



Thesis title: The Analyze of Corporate Communication of Chinese Wineries

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Date & location of the oral examination (if known) :

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Abstract (max 300 words)

Topic position & objectives:

The objective of this thesis is giving an explanation of corporate communication situation of Chinese wineries and try to find the key factors which have important influence on corporate communication of wineries.

Methods:

A new evaluation system has been established on the base of 'Germany Wine Prize', which is more suitable to evaluate Chinese wineries. The evaluation system contains five criteria which are media communication, on-site-analysis, architecture, wine tourism and corporate philosophy. Each criteria has several questions, which are 96 questions totally. By giving mark to these questions, the quality and efficiency of corporate communication can be evaluated.

Results:

Firstly, this research find a suitable method to analyze corporate communication of Chinese wineries. Secondly, most of the wineries have beautiful architecture, good wine tourism and tasting service, clear and unique corporate philosophy. But a large percentage of Chinese wineries have bad media communication and impression of on-site-analysis. Thirdly, different wine regions and ownerships do not have obvious effect on the quality and efficient of corporate communication, while different production scales have influence on the corporate communication of the wineries.

Main conclusions:

Generally speaking, the corporate communication of most of the Chinese wineries presented in this research is acceptable. But the gap of corporate communication quality different is quite big among all 16 wineries. So some of the wineries still need to pay more attention on improving their corporate communication. The scale of production of wineries may have effect on the corporate communication, while different ownerships and different wine regions do not have influence.

Keywords (5):

Corporate communication, Chinese wineries, Corporate philosophy, Wine tourism, Media communication.