



**University of
Nottingham**

UK | CHINA | MALAYSIA

NOTTINGHAM UNIVERSITY BUSINESS SCHOOL MALAYSIA

DOING BUSINESS IN ASIA (I)
Summer School 5 – 16 July 2021



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Course Manager Dr. Michael Yap

Course Title **Doing Business in Asia (I)**

Mode of Delivery Six sessions of classes comprising lectures, discussions, case analysis and students' presentations.

Course Objectives The course aims to provide:

- A critical understanding of business strategies in Asia.
- A critical understanding of Asian society and values in business.
- A critical understanding of marketing in the Asian context.
- A critical understanding of human resources practices in Asia.
- A critical understanding of entrepreneurship in Asia in creativity and innovation.
- A critical understanding of contemporary finance in Asia.
- A critical understanding of strategic leadership in Asia.

Method of Assessment Individual coursework with 2,000-word limit (100%). Details will be given during the course.

A. Topic Schedule

| Date | Time | Topic | Convenor |
|--------------|------------------|--|--------------------------|
| 5 July 2021 | 5:30 – 7:00 pm. | Asian Society and Values in Business (1) | Ms. Vanitha Ponnusamy |
| 6 July 2021 | 4:00 - 8:00 p.m. | Business/Economic Policies for Strategy in Asia | Dr. Vengadeshvaran Sarma |
| 7 July 2021 | 4:00 - 8:00 p.m. | Strategic Leadership for Organizational Success | Dr. Maniam Kaliannan |
| 8 July 2021 | 5:00 – 7:30 p.m. | Asian Society and Values in Business (2) | Ms. Vanitha Ponnusamy |
| 9 July 2021 | 4:00 - 8:00 p.m. | Human Resource Management Practices - An Asian Perspective | Dr. Mathew Abraham |
| 12 July 2021 | 4:00 - 8:00 p.m. | Asian Entrepreneurship: from Creativity to Innovation | Dr. Kenny Wong |
| 13 July 2021 | 5:00 – 9:00 p.m. | Marketing to the Asian Customer | Dr. Anita Chakrabarty |
| 15 July 2021 | 4:00 - 8:00 p.m. | Contemporary Finance in Asia | Dr. Shaista Arshad |
| 16 July 2021 | 4:30 – 5:30 p.m. | Wrap Up Session | Dr. Mathew Abraham |

B. Course Content and Readings

| Topics |
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| Asian Entrepreneurship: from Creativity to Innovation |

- Hall, J. K., Martin, M. J. C. (2005) Disruptive Technologies, Stakeholders and the Innovation Value-added Chain: a framework for evaluating radical technology development. Journal of R and D Management.
- Daneels, E. (2004) Disruptive Technology Reconsidered: A Critique and Research Agenda. Journal of Product Innovation Management
- Lumsdaine, E. and Binks, M, (2007). Entrepreneurship, from Creativity to Innovation; Effective Thinking Skills for a Changing World. Trafford Publishing.

Human Resource Management Practices - An Asian Perspective

- Yeung, A., Warner, M., and Rowley, C. (2008). "Guest editors' introduction growth and globalization: Evolution of human resource management practices in Asia". Human Resource management. Vol 47 (1), pp. 1–190.
- Rowley, C and Benson, J. (2002). Convergence and Divergence in Asian Human Resource Management. California Management Review, 44 (2). pp 90-109.
- Park, H.J., Gardner, T.M., and Wright, P.M. (2004). HR practices or HR capabilities: which matters? Insights from the Asia Pacific region. Asia Pacific Journal of Human Resources. Volume 42(3): pp 260–273.
- Zhu, Y., Warner, M., and Rowley, C. (2007). Human resource management with 'Asian' characteristics: a hybrid people-management system in East Asia. The International Journal of Human Resource Management. Volume 18 (5), pp 745-768.

Strategy in Asia

- Hoskisson, R. E., Hitt, M. A., Wan, W. P., & Yiu, D. 1999. Theory and Research in Strategic Management: Swings of a Pendulum. Journal of Management, 25(3), pp. 417-456.
- Mintzberg, H. 1994. The fall and rise of strategic planning. Harvard Business Review, January-February, pp. 107-114.
- Pascale, R. 1984. Perspectives on strategy: The real story behind Honda's success. California Management Review, pp. 47-72.
- Barr, P. S., Stimpert, J. L., & Huff, A. S. 1992. Cognitive change, strategic action, and organizational renewal. Strategic Management Journal, 13, pp. 15-36.
- Brooks, G. 1995. Defining market boundaries. Strategic Management Journal, 16, pp. 535-549.

Asian Society and Values in Business

- Swierczek, F. W., & Quang, T. (2004). Entrepreneurial cultures in Asia: Business policy or cultural imperative. Journal of Enterprising Culture, 12(02), 127-145.
- Ahlstrom, D., Young, M. N., Chan, E. S., & Bruton, G. D. (2004). Facing constraints to growth? Overseas Chinese entrepreneurs and traditional business practices in East Asia. Asia Pacific Journal of Management, 21(3), 263-285.

Marketing to the Asian Customer

- Namhoon Kim, Eunha Chun, and Eunju Ko. (2017) "Country of Origin Effects on Brand Image, Brand Evaluation, and Purchase Intention." International Marketing Review 34.2 254-71. <https://doi.org/10.1108/IMR-03-2015-0071>.
- Shukla, Paurav, Singh, Jaywant, and Banerjee, Madhumita. (2015) "They Are Not All Same: Variations in Asian Consumers' Value Perceptions of Luxury Brands." Marketing Letters 26.3: 265-78. <https://doi.org/10.1007/s11002-015-9358-x>
- Levitt, Theodore. (1986) "Marketing Myopia." Harvard Business Review 64 (1986): 167.
- Kotler, Philip. "Reinventing Marketing to Manage the Environmental Imperative." Journal of Marketing 75.4 (2018): 132-35. <https://doi.org/10.1509/jmkg.75.4.132>.

Contemporary Finance in Asia

- Blach, J. (2011). Financial Innovations and Their Role in The Modern Financial System – Identification and Systematization of The Problem. *E-Finanse* 7(3):13-26.
- Walsh, J.P. (2014). The Future of Asian Finance. *Finance & Development*, 51(2): 18-21.
- Ding, X. and Zhong, L. (2020). Challenges and Opportunities in China's Financial Markets. *The Chinese Economy*, 53(3): 217-220.
- Iman, N., and Tan, A.W.K. (2020). The rise and rise of financial technology: The good, the bad, and the verdict. *Cognet Business & Management*, 7:1, pp. 1-17.

Strategic Leadership for Organizational Success

- Margarita, M., Francisco, G. & Angel, B. (2009). Organizational Leadership: Motives and Behaviors of Leaders in Current Organizations. *The Spanish Journal of Psychology*, 12 (1), 267-274.
- Pavithra Kailasapathy & J. A. S. K. Jayakody (2017): Does leadership matter? Leadership styles, family supportive supervisor behaviour and work interference with family conflict, *The International Journal of Human Resource Management*, DOI: 10.1080/09585192.2016.1276091
- Robert, J.T., Claudy, J. & David, A. L. (2012). Making Leadership Development Stick. *Organizational Dynamics*, 41, 72-77.
- Adegoke, O., Natasha, M. & Fred, O. W. (2009). The Influence of Leadership on Innovation Processes and Activities. *Journal of Organizational Dynamics*, 38 (1), 64-72.
- Lale, G. & Arzu, I. (2009). Transformational Leadership, Creativity, and Organizational Innovation. *Journal of Business Research*, 62, 461-473.
- Scott, D.D. (2011). Adaptive Leadership Theory: Leading and Following as a Complex Adaptive Process. *Journal of Research in Organizational Behaviour*, 31, 125-150.