

**MAZ410 Management in East Asia**  
Sophia University, Summer Session Online 2021  
Period 3 (13:30-15:10 Japanese Standard Time)

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## **AIMS AND OBJECTIVES**

This module offers an overview of the nature of business in East Asia, with an emphasis on the three largest economies, China, Japan, and South Korea. It considers differences and similarities between these countries, and how this, in turn, affects the actions of multinational firms operating in this and the wider Asian region.

By the end of the module, you should be able to:

- (1) Understand the key features of the political, economic, and business environments of leading, individual East Asian business systems, and their implications for firms interested in operating in these economies.
- (2) Appreciate the interconnectedness between these countries, based on an in-depth analysis of trade and investment relationships between the countries of focus.
- (3) Comprehend the strategies of multinational enterprises (MNEs) originating from these economies within the wider region.
- (4) Identify region-wide issues and, based on this, appreciate how foreign firms may operate in these markets.

## **MODE OF DELIVERY**

This module will be delivered online using a mix of recorded sessions, independent reading and live in-class discussion.

## **ASSESSMENT**

### **Basis for Final Grade**

	<i>% of Final Grade</i>
Midterm Exam	30%
Final Exam	35%
In-Class Presentation	35%

## **SYLLABUS**

- Frameworks for analysing issues relevant to business and management in East Asia
- Main political and economic developments in the East Asian region
- Institutions, culture, and management of East Asian economies:
  - China
  - Japan
  - South Korea
- Strategies of MNEs in East Asia
  - MNEs in China
  - MNEs in Japan
  - MNEs in South Korea
- The rise of East Asian multinational enterprises

- Dynamics of Internationalisation
- Strategic orientation in foreign markets (then and now)
- The changing economic and political interconnectedness in the region

## **MATERIALS**

Asakura (2017). Brief overview of the current startup ecosystem in Japan

Stanford, Y.-svnj.squarespace.com/s/SVNJ-working-paper-2017

Buckley, P., Clegg, J., Cross, A. Liu, L., Voss, H. and Zheng, P. (2007). The determinants of Chinese outward foreign direct investment. *Journal of International Business Studies*, 38(4), 499–518.

Carney, M. (2008). *Asian business groups: Context, governance and performance*. Oxford: Chandos.

Cavusgil, S. Tamer, Gary Knight, and John Riesenberger (2011). *International Business: The New Realities*, 2/E, New Jersey: Prentice Hall.

Chen, M. (2004). *Asian management systems*. Singapore: Thomson.

Daniels, J., Radebaugh, L., and Sullivan, D. (2010). *International Business – Environments and Operations*, Pearson.

Dicken, P. (2010), *Global Shift: mapping the changing contours of the world economy*, London: Sage.

Brownas, G., Powers, D. and Hood, C. (2003). *Doing business with the Japanese*. Direct Image.

Buckley, P. and Horn, S. (2009). Japanese multinational enterprises in China: Successful adaptation of marketing strategies. *Long Range Planning*, 42(4), 495–517.

Fields, G., Katahira, H. and Wind, J. (1999). *Leveraging Japan: Opening the gateway to Asian growth*. Jossey Bass Wiley.

Financial Times (2003). “A leap over the cliff: are the big profits to be made in China blinding foreign carmakers to the risks ahead?”, 25<sup>th</sup> August.

Goldman Sachs (2003). *Global Automobiles: The Chinese Auto Industry*, February, available at [http://www2.goldmansachs.com/hkchina/insight/research/pdf/chinese\\_auto\\_industry.pdf](http://www2.goldmansachs.com/hkchina/insight/research/pdf/chinese_auto_industry.pdf).

Griffiths, M. (2013). *Consumers and individuals in China: Standing, out fitting in*. Abingdon: Routledge.

Hemmert, M. (2017). *The evolution of tiger management: Korean companies in the world market*. Abingdon: Routledge.

McCreery, J. (2000). *Japanese consumer behaviour*. Curzon Press

Pudelko, M. (2005). Continuity versus change: The key dilemma for Japanese management. In Haak, R. and Pudelko, M. (eds.), *Japanese Management*. New York: Palgrave Macmillan, pp. 241-252.

Robins, F. (2013). The uniqueness of Chinese outward foreign direct investment, *Asian Business & Management*, 12(5), 525–537.

Rowley, C. and Paik, Y. (2009). *The changing face of Korean management*. Abingdon: Routledge.