

Handbook of Research on Asian Business

Edited by

Henry Wai-chung Yeung

Professor of Economic Geography, National University of Singapore

Edward Elgar Cheltenham, UK • Northampton, MA, USA

Contents

List	of figures	vii
	of tables	viii
	es on contributors	X
Ackı	nowledgments	xvii
1	Unpacking the business of Asian business Henry Wai-chung Yeung	1
PAF	RT I BUSINESS STRATEGY AND ORGANIZATION	
2	Strategy research in Asia	19
_	Andrew Delios, Wei Wei Xu and Kulwant Singh	
3	Towards an institution-based view of business strategy in Asia Mike W. Peng	46
4	Guanxi as the Chinese norm for personalized social capital: toward an	
	integrated duality framework of informal exchange	62
	Peter Ping Li	
5	Transferring knowledge to enterprises in China	84
	Eric W.K. Tsang	
6	Business organizations in China	99
	Doug Guthrie and Junmin Wang	
PAF	RT II BUSINESS AND MARKETING	
7	Challenges of marketing to Asian consumers: exploring the	
	influence of different cultures, life styles and values on consumer	
	behaviour in Asia	125
	Piyush Sharma, Cindy M. Y. Chung, M. Krishna Erramilli and	
_	Bharadhwaj Sivakumaran	
8	Marketing practice 'crossvergence' in post-crisis Asia:	1.4.4
	an illustrative case analysis Tim G. Andrews	144
9	Entry and marketing strategies of FDI firms in China	162
,	Tung-lung Steven Chang	102
10	China marketing	182
-	Ying Ho and Kam-hon Lee	-32
11	Global retailers and Asian manufacturers	208
	Gary G. Hamilton and Misha Petrovic	

VI Contents

PART III BUSINESS-STATE RELATIONS

12 The state and transnational capital in adaptive partnership:

	Singapore, South Korea and Taiwan	223		
	Christopher M. Dent		Fi	gures
13	Capital's search for order: foreign direct investment, models and			6
	hybrid models of social order in Southeast Asia	250		Institutions, orgai
	Nicholas A. Phelps		<i>c</i> 1	
14	Government policies towards FDI across East and Southeast Asia:		6.1	
	move towards business policies encouraging inter-firm relationships		6.2	
	between MNEs and local firms		6.3	reforms, 1995
	Axele Giroud			Understanding A
15	Change and continuity in business organization: the roles of the state			The quetomor co
	and regional ethnicity in Singapore		IO.	An integrated ins
	Lai Si Tsui-Auch			The growth and i
16	How Taiwan built an electronics industry: lessons for developing			- Manufacturing a
	countries today	307	145 169	Tinatura i na indui
	John A. Mathews		13 16	Developing regie
			D •	1 0 0
PA	RT IV BUSINESS, DEVELOPMENT AND POLICY ISSUES		16 164	T
			HB 16:	Revealed compa
17	Cultural considerations of business and economic development in		TD 🗀	1076 2002
	East Asia	335	160	East Asian expc
	F. Gerard Adams and Heidi Vernon		D -	T (COTT)
18	The dynamics of Southeast Asian Chinese business	356	1 m 166	National systen
	Henry Wai-chung Yeung		D =	
19	Innovation policies for Asian SMEs: an innovation system perspective	381	1 - 1 = 1	The developmen
	Cristina Chaminade and Jan Vang		B . 22	
20	Explaining multinational companies from the developing economies of			
	East and Southeast Asia	409	1 b : 2	Motivations of industry leadin;
	Paz Estrella Tolentino		TDI	maasay leadin,
21	Explaining the emergence of Thai multinationals	428	1	
	Pavida Pananond			
22	Corporate China goes global	445	1	
	Friedrich Wu			
, ,		461		
Ind	ex	461		