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International Journal of Earthquake Engineering
Anno XLIII - Num. 1 - 2026

Brand Value Enhancement Strategies in the Development of the Channel Economy

Ying Wang[1,*]

[1] The School of International Business, Lanzhou Petrochemical University of Vocational Technology, Lanzhou, Gansu, 730060, China

SUMMARY: *Channel economy development can promote urban economic development and help achieve industrial upgrading of enterprises located along the channel. According to the top 500 Chinese enterprises during the period of 2015 to 2024, the sample comprises 86 enterprises for the study. Using channel economic development as an independent variable and enterprise brand value as a dependent variable, the difference-in-difference method will be used to assess the impact of channel economic development on brand value and the mechanism behind it. It is found that there is a statistically significant positive relationship between the enterprise brand value and the DID performance at the 1% significance level, and the development of channel economy plays a critical role in increasing brand value, which holds up even after the robustness tests. Moreover, the spatial spillover effect of channel economic development on enterprise brand value demonstrates a trend of initially restraining and later promoting. At the same time, the constraint effect of channel economic development on surrounding enterprises increases with the increase in geographic distance. Also, the impact varies according to the enterprise size, property right nature, location, and industry type. Finally, the enhancement path for product brand value will be proposed by using the CBBE model to increase enterprise brand value.*

KEYWORDS: *double difference method; CBBE model; channel economic development; enterprise brand value*

1 Introduction

Channel economy is based on comprehensive transportation channel, through the transportation and logistics services to achieve efficient docking of production and consumption between areas along the channel, the industry chain upstream and downstream close collaboration of cross-regional, cross-sectoral, cross-industry economic organization, the formation of an innovative supply chain organization services and industrial integration industry, with the characteristics of the new quality of productivity. By optimizing production resources within the corridors, utilizing the robust domestic market's consumption capabilities, maximizing the dynamic force of transportation infrastructure, and guaranteeing coordinated economic development in the region, Corridor Economy significantly contributes to the efficient movement of essential goods [1-3]. The effective operations of industries inside the nation are greatly impacted by the transportation and logistics system, which also plays a significant supporting role in the growth of the channel economy [4, 5]. The theoretical basis of corridor economy can be traced back to the theory of growth poles and the theory of “point-axis” development, which emphasizes the

*lzshdxwy@163.com
https://doi.org/10.65102/is2026419
Published: 30 April, 2026

importance of geography, transportation, and economic conditions, and the corridor, as the main channel of circulation, is crucial to the overall development of regional economy through optimizing infrastructure and logistics network, promoting industrial synergy and structural optimization [6-9].

Brand is an important link between products, services and consumers, and its value enhancement depends on the optimization of product quality and service experience. Under the development of information technology, a variety of digital technologies for the optimization of the logistics supply chain, and enterprises can take advantage of information technology big data and technology, accurate insight into consumer demand, to achieve in-depth interaction with consumers, to further enhance and convey the brand value, and enhance consumer recognition of the brand [10-13]. However, at present, brand value enhancement faces many challenges, such as the dynamization of competition pattern, the diversification of media channels and the fragmentation of consumer demand [14, 15]. In the context of channel economic development, the development of brand value enhancement strategy is crucial to improve the competitiveness of enterprises.

This paper selects all the enterprises that meet the screening criteria from the top 500 enterprises in China during the period from 2015 to 2024 as the research sample. It uses the double difference method to empirically test the impact of channel economic development on the brand value enhancement of enterprises. Parallel trend test, placebo experiment, and robustness test are conducted to ensure the authenticity and accuracy of the empirical results. Furthermore, the spatial spillover effect and heterogeneity faced by the brand value enhancement of enterprises are also analyzed. Propose targeted brand value enhancement strategies in conjunction with the Brand Equity Model (CBBM).

2 Research design

2.1 Data sources and sample selection

The brand value data in this article comes from the 2015 China Top 500 brand value data published by World Brand Lab. The samples are selected from enterprises that have entered China's top 500 companies from 2015 to 2024, in which the part of the sample with incomplete data is removed, and finally 86 enterprises such as China National Heavy Industry, Shanghai Electric, etc. are selected. This ensures the reliability of the data and also ensures that the requirements of a large sample are met.

2.2 Selection of variables

2.2.1 Explained Variables

There is currently no model that can be regarded as widely accepted when it comes to measuring brand value (LBV), despite the fact that various theoretical models have been widely acknowledged for their importance. The brand value may be determined using three main methods. These include brand value theory based on consumer approach, brand power theory based on market approach, and financial accounting technique. The outcomes of brand value might vary depending on various viewpoints and approaches. Given the dependability of data sources, the China Top 500 Brands ranking list released by World Brand Lab is the main source of brand value data used in this study to examine the impact of channel economics on brand value. The Economic Use Approach, which has gained widespread acceptance in recent years, is the evaluation approach used by World Brand Lab.

$$\begin{aligned}\text{Brand Value} &= \text{Adjusted Annual Business Revenue} \\ &\times \text{Brand Value-Added Index} \\ &\times \text{Brand Strength Index}\end{aligned} \tag{1}$$

2.2.2 Explanatory variables

In this paper, the interaction term of channel economic development (***DID***) is used as the explanatory variable, with the specific expression: *DID=treat×post*. In the selection of sample regions, more and more regions are involved in the channel economic development, but at present, there is not yet a clear spatial scope for the division of the relevant regions. Based on the macro database of China's corridor economic development and drawing on the research of some scholars, this paper finally selects 12 regions as the experimental group of this study, taking into account the availability of data, and 15 regions among the remaining regions not involved in the corridor economic development as the control group, and for the missing values of the indicators that exist in some regions in a certain year, the extrapolation of the trend is used to make additions.

2.2.3 Control variables

Referring to the existing related research results, control variables affecting brand value and economic development are introduced, including six of gdp per capita (***GDP***), China's domestic listed companies (***QCP***), export ratio (***ERO***), total railroad kilometers (***TRM***), population (***PPO***), and inflation rate (***ROI***).

2.3 Empirical modeling

In this paper, channel economic development is regarded as a quasi-natural experiment environment, and a difference-in-differences model is accordingly built to examine the influence of channel economic development on firm brand value. Firstly, a binary variable treat is defined to divide samples into the treatment group and the control group. If the samples come from the channel economic development areas, the binary variable will be equal to 1; otherwise, if the samples come from the control group, the binary variable will be equal to 0. Secondly, the binary economic factor post is defined in this study. As for the definition of this binary factor, the year 2019 is taken as the split point. Thus, the binary variable post equals 1 in the year 2019 and after that. In contrast, it equals 0 before 2019. Based on that, the difference-in-differences model, or double-difference model, is formulated as follows:

$$hqul_{i,t} = \alpha_0 + \alpha_1 DID_{i,t} + \sum \theta control_{i,t} + \mu_t + \delta_i + \varepsilon_{i,t} \tag{2}$$

where subscripts i and t denote region and year, respectively; $hqul$ denotes brand value enhancement; DID denotes the interaction term of the development of the “channel economy”, i.e., the cross-multiplication term of treat and post; and control denotes the set of all the control variables selected in this paper. μ, δ denote year and region fixed effects respectively; ε denotes the random error term.

3 Empirical analysis

3.1 Descriptive statistics and correlation analysis

3.1.1 Descriptive statistics of variables

The descriptive statistics of all variables used in empirical analysis of this study, where the brand value has been considered in terms of logarithmic measure, are presented in Table 1. As can be seen in the table, the lowest level of brand value (LBV) is 2.498, whereas the highest one equals 7.349, pointing out a great difference between brands and showing that brand development is somewhat uneven across firms, which makes it necessary for Chinese enterprises to focus more on developing their high-quality brands. For the variable of **DID**, its lowest value is 12.435 and the highest one 64.729, with a standard deviation of 10.823, indicating great difference among channel economy development levels and also implying that channel economy development is rather uneven across regions and requires further improvement. According to the results of the description of the control variables, GDP per capita (***GDP***), ranging from 2.067 to 23.331, and its average value being 18.394, shows great disparities among different regions in terms of economic development. For the variable of export ratio (***ERO***), the average value is 0.074 and the lowest value -0.291. The values of population (***PPO)*** range between 5.518 and 17.522 with an average value of 8.972 and a standard deviation of 2.017. Regarding the variable of ROI, its average value is 14.922, and the minimum and the maximum values are 12.138 and 17.845, respectively.

Table 1: Descriptive statistics for all study variables

Variable	Sample capacity	Average value	Standard deviation	Least value	Crest value
LBV	1010	4.506	1.075	2.498	7.349
DID	1010	31.559	10.823	12.435	64.729
GDP	1010	18.394	1.958	2.067	23.331
QCP	1010	0.511	0.136	0.079	0.793
ERO	1010	0.074	0.017	-0.291	0.303
TRM	1010	0.402	0.037	0.233	0.781
PPO	1010	8.972	2.017	5.518	17.522
ROI	1010	14.922	0.871	12.138	17.845

3.1.2 Correlation analysis

The results of the correlation study are summarized in Table 2. Enterprise brand value has a significant positive relationship with DID performance at the 1% significance level, meaning that the better the channel economy performance is, the higher the brand value will be. Besides that, there is also a positive relationship between DID channel economy and PPO, where the correlation coefficient equals 0.367***, meaning that when DID channel economy improves, the size of the population increases. Observing the correlation between corporate brand value and other control variables, it is found that there is also some correlation. From the situation of correlation coefficients between different variables, none of their correlation coefficients exceeded 0.6, and at the same time, the variance inflation factor analysis of each variable showed that the mean value of VIF was 1.75, the maximum value was 2.53, and the minimum value was 1.28, so that basically ruled out the problem of multiple covariance between the variables in this study.

Table 2: Statistical analysis of correlation coefficient of variables

	LBV	***DID***	***GDP***	***QCP***	***ERO***	***TRM***	***PPO***	***ROI***
LBV	1							
DID	0.525***	1						
GDP	0.284***	0.139***	1					
QCP	-0.081**	-0.075**	-0.559***	1				
ERO	0.207***	0.191***	0.042	0.131***	1			
TRM	0.056*	-0.035	0.136***	0.065**	-0.085***	1		
PPO	0.315***	0.367***	-0.015	0.172***	-0.086***	0.305***	1	
ROI	0.149***	0.147***	0.135***	-0.069**	-0.061*	-0.158***	0.241***	1

Note: *** indicates significant at the 1% level, ** indicates significant at the 5% level, and * indicates significant at the 10% level.

3.2 Regression analysis

3.2.1 Parallel trend test

The difference-in-differences approach is widely applied in econometric studies to quantitatively evaluate the effects of public policy implementation or programs. To employ this method appropriately, several conditions must be met, including the assumptions of two random components and one identifying condition. In terms of timing, the occurrence of the policy under study should be exogenous; random assignment is required in distinguishing the treatment group from the control group; and the eligible samples must satisfy the parallel trend assumption.

In this paper, this issue is addressed by incorporating control variables such as GDP per capita, inflation rate, and export ratio. Finally, a crucial prerequisite for the successful implementation of the empirical design is also satisfied, namely the parallel trend assumption. In other words, before the development of the "channel economy," the temporal trend of corporate brand communication in the regional samples of the treatment group and the control group remains broadly consistent.

This study selects the period from 2015 to 2024, focusing on the enhancement of domestic enterprise brand value in China and portraying the trend changes during the first three years and the last five years of "channel economy" development, that is, the period from 2019 to 2023. The results are displayed in Figure 1. Before 2019, the estimated coefficients of the interaction terms are not statistically significant, indicating that the trend of brand value enhancement for enterprises in the treatment group and the control group is basically similar prior to 2019. This satisfies the requirement of the parallel trend assumption and confirms that the DID model can be applied. The estimated coefficients of the interaction terms remain insignificant in 2019 and the following year, which indicates that the effect of channel economy development on the improvement of brand value among Chinese domestic enterprises shows a certain lag. However, the coefficient becomes increasingly larger over time, suggesting that the development of channel economy exerts a significant driving force on brand value enhancement, thereby supporting the validity of the DID approach.

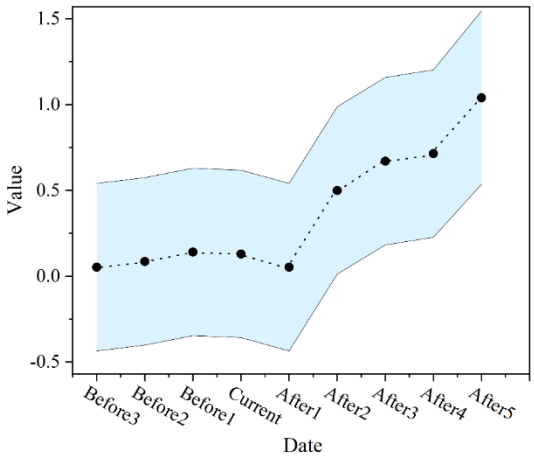

Figure 1: Parallel Trend Test of Brand Value in the Development of Channel Economy

3.2.2 Analysis of basic regression results

The regression results are shown in Table 3. As can be seen in the second column, the parameter β is significantly positive, reflecting that the development of corridor economy plays a role in enhancing the brand value of enterprises. Then, the control variables, such as per capita GDP, population, inflation rate, number of companies quoted, ratio of exports, and total mileage of railways, are incorporated into the model from the third to the last column, respectively. Despite slight change in the parameter β, the baseline regression results still hold statistical significance, implying that the development of economy within the corridor has raised the number of trademarks applied for and registered by enterprises operating in the corridor development zone, hence significantly contributing to the enhancement of brand value. Moreover, the parameter of per capita GDP affecting enterprise brand value enhancement is negatively significant, suggesting that per capita GDP, as an indicator of national development level, exerts a more powerful restraint on enterprise brand value enhancement.

Table 3: Regression analysis results

Variables	LBV	LBV	LBV	LBV	LBV	LBV	LBV
DID	0.438*** (3.68)	0.544*** (4.62)	0.492*** (4.29)	0.451*** (3.87)	0.452** (3.87)	0.443*** (3.81)	0.451*** (3.85)
GDP		-0.762*** (-6.57)	-0.536*** (-4.74)	-0.556*** (-4.89)	-0.571*** (-4.79)	-0.548*** (-4.21)	-0.541*** (-4.13)
QCP			3.672*** (7.25)	3.789*** (7.44)	3.824*** (7.39)	3.907*** (7.08)	4.088*** (6.86)
ERO				-0.067* (-2.01)	--0.067* (-2.01)	-0.067** (-2.04)	-0.071** (-2.09)
TRM					0.027 (0.45)	0.023 (0.41)	0.027 (0.45)
PPO						0.083 (0.45)	0.068 (0.38)
ROI							-0.221 (-0.83)
Constant	4.301*** (41.04)	11.017*** (12.32)	-55.379*** (-6.01)	-57.019*** (-6.29)	-57.417*** (-6.28)	-59.401*** (-6.72)	-60.722*** (-6.79)
Observations	764	764	764	764	764	764	764
R-squared	0.641	0.662	0.687	0.689	0.689	0.689	0.689
Year FE	YES	YES	YES	YES	YES	YES	YES
Country FE	YES	YES	YES	YES	YES	YES	YES

Note: *** indicates significant at the 1% level, ** indicates significant at the 5% level, and * indicates significant at the 10% level.

3.3 Robustness Tests

3.3.1 Placebo test

In order to rule out the disturbance caused by other factors and unobservable omitted variables on the brand value of regional corridor economic development, and to further verify the causal effect identified in the baseline regression, this paper carries out a placebo test on the influence of "corridor economy" development on brand value improvement.

The distortion in the empirical findings may stem from omitted variables, selection bias, measurement errors, statistical errors, and other related factors. To prevent the interference caused by randomly assigned treatment and control groups from affecting the accuracy of the experimental results, this study reconstructs a new treatment group and control group by randomly drawing individuals from the full sample and then performs a placebo test on the main findings.

As a result of randomly generating the "pseudo" treatment group, the interaction term in the placebo test does not generate an effect on the dependent variable of the model, which means β false = 0. Given the results of the experiments, if the coefficients of the regressions of all the variables involved in the placebo experiment do not deviate significantly from zero, this indicates that there was no effect of omitted variables on the estimate. Otherwise, if the deviation of β from zero is statistically significant, the presence of identification bias can be concluded in the regression model. Nevertheless, the previously mentioned regression analysis was carried out 500 times to ensure that the influence of random factors unrelated to experimental data does not change the outcomes of empirical analysis. The kernel density of the coefficient estimations and corresponding p-value distribution derived from 500 randomly chosen trials are displayed in the chart below (see Fig. 2). It should be mentioned that there was no bias caused by missing data and the kernel density distribution of the regression coefficients is almost normal.

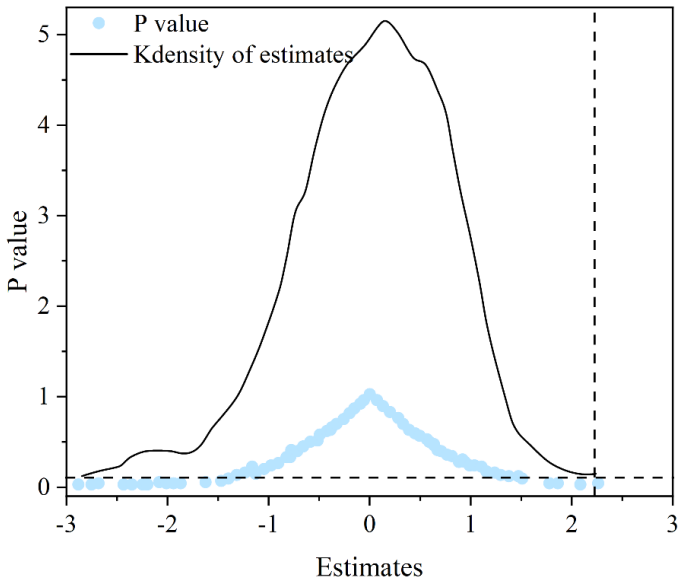

Figure 2: Placebo test results

3.3.2 Narrowing the sample interval

In order to further support the robustness of the regression results, the robustness of the regression results is further examined by narrowing the sample interval. Therefore, this paper takes 2019 as the time split point, and explores the impact of the development of "channel

economy" on brand value enhancement before and after the time split point.

The data after 2019 is taken as the research object, and the influence of uncertainty caused by exogenous risk and long time effect is artificially removed. The regression analysis is shown in Table 4. The coefficient of the interaction term in the table is still significant, and the results are still in line with the expected conjecture: the development of the channel economy does promote the improvement of enterprise brand quality.

Table 4: Sample Regression Results Excluding the Impact of the Crisis

	The Whole Sample of "Channel Economy"		Post-2019 sample	
Variables	LBV	LBV	LBV	LBV
DID	0.0445***	0.452***	0.469***	0.324***
	(3.67)	(3.89)	(3.25)	(2.28)
GDP		-0.542***		-0.089
		(4.13)		(-0.32)
QCP		0.026		8.063***
		(0.44)		(6.19)
ERO		0.069		0.039
		(0.38)		(0.76)
TRM		-0.221		-0.642**
		(-0.83)		(-3.37)
PPO		4.092***		0.975**
		(6.87)		(2.46)
ROI		-0.071**		-0.255
		(-2.06)		(-0.75)
Constant	4.304***	-59.174***	6.583***	-134.416***
	(41.13)	(-5.79)	(55.16)	(-5.72)
Observations	764	764	764	764
R-squared	0.638	0.087	0.246	0.354
Year FE	YES	YES	YES	YES

Note: *** indicates significant at the 1% level, ** indicates significant at the 5% level, and * indicates significant at the 10% level.

3.4 Extended analysis

3.4.1 Spatial spillover effects

The following model (3) is set up to test the spatial spillover effect of the development of enterprises in the "channel economy" on the value of corporate brand:

$$Y_{it+} = a_0 + a_1 DID_{it} + \sum_{s=50}^{400} \delta_s N_{jt}^{s} + a_2 Control_{it} + Year_t + Ind_i + \varepsilon_{it} \quad (3)$$

The geographic location of firms is identified by the city of incorporation, with s indicating the distance between the cities of incorporation (spherical distance in kilometers). Dummy variable N_{jt}^{s} indicates whether there are enterprises participating in the development of the "corridor economy" within the spatial range of $(s-50, s]$ around the city of registration j in year t, and N_{jt}^{s} takes the value of 1 if there are enterprises participating in the development of the "corridor economy", otherwise, N_{jt}^{s} takes the value of 0. At different

thresholds, this paper compares the spatial spillover effects at s =50, 100, ..., 350, 400, respectively. 400 when the spatial spillover effect.

Figure 3 shows the trend of the coefficient of N_{jt}^{s} with the distance between cities under the 95% confidence interval, based on the estimation results of Equation (3). It can be seen that as the distance between enterprises increases, the impact of enterprises participating in the development of the "corridor economy" on the brand value of neighboring enterprises shows a tendency to inhibit, then promote, and then inhibit. Specifically: enterprises participating in the development of "corridor economy" have a significant inhibitory effect on the brand value of other enterprises within the range of (100, 150], and when the distance range is expanded to (300, 350], it has a significant driving effect, and then further expanded to more than 352 kilometers, it has a significant inhibitory effect.

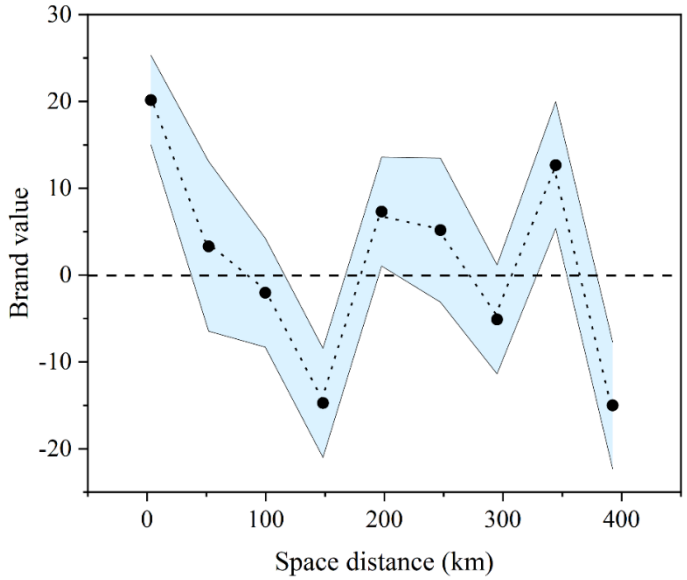

Figure 3: Test results of spatial spillover effect

3.4.2 Heterogeneity analysis

This paper investigates the heterogeneous effects of enterprise participation in the development of the "channel economy" on enterprise brand value from four perspectives: enterprise size, ownership, location, and industry, and the relevant findings are reported in Table 5.

1. Heterogeneity of enterprise size. The group regression results are reported in columns (1) and (2) of Table 5, and all regression coefficients are significantly positive, with large-scale enterprises showing a stronger effect than small-scale enterprises. In addition, the intergroup coefficient test ($p < 0.01$) indicates that the coefficient for large-scale enterprises exceeds that for small-scale enterprises, and the difference is statistically significant. This suggests that the brand value of both large-scale and small-scale enterprises has been significantly enhanced during participation in the development of the "channel economy," while the effect for large-scale enterprises is more pronounced than that for small-scale enterprises. One possible explanation is that large-scale enterprises possess stronger advantages in capital, product competitiveness, customer accumulation, corporate image, and other dimensions, which allows them to achieve greater brand value improvement than small-scale enterprises.

2. Heterogeneity of enterprise ownership. The grouped regression results are shown in columns (3) and (4) of Table 5, and all estimated regression coefficients remain significantly positive, with state-owned enterprises showing a stronger effect than non-state-owned enterprises. Furthermore, the intergroup coefficient test ($p < 0.01$) indicates that the coefficient

for state-owned enterprises is greater than that for non-state-owned enterprises, and the difference is statistically significant.

3. Heterogeneity of enterprise location. Columns (5) and (6) of Table 5 display the regression coefficients for businesses in the eastern area that were determined using the grouped regression analysis. While the regression coefficients for businesses in the central and western areas are positive but not significant, those for businesses in the eastern region show positive significance. This indicates that the value of businesses' brands in the eastern area was more significantly impacted by their involvement in the channel economy's growth than in the central and western regions.

4. Industry heterogeneity. Columns (7) and (8) in Table 5 below demonstrate that, despite being significant, the coefficients for the non-focused businesses are comparatively higher than those for the focused firms. Furthermore, the inter-group coefficient test reveals that $p < 0.01$, indicating that the coefficient for non-focused enterprises is not as significant as that of focused firms. This goes against what was first anticipated.

Table 5: Heterogeneity analysis results

	Small-scale	Large-scale	Non state-owned enterprise	State-owned enterprises	Central and Western Regions	East Region	Non-key industries	Key industries
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
DID	6.012* (3.614)	14.672*** (4.873)	10.001** (4.012)	25.572*** (4.297)	0.481 (6.113)	23.672*** (3.574)	19.518*** (3.612)	13.572** (5.672)
Controlled variable	YES	YES	YES	YES	YES	YES	YES	YES
Fixed time	YES	YES	YES	YES	YES	YES	YES	YES
Industry fixed	YES	YES	YES	YES	YES	YES	YES	YES
N	551	551	551	551	551	551	551	551
R^2	0.351	0.542	0.419	0.641	0.545	0.569	0.603	0.582
P	0.005***		0.001***		0.001***		0.001***	

4 Brand value enhancement strategy

4.1 Brand equity model

Brand management is a field where one of the most renowned researchers is Kevin Lane Keller. He developed a theory explaining brand equity through consumer perspectives and associations that could be made by consumers regarding certain brands. In his theory, brand equity is considered to be the impact of brand knowledge on consumers' reactions to brand activities. The concept of brand knowledge was further broken down into two aspects – brand awareness and brand image, both at a different level of sophistication. In order for consumers to be capable of recognizing the brand and having positive and distinct associations with it, consumer brand equity can be achieved. With the evolution of brand equity studies, Kevin Lane Keller enhanced his customer-based brand equity pyramid (CBBE) model, based on his initial theory of brand equity. This model is commonly referred to as the brand equity pyramid, illustrated in Figure 4 below.

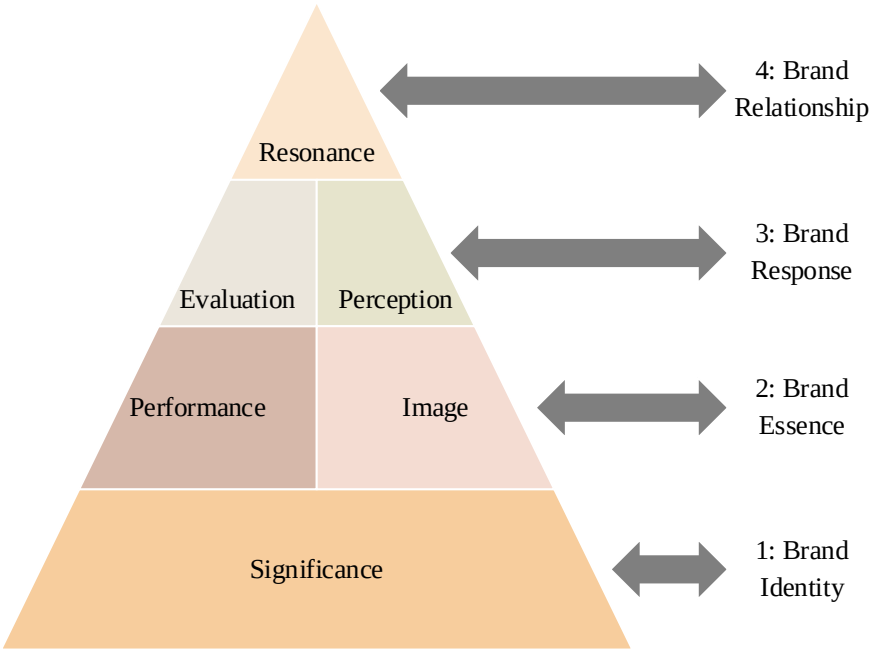

Figure 4: Brand equity model

4.2 Brand Value Enhancement Strategy Based on CBBE Modeling

Building on the six modules of Kevin Lane Keller's brand equity framework and the four stages involved in developing a strong brand, this paper proposes the following three strategies for improving product brand value.

1. Focus on the brand, reasonable positioning

Helping customers recognize you is essentially the first step in building brand equity, and certain product categories have developed a variety of customer views. In order to create a highly distinctive image for itself that would set it apart from its rival brands, the suggested brand strategy in this essay aims to generate extremely strong brand equity for the product for its future. It is preferable for brands to focus on core brands with a competitive advantage and base their values around them in order to prevent segmentation from diluting brand impacts.

2. Strengthen brand innovation, enrich brand connotation, and utilize brand association

Brand innovation has a major impact on the product's capacity to raise brand value and boost brand competitiveness. First, the company may be able to reorganize the brand architecture, specify the brand's focus and positioning strategy, determine the brand's value, and investigate some new brand dimensions from the standpoint of the product-oriented approach and brand slimming strategy used by the current brands. Second, rather than decreasing their quantity, items should be made to build brands. Thirdly, while branding their visuals, branded items could produce various promotional movies.

3. Lead consumption upgrading and positive brand response

Consumer tastes in China have shifted toward distinctive brand images with distinct personalities and high-quality items as the country's market matures and more individuals join the ranks of customers. Two elements contribute to Chinese customers' demand for premium positioning: first, premium items have superior functional features in addition to being more costly; and second, middle-class people believe that purchasing such things provides status and emotional fulfillment since it represents a certain level of upper-class living and may be referred to as "extra fulfillment." In order to position a product as an upmarket brand in the future, it will be necessary to "sell" the lifestyle in addition to raising the price and offering emotional fulfillment.

5 Conclusion

This paper employs firms listed within the top 500 firms in China during the period between 2015 and 2024 as the sample dataset for testing the empirical research hypothesis regarding the impact of the development of channel economies on brand values, as well as conducting robustness tests and heterogeneity tests. Empirical test results indicate that there exists a significant positive correlation between brand value and DID performance at the 1% level of statistical significance. Specifically, as the performance of channel economic development becomes stronger, it will better serve as the means of enhancing the reputation of the firm and, thus, increase brand value. The development of channel economics plays a critical role in boosting brand value. On the other hand, the role played by the involvement of the firm in developing the "channel economy" on brand value is not identical for firms of different sizes and other factors. More precisely, the effect of the firm’s involvement in the development of the "corridor economy" on brand value is different depending on the size of the firm, its ownership type, economic location, and industry.

About the Author

Ying Wang was born in Lanzhou, Gansu. P.R. China, in 1985. She obtained her Master's degree in Business Administration from Lanzhou University. My main research direction is marketing strategy, brand building, and retail management.

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