the value of operational costs of the process. An increase in the fragmentation of production has led to an upsurge in potentially misleading aspects of the gross flow of trade (Jara and Escaith: Philip 2010: Amiti and Konings 2008). Innovations in varied elements such as container shipment and the internet have led to the development of an efficient trade and supply chain process. Similarly, the trade liberalisation has led to reduced regulatory barriers within key sectors in the global logistics chain. This remained a vital aspect in influencing the level of foreign direct investment (Eicher, Helfman and Lekoski 2010: Amiti and Konings 2008).

Globalisation provides an avenue for business exposure and expansion, which remains crucial in facilitating the integration of new business structures and models that favor the operational capacity of the business and the existent processes. Increased globalisation is vital in the opening up of new markets in the Middle East, Africa and Asia. The identification of new markets highlights the existence of ready markets and consequent potential for growth for other businesses. Globalisation highlights the need for interdependence among nations through the identification of the unique resources, products and capabilities held by individual countries. Increased interaction remains crucial in facilitating the growth of an interactive business process and structure that promoted trade through the exchange of the available goods and services (Vinkenburg *et al.* 2011).

Globalisation remains crucial in the identification of varied business models and the need for the integration of varied processes and models within the existent business operational processes. The growth of the global business platform remains crucial in facilitating overall business growth and development through the provision of favourable operational structures and processes geared towards initiating skill and process development (Sarros *et al.* 2008). Global business provides a platform for the identification of the potential business processes considered instrumental and necessary in facilitating the local and regional business operations through the development of a competitive and growing marketplace.

The need for the development of an understanding of global business facilitates the creation of a better world for all countries through the promotion of global trade and business growth. This study seeks to explore the impact of globalisation on global business through the analysis of the impact of the element on productivity, employee engagement and leadership. These factors identify the key elements that remain crucial to global business as they facilitate the growth of the business from the local and regional capacity to the global business sphere. Additionally, the review of the highlighted elements identifies the impact of global business growth on the economic growth of various countries.

2.1 GLOBALIZATION AND GVCs

Globalization has facilitated the opening up of new global markets, which has led to the growth of the value chain attached to the design, development and distribution of products globally. Globalization has developed into a key construct facilitating the development of the term GVC. Globalization highlighted the potential for the development of an interactive network among suppliers and customers on a global scale. Globalization has facilitated the growth of the value chain through several key processes including the identification of global markets, the development of communication processes that foster the transfer of knowledge and resources. The development of infrastructure leading to increased efficiency attached to the logistics process and the identification of potential resource locations globally which have facilitated the identification of specific companies as developers of certain products within the value chain.

The need for the development of a connection among the global communities identified the need for the development of effective communication structures. Communication developed into an intricate element of the GVCs as it facilitates the relay of product information across different players within the value chain. Globalization facilitated the existent of numerous players in the value chain, which remained essential in facilitating the operational efficiency attached to the value chain. The growth of the value chain facilitates the integration of additional players who facilitate the process through the adoption of efficient resources and processes thus facilitating overall success of the process.

Globalization facilitated the growth of a larger customer base. Customers identify a crucial element of GVC operations as customers identify the recipients of the end product. The development of a larger customer base remains vital to GVCs as it facilitates the generation of high profits considered essential to ensuring continued business growth and development. The delivery of products from the manufacturers to the customers necessitated the adoption of an

efficient process that led to a decrease of operational costs encountered in the process. The development of an elaborate global transport network through roads and the inception of containers facilitated the transportation logistics leading to efficient delivery of products and services to the market. The need for additional resources was facilitated by the efforts geared towards promoting globalization as the value chain required additional suppliers who would have facilitated provision of the required resources. Therefore, globalization has been a vital element in the facilitation and expansion of GVCs.

2.2 ANSOFF MATRIX

According to Hill *et al.* (2007), the ansoff matrix promotes the identification of potential opportunities to a firm presented by the existent market. The opportunities remain critical in enhancing continued firm growth within the market and adopted processes (Hill *et al.* 2007). Figure 2.1 highlights the existence of a direct link between GVC marketing strategies and the adopted firm strategies critical in facilitating the competitive capacity of the firm in the market (Burgelman 2002). Marketing strategies remain essential to GVCs as marketing incorporates a critical element of the value chain. The development of the understanding of the marketing constructs with remains essential to GVCs as it identifies the potential markets for the products within the value chain and the most favourable processes that may be adopted while entering a new market. The development of an understanding of the ansoff matrix promotes the identification of the product needs and market structure within the projected market. For instance, the South African market comprises of an end-user market, which maintains that the level of demand presented within the market concerns end user products. However, the majority of end-user products face high levels of competition thus necessitating a review of the market entry alternatives and options adopted. Increasing level of competition within the market necessitates the adoption of a market penetration strategy by GVCs that maintains the level of competition and adheres to the existent legislation concerning product quality. The process necessitates the review of the existent trade measures and barriers that may influence the operational processes of the company through the products and services provided. The

review of the existent legislations will ensure that the adopted products and market processes meet the legislative stipulations within a country. Therefore, the ansoff matrix facilitates the strategic entry into a market as the review of the existent operational policies together with FDI requirements, which will facilitate the adoption of processes that promote the business penetration to the market. The existence of unfavourable trade policies prevent market entry of the businesses as it limits the competitive capacity of the business.

The adoption of the model facilitates the integration of a market analysis. The process promotes the analysis of the existent market needs against the company products and resources (Gardiner, 2006). The process facilitates the product diversification and differentiation needs geared towards promoting continued organizational growth and development and overall operational efficiency. Product diversification remains key to GVCs as the majority of the domestic and global customers are seeking for low-cost products and services. The increasing need may influence the provision of low-cost products and services by the majority of competitors in the market. However, GVCs may adopt the model through the introduction of low-cost products and services across board, which will position the firm as a discount store thus influence the benefits derived from the adoption of opportunity cost through increased sales in the market. The process will remain crucial in promoting the development of a larger customer base through the provision of high-quality products at low prices in the market. The provision of low prices will facilitate market entry and penetration thus attracting a larger clientele base for the company's products.

Figure 1.1: Ansoff Matrix



Source: Anderson (2007)

The Ansoff matrix though considered a strategic element among GVCs as it promotes the identification of new suppliers and resource markets for the products required within the value chain. For instance, the adoption of a market analysis of Indonesia highlights the country's manufacturers as some of the renowned electronic assemblers. The knowledge will facilitate the incorporation of additional suppliers necessary within the value chain.

Marketing identifies a critical component of the global value as it facilitates the identification of new global markets and the presentation of the company products into the markets to establish a larger clientele base and facilitate the operational capacity of the value chain. The adoption of the ansoff matrix within the GVCs would facilitate the marketing and distribution efforts of the value chain through the identification of the potential markets, the existent needs and the development of products that meet the presented market needs.

2.3 TRADE DEFENCE MEASURES

The three main types of trade defence measures include anti-dumping, anti-subsidy and safeguards. The measures may be imposed for varied periods, which may span from two to four years, but remain renewable for longer periods. The measures may be incorporated in

varied forms with the most common being tariffs, which are geared towards limiting unfair trade through the imposition of the measures on specific traders. In most instances, the measures adopted are geared towards ensuring that the domestic traders require additional time necessary in dealing with the incoming levels of competition developing from the integration of fairly-traded imports.

Dumping refers to the exportation of products at a lower price than the price originally charged at the domestic market. The adoption of dumping policies remains critical in protecting the competing local industry. The adoption of anti-dumping policies remains critical to the government as it facilitates the growth of the local industries and promotes healthy competition in the market (Konings *et al.*, 2010). Artificial inflation remains detrimental to continued economic growth as it necessitates a reduction in prices among local industries, which delimits the profit making and competitive capability of the firms. The process directly affects the business and economic growth as it delimits the revenue generation capacity of the industry thus leading to revenue deficits experienced by the government attributed to the dumping activities. GATT (Article 6) provides countries with the allowance necessary to adopt processes that may counter dumping. The policies provides countries with the required allowance necessary in breaking the binding principle of a tariff and not discriminating against a trading partner (Pierce *et al.*, 2012). The adoption of anti-dumping policies foster the development of a fair competitive environment through the adoption of policies geared towards extending extra import on duty concerning a specific product from a specific country. The process is adopted to bring the price closer to the normal value and remove the injury experienced in the domestic industry to the importing country.

The calculation of the product's normal value remains influenced by the development of a combination of the production costs incurred by the exporter, additional expenses and normal profit margins. The calculation remains crucial in the development of a favourable comparison between the export price and the normal price. The adoption of the calculation process remains critical in the review of the impact of the dumping activities on product pricing and consequent

impact on the operational capacity of local businesses and the competitive nature. In case a GVC is accused to anti-dumping, an investigation is conducted into the matter. The investigation remains critical in evaluating the relevant economic factors directly affecting the process and bearing the economic impact of anti-dumping on the relevant industry and country.

The integration of trade defence measures (TDMs) remains crucial in facilitating the depression of trade flows. The process remains crucial in ensuring that the local businesses are presented with fair competition regarding imported products and processes. The integration of the policy seeks to facilitate a reduction in the level of unfair trade in the market vital in facilitating the level of business growth in the market. The adoption of TDMs remains crucial in facilitating overall level of business growth and development. The majority of economists maintain that AD measures remain irrelevant in the scope of effect, but the majority of governments have adopted the policies in an effort to facilitate the protection of domestic relevant industries.

Konings et al. (2010) maintains that the adoption of anti-dumping measures remained crucial in facilitating the protection of domestic import competing firms. The study maintained that the integration of AD measures facilitated the production and efficiency processes adopted and integrated by domestic firms. The study also maintained that poor integration of the process delimited the growth of domestic businesses attributed to increased penetration of global value chains through the integration of cheaper imports. According to Pierce et al (2012), increases in prices and mark-ups lead to an artificial inflation of the effects of antidumping duties on revenue productivity leading to the falling of physical activity. Additionally, the imposition of antidumping duties facilitates continued production among low-productivity plants, which facilitates continued production of protected products. The process leads to slowed down relocation of resources from the less productive areas to the higher productive areas.

Anti-dumping measures have had a consequent effect on foreign exporter's pricing behaviour. Additionally, AD has had profound effect on export-destination diversification and foreign

direct investment (FDI) strategies adopted within the foreign markets. The import reduction places heavy emphasis on varied elements that delimit the level of business growth between countries and across varied regions. GVCs compound on the potential for business growth within new global markets. The integration of AD measures remains detrimental to the business capacity of GVCs as they delimit the potential integration of cheaper imports in comparison to the products provided by competition. AD delimits the integration of cheaper imports in the market, which may delimit the overall level of business growth in relation to the existent specifications and requirements. The capacity of value chains remain influenced by the value-added capacity relating to the process. The integration of poor measures and aspects delimit overall business growth and development. The involvement of GVCs into a new global markets leads to the identification of varied elements that influence the level of business operations. The aspects include culture, employee engagement, globalisation and foreign direct investment. A review of the aspects remains crucial in the development of an informed understanding of the impact of anti-dumping on foreign business expansion through a review of South Africa.

2.4 EFFECTS OF ANTI-DUMPING MEASURES

The need for the adoption of trade protection measures have facilitated the development of anti-dumping measures across varied jurisdictions globally. The anti dumping measure maintains that anti dumping duties may be applied in the event that the foreign trade partner provides lower charges abroad in comparison to the domestic market. The situation is identified as the existence of unfair trading practices, which necessitates the adoption of regulation geared towards promoting fair trade in the market (Konings, 2008). The need for the development of a distinction between fair and unfair trade remains critical in the implementation of anti dumping measures as it promotes the identification of the traders with unfair trade practices. The distinction remains key as some foreign producers may experience low production costs, which may lead to the provision of lower prices on the products in the event that the exports are sent to large international markets such as the US or the EU, which present higher competition in comparison to domestic markets. In this instance, the provision of lower prices

may be considered as unfair trade, but in essence, the foreign traders are favoured by the existence of foreign comparative advantage. Therefore, the development of a clear anti-dumping policy remains essential as it limits the abuse of anti-dumping policy through the sheltering of uncompetitive domestic industries.

The introduction of anti-dumping policies facilitates the development of market structure that promotes the level of competition between the domestic and foreign markets through the existence of a fair trade market (Konings, 2008). The provision of fair trade ensures that the levels of competition remain influenced by the quality components of the products provided within the market. The provision of favourable anti-dumping policies promote the growth of the value chain through the identification of the existent market needs concerning the products and consequent adoption of processes within the local markets that meet the existent gaps (Konings, 2008). In this context, the adopted processes facilitate the level of operational efficiency of the value chain through the identification of the most viable producers, distributors of marketing activities for the market. In this case, the adopted measures facilitate economic growth through the existence of fair trade policies in the market (Konings, 2008). Additionally, the measures facilitate the adoption of favourable business practices through the provision of quality products that meet the stipulated criteria within the market.

The provision of anti dumping protection remains essential to firms as it promotes the level of productivity experienced among firms. The provision of favourable trade measures facilitates the development of a market that places emphasis on the quality component of the product (Melitz, 2005). In this case, in an effort to facilitate the growth in company earnings, the adoption of efficient production measures remain key ensuring that the quality products are provided within efficient periods thus facilitating continued business growth and development within the market. Additionally, the adoption of anti dumping measures promotes the elimination of firms that have not adhered to the stipulations from the market. The situation

leads a growth in the market base thus fostering additional productivity from the firms (Konings, 2008).

2.5 THE ROLE OF GVCs IN SOUTH AFRICA'S ECONOMY

Early development of GVCs within South Africa was geared towards enhancing the provision of employment opportunities for the growing population within the country. In addition, GVCs sought to enhance the creation of employment opportunities for the recent redundant rural labour. Continuous growth of GVCs within South Africa has identified a great transformation within its processes and impact on the society and economy as the GVCs have developed into important components of South Africa's economy. In the past thirty years, GVCs in South Africa have developed into the main driving forces within South Africa that have enhanced the country's strong and rapid economic growth (Fan, Titman and Twite, 2012).

GVCs have facilitated the growth of trade across the global frontier through the integration of trade processes that incorporate actors from all global locations. South Africa has been a major player in the growth of GVCs through increased involvement of citizens as suppliers, marketers, distributors or consumers of the product. GVCs have remained instrumental in promoting the transference of goods and services from the global market to the local South African market. The growth of GVCs has facilitated the growth of local economies through increased levels of competition and the emergence of numerous local companies that remain in competition with GVCs thus promoting the growth of a robust economic market. Additionally, GVCs have remained instrumental in facilitating the transference of global goods from the international market to the South African market. High levels of demand coupled with the growth of a robust economic market facilitate the viability of GVCs within the South Africa. However, the introduction of trade measures remains essential in ensuring that the GVCs in operation adopt to the stipulated trade criteria and policies.

2.6 KEY FACTORS IN ECONOMIC REFORM

South Africa GVCs have enhanced the expansion of the scale of the market economy experienced within the country. Most GVCs within the country are identified as small and thrive within labour intensive industries that incorporate low asset requirements. For instance, in 2008, the average size of GVCs was identified as having more than 105 employees (Fan, Titman and Twite, 2012). Currently, the situation is different, which identifies that GVCs within the market are flexible and hence can easily adapt to market changes through the integration of a switch pertaining to the product together with new market opportunities. The existence of a flexible market in South Africa positions the country as a favourable market for GVCs as it provides a favourable trade environment for the varied processes incorporated with GVCs. The provision of high levels of flexibility facilitates the market's ability to provide solutions that may facilitate easy adaptation of the operational processes adopted by the GVCs to meet the presented market needs. In addition, through the existence of reduced working costs and processes, the enterprises are able to integrate innovative systems within the operational processes to enhance adapting to new operational changes. Zhao (2010) espouses that the majority of companies within South Africa started out as GVCs and developed into larger, widespread organisations. However, as much as flexibility provides GVCs an advantage, the enterprises remain vulnerable to changing economic conditions due to the enterprise small size.

2.7 SIGNIFICANCE OF GVC's IN INDUSTRIAL UPGRADING

GVCs are identified important as it enhances the creation of a good and productive foundation for modern production. Several large enterprises within the economy grew from small enterprises in the last twenty years. This seeks to identify that the large enterprises rely upon the GVCs as due to the flexible nature of the GVCs, these entities are able to function in several operating situations that cannot be penetrated by the large enterprises (Fan, Titman & Twite, 2012). Through the existence of GVCs, large organisations are able to develop a foundation for their processes, which enhances the professional level of the firms leading to the

development of inter-organisational teamwork aimed at enhancing the development of the industries and the business operational processes. GVCs have enhanced cooperative production and technological processes through the development of operational partnerships with large domestic firms together with foreign enterprises through the provision of parts and components together with development of joint ventures and cooperative enterprises (Cunningham, 2010). For instance, GVCs within South Africa have developed into important elements of the transnational corporations within the global industrial chain. This enhances the integration of different resources in enhancing the growth of the global industrial chain. Increased cooperation levels identified aim at utilising GVC cost-saving processes. In addition, GVCs are continually seeking to integrate themselves within different forms of transnational trade. For instance, within the east coastal areas, the majority of export specializing enterprises incorporated industrial clusters that enhance outsourcing production experienced by TNCs (Fan, Titman & Twite, 2012).

Industrial clustering has developed into one of the main strategies incorporated by GVCs to enhance their competitive position within the markets. This is incorporated by the majority of the GVCs as it enhances the integration of soft production whereby the production processes within the industries incorporate several divisions among several enterprises with the individual companies placing focus upon their specialised areas. This enhances the development of strategic alliances among the GVCs as this enhances the development and maintenance of relationships with an average of 14 enterprises. This enhances the identification of the specific resource and operational strengths among all the participants (Cunningham, 2010). The convergence of similar enterprises within the market aim at enhancing the economies of scale derived from the high scale production capacity. Through the development of operational links, the GVCs seeks to develop cooperative contracts, strategic alliances, service and sales contracts, which seeks to improve the labour division leading to higher economic benefits. Enhanced development in the cooperation enhances the specialisation level experienced by the GVCs, which leads to enhanced organisational and industrial improvement (Fan et al., 2012).

The integration of economic reforms has enhanced the growth of the GVC industry within South Africa. The GVCs developed as a consequence of social and economic problems experienced by the individuals within the economy. The GVC development in South Africa reflects upon the development of a unique South Africa, which does not adhere to the present day legislations, but rather seeks to develop a foundations that meets the social and economic needs of the individuals through the provision of employment opportunities. This seeks to identify the important position played by GVCs within South Africa as they seek to transform the country's economic system through enhanced integration of modernisation and industrialisation (Hall, 2007).

2.8 CHAPTER SUMMARY

The literature review section provided a review of literature into several elements that remain crucial to the study. The literature review section provided a review of the strategic importance of policy development through a review of the Ansoff matrix and business strategic decision-making. The chapter integrated an analysis of trade defence measures and consequent impact on the external and internal environments of a business and the overall market. The chapter provided a review of foreign direct investment (FDI) and the influence of the processes in GVC establishment and regulation of trade practices relating to GVCs. The study integrated a review of the importance of industrial upgrading to GVCs. The literature review remained instrumental in the development of an informed understanding of trade measures and influence on GVCs. Chapter 3 follows next with a description of the methodological processes adopted within the study.

CHAPTER THREE METHODOLOGY

3.1 OVERVIEW

This section provides an analysis of the steps incorporated within the research process. Christensen, Johnson and Turner (2011) assert that a methodology section is paramount within a research process, as it seeks to provide the answers pertaining to several sections incorporated within the research. Research studies seek to uncover facts that have not yet been explored on a given topic. The research process is paramount to a study, as it attempts to identify the unique features pertaining to specific groups and situations studied (Gray, 2013). Through the design and application of this methodology chapter, this study was able to derive fresh insights pertaining to anti-dumping among GVCs in the South African market, from the experiences of select individuals working in the retail sector of the country.

3.1.1 Chapter organization

The chapter begins with a discussion on the research philosophy, the research approach, and the research design of this study, along with the theoretical implications of what they mean, which ones were chosen, and why. Then, the details of the research design are discussed, along with the population and sampling techniques, the data collection process, and the data analysis methods and considerations. Finally, issues of validity and reliability, and any pertinent ethical considerations are discussed.

The chapter begins, first, with a deliberation of the research philosophy of this study.

3.2 THE RESEARCH PHILOSOPHY

Saunders, Lewis and Thornhill (2007) define the research philosophy as the central philosophy that is chosen to allow a researcher to form a relationship between the research questions and the research objectives. According to Rubin and Rubin (1995), a research philosophy or research paradigm can be categorised within two classes: positivism or phenomenology. Phenomenology is sometimes also referred to as interpretivism. Saunders, Lewis and Thornhill (2009), however, describe the research philosophy across more categories, namely interpretivism, positivism, realism and pragmatism. The concepts of interpretivism and positivism correspond broadly to the philosophies of phenomenology and positivism, as presented by Rubin and Rubin (1995).

During positivist studies, the role of the researcher is limited to the collection and interpretation of data through an objective approach, and the findings of the research are usually quantifiable and defined (Crowther & Lancaster, 2008). Conversely, phenomenological research is undertaken in order to gather experience of either a single incident or a shared condition through the narration of participants, which investigates the effects of that experience on the participants (Nieswiadomy, 2011; Willis, 2007). Thus, phenomenology starts with a condition or experience, and following the narration of either a shared single incident or condition among the participants, the perceptions and effects of that experience are investigated (Campbell, 2011). Phenomenological methods interpret the experiences of individuals by listening to the different stories of the individuals (Campbell, 2011); thereby, analysing the phenomenon through the subjective eyes of the participants. By focusing on the subjectivity of reality, phenomenology illustrates the need for researchers to understand how humans perceive themselves and the world around them (Willis, 2007). In essence, phenomenological research generates data by stimulating detailed personalised storytelling, and gathering evidence from multiple perspectives of the concept or experience in question (Campbell, 2011). Phenomenologists hold the perspective that reality, which is subject to discernment, is diverse for every individual, it changes over time, and it gains importance fundamentally from its

setting (Taylor, Bogdan & DeVault, 2015). Conversely, positivists hold that there is only one single reality, which is generated through a relationship of cause and effect, and which can be precisely measured and quantified (Campbell, 2011).

Two fundamental methodologies exist, upon which the phenomenological and positivist research philosophies are based: qualitative and quantitative research, respectively (Tracy, 2013). Quantitative research aligns with the principles of a positivist research philosophy, since it attempts to gather answers to define a single reality that results from measurable causes. Conversely, qualitative research aligns with the principles of phenomenology, since it supports the perspective that the world is subjective, and that there is no single reality (Rubin & Rubin, 1995). Qualitative research processes require observatory methods and interpretative analysis in order to study phenomena in their natural surroundings (Braun & Clarke, 2013). However, with qualitative research, there is the possibility of bias among the respondents or the researcher, as well as variability in the manner in which the occurrence of events is interpreted and analysed (Dawson, 2002). Furthermore, with qualitative research, the results attained are difficult to replicate in consecutive research. Finally, however, a main shortcoming identified with qualitative research is that there is limited ability for generalisation of the findings to a larger population (Creswell, 2013).

The methodology chosen for this research was based on the principles of quantitative, or positivist research. This was chosen by considering that the implications of anti-dumping measures for global value chains across South Africa should be precisely definable, and that the state of anti-dumping on GVCs in South Africa should be singularly measurable with statistical significance. A quantitative methodology was therefore chosen in order to gather reliable data for answering the research questions of this study, with statistical reliability. It was also considered that due to the broad focus of the study on GVCs across South Africa, the opinions of a few individuals in the field, which would be gathered during a qualitative study, would be insufficient to offer any results that could be generalised or extrapolated to all GVCs across South Africa.

3.2.1 The research approach

There are two primary research approaches: deductive and inductive research. A deductive approach is associated with the positivist research philosophy, since Kura and Sulaiman (2012) assert that the deductive approach is used for the development of theory, which is derived by thorough testing. Conversely, an inductive approach is utilised within the interpretivist or phenomenological model (Creswell, 2013). Quantitative examination aligns with the principles of a deductive research approach, since it includes the examination of a specimen sample to extrapolate up to a populace. This is contrary to qualitative research, which is subjective, and tends to be more inductive. Thus, quantitative examination is thought to be objective, while qualitative research is viewed as subjective. It is imagined that when gathering, dissecting and deciphering quantitative information, the researcher should remain disengaged and objective. Contrariwise, this is unrealistic in qualitative research, as the researcher must be open to interpreting theories, based on the circumstance of the research (Taylor et al., 2015).

This research incorporated a deductive research approach, as it was positivist in nature; as opposed to an inductive approach, which is qualitative in nature (Creswell, 2013). The research design, which was devised upon the principles of a deductive research approach, is discussed next.

3.3 THE RESEARCH DESIGN

Babbie (2011) portrays the research design as a coherent plan, or an expert arrangement pointing out the routines and methodologies for gathering data and investigating the required information for a study within its chosen research methodology. It highlights the kind of research that is to be undertaken, along with the sampling method, the sources of information, the techniques for accumulating that information, and the plans for any subsequent data

analysis (Babbie, 2011). A comprehensive research design is vital if a high-quality exploration report is to be created (McDaniel & Gates, 2002; Zikmund, Babin, Carr & Griffin, 2010).

In order to gather a volume of statistically reliable data that could be generalised and extrapolated to define the implications of anti-dumping on GVCs in South Africa, a detailed research design was devised. This included a plan to gather a representative sample, along with data for a precise set of data variables, and a concise data analysis framework upon which reliable results could be drawn. The survey population and sample that was approached in the study, the instruments that were used to gather the data, and the procedures that were followed to analyse the data, are each outlined, next.

3.3.1 Population and sampling

Sampling involves the process of selecting a portion of a finite population for a study (Battaglio, 2008). Two primary sampling techniques exist: probability and non-probability sampling (Adams, Khan, Raeside & White, 2007). In the case of probability sampling, every unit of the population has an equal chance of selection using a technique of random selection. In contrast, non-probability sampling attempts to select a deliberate sample from the total population, where subjective methods are employed to determine which participants can be included in the study (Battaglio, 2008).

Although probability sampling is often the technique of choice for quantitative studies, where statistically representative samples are sought, the participants in this study needed to possess a set of pre-established criteria, making probability sampling impractical. The criteria were that the participants needed to have experience working in industries that had been affected by, or benefited from anti-dumping, or they needed to be part of a GVC. More importantly, they also needed to have first-hand experience of the effects of anti-dumping policies that have been imposed by the government on GVCs. Thus, they needed to be carefully selected by virtue of

their characteristics. As explained by Saumure and Given (2008), this placed the sampling strategy of this study within the category of non-probability sampling. Non-probability sampling was therefore decided to be most appropriate for this research, as it was considered important to gather individuals who could offer pertinent information on the specialised nature of the research questions, rather than gathering a random sample of individuals from the retail industry, who may not have experienced or been aware of the policies and effects of anti-dumping. As explained by Leedy and Ormrod (2001), a sample with well-selected participants can often provide a more comprehensive insight into an issue, instead of attempting to generalise from a large sample of random participants.

As described previously, the target population for this study was professionals who had been working at GVCs and companies operating in the retail industry of South Africa, and who had experienced, first-hand, the effects of South African anti-dumping policies. The respondents from the industry remained crucial in facilitating the provision of information that would allow the research questions of the study to be effectively answered.

Five different methods of non-probability sampling exist, as follows (Lund, 2012):

- Convenience sampling. This is a technique where the elements that are selected for the sample are chosen because they are the easiest to access. This was not chosen, since the opportunity for bias would render the results less statistical reliable;
- Quota sampling. This technique aims to generate a deliberate sample with a group of individuals or members that is proportional to the entire population being studied. Due to the difficulties associated with accessing individuals who met the necessary criteria, a true quota sample was not feasible.
- Self-selection sampling. In this technique, the researcher invites an entire group of ideal subjects to participate, such as within an organisation, and participants can volunteer for inclusion instead of being approached directly by the researcher. Such a technique

requires a complete list of available candidates to approach, which in the case of this study, did not exist.

- Purposive sampling. This sampling technique relies on judgement by the researcher to choose the members of the study. While the sample is often quite small, it allows key individuals to be chosen, who may offer the most valuable information for a study. This technique was not appropriate, since a larger sample size was sought, with participants who were beyond the reach of the researcher; and
- Snowball sampling. This is an appropriate technique when the study's population is hard to reach, or hidden, and relies on the inclusion of participants by referral from other members of the population or sample. This was the most applicable sampling technique for this study, as it offered the most effective means of gathering individuals with the specific criteria needed for this study, but who were beyond the reach of the researcher — as elaborated on, below.

The objective of the sampling strategy was to select experts who were experienced representatives within the population, and who were able to give applicable perceptions and perspectives on the topic of this study. Thus, as outlined here, the most appropriate sampling technique for this study was *snowball sampling*, since it allowed the researcher to select a larger sample of respondents to be able to infer statistical reliability, but with individuals who possessed the required experience to be able to answer the research questions of this study — in line with the suggestions of Creswell (1994) and Lund (2012).

To gather an appropriate sample from the target population, the researcher engaged ten government officials to refer potential respondents to the researcher, for inclusion in the study. These ten government officials were instrumental in the provision of the required sample to the study, with experience relating to government policies, such as tariffs, anti-dumping, and FDIs. Ultimately, a sample of 100 professionals who had been working at GVCs and companies operating in the retail industry of South Africa, was gathered through this process of *snowball sampling*. These 100 respondents provided the data for the data analysis phase of the study, as

described later in the chapter. The selected sample was suitable, as it included representatives from the key sectors affected by anti-dumping policies in South Africa, and through the enactment and adoption of these policies.

3.3.2 Data collection

The data collection techniques most often used by social science studies are questionnaires or structured interview instruments (O’Leary & Miller, 2008). The defining features of a structured interview or questionnaire are that it has a highly structured design, and that all the respondents in the study are presented with the same instrument (O’Leary & Miller, 2008). The research instrument is termed a questionnaire when the participants complete the instrument independently (on their own), without the help of an interviewer; such as in the case of an email, an online platform, or via a postal survey. In studies where the interviewer is present — helping the participants and asking the questions —, the research instrument is referred to as a structured interview instrument; such as in the case of telephone surveys or face-to-face interviews (O’Leary & Miller, 2008). The most appropriate design and technique upon which the interview or questionnaire should be conducted, depends on the type of study.

Due to the quantitative nature of this study, a structured questionnaire was chosen as the most appropriate research instrument to gather the necessary data to answer the research questions. By using questionnaires, researchers can obtain detailed data about practices, situations or views at a particular point in time (Leedy & Ormrod, 2001). According to Zikmund et al. (2010), questionnaires are also often preferable in research because they provide a quick, inexpensive and accurate means of accessing information from a sample.

For this study, the focus of the questionnaires was on gathering data that would facilitate a broad description of the experiences of the participants, ultimately providing a combined understanding of the participants’ opinions and knowledge. Campbell (2011) argues that best

practises in questionnaire design should comprise three distinct elements: the questions should be based on a common theme, they should prompt respondents to define the effects that the phenomenon has had on their lives or the issue in question, and they should attempt to identify how the experience should be interpreted.

The theory studied in chapter two of this research was used as the basis for the formulation of the questionnaire's questions. Each of the questions were presented as structured questions involving Likert-scale answers, to gather an appreciation of ranking or grading by the respondents towards the different topics.

The questionnaire (appended to this document in Appendix II), was neatly laid out with 21 questions over two sections; and the questions were structured and clearly presented, taking out vagueness wherever conceivable. In order to gather the information for this study, respondents were contacted via email and introduced to the study and its purpose. The respondents were then invited to participate in the study, and the questionnaire was emailed to them as an attachment in Microsoft Word format. Respondents were given one month to complete the questionnaire, by typing their responses in the spaces provided on the Word document. Upon completion of the questionnaires, the respondents were requested to return their completed questionnaires to the researcher via email, for analysis.

3.3.3 Data analysis

Quantitative research designs seek to analyse the amount or quantity pertaining to the subject data integrated within the study (Schensul, 2008). This research made use of quantifiable data that was represented in numerical terms, such as descriptive statistics that used visual aids such as charts and graphs. The visual-aspect of the data presentation enhances the provision of a more tangible analysis as differences between the results are emphasised and easily discerned.

Upon collection of the data from the aforementioned questionnaires, the results pertaining to the study were documented and analysed. It had to be established whether there were any common patterns in the responses of the respondents, which could be used to make inferences on the implications of AD measures for GVCs in South Africa. The data analysis took place in a linear fashion; whereby, once all the questionnaires were submitted, they were analysed together, as recommended by Creswell (1994). Performing a linear analysis was advantageous as it allowed consistency throughout the data analysis for observing the data and drawing consistent conclusions. While analysing the data, the most frequently noted answer categories in any single question, as well as the relationships and variations between each were identified and visualised using Microsoft Excel and IBM SPSS. The descriptive statistics were calculated with the use of percentages that represented the experiences of the participants involved in this study. These results are documented in Chapter 4, and deliberated in Chapter 5 of this dissertation.

In order to infer statistical reliability, a correlation analysis was performed on the different ordinal variables. Bivariate correlation may be used to conclude whether two numerical or ranked variables related to one another in a linear manner, with a statistical reliability that minimises the likelihood that such a relationship occurred by chance alone (Elevens, 2014). The most common system of observation of the degree of linear correlation between variables is Pearson's Product Moment Correlation Coefficient (PMMC), 'r', which is determined by calculating a value between -1 and +1 (Saunders et al., 2009). An 'r' value close to +1 suggests that the variables correlate with a strong positive relationship, while a negative 'r' value (close to -1) suggests that the variables correlate with a strong negative relationship (Adams et al., 2007). A primary assumption of correlation using PMCC, though, is that both variables should contain interval ratio data (Saunders et al., 2009); however, if one or both of the variables are ordinal, the ranked-sum alternative co-efficient of Spearman's Rank Correlation Coefficient, rho (ρ), should be used instead (Agresti, 2007). Thus, Spearman's rho was calculated for all the ordinal data generated from the Likert-scaled questions.

3.4 ADDRESSING VALIDITY AND RELIABILITY IN QUANTITATIVE RESEARCH

Validity and reliability are important ideas that are utilised to confirm whether a research study ought to be viewed as exact, tenable, legitimate and solid; and that it can be exhaustively appraised within its field of study. As indicated by Rowley (2002), validity and reliability focus the premise on what different scholars in the field see as its ability to withstand cross-examination and be acceptably included in the information base of its field of study. The researcher took measures to ensure that the study was valid and reliable. These measures are each described, next.

3.4.1 Validity

Validity alludes to the precision, significance and believability of a research project. It has two components: internal validity and external validity (Archibald, 2016). External validity alludes to the degree to which the results of a study apply beyond the circumstances of the study itself (Six & Bellamy, 2012). Since this research was conducted with a sizeable sample of individuals with a concise set of selection criteria, it was considered acceptable to sum up the discoveries to all GVCs operating in South Africa. Conversely, internal validity considers the degree to which the configuration and information of a research study permits the researcher to reach exact determinations about circumstances and make connections within the information (Hsieh & Shannon, 2005). In the examination process of this study, steps were also taken to maximise this internal validity, such as drafting questions that were intended to target the goal of this research, precisely.

3.4.2 Reliability

Reliability describes how closely another researcher would make the same findings, if they were to perform the same research project. Rowley (2002) argues that reliability is attained by documentation of the systems applied, and through suitable record keeping. If one considers *testing* as a method of data elicitation, then the most essential test of any subjective study is its reliability (Six & Bellamy, 2012). This study attempted to gather a large enough sample to be able to maximise the reliability of the results. Statistical significance was also calculated through the correlation analysis, to offer further reliability.

3.5 ETHICAL CONSIDERATIONS

Adherence to ethical principles during the research process enhances the validity and reliability of its findings (Israel & Hay, 2006). Several ethical issues apply in relation to social science studies. These include the following (Dillman et al., 2009; McDaniel & Gates, 2002; Neuman, 2007):

- Ensuring the well-being of the respondents by taking proper steps;
- Respecting the respondents' right to privacy;
- Avoiding deception;
- Informing the respondents about the purposes of the research;
- Maintaining confidentiality at all times;
- Collecting data through honest means; and
- Ensuring objectivity in reporting the results of the data analysis.

The participants in this study were fully informed of the purpose of this study, as shown in the participant information sheet (see Appendix I) and informed consent form (see Appendix III),

which were distributed with every questionnaire. The researcher also took steps to ensure the confidentiality of the respondents, by guaranteeing never to publish individual names or contact details in the results of this dissertation, or to any other sources. In summary, while engaging with the participants, the researcher maintained the highest standard of ethics by respecting the respondents' right to privacy, avoiding any deception, excluding names from any of the results, and ensuring objectivity in the data reporting. Furthermore, in a bid to ensure the well-being of the respondents, due consideration was taken of the security of the respondents' computers; whereby, the questionnaire was scanned for viruses before being emailed.

3.6 CONCLUSION

This concludes the methodology chapter of the dissertation. Two fundamental methodologies of qualitative and quantitative research exist, upon which the phenomenological and positivist research philosophies are based. Quantitative, or positivist research was chosen for this study, by taking into account the statistical reliability that was necessary for drawing generalisation from the results. Snowball, non-probability sampling was used for this research by engaging the assistance of ten government officials, to select a final sample of 100 respondents who possessed the required experience to answer the research questions. Due to the quantitative research design of this study, a structured questionnaire with Likert-scale questions was generated as the most appropriate research instrument to gather the necessary data. This was done to explore ranked-type questions concerning the implications of AD measures for GVCs in South Africa.

A systematic quantitative analysis was conducted to observe frequencies in the data, with statistical reliability offered through a correlation analysis with Spearman's correlation coefficient, rho. Various procedures were also followed to maximise the validity, reliability and ethical practices of the study. Chapter 4 follows, next, with the results that were gathered upon completion of this methodology.

CHAPTER FOUR RESEARCH FINDINGS

3.7 INTRODUCTION

The previous chapter described, in detail, the methodology that was performed for this research. A sample of 100 professionals, who had been working at GVCs and companies operating in the retail industry of South Africa, was gathered through a process of snowball sampling, to answer what the implications of anti-dumping have been for GVCs in South Africa. This chapter provides the results of the analysis of that data. The respondents were derived from all sectors in the retail industry. The adoption of a large respondent base from across the entire sector remained essential in facilitating the viability of the research through the integration of conclusive research process.

The chapter begins with the descriptive statistics of the data, including the age and gender profiles of the respondents, the experience of the respondents in the retail sector, the reaction of the South African market to the AD policies imposed on GVCs, and the reaction of the sales and market growth of GVCs due to the AD policies in the country. Thereafter, the answers relating to the role of AD policies in facilitating effective competition in South Africa, and the perception of the government on the adoption of additional AD policies are presented, along with an overview of the general understanding of South African businesses on the impact of AD on GVCs.

Thereafter, the correlation analysis of the data is presented, in order to provide a statistically reliable overview of the relationships between the variables, and whether the variables were associated with any statistical significance. The chapter begins, first, with the descriptive statistics of the data.

3.8 DESCRIPTIVE STATISTICS

3.8.1 Age and gender profiles of the respondents

There was an even gender representation between males and females in the study, with females holding a slight majority of the participants. As shown in Figure 0.1, of the 100 respondents who participated in the study, 46 were male, and 54 were female. There was also an even representation of individuals from all ages over 18; whereby, approximately one quarter each were between the ages of 18-29, 30-39, 40-49, or over 50. As shown in Figure 0.2, there was a slight majority of youths aged 18-29 ($n = 28$), while 24 individuals each, were in the age categories of 30-39, 40-49, and over 50.

Figure 0.1 Gender distribution of the respondents

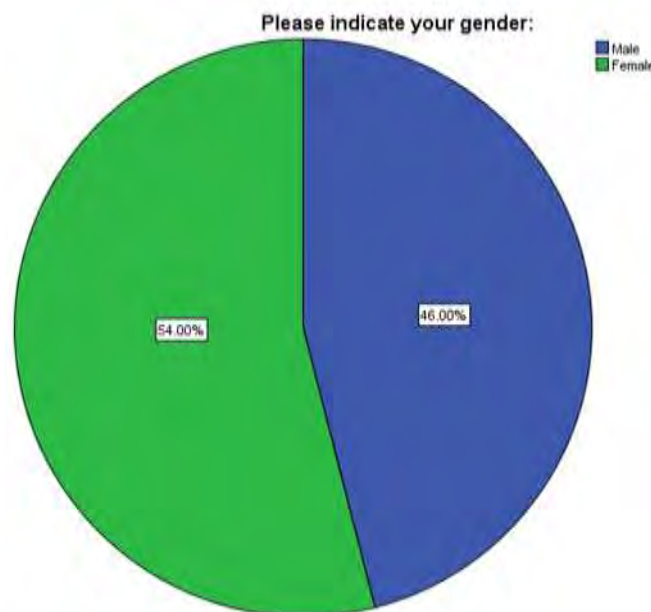
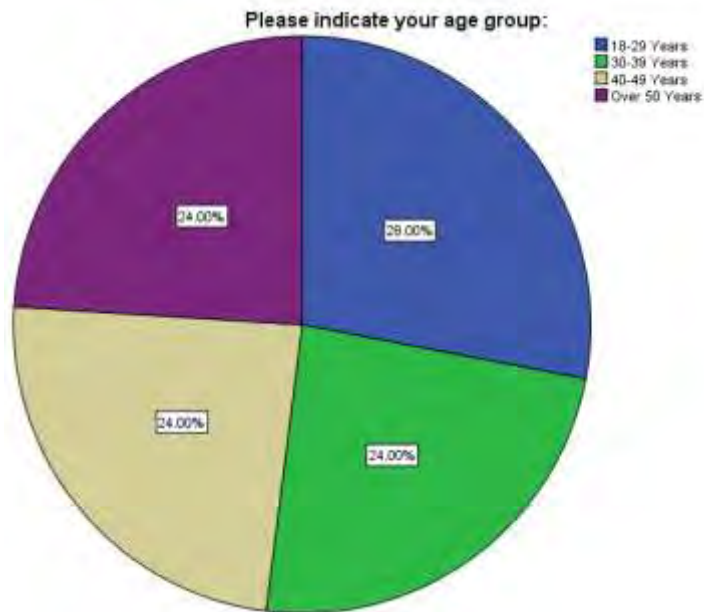


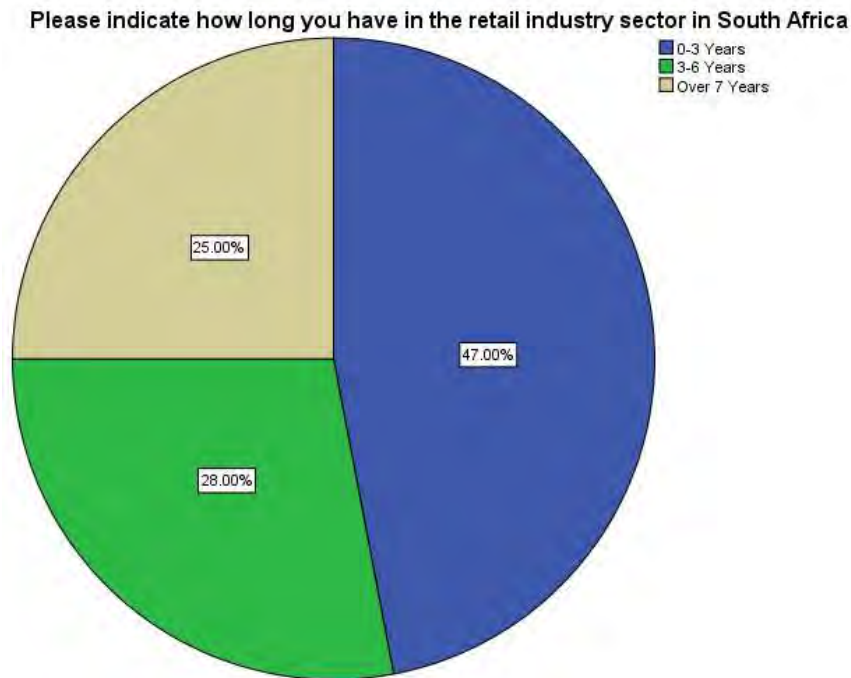
Figure 0.2 Age distribution of the respondents



3.8.2 Experience of the respondents in the retail industry sector in South Africa

In relation to the amount of experience in the retail sector in South Africa, nearly half of the respondents ($n = 47$) had relatively little experience — less than three years in the industry. As shown in Figure 0.3, approximately one quarter of the respondents had between three and six years of experience in the retail sector, while only one quarter of the respondents had over seven years of retail industry experience.

Figure 0.3 Tenure of the respondents in the retail industry sector



3.8.3 Reaction of the South African market to the anti-dumping policies imposed on global value chains (GVCs) operating in the country

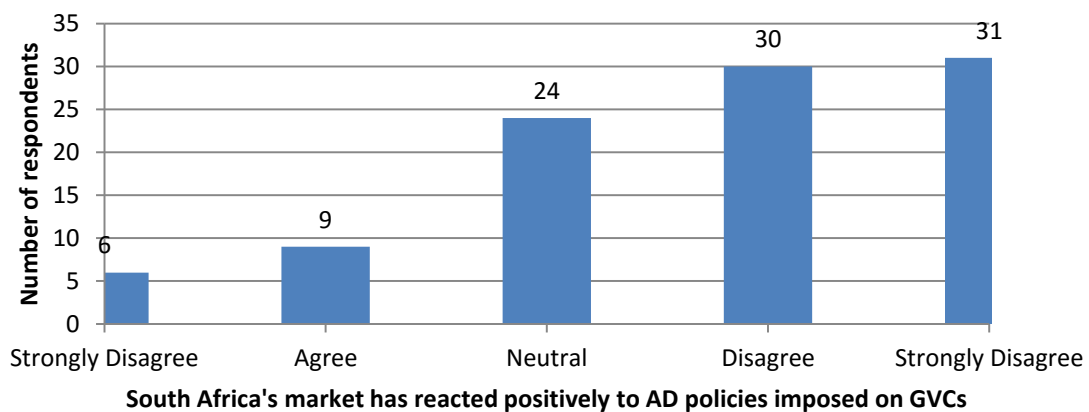
The respondents appeared relatively convinced that the AD policies that have been imposed by the countries governing bodies on global value chains (GVCs) operating in the country have not had a positive effect on the South African market. In support of this, as shown in Table 0.1, the majority (n = 61) of the respondents either strongly disagreed or disagreed with this notion. Furthermore, only 15% of the respondents agreed or strongly agreed that there had been a positive reaction by South Africa's market to the anti-dumping policies imposed on GVCs in the country. This suggests that there was a considerable tendency towards the opinion that the AD policies had had a negative effect on the market. This is further represented graphically, in

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Table 0.1 Frequency of answers to whether the South African market has reacted positively to the anti-dumping policies imposed on GVCs operating in the country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	6.0	6.0	6.0
	Agree	9	9.0	9.0	15.0
	Neutral	24	24.0	24.0	39.0
	Disagree	30	30.0	30.0	69.0
	Strongly Disagree	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

Figure 0.4 Graphical representation of the respondents' opinions on whether the South African market has reacted positively to the AD policies imposed on GVCs in the country



3.8.4 Reaction of the sales and market growth of GVCs, as a result of the anti-dumping policies in the country

Providing further evidence to the consensus of the respondents perceptions of the negative effect of AD policies imposed by the country's governing bodies on GVCs, the respondents

appeared relatively convinced that AD policies imposed by the countries governing bodies have also had a negative effect on the sales and market growth of GVCs in the country. As shown in Table 0.2, and graphically in Figure 0.5, a two third-majority (n = 68) of the respondents either agreed or strongly agreed that GVCs have experienced decreased sales and market growth, which may be attributed to the continued adoption of anti-dumping measures in South Africa. Similarly, as in the first aspect measured (whether the South African market has reacted positively to the AD policies imposed on GVCs in the country), only 19% of the respondents disagreed or strongly disagreed that the GVCs have experienced decreased sales and market growth due to the AD measures in the country.

Figure 0.5 Graphical representation of the respondents' opinions on whether GVC sales and market share have decreased as a result of the country's AD policies

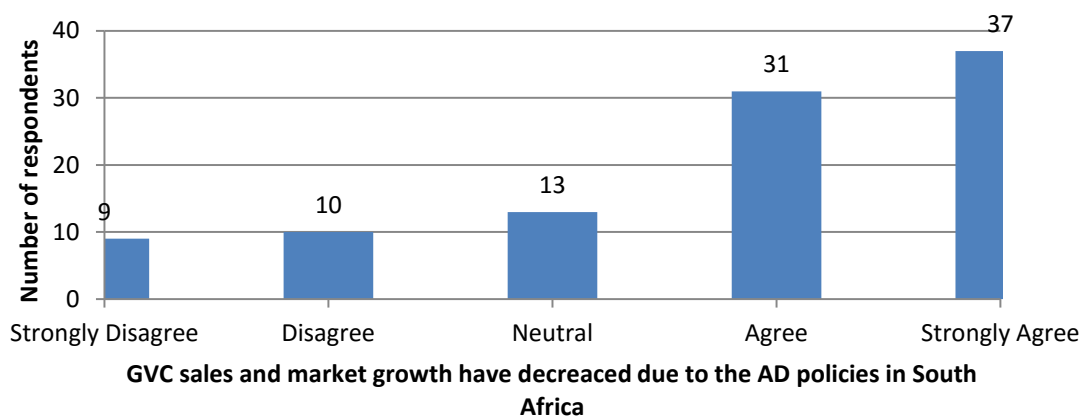


Table 0.2 Frequency of answers to whether the majority of GVCs have experienced decreased sales and market growth, attributed to the continued adoption of anti-dumping measures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	9.0	9.0	9.0
	Disagree	10	10.0	10.0	19.0
	Neutral	13	13.0	13.0	32.0
	Agree	31	31.0	31.0	63.0
	Strongly Agree	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

3.8.5 Role of AD policies in facilitating effective competition in South Africa

While it was clear that most respondents perceived the AD policies imposed by the country’s governing bodies as having had a negative effect on the sales and market growth of GVCs in the country, it appeared that the respondents were split on whether the adopted AD policies have been crucial and instrumental in facilitating effective competition in the South African market. Approximately half (n = 53) agreed or strongly agreed with this statement, as shown in Table 0.3. The remaining 47 respondents were neutral, or either disagreed or strongly

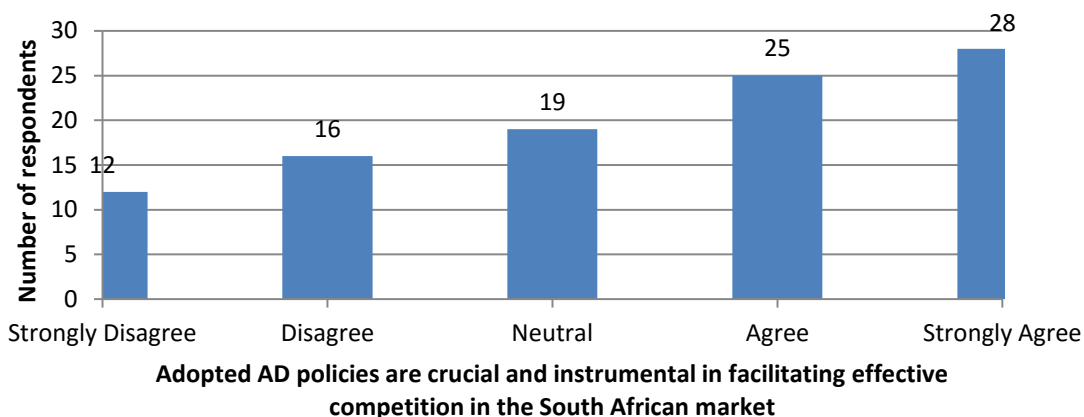
disagreed that the adopted AD policies have been crucial and instrumental in facilitating effective competition in the South African market.

Table 0.3 Frequency of answers to whether the adopted anti-dumping policies are considered crucial and instrumental in facilitating effective competition in the South African market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	12.0	12.0	12.0
	Disagree	16	16.0	16.0	28.0
	Neutral	19	19.0	19.0	47.0
	Agree	25	25.0	25.0	72.0
	Strongly Agree	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

As shown graphically in Figure 0.6, however, it was apparent that there was still a generally-positive trend towards the notion that the adopted AD policies have been crucial and instrumental in facilitating effective competition in the South African market, with the largest groups of respondents being in agreement with this, and the data skewing towards those in disagreement with this statement. This appeared to indicate that, more-often-than-not, South Africa’s AD policies have facilitated effective competition in the country’s market.

Figure 0.6 Graphical representation of the respondents’ opinions on whether the adopted AD policies are crucial and instrumental in facilitating effective competition in the South African market



3.8.6 The perception of the government on the adoption of additional AD policies

A two-third majority of the respondents (n = 66) thought that the South African government was intent on adopting additional AD policies on GVCs in the market, as shown in Table 0.4.

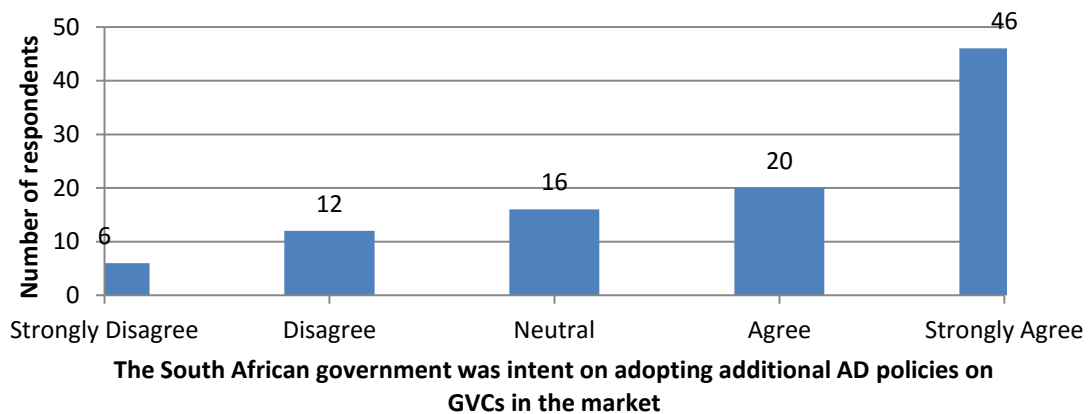
Table 0.4 Frequency of answers to whether the government strongly believes in the adoption of additional anti-dumping policies on GVCs in the market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	6.0	6.0	6.0
	Disagree	12	12.0	12.0	18.0
	Neutral	16	16.0	16.0	34.0
	Agree	20	20.0	20.0	54.0
	Strongly Agree	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

The significance of this result is apparent in Figure 0.7, where the primary tendency of the respondents was that the government of South Africa *was* intent on adopting additional AD policies on GVCs in the market, and fewer respondents did not think that the South African government was intent on doing so. Only a small percentage of individuals (16%) appeared

neutral, indicating that either they did not know, or that they thought the government was ambivalent towards the adoption of additional AD policies on GVCs.

Figure 0.7 Graphical representation of the respondents’ opinions on whether the South African government was intent on adopting additional AD policies on GVCs in the market



3.8.7 The understanding of South African businesses on the impact of AD on GVCs and local businesses

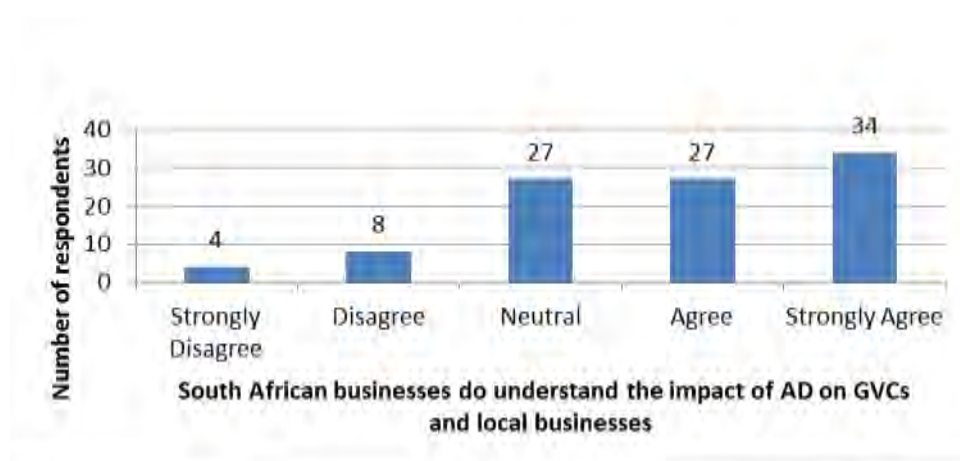
It appeared that the clear majority of the respondents thought that South African businesses, in general, do understand the impact of AD on GVCs and local businesses. As shown in Table 0.5, 61% of the respondents (n = 61) either agreed or strongly agreed with this statement. Among a relatively high number of respondents (n = 27), though, there appeared to be a neutral stance on this statement.

Table 0.5 Frequency of answers to whether the majority of the South African business population understand the impact of anti-dumping on GVCs and local businesses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.0	4.0	4.0
	Disagree	8	8.0	8.0	12.0
	Neutral	27	27.0	27.0	39.0
	Agree	27	27.0	27.0	66.0
	Strongly Agree	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

As shown in Figure 0.8, over a quarter of the respondents were neutral on whether South African businesses understand the impact of AD policies on GVCs and local businesses, which could have been either because they did not know whether businesses understand the impact of AD on GVCs and local businesses, or that they were not convinced one-way, or the other, whether South African businesses did, or did not understand the impact of AD on GVCs and local businesses. It is also possible, that neutral respondents may have considered some other factors when noting their answers to this question.

Figure 0.8 Graphical representation of the respondents' opinions on whether South African businesses understand the impact of AD policies on GVCs and local businesses



This ends the descriptive statistics portion of the results. To confer some statistical reliability to the results, a correlation analysis was performed on the data, as outlined next.

3.9 CORRELATION ANALYSIS

A correlation analysis was performed on 12 variables of the questionnaire, in order to determine whether the answers of the respondents to each of the aspects, as listed in Table 0.6, showed any statistically significant associations. This was valuable for observing whether respondents who answered in agreement in one question, were consistently answering in agreement (positive correlation) or disagreement (negative correlation) across the other questions. This was valuable in determining whether respondents were consistently pro-AD, or consistently anti-AD, or whether there were any statistically reliable trends between the concepts, whereby individuals may have ranked highly towards one notion, but poorly towards another.

Results of the correlation analysis between the variables, as listed above, are shown in

Table 0.7. Interestingly, there appeared to be strong positive correlations between all of the 12 variables, which were statistically significant, since each of the correlations were found to have p-values of less than 1% ($\alpha = 1\%$). This indicates that there were strong positive associations between all the answers presented by virtually all of the respondents, and that these correlations were highly unlikely to have occurred by chance alone.

Table 0.6 Explanations of the parameters of the variables

Variable Number	Parameters of the variable
V04	What is the impact of AD measures on GVCs in South Africa?
V05	What is the importance of developing a direct link between AD measures and local business growth?
V06	How viable is the adopted form of FDI in facilitating the level of GVC growth and penetration in the South African market?
V07	The adoption of favourable anti-dumping policies enhances the working process of local businesses in the market. How effective are the adopted AD models?
V08	How effective are anti-dumping measures on different markets factors?
V09	How effective are the adopted AD measures on overall market growth in South Africa?
V10	Are the adopted anti-dumping measures effective?
V11	How much do you like the adopted measures in relation to the development of a favourable market?
V12	How effective are the adopted AD measures to FDI efforts in South Africa?
V13	How does the adoption of AD measures influence the competitive capacity of the market?
V14	What aspects influenced by anti-dumping policies increase the level of market growth?
V15	What factors limit the adoption of effective AD measures in the market?

Explained differently, the correlation analysis appears to suggest that those who presented higher-ranking answers on any one variable, also appeared to rank highly on all of the other variables. For example in variable V04, participants who believed that AD measures were having a *larger* impact on GVCs in South Africa, also ranked highly on variable V05, where they believed that there was a *major* importance of developing a direct link between AD measures and local business growth. Conversely, those who presented lower-ranking answers on variables, such as in the case of V04 where they would have perceived AD measures as having a *smaller* impact on GVCs in South Africa, would also have ranked poorly on V05, where they consistently perceived there to be *little* importance of developing a direct link between AD measures and local business growth. This trend appeared to persist throughout the

12 variables listed in Table 0.6, since all of the associations were strongly positive and statistically significant at below 0.01% chance of a type-I error.

Table 0.7 Correlation analysis between the variables

		V04	V05	V06	V07	V08	V09	V1	V11	V12	V13	V14	V15
V04	P	1	0.946*	0.940*	0.912*	0.913*	0.863*	0.922*	0.943*	0.885*	0.889*	0.902*	0.777*
	Sig		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
V05	P		1	0.970*	0.942*	0.915*	0.829*	0.927*	0.983*	0.923*	0.945*	0.915*	0.777*
	Sig			0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
V06	P			1	0.940*	0.915*	0.867*	0.932*	0.979*	0.911*	0.934*	0.927*	0.807*
	Sig				0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
V07	P				1	0.927*	0.836*	0.974*	0.946*	0.947*	0.932*	0.897*	0.684*
	Sig					0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
V08	P					1	0.789*	0.920*	0.923*	0.889*	0.891*	0.869*	0.700*
	Sig						0.000	0.000	0.000	0.000	0.000	0.000	0.000
V09	P						1	0.860*	0.850*	0.834*	0.800*	0.866*	0.763*
	Sig							0.000	0.000	0.000	0.000	0.000	0.000
V10	P							1	0.927*	0.939*	0.936*	0.900*	0.696*
	Sig								0.000	0.000	0.000	0.000	0.000
V11	P								1	0.920*	0.931*	0.920*	0.791*
	Sig									0.000	0.000	0.000	0.000
V12	P									1	0.916*	0.953*	0.744*
	Sig										0.000	0.000	0.000
V13	P										1	0.884*	0.709*
	Sig											0.000	0.000

V1 4	P											1	0.865*
	Sig												0.000
V1 5	P												1
	Sig												
**. Correlation is significant at the 0.01 level (2-tailed).													

In considering the correlations more closely, it is possible to discern that patterns between the variables were apparent. For instance, those who indicated that developing a direct link between AD measures and local business growth was *very* important (V05), also thought that the adopted AD models (V07) were *very* effective in the market, since there was a very strong correlation between these two variables ($\rho = 0.942$; $p = 0.000$).

Conversely, those who thought that the adopted AD models have been *ineffective* on different markets factors (V07), also did *not* like the adopted measures in relation to the development of a favourable market (V11), whereby the association between their answers was very strongly correlated ($\rho = 0.974$; $p = 0.000$). The other statistically significant correlations are shown in

Table 0.7.

The implication of this result is that respondents were either consistently pro-AD, or consistently anti-AD across the 12 variables measured. Discussion on this, and its implications, are presented in Chapter 5, next.

3.10 CONCLUSION

This ends the results chapter of this dissertation. When considered from a positivist perspective, the respondents of the study appeared to suggest that the AD policies that have been imposed by the countries governing bodies on GVCs in the country have not had a positive effect on the South African market, but that they have had a negative effect on the sales and market growth of GVCs in the country, thereby facilitating effective competition in the country's market.

Most of the respondents thought that the South African government was intent on adopting additional AD policies on GVCs in the market, and also, that South African businesses, in general, did understand the impact of AD on GVCs and local businesses. A strong-positive correlation existed between 12 variables of the questionnaire, suggesting that the respondents appeared to consistently rank highly, or consistently rank poorly on the questions – implying that respondents were either consistently pro-AD, or consistently anti-AD across the 12 variables measured. The discussion chapter follows, next.

CHAPTER FIVE DISCUSSION

3.11 INTRODUCTION

The study sought to review the key factors influencing the adoption of protection measures and its impact on local businesses and GVCs within the South African context. The analysis of the measures highlighted the key challenges faced by local businesses and the need for the adoption of anti-dumping measures, which are necessary for business and economic growth. An analysis of the impact of liberalisation facilitated the identification of the impact of the process on fragmenting of production. The analysis remained crucial in the provision of an in-depth and informed analysis of the aspects that are critical for business growth.

3.12 SUMMARY OF THE FINDINGS

Globalisation has facilitated the opening up of international markets and industries to different businesses globally. The need for global business expansion has facilitated the identification of potential markets, which provide businesses with increased potential for growth. Globalisation has facilitated the exchange of goods and services on a global scale. Increased growth of the African, MENA and Asian markets have positioned the regions as the most viable for global expansion, which has attracted increased expansion of global businesses within the regions.

Increased growth of the South African economy and market has rendered the market a favourable global location by the majority of GVCs. The viability of the market remains influenced by the existence of favourable policies and consequent government support of foreign business expansion into the market. Increased involvement of the government in the development of favourable policies remains crucial in facilitating growth of international

businesses in the market favored by the provision of fair foreign direct investment terms and opportunities. Increased economic growth has facilitated an increase in the level of employment in the country, which leads to increased incomes and consequent disposable income among the customers. The existence of disposable income remains favourable to the company as it facilitates the potential for additional purchases by customers in the market. Therefore, the level of economic growth experienced in the market remains crucial in facilitating the level of market growth and penetration experienced.

Increased expansion of foreign businesses in the local market presents a threat to the existent local businesses in operation in the region. Increased growth of foreign businesses provides a threat attributed to the brand name and the ability to provide similar products at cheaper prices than the ones presented in the market. The products at lower prices cripple the local business capability as the majority of consumers will opt to purchase products from the foreign companies. The process leads to increased domination of foreign businesses in the local market as the local businesses experience poor sales leading to overall closure of the businesses. The provision of cheaper products remains influenced by the adoption of dumping practices by foreign businesses relating to the products sold to the market. The need for the adoption of effective businesses processes necessitates the adoption of strict anti-dumping measures in the market.

The South African government has developed into a market leader in the provision of anti-dumping policies geared towards curbing the negative effects of product dumping in the local market. The adoption of the policies remain crucial in ensuring that the market remains fairly competitive through the adoption of policies that are geared towards facilitating overall businesses growth for both local and foreign businesses presented.

3.13 SOUTH AFRICA'S ANTI-DUMPING MEASURES

The results derived from the respondents maintained that the adoption of AD measures in South Africa remained crucial in alleviating unfair trade practices, which remained crucial in facilitating the protection of local businesses and industries. The respondents maintained that the adoption of AD policies remained crucial in the development of a balance between SA trade environment and global trade through the adoption of competitive and effective trade policies for the market. The adopted tariff measures were identified as protectionist, which were crucial in enduring that SA had the ability to compete globally effectively through the adoption of efficient protection measures within the local environment. The responses provided remained descriptive as they provide an in-depth explanation of the need of adopting AD measures, which remain instrumental in facilitating effective business operations and continuity. The respondents maintained that the adoption of the measures remained crucial in facilitating the adoption of an effective business environment that incorporates all the existent business processes and structures. The adoption of AD measures was argued as being an instrumental aspect in facilitating the protection of SA businesses from potential challenges stemming from price differences that may be adopted pertaining to varied products presented within the market. The general feel derived from the respondents reviews maintained that the adopted AD measures remained instrumental in dealing with undue unfairness, protecting the industry from injury and consequent prevention of the adoption of unfair trade practices that would negatively impact the existent business processes.

The generated responses remained in line with the basic principle that facilitates the adoption of AD measures, which seeks to delimit the listing of a product price at a lower price at the importing country in comparison to the price at the exporting country. The adoption of the policies seek to limit market destabilisation and protection of the existent industries and markets within the local market. The adoption of the policies remain crucial in ensuring that the local businesses remain afloat and the employed individuals retain their jobs. However, lack of effective AD measures will lead to overall destabilisation of the economy leading to poor

implementation of the existent business processes and measures within the market. Additionally, poor adoption of AD measures lead to overall loss of jobs within the local population attributed to demise of the local industries thus leading to increased levels of unemployment. Therefore, the adoption of effective AD policies remain instrumental in facilitating the protection of local businesses and ensuring continued business growth and development.

3.14 IMPLEMENTATION OF ANTI-DUMPING MEASURES IN SOUTH AFRICA

The majority of respondents maintained that South Africa has remained instrumental and in the fore front of the implementation of effective AD measures. However, some respondents maintained that the adopted systems have not be fully effective, which highlight the need for the integration of additional measures geared towards facilitating adoption of AD measures. The majority of respondents agreed that the adoption of regular AD policies have remained instrumental in ensuring continuous growth of the market in SA through the adoption of measures geared towards promoting international business expansion in the market through the provision of measures that promote fair business and competition. The adoption of the AD measures have facilitated the provision of fair prices among market to consumers by the businesses attributed to the high level of competition and the need for the provision of quality services. International business expansion into the market has facilitated the adoption of competitive processes, which have remained fair, but have improved the quality of products in the market. Therefore, the adoption of AD measures has facilitated the development of a competitive business environment geared towards facilitating the growth of the SA market into a globally competitive market and industry. The respondents initiated a debate that sought to highlight the positive and negative measures developing from the AD measures adopted within the market. The responses provided maintained that the adopted measures provided several positive elements including the protection of the local business from the integration of unfair trade practices by GVCs. The argument was compelling as the adoption of fair measures remained crucial in facilitating the growth of local businesses and consequent provision of

additional employment in the community. However, the adoption of the measures provided several negative elements including the reduction of international business activity in the county attributed to the existent of stringent AD policies.

3.15 INDUSTRIES BENEFITTING FROM AD MEASURES

The adoption of AD measures has been instrumental in ensuring continuous growth and sustainability of industries within the market. The key industries that have benefitted from the adoption of the measures include the metal industry, such as iron, steel and stainless steel for utensils; mines; spades, shovels and other tools, such as for gardening; textile products; PVC products; mirrors; frozen potato chips; cement; and paper. The industries develop into a vital component of GVCs as they fit into the production process of the GVC as they facilitate the production and distribution processes within the value chain. The growth of the South African market has facilitated the development of the majority of the industries as distribution centres within the value chain, which remains essential in promoting the goal of the GVC in the adoption of production processes that incorporate global players directly involved in meeting the global needs of customers in the global market. The industries identify that the key areas affected by the AD measures remain in relation to the manufacturing sectors. The adoption of AD measures has remained instrumental to the industries as it has remained crucial in preventing the potential for product dumping in the market, which has facilitated access to affordable manufacturing products and consequent provision of fair pricing in the market necessary in promoting continued business growth. The benefit derived from the adoption of the measures highlights the importance of maintaining effective business processes through the identification of the impact of AD measures on the level of market competition and consumer relevance and industry growth. The adoption of the process will remain crucial in facilitating continued business growth and expansion into the market thus promoting overall economic growth of the country.

3.16 FACTORS INFLUENCING THE ADOPTION OF PROTECTION MEASURES AND THE IMPACT ON LOCAL BUSINESSES

The adoption of protection measures in the South African market remains essential in facilitating the growth of the local market and products provided by the market. The provision of protection measures facilitates the adoption of a regulatory structure within the market context, which remains crucial in facilitating the adoption of fair and effective business practices. The key factors facilitating the adoption of protective measures include competition, promotion of local businesses and product protection.

3.16.1 Competition

The maintenance of high levels of competition remains crucial in ensuring that the market adopts an evolving stance facilitated by high levels of innovation and creativity. The maintenance of a competitive environment remains crucial in ensuring that the players in the market provide high quality products that meet the existent industry standards. The adoption of a regulatory framework that promotes competition remains crucial in ensuring that the industry adopts processes that seek to compete both locally and globally. Increased penetration of GVCs in the market remains essential in ensuring that the local businesses are able to identify the extent of global competition and consequently fine-tune the products available to meet the global standards presented.

Increased penetration of global businesses in the local market highlights the need for the adoption of vigorous branding efforts by local businesses. In essence, increased penetration of global businesses provides local businesses with an opportunity to adopt new processes necessary in ensuring that the businesses remain equally competitive in the market. Therefore, the adoption of anti-dumping measures provides the local and international businesses with an opportunity to compete effectively in the market through the adoption of fair business processes

that capitalise on the provision of quality products within the market. Anti-dumping facilitates the adoption of business processes geared towards facilitating the adoption of favourable and fair trading practices for local businesses and GVCs.

3.16.2 Promotion of local businesses

Anti-dumping measures are geared towards ensuring that global businesses adopt fair trading practices within foreign markets. Anti-dumping measures are geared towards ensuring that the products provided by the international businesses do not infringe on the existent business processes. The adoption of the anti-dumping remain essential to local businesses as they facilitate the adoption of a fair business environment that promotes the provision of viable products to customers in the market. Additionally, the adoption of anti-dumping measures remains critical to the local manufacturing businesses as they facilitate continuous market growth. Lack of anti-dumping measures facilitates the adoption of a business environment whereby local businesses are under cut by the global businesses, which provide similar products at low prices.

The adoption of anti-dumping measures provides local businesses with an opportunity to capitalise on the developed brand and hence compete fairly in an equal opportunity market. The process remains crucial in facilitating the growth of local industries and business sectors considered instrumental in facilitating overall business growth and development. Additionally, the process provides local businesses with an opportunity to capitalise on innovation and creativity necessary in facilitating the adoption of new products and processes geared towards facilitating operational efficiency and increasing business revenue. The provision of fair pricing policies remain crucial in limiting the level of competition and the adoption of unfair business practices, which facilitate the growth of local businesses.

3.17 PRODUCT PROTECTION

The adoption of anti-dumping policies remains crucial in facilitating product protection as they promote the adoption of policies that delimit the possibility of dumping in the South African market. The adoption of anti-dumping measures remain essential to the protection of local industries and manufacturers as the policies ensure that the products introduced to the market by GVCs remain at par with the existent products in terms of pricing thus limiting possible crippling of the local market.

Product protection develops into a vital component that facilitates the growth of the local industries. The integration of the protection policies have facilitated the growth of local businesses, but have remained detrimental to the operational capacity of GVCs. Increased GVC expansion into the South Africa has remained crucial in facilitating the growth of the retail market in South Africa. The adoption of anti-dumping has facilitated the level of product protection experienced in the market, which has remained essential in facilitating continued growth of the manufacturing market. However, the adoptions of the policies have negatively impacted the operational processes of GVCs as they have facilitated a reduction in the sales revenue received. The protection measures have challenged the business processes adopted by GVCs as they seek to ensure that the GVCs incorporate products that adhere to all stipulations that support the local business.

3.18 KEY CHALLENGES FACED BY LOCAL BUSINESSES

Increased globalisation has facilitated continuous spread of international businesses in the local market. Increased growth of GVCs in the market has provided several benefits as it has facilitated the growth of the retail market in the country. The growth of GVCs in the market has facilitated the level of competition experienced in the market as the GVCs have facilitated the growth of a unique and strong local market. The high levels of competition presented by

the GVCs have remained important in facilitating overall local business growth and development, which has remained instrumental in ensuring that the local businesses provide products that meet the global standards relating proper product pricing.

However, increased expansion of GVCs and penetration into the local market has presented the business with several challenges, which remain influenced by the existence of unfair trading practices.

Increased expansion of GVCs in the local market has remained detrimental to local businesses as it has increased the level of competition experienced by local businesses. In most instances, competition remains healthy for businesses as it facilitates the adoption of business processes geared towards facilitating the level of operations provided relating to the products. Additionally, competition remains crucial in facilitating the level of innovation adopted within the organisational context as organisations seek to remain competitive through the adoption of creative and innovative measures. However, increased anti-dumping measures adopted have remained detrimental to the local businesses in the market, as they have led to the provision of low prices, which may not be countered by local businesses. The provision of low prices has remained detrimental to the local businesses as the provided prices remained high and unfavourable to customers in the market. Additionally, the provision of low prices by GVCs led to increased penetration of GVCs in the market leading to the growth of a larger market for GVCs and a decreasing market share for local businesses.

3.19 IMPACT OF ANTI-DUMPING MEASURES ON BUSINESS AND ECONOMIC GROWTH

Anti-dumping measures have remained essential in facilitating business growth and development. The adoption of anti-dumping measures has remained crucial in facilitating the level of business and economic growth. Anti-dumping measures facilitate the development of

a market condition and business conditions as they promote the development of effective business processes in the market. Anti-dumping measures have remained important in promoting local business growth as they have facilitated a reduction in the adoption of unfavourable business practices, which are necessary in the adoption of effective business processes. Increased adoption of anti-dumping measures ensures that global businesses incorporate favourable products that facilitate overall market growth as opposed to specific market growth.

Anti-dumping measures have affected the level of economic growth as they have facilitated the growth of the economy. Anti-dumping measures ensure that the businesses in the market adhere to the stipulated business and market processes. However, increased adoption of anti-dumping measures has led to decreased operations of GVCs in the market.

5.10 CHAPTER SUMMARY

The discussion chapter provided an explanation on the derived findings relating to the study. The discussion chapter discussed several aspects including South Africa's dumping measures, the implementation process and elements relating to anti-dumping in South Africa, the identification of industries benefitting from the integration of anti-dumping measures. The analysis of the elements facilitated the identification of factors influencing the adoption of protection measures and consequent impact on local businesses. The study identified the key challenges faced by local businesses, which remained instrumental in informing policy makers on future policy development. The chapter identified the impact of anti-dumping measures on business and economic growth.

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

The adoption of anti-dumping measures in South Africa remain crucial in ensuring that the country adopts and maintains a competitive business environment that promotes the level of trade fairness necessary in facilitating continued growth of local businesses. The adoption of AD measures seeks to facilitate the growth of local businesses in a manner geared towards facilitating the competitive capacity of local businesses in the global market. Additionally, AD measures ensure that international businesses seeking to operate within the market adopt fair trading practices geared towards facilitating continued business growth and development.

The literature review section provided a review of anti-dumping in the business construct and the industry construct. The literature review remained informative to the study as it provided a review of the importance of trade measures in the economy and consequent impact on the business. Additionally, the literature review section highlighted the importance of a favourable economic coupled with trade policies that facilitate the development of a favourable trade and market place. The findings and discussion sections provided an informed review of South Africa's dumping measures. The review remained instrumental in the development of an understanding of the importance of anti-dumping policies and the extent of implementation and execution in South Africa. The identification of the implementation process adopted in South concerning the adoption of anti-dumping measures remained instrumental in creating informed awareness on the adopted structure within the policy making process that ensured that the adoption of the policy remained viable in the market. The identification of the factors influencing the adoption of anti-dumping measures in South Africa remained instrumental in facilitating continued business growth and development through the identification of the key areas that require additional policies vital in limiting the existent dumping processes

experienced within the market. The identification of specific industries benefitting from the adopted measures remained instrumental in the analysis of the need for additional measures and the development of policies that will maintain fair trade practices across all industries in the market. The identification of the existent challenges faced by businesses in the market remained instrumental in the identification of areas requiring further improvement and the existent need for the adoption of the measures in the business context.

The adoption of AD measures seeks to facilitate globalisation through the adoption of favourable business policies and practices considered instrumental in facilitating continued business growth and development. For instance, the price discrimination and predatory pricing policies seek to limit the adoption of pricing by GVCs that will undercut the business practices of local businesses thus leading to unprecedented business losses. Therefore, the adoption of AD measures remains crucial in promoting continued business growth and development.

6.2 Recommendations

The following are some of the recommendation presented by the study through a review of the AD measures adopted in South Africa:

- i) The anti-dumping measures adopted in the market should integrate the concept of fair business competition. The maintenance of high levels of competition in the market remains crucial in facilitating the provision of quality products and processes, which meet the growing needs of the consumers. In this context, the level of competition experienced will remain influenced by the adoption of business processes geared towards promoting quality products. The adoption of a competitive environment will facilitate the provision of consumer products and consequent economic growth.

- i) South Africa should adopt AD practices that facilitate the integration of international businesses within the economy. The adoption of stern AD policies will remain detrimental to SA's economy as it will lead to inflation in welfare costs for domestic consumers through decreased involvement of international businesses within the market. Therefore, the country should adopt AD measures that protect local businesses and attract international businesses through the provision of favourable policies such as foreign direct investment (FDI) policies

6.3 Areas for Further Research

The integration of further research in the topic remains imperative as it will promote the adoption of favourable anti-dumping policies in South Africa. The study presents the following recommendations for future research:

- i. The adoption of increased exploration of anti-dumping policies with emphasis on individual industry effects. The analysis will facilitate the development of general and specific policies thus ensuring all industries benefit from the policies
- ii. Additional research should be adopted in trade measures due to lax in current research on the topic
- iii. The government should work with the private sector in facilitating the development of effective policies that meet the existent needs of businesses in the market concerning anti-dumping

The AD measures should incorporate competition policies, which will remain crucial in facilitating the adoption of high levels of diversity that promote the integration of favourable business practices. Additionally, the integration of competition policies within AD policies will remain instrumental in facilitating continued business growth within the market.

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APPENDICES

6.4 APPENDIX I: PARTICIPANT INFORMATION SHEET



PARTICIPANT INFORMATION SHEET

Dear Prospective Participant

My name is Lubabalo Stereile. I am a student at the Graduate School of Business in the University of Cape Town, enrolled for a Masters of Commerce (M.Comm) in Management Practice programme (specialising in international trade law and policy).

My research topic is as follows:

THE IMPLICATIONS OF ANTI-DUMPING MEASURES FOR GLOBAL VALUE CHAINS - THE CASE OF SOUTH AFRICA The research will be qualitative and will comprise descriptive, analytical, and prescriptive approaches.

- The descriptive approach will provide an overview of the existing situation with regard to the implications of anti-dumping measures in South Africa for the Global Value Chains (GVC's)
- The analytical approach will evaluate the implication of the use of anti-dumping measures for GVC's in South Africa.
- The prescriptive approach consolidates the form of recommendations aimed at understanding the implications thereof to the GVC's in South Africa.

You have been selected to participate as a key stakeholder in Government, industry, or a state-owned company to contribute towards the objectives of the study. Your role involves completing the attached questionnaire, which relates to the current policy options and its possible shortcomings in the trade policy space.

This will take approximately 60 minutes to complete.

The research study will be governed by the specific guidelines.

- Your participation is voluntary, and you are under no obligation to consent to participation.
- You will receive no payment or reward, financial or otherwise.



- Should you participate, you will be given this information sheet to keep for future reference.
- You are free to withdraw at any time and without giving a reason.
- There are no foreseeable physical or psychological risks involved in participating.

The results of the research will, however, be of scientific and practical value in understanding the implication of the use of anti-dumping measures by South Africa on the GVC's.

The data collected will be used to write research recommendations, which include—but may not be limited to—journal articles, conference presentations, and dissertations.

Your privacy, and that of the organisation you represent, will be protected and non-identifiable information will be included in such reports, should you choose to do so.

This study has received written approval from the Research Ethics Review Committee of the Graduate School of Business.

If you would like to be informed of the final research findings, please contact me directly.

Questionnaire Guidelines

The questionnaire incorporates twelve key sections. Please provide answers to the individual questions within each section. The sections remain crucial in ensuring that the data provided remains relevant to the study objectives developed. In case you are unable to understand the question, please request for assistance from the researcher. Thank you for your involvement.

6.5 APPENDIX II: QUESTIONNAIRE



INTERVIEW QUESTIONS

Section I: Personal Information

1. Please indicate your gender:

(a) Male

(b) Female

2. Please indicate your age group:

(a) 18-29 Years

(b) 30-39 Years

(c) 40-49 Years

(d) Over 50 Years

3. Please indicate how long you have in the retail industry sector in South Africa.

(a) 0-3 Years

(b) 3-6 Years

(c) Over 7 Years

Section II

Q1. What is the impact of anti-dumping measures on global value chains in South Africa?

Increased local competition

Favorable market policies

Favorable market growth

Increased local vendors



Q2. What is the importance of developing a direct link between anti-dumping measures and local business growth?

Extremely important

Very important

Moderately important

Slightly important

Not at all important

Q3. How viable is the adopted form of foreign direct investment in facilitating the level of GVC growth and penetration in the South African market?

Extremely viable

Quite viable

Moderately viable

Slightly viable

Not at all viable

Q4. The adoption of favourable anti-dumping policies enhances the working process of local businesses in the market. How effective are the adopted anti-dumping models?

A great deal better

Quite a bit better

Somewhat better

About the same

Somewhat worse

Quite a bit worse

Worse



Q5. How effective are anti-dumping measures on the following markets factors?

Competition

Local company growth

Trade restrictions

Increased trading blocs

Q6. How effective are the adopted anti-dumping measures on overall market growth in South Africa?

Extremely responsive

Quite responsive

Moderately responsive

Slightly responsive

Not at all responsive

Not applicable

Q7. Are the adopted anti-dumping measures effective?

Yes

No

Partly

Q8. How much do you like the adopted measures in relation to the development of a favourable market?

Like a great deal

Like a moderate amount

Like a little



Neither like nor dislike

Dislike a little

Dislike a moderate amount

Dislike a great deal

Q9. How effective are the adopted anti-dumping measures to foreign investment efforts in South Africa?

Extremely well

Quite well

Moderately well

Slightly well

Not at all well

Q 10 How does the adoption of anti-dumping measures influence the competitive capacity of the market?

- Favourable trading terms
- Decreased unfair competition
- Increased market base
- High productivity

Q 12 What aspects influenced by anti-dumping policies increase the level of market growth?

- Good working environment
- Competitive landscape
- Favourable taxation and regulation policies
- Proper government legislation



Q 13 What factors limit the adoption of effective anti-dumping measures in the market?

- Lack of acceptance to change
- The need for foreign investment
- Poor growth of the local market

Q 14 How important is the adoption of an anti-dumping policy to the market growth and GVCs in operation in South Africa?

Q 15 What are the advantages accrued to the market through the adoption of a favourable anti-dumping policy in the market?

Section III: Motivation Factors of Anti-Dumping Policies

4. What are the anti-dumping policies provided by the South African government in light of GVCs?

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.....

5. What are the factors that motivated the adoption of anti-dumping policies by governing bodies against GVCs in South Africa?

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Section IV: Market Reaction to Anti-dumping policies against GVCs in South Africa

You have been provided with statements on the market reaction to the adoption of anti-dumping policies on GVCs by the governing bodies. Please indicate whether you strongly agree, agree,



moderately agree, disagree, or strongly disagree with the given statements: Strongly agree (SA)... 5; Agree (A)... 4 Neutral (N)...3 Disagree (D)... 2 strongly disagree (SD)...1

	SA	A	MA	D	SD
	5	4	3	2	1
6. The South African market positively reacted to the anti-dumping policies impacted on GVCs operating in the country.					
7. Majority of GVCs have experienced decreased sales and market growth attributed to continued adoption of anti-dumping measures.					
8. The adopted anti-dumping policies are considered crucial and instrumental in facilitating effective competition in the South African market.					
9. The government strongly believes in the adoption of additional anti-dumping policies on GVCs in the market.					
10. Majority of the South African business population believe and understand the impact of anti-dumping on GVCs and local businesses.					

Section V: Effect of Anti-dumping policies on GVC performance in the market

Give your opinion on the following:



11. Have the anti-dumping policies against GVCs adopted in the market improved GVCs financial performance? Yes [] No []. Please give reasons for your answer:

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.....

12. Are you of the view that if other sectors adopt anti-dumping policies it could result to better performance? Yes [] No []. Give reasons you're your answer:

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.....
.....

...THANK YOU...

6.6 APPENDIX III: INFORMED CONSENT FOR PARTICIPANTS



INFORMED CONSENT FOR INTERVIEWS

THE IMPLICATIONS OF ANTI-DUMPING MEASURES FOR GLOBAL VALUE CHAINS - THE CASE OF SOUTH AFRICA

I agree to be interviewed for the research dissertation entitled **THE IMPLICATIONS OF ANTI-DUMPING MEASURES FOR GLOBAL VALUE CHAINS - THE CASE OF SOUTH AFRICA** which is being produced by Lubabalo Stemele of the University of Cape Town

I certify that I have been told of the confidentiality of information collected for this research and the anonymity of my participation; that I have been given satisfactory answers to my inquiries concerning project procedures and other matters; and that I have been advised that I am free to withdraw my consent and to discontinue participation during the interview at any time without prejudice

I agree to participate in one or more electronically recorded interviews for this project. I understand that such interviews and related materials will be kept completely anonymous, and that the results of this study may be published for academic purposes.

I agree that any information obtained from this research may be used in any way thought best for this study.

Date 05- 05- 2016

Signature of Interviewee

If you cannot obtain satisfactory answers to your questions or have comments or complaints about your treatment in this study, contact: The University of Cape Town Graduate School of Business.

Cc: signed copy to interview.