

# Centre for Asian Business



University of  
South Australia

## Our Vision

To serve both academic and industry needs through high-quality research into Asian business practices, whilst encouraging the development of collaborative partnerships between Australian and Asian scholars, businesses and institutions.



UniSA's Centre for Asian Business is a community of leading academics in the fields of Business, Commerce, Law, Management and Marketing dedicated to producing high-quality research on Asian business, and broadening the Australian understanding of the Asian business environment.

## Welcome to the Centre for Asian Business

With the rapid growth of the Asian economies, the study of Asian business and management has become an issue of international importance, particularly in the case of Australia, given the significance of these economies to our international trading relations and economic prosperity. There exists a need to expand our knowledge of the region, improve the quality of our research, and ensure the findings are accessible and available to Australian companies who aspire to engage in business, trade or partnerships with Asian counterparts.

The Centre for Asian Business (CAB) seeks, through our research and events, to not only make an important contribution to Australia's understanding of the nature of Asian business, but encourage valuable collaborative partnerships between regional business and academic institutions.

The Centre strives to support the regional economy by assisting businesses, particularly Australian companies, in their Asian ventures. We will do so by providing high-quality, in-depth research, and facilitating a range of networking and informational events designed to encourage greater business collaboration within the region.

Additionally, the Centre offers an excellent environment for graduate business research, which not only enhances UniSA's teaching programs, but will equip graduates with the expertise to successfully interact with Asian business and professional bodies.

Officially established on 1 January 2010, the Centre is located within the International Graduate School of Business (IGSB). Research teams and members are, however, drawn from all schools within UniSA's EQUIS-accredited Division of Business, including the Schools of Commerce, Law, Management, and Marketing, as well as the IGSB. We believe this cross-disciplinary approach and diverse research expertise form a major strength of the Centre, and ensures its relevance and importance to both regional academia and industry.

To learn more about CAB and its activities, please visit our website at [www.unisa.edu.au/asianbusiness](http://www.unisa.edu.au/asianbusiness)

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Director, Centre for Asian Business.  
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## Our Research Strengths

CAB's research revolves around six core themes, each of which focus on a central aspect of Asian business. Our six specialised research groups are:

### International Trade, Finance and Investment

The International Trade, Finance and Investment (ITFI) research group promotes and engages in high-quality research in areas relating to economic integration, monetary regionalism and macroeconomic policy in Asia. This research program adopts a macroeconomic perspective to issues of integration and policy in the region. Specific research projects include the dynamics and patterns of economic integration in Asia, the extent and sequence of trade versus financial integration, intra-regional against inter-regional integration, the fixity (or otherwise) of Asian currencies, the plausibility and possibility of a monetary union in the region and issues regarding central banking and monetary policymaking.

Associate Director: Dr Tony Cavoli  
(Tony.Cavoli@unisa.edu.au).

### Foreign Direct Investment and Multinational Enterprises

The Foreign Direct Investment and Multinational Enterprises (FDI & MNEs) research group seeks to promote robust and wide-ranging investigations into the theoretical and practical insights of various aspects of FDI and MNEs from and within Asian countries. Specific research issues range from motivations for undertaking FDI, determinants of

location choices, entry mode decisions, marketing strategies, knowledge acquisition and technology transfer, expatriate management, organizational learning, and performance of FDI operations to the issues pertaining to how FDI and MNE headquarters and affiliates interact with, and affect, host-country firms, society, and environments.

Associate Director: Assoc. Prof. Fuming Jiang  
(Fuming.Jiang@unisa.edu.au)

### Globalisation and Asian Capitalism

The Globalisation and Asian Capitalism (GAC) research group is dedicated to exploring in-depth political, social, economic and business trends and changes in the Asian high growth economies, brought about by the new phase of global capitalism. Under this theme, research focus is given to the dynamic interactions of globalisation and the process of economic development. In particular, the GAC cluster is designed to facilitate a forum for both academic and policy discussions on contemporary critical issues not only concerning the Asian political economy, such as transparency, Corporate Social Responsibility, corruption, Intellectual Property rights and role of government, but also on the comparative Asian management systems, including cultural influences, management styles, and competitive strategies of Asian firms.

Associate Director: Assoc. Prof. You-il Lee  
(You-il.Lee@unisa.edu.au)



### **Cross Cultural Management**

The Cross Cultural Management (CCM) research group investigates the interconnection of all fields of management with Asian cultures and the comparison of Eastern and Western management practice, and utilises a wide range of theoretical perspectives. Specific research issues include Asian approaches to leadership and management, convergence or divergence of management practice, negotiation skills across cultures, the application of Western management control systems by Asian managers, human resource management practices across Asia, the impact of non-Asian multi-national organizations using standardized management systems in Asian subsidiaries, and attitudes of Asian managers to climate change and sustainability.

Associate Director: Assoc. Prof. Bruce Gurd  
(Bruce.Gurd@unisa.edu.au)

### **International Marketing and Management**

The International Marketing and Management (IMM) research group focuses on understanding Asian consumer behaviour and the marketing challenges that Asian businesses face. The group offers a platform for academic research to help inform marketing strategies and practices in Asia. As such, it looks broadly at issues concerning Asian

consumers and business, including topics such as the emergence of global Asian brands, the impacts of culture and globalisation on Asian consumer behaviour, and the marketing of tourism in Asia.

Associate Director: Dr. Richard Lee  
(Richard.Lee@unisa.edu.au)

### **International Accounting Regulation, Valuation and Assurance**

The International Accounting Regulation, Valuation and Assurance (IARVA) research group seeks to promote quality research into Asian accounting practices and standards in the context of increasing local and global pressures that are pushing these practices and standards towards uniformity, regardless of their relative inappropriateness for the local business context of many Asian countries. The IARVA research program focuses on four key areas: research relating to the accounting profession, research relating to regulation and assurance, research relating to valuation and research relating to enterprise governance.

Associate Director: Professor Janek Ratnatunga  
(Janek.Ratnatunga@unisa.edu.au)

# Our Activities

## Collaborative Workshops

CAB collaborates with leading research centres such as the Asia Development Bank Institute (ADB), the National University of Singapore's Institute for Southeast Asian Studies (ISEAS), and George Mason University's Center for Emerging Market Policy (CEMP) in planning, coordinating and presenting international workshops and conferences pertaining to the study of contemporary Asian business and economic issues. The success of these events, and the publication of seminar proceedings, have illustrated the invaluable contribution that these partnerships are making to the study of business and economic policy within the Asian region.

## CAB Website and Newsletter

CAB's website and quarterly 'CAB News' are designed to promote Centre research and academic activities both within Australian and Asian academic circles, and the wider business community. The website ([www.unisa.edu.au/asianbusiness](http://www.unisa.edu.au/asianbusiness)) also provides the wider community with up-to-date information concerning the Centre's current research publications and events.

## Visiting Academics

CAB is dedicated to the development of a thriving academic community within Adelaide, and supports this goal through a range of means, including exposure to high-quality diverse schools of thought. CAB regularly invites leading Asia-Pacific and International scholars to present their research to UniSA staff and students, and the local community, and undertake collaborative research with UniSA academics into contemporary business issues.

## Support for High-Quality Research

The CAB provides academic support to numerous researchers and doctoral candidates who have been identified by our Centre's Associate Directors as working on research projects which align with CAB's six research themes, and which it envisions will provide valuable information to both the Australian and Asian business communities.

# Our Research

CAB research associates are engaged in diverse, high-quality research into contemporary Asian business issues. Examples of current research projects include:

- Using Balanced Scorecard to Increase the Success Rate of Innovation Alliances: A Comparative Study in Australia and China (FDI & MNEs)
- The Impact of Foreign Multinational Corporations in South Korea: Evolution, Dynamics and Contradictions (GAC)
- A Social Distinctiveness Perspective of Brand Preference Among Migrants (IMM)
- Full Cost Accounting as a Tool for Sustainable Development in Solid Waste Management: A Case Study for the Kuching Municipality, Malaysia (IARVA)
- Development of Valuation Standards in South East Asia: The Current State of Play (IARVA)
- Financial Reporting Demands in South East Asia: The Harmonisation of Accounting Rules and its Implications to ASEAN (IARVA)
- Comparison of Protection of Commercial Secrets and Undisclosed Information in China and Australia - the Commercial Secret or the Dragon Secret (FDI & MNEs)
- The Effect of Government Alternative Policies on the Ethicality of Business Decisions in China (FDI & MNEs)
- Internationalization of Indian Firms: Applying the Gandhi Philosophy (FDI & MNEs)
- I Don't Like You, But I Like Your Products: The Conflicting Relationships Among Consumer Animosity, Materialism and Ethnocentrism (IMM)
- Non-conscious Influence of Colour on Brand Choice in the Asian Context (IMM)
- CSR Mindset and Firm Performance: The Influence of Political Ideology in Managerial Decision-Making (FDI & MNEs)
- Managing Foreign Acquisitions: Exploring the Influence of Administrative Heritage (CCM)

Additionally, CAB is supporting research for the publication 'Workforce Development and Skill Formation', edited by CAB Director and Interim Director Professors Ying Zhu and John Benson, and Professor Howard Gospel, of King's College London. This book is due to be published by Routledge (London) in 2012. CAB supports the official launch of all Centre-affiliated books.

# Our Researchers

The Centre for Asian Business draws research teams and associates from all schools within the University of South Australia's Division of Business, including the schools of Commerce, Law, Management, Marketing, and the IGSB. As such the Centre is able to successfully address and advise on diverse, cross-disciplinary issues in Asian business practice.

## Director

Professor Ying Zhu

## Associate Directors

Dr. Tony Cavoli (School of Commerce)

Associate Professor Bruce Gurd (International Graduate School of Business)

Associate Professor Fuming Jiang (International Graduate School of Business)

Dr. Richard Lee (School of Marketing)

Associate Professor You-il Lee (International Graduate School of Business)

Professor Janek Ratnatunga (Head, School of Commerce)

## Research Associates

Dr. Ratnam Alagiah (School of Commerce)

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## Centre Coordinator

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