



**University of  
Nottingham**

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**NOTTINGHAM UNIVERSITY BUSINESS SCHOOL MALAYSIA**

**DOING BUSINESS IN ASIA**  
**International Summer School**  
**4 – 19 July 2022**



*(Source: <http://www.istockphoto.com/my/vector/asia-skyline-vector-illustration-gm509247110-85675607>)*

**Accessibility/Disability:**

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<b>Course Manager</b>	Dr. Michael Yap (Email: Michael.Yap@nottingham.edu.my)
<b>Course Title</b>	<b>Doing Business in Asia</b>
<b>Mode of Delivery</b>	Seven sessions of classes comprising lectures, discussions, case analysis and students' presentations.
<b>Course Objectives</b>	<p>The course aims to provide:</p> <ul style="list-style-type: none"> <li>• A critical understanding of business strategies in Asia.</li> <li>• A critical understanding of marketing in the Asian context.</li> <li>• A critical understanding of digital marketing and how it applies to Asia.</li> <li>• A critical understanding of human resources practices in Asia.</li> <li>• A critical understanding of entrepreneurship in Asia in creativity and innovation.</li> <li>• A critical understanding of contemporary finance in Asia.</li> <li>• A critical understanding of strategic leadership in Asia.</li> </ul>
<b>Method of Assessment</b>	Individual coursework with 2,000-word limit (100%). Details will be given at the end of the course. The coursework will be released on 5 July 2022, and to be submitted latest by 3:00 p.m. (Malaysian time GMT+8), 8 August 2022. Submission is through the Turnitin link on the course Moodle page. No late submissions will be accepted. The overall Similarity Index on Turnitin cannot exceed 15%, and per source cannot exceed 5%. Marks will be deducted for not meeting these criteria.

## A. Topic Schedule

Date	Time	Topic	Convenor
5 July 2022	10:30a.m.-1:00p.m. 2:00p.m.-3:30p.m.	Strategic Leadership for Organizational Success	Dr. Maniam Kaliannan
6 July 2022	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Business/Economic Policies for Strategy in Asia	Dr. Vengadeshvaran Sarma
7 July 2022	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Social Media Marketing	Dr. Dilip Mutum
8 July 2022	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Marketing to the Asian Customer	Dr. Anita Chakrabarty
12 July 2022	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Asian Entrepreneurship: from Creativity to Innovation	Dr. Kenny Wong
13 July 2022	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Contemporary Finance in Asia Human Resource	Dr. Ken Lee
15 July 2022	9:30a.m.-10:30a.m. or 4:00p.m.-5:00 p.m.	Talk (topic and speaker TBA)	Chaired by Dr. Michael Yap
18 July 2022	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Management Practices - An Asian Perspective	Dr. Mathew Abraham
	4:00p.m.-5:00 p.m.	Talk (topic and speaker TBA)	Chaired by Dr. Michael Yap

19 July 2022	9:30a.m.-10:30a.m.	Wrap-Up Session	Dr. Mathew Abraham
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## B. Course Readings

Topics
<b>Asian Entrepreneurship: from Creativity to Innovation</b>
<ul style="list-style-type: none"> <li>Hall, J. K., Martin, M. J. C. (2005) Disruptive Technologies, Stakeholders and the Innovation Value-added Chain: a framework for evaluating radical technology development. <i>Journal of R and D Management</i>.</li> <li>Daneels, E. (2004) Disruptive Technology Reconsidered: A Critique and Research Agenda. <i>Journal of Product Innovation Management</i></li> <li>Lumsdaine, E. and Binks, M, (2007). <i>Entrepreneurship, from Creativity to Innovation; Effective Thinking Skills for a Changing World</i>. Trafford Publishing.</li> </ul>
<b>Human Resource Management Practices - An Asian Perspective</b>
<ul style="list-style-type: none"> <li>Yeung, A., Warner, M., and Rowley, C. (2008). "Guest editors' introduction growth and globalization: Evolution of human resource management practices in Asia". <i>Human Resource management</i>. Vol 47 (1), pp. 1-190.</li> <li>Rowley, C and Benson, J. (2002). Convergence and Divergence in Asian Human Resource Management. <i>California Management Review</i>, 44 (2). pp 90-109.</li> <li>Park, H.J., Gardner, T.M., and Wright, P.M. (2004). HR practices or HR capabilities: which matters? Insights from the Asia Pacific region. <i>Asia Pacific Journal of Human Resources</i>. Volume 42(3): pp 260-273.</li> <li>Zhu, Y., Warner, M., and Rowley, C. (2007). Human resource management with 'Asian' characteristics: a hybrid people-management system in East Asia. <i>The International Journal of Human Resource Management</i>. Volume 18 (5), pp 745-768.</li> </ul>
<b>Strategy in Asia</b>
<ul style="list-style-type: none"> <li>Hoskisson, R. E., Hitt, M. A., Wan, W. P., &amp; Yiu, D. 1999. Theory and Research in Strategic Management: Swings of a Pendulum. <i>Journal of Management</i>, 25(3), pp. 417-456.</li> <li>Mintzberg, H. 1994. The fall and rise of strategic planning. <i>Harvard Business Review</i>, January-February, pp. 107-114.</li> <li>Pascale, R. 1984. Perspectives on strategy: The real story behind Honda's success. <i>California Management Review</i>, pp. 47-72.</li> <li>Barr, P. S., Stimpert, J. L., &amp; Huff, A. S. 1992. Cognitive change, strategic action, and organizational renewal. <i>Strategic Management Journal</i>, 13, pp. 15-36.</li> <li>Brooks, G. 1995. Defining market boundaries. <i>Strategic Management Journal</i>, 16, pp. 535-549.</li> </ul>
<b>Social Media Marketing</b>
<ul style="list-style-type: none"> <li>Mangold, W. G., &amp; Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. <i>Business horizons</i>, Vol. 52 No. 4, pp.357-365.</li> <li>Mutum, D. S. &amp; Wang, Q. (2011). Consumer Generated Advertising in Blogs. In Matthew S. Eastin; Terry Daugherty; Neal M. Burns (Eds) <i>Handbook of Research on Digital Media and Advertising: User Generated Content Consumption (Vol 1)</i>, IGI Global: Pennsylvania, pp.248-261.</li> <li>Tsimonis, G. &amp; Dimitriadis, S. (2014). Brand strategies in social media, <i>Marketing Intelligence &amp; Planning</i>, Vol. 32, No. 3, pp.328-344.</li> <li>Abdul Rahman, W. N., Mutum D. S. and Ghazali, E. (2021). Consumer engagement with visual content on Instagram: Impact of different features of posts by prominent brands, <i>International Journal of E-Services and Mobile Applications</i>, Vol. 14 No. 4.</li> </ul>

### **Marketing to the Asian Customer**

- Namhooon 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.