



University of
Nottingham

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NOTTINGHAM UNIVERSITY BUSINESS SCHOOL MALAYSIA

DOING BUSINESS IN ASIA
International Summer School
4 – 18 July 2023



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Course Manager Dr. Michael Yap (Email: Michael.Yap@nottingham.edu.my)

Course Title **Doing Business in Asia**

Mode of Delivery Seven 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 marketing in the Asian context.
- A critical understanding of digital marketing and how it applies to Asia.
- 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 or an equivalent piece of work specified by the lecturer. Details will be given during the programme and it is to be submitted latest by 3:00 p.m. (Malaysian time GMT+8), 7 August 2023. 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 2023	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Strategic Leadership for Organizational Success	Dr. Maniam Kaliannan
6 July 2023	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Business/Economic Policies for Strategy in Asia	Dr. Vengadeshvaran Sarma
7 July 2023	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Personality and Individual Differences	Dr. Patricia Ang
10 July 2023	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Marketing in Asia	Dr. Anita Chakrabarty
11 July 2023	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Finance in Asia	Dr. Ken Lee
13 July 2023	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Innovation Management	Dr. Maha Yusr
17 July 2023	9:30a.m.-12:00p.m. 1:00p.m.-2:30p.m.	Social Media Marketing	Dr. Tan Shu Han
18 July 2023	9:45a.m.-11:00a.m.	Talk by External Speaker	Chaired by Dr. Michael Yap

B. Course Readings

Topics
Innovation Management
<ul style="list-style-type: none"> Goffin, K & Mitchell, R. (2017). <i>Innovation Management Effective strategy and implementation</i>. Red Globe Press. Harrington H. James (2018). <i>Innovative Change Management (ICM): Preparing Your Organization for the New Innovative Culture</i>. Taylor and Francies Group. Winston T.H. Koh, Desai A. Narasimhalu, Wee Liang Tan, (2005). Innovation policies and technology management in Asia: Lessons learnt and future challenges, <i>Technological Forecasting and Social Change</i>, Volume 72, Issue 3, Pages 249-254. Trott, P. (2017). <i>Innovation Management and New Product Development</i>. Pearson.
Personality and Individual Differences
<ul style="list-style-type: none"> Larsen, R.J. and Buss, D.M. (2018). <i>Personality Psychology: Domains of knowledge about human nature</i>. McGraw Hill. Maltby, J., Day, L. and Macaskill, A. (2017). <i>Personality, Individual Differences and Intelligence</i>. Pearson. Haslam, N., Smillie, L. and Song, J. (2017). <i>An Introduction to Personality, Individual Differences and Intelligence, 2nd Edition</i>. SAGE Foundations of Psychology. SAGE. Cooper, C. (2021). <i>Individual differences and personality, 4th Edition</i>. Routledge.
Strategy in Asia
<ul style="list-style-type: none"> Hoskisson, R. E., Hitt, M. A., Wan, W. P., & Yiu, D. 1999. Theory and Research in Strategic Management: Swings of a Pendulum. <i>Journal of Management</i>, 25(3), pp. 417-456. Mintzberg, H. 1994. The fall and rise of strategic planning. <i>Harvard Business Review</i>, January-February, pp. 107-114. Pascale, R. 1984. Perspectives on strategy: The real story behind Honda's success. <i>California Management Review</i>, pp. 47-72. Barr, P. S., Stimpert, J. L., & Huff, A. S. 1992. Cognitive change, strategic action, and organizational renewal. <i>Strategic Management Journal</i>, 13, pp. 15-36. Brooks, G. 1995. Defining market boundaries. <i>Strategic Management Journal</i>, 16, pp. 535-549.
Social Media Marketing
<ul style="list-style-type: none"> Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. <i>Journal of business research</i>, 69(12), 5833-5841. Hajli, M. N. (2014). A study of the impact of social media on consumers. <i>International journal of market research</i>, 56(3), 387-404. Liang, T. P., Ho, Y. T., Li, Y. W., & Turban, E. (2011). What drives social commerce: The role of social support and relationship quality. <i>International journal of electronic commerce</i>, 16(2), 69-90. Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. <i>Asian Journal of Business Research</i>, 7(2), 19-36. Tuten, T. L., & Solomon, M. R. (2017). <i>Social media marketing</i>. Sage.
Marketing in Asia
<ul style="list-style-type: none"> Namhoon Kim, Eunha Chun, and Eunju Ko. (2017) "Country of Origin Effects on Brand Image, Brand Evaluation, and Purchase Intention." <i>International Marketing Review</i> 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." <i>Marketing Letters</i> 26.3: 265-78. https://doi.org/10.1007/s11002-015-9358-x Levitt, Theodore. (1986) "Marketing Myopia." <i>Harvard Business Review</i> 64 (1986): 167. Kotler, Philip. "Reinventing Marketing to Manage the Environmental Imperative." <i>Journal of Marketing</i> 75.4 (2018): 132-35. https://doi.org/10.1509/jmkg.75.4.132.

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.