



Good governance and changing nature of East Asian Management

Lecturer:
Professor Alexey Maslov
e-mail: amaslov@hse.ru

Overview and Rational

The course concentrates on the state governance,, modern trends and new nature of business and entrepreneurship in East Asia. We will also look to other Asian countries (ASIAN and India) to compare the national business cultures and to find most effective ways for investments and sustainable business.

Developing Asian economies have grown impressively over a period of nearly 30 years. The 'Twenty-first Century' is thus likely to became the century of Asia.

In this course we re-examine the link between culture and management across the region and its connections to the the new economic, political and social landscape that has appeared over the last decade. We will focus on several interconnected topics of business, entrepreneurship, management and culture across modern Asia focusing on countries such as China, Japan and South Korea, as well as the Overseas Chinese enclaves of Hong Kong SAR, Macau and Taiwan. As economic power is now seen as moving from 'West' to 'East' with nations like China even being seen as potential global bankers of last resort, there is an increasing degree of interest in how these Eastern economies have come to the forefront of international attention and how their management and managers contribute to their success.

The inter-relationships between the players in East Asia itself have additionally become more complex – given the increasing economic integration between the neighbors in East Asia in the context of the wider growth in the region.

Learning goals and outcomes

- Develop an understanding of the role of state regulations in East Asia in building effective management, healthy economics and welfare a
- To gain knowledge about changing nature of Asian management, entrepreneurship and cultural component in nation-oriented business
- To compare business cultures across Asia.
- Develop the ability to present the ideas persuasively and communicate effectively



- To understand the business etiquette in different East Asian Cultures, domestic and international management by Asian businessman and companies.

Attendance

Attendance is mandatory for this class. Lectures and discussions attendance is your most basic responsibility. I will take attendance at every class. Unexcused absences, when they exceed twice, will affect your final grade. If you are absent from more than one third of the entire classes and sections, you will automatically get - 30% of your final grade.

Presentation and class participation

You have to prepare a presentation on the given topic and to lead a discussion on your presentation. I will grade the ability to present your ideas in comprehensive and clear way as well as to defend your ideas and to reply to the questions during the discussion.

You have to send me your presentation after you presented it in class to be put online for the public discussion. If I won't receive your presentation, it will affect your final grade for presentation (-20%)

Your presentation will be published on-line in the section of this course in

www.asian-studies.com

Participation in class discussion is very important and will be graded according your ability to discuss new ideas and to develop your own approaches.

Final exam.

Final exam consists of two question to be answered in oral form and to present short written thesis of your answer. The time for preparation is not less that 30 minutes.

You can be exempted from the final exam if your final grade (class attendance + presentation + class participation) not less that 7 and you are agree with this grade.

Materials to be read

1. Warner, Malcolm. Managing Across Diverse Cultures in East Asia: Issues and challenges in a changing globalized world. Ed. Malcolm Warner,. Routledge, 2013.
2. Brahm, Laurence J. The Art of the Deal in China: A Practical Guide to Business Etiquette and the 36 Martial Strategies Employed by Chinese Businessmen and Officials in China. Tuttle Publishing, 2007.
3. Wang, Jing. Brand New China: Advertising, Media, and Commercial Culture. Harvard University Press, 2010.
4. Mente, Boye Lafayette De. Etiquette Guide to China: Know the Rules that Make the Difference!. Tuttle Publishing, 2008.
5. Beardson, Mr. Timothy. Stumbling Giant: The Threats to China's Future. Yale University Press, 2013.
6. Mente, Boye Lafayette De. Japan: Understanding & Dealing with the New Japanese Way of Doing Business. CreateSpace Independent Publishing Platform, 2012.
7. Mente, Boye Lafayette De. Business Guide to Japan: A Quick Guide to Opening Doors and Closing Deals. Tuttle Publishing, 2006.



You can find all important materials in the section of this course in www.asian-studies.com

Academic integrity

Plagiarized presentation, paper or cheating in exams will result in, at least, «0" for the assignment. In addition, the cases will be reported to the university administration for sanctions.

Grading

Class attendance 30%

Discussion participation 20%

Presentation of research 30%

Final exam 20%

Class Schedule

Introduction. State governance, new trends in business and national traditions of management

Topic 1. Searching the best way to Asian markets: China, India & Vietnam

China, India & Vietnam: Setting Up in Asia's Investment Hotspots. Issue 13 • May and June, 2015 • Asia Briefing

Topic 2. East Asian Management: Main trends, common points and contradictions

Keith Jackson. East Asian management: an overview. in Managing Across Diverse Cultures in: East Asia

Topic 3. Case Studies: Enterprises and Intellectual Property In China

An Introduction to Doing Business in China. Dean Shira and Associates, 2013

Topic 4. Cultural factors in modern East Asian management

Misho Minkov. East Asian culture: an overview. in Managing Across Diverse Cultures in: East Asia

Topic 5. Changing Nature of Japanese Markets and New Trends In Business Culture



Benson John and Philippe Debroux. The changing nature of management and culture in Japan in: Managing Across Diverse Cultures in East Asia

Mente, Boye Lafayette De. Japan: Understanding & Dealing with the New Japanese Way of Doing Business. CreateSpace Independent Publishing Platform, 2012.

Mente, Boye Lafayette De. Business Guide to Japan: A Quick Guide to Opening Doors and Closing Deals. Tuttle Publishing, 2006.

Topic 6. State, Economy and Management in South and North Korea

Chris Roweley The changing nature of management and culture in South Korea in: Managing Across Diverse Cultures in East Asia in: Managing Across Diverse Cultures in East Asia

Topic 7. Management, Entrepreneurship and Investments In Modern China

Zhao Shuming and Juan Du. The changing nature of management and culture in China in: Managing Across Diverse Cultures in East Asia

Mente, Boye Lafayette De. Etiquette Guide to China: Know the Rules that Make the Difference!. Tuttle Publishing, 2008.

Topic 8. Case Studies: Chinese Management And Neighbors: Hk, Singapore, Taiwan

Olivia Ip and Sek-Hong Ng. The changing nature of management and culture in Hong Kong, Macau and Taiwan in: Managing Across Diverse Cultures in East Asia

Topic 9. Case Studies: E-Commerce In East Asia and new approaches to management

E-Commerce Across Asia: Trends and Developments 2014 (Asia Briefing, May 2014, Dean Shira and Associates)

Topic 10. Gender, Society And Management In East Asia

Fang Lee. Cooke gender and management in east Asia in: Managing Across Diverse Cultures in East Asia

Topic 11. Understanding the Role of Informal Relations (guanxi) in business style In East Asia

Nolan Jane. Continuity and change in guanxi networks in east Asia in: Managing Across Diverse Cultures in East Asia

Topic 12. Human resources management and the search for a new generation of professionals: new trends In the staff training in East Asia



Sarosh Kuruvilla and Sun-Wook Chung. HRM strategies, informality and re-regulation in East Asian employment relations in: Managing Across Diverse Cultures in East Asia

Malcolm Warner. Management education and training in East Asia: China, Japan and south Korea in: Managing Across Diverse Cultures in East Asia

Topic 13. Case Studies: culture and management of Small And Medium-Sized Enterprises In East Asia

Li Xue, Cunningham. SMEs in selected economies in East Asia in: Managing Across Diverse Cultures in East Asia

Topic 14. New trends in Asian Societies and The Future of East Asian management

Rosalie I. Tung. The future of East Asian management in: Managing Across Diverse Cultures in East Asia

Questions for final exam

1. The main characteristics of the modern management in East Asia
2. Shift in consumer behavior, middle class and transformation of the Society
3. Stability and disability in Chinese society: toward non-liberal model in Asian countries non-liberal
4. Transformation of gender role in modern management in Asia society
5. New trends and the future of management in East Asia
6. Gender, society and management in East Asia
7. Main trends in HRM in East Asia
8. New trends in the staff training in China
9. Economic interaction between Hong Kong and China Mainland: trade and investment aspects
10. Singapore economic transformation: managerial factor
11. Bubble and post-bubble management in Japan
12. Please, compare the conditions for establishing business in China with HK, Vietnam, India
13. What does it mean Taylorism for Asia
14. Traditional trends in East Asian Management
15. Corporate and societal culture in South Korea
16. Please compare the corporate culture in Japan, China and Korea
17. New trends in Chinese corporate culture in 2000'.
18. Main management systems and styles for East Asia
19. Approached to understanding of informal relations (guanxi) in business style in East Asia
20. Main types of companies with foreign capital in China
21. How to protect intellectual property in China
22. Management of SME for China, HK, S. Korea
23. Role in SME in East Asian economics
24. Women in management and entrepreneurship in East Asia
25. Management in Japan today: dysfunctional aspects and systemic problems



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