

Centre for Asian Business News

Issue 1,
December 2010

INSIDE:

- ▶ Asian Cultural Management—
Professor Malcolm Warner 2
- ▶ What is CAB?..... 2
- ▶ The Rise of China 2.0—
Professor Bruce Stening 3
- ▶ Regional Collaboration..... 3
- ▶ Indonesia-Australian Relations..... 4
- ▶ Current Research..... 4

A Message from the Director

As 2010 draws to a close, the Centre for Asian Business is celebrating its first highly successful year in operation. CAB has developed into an active, thriving academic centre, which has recorded numerous achievements, including:

- developing and supporting 21 Research Projects across the Division of Business;
- co-coordinating two international workshops which brought together leading academics from across Asia, the US and Australia;
- hosting three international visitors, including two distinguished Professors who worked with CAB affiliates to expand the knowledge, research capacity and networks of our re-search community.



On a final note, I am pleased to announce the appointment of Professor Ying Zhu as the Centre's new Director. Professor Zhu will join CAB in February 2011 from the University of Melbourne. Professor Zhu is a graduate of Beijing University, and possesses an intimate knowledge of Asian Business and an impressive publication record. We look forward to welcoming him to UniSA.

Professor John Benson, Interim Director

From the Administrator's Desk

The prime objective for 2010 was to create a presence for the new Centre, both locally and internationally. Refurbishments took place on the City West campus during August and September, which created a physical presence for the Centre, including a foyer area and offices for the CAB Director, Administrator, two Associate Directors and visiting researchers. Additionally, marketing materials, including the CAB brochure and website were developed throughout the year, and have had a significant effect in publicising the Centre's research and events both. Finally, the Centre has commenced working with various Adelaide-based business groupings that operate within the Asian region. With the appointment of the new Director, CAB looks to the further development of these relationships and the expansion of its research and business activities in 2011.

Ms. Erin Leggat, Centre Administrator

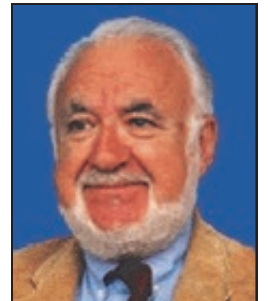
Serving both academic and industry needs through high-quality research into Asian business practices, whilst encouraging the development of collaborative partnerships between Australian and Asian scholars, businesses and institutions.



University of
South Australia

Cultural Management in Asia: Professor Malcolm Warner visits CAB

In collaboration with the School of Management, the Centre for Asian Business invited Professor Malcolm Warner, Emeritus Professor and Fellow at Wolfson College, and Senior Research Fellow at the Judge Institute of Management Studies, University of Cambridge, to engage in a week of seminars, workshops and meetings with Division staff and students. The focus of these events, held between November 8-12, was on Cultural and Human Resource Management in Asia.



Professor Warner's CAB seminar, 'Culture and Management in Asia', provided a broad picture of research focussing on the impact of culture on management practice in Asia over the past three decades. Professor Warner drew on his extensive research and work experience in China, Hong Kong, Japan and Vietnam, and commented on the relationship between culture and management in these countries.

During his visit, Professor Warner also discussed his own research with UniSA staff, as well as his role in promoting high-quality research as Co-Editor of the *Asia Pacific Business Review*.

What is CAB?

UniSA's Centre for Asian Business is a community of leading academics in the fields of International Business, Commerce, Law, Management and Marketing dedicated to producing high-quality Asian business research, and broadening the Australian understanding of the Asian business environment. Research teams and members are drawn from all five schools within UniSA's Division of Business, providing CAB with the cross-disciplinary approach and diverse research expertise that form a major strength of the Centre, and ensures its relevance and importance to both regional academia and industry.

CAB seeks, through its research and academic 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. Additionally, CAB strives to support the regional economy by assisting businesses, particularly Australian companies, in their Asian ventures through the provision of high-quality, in-depth research, and the facilitation of a range of networking and informational events designed to encourage greater business collaboration within the region.

CAB specialises in the six core research themes of:

- > International Trade, Finance and Investment
- > Foreign Direct Investment and Multinational Enterprises
- > Globalisation and Asian Capitalism
- > Cross Cultural Management
- > International Marketing and Management
- > International Accounting Regulation, Valuation and Assurance



The Rise of China 2.0: Professor Bruce Stening advises CAB



From November 22-25, Professor Bruce Stening, Professor of Management and Vlerick International Dean to the BiMBA program at Peking University's National School of Development, was a guest of the Centre. During his visit, Professor Stening hosted both a roundtable discussion and seminar, and engaged in collaborative research projects with both CAB and International Graduate School of Business researchers.

Professor Stening's seminar, entitled 'Rethinking China: How a Silent Revolution is Transforming the Middle Kingdom', examined the profound impact that Web 2.0 has had on China, and the way in which the Internet is transforming China socially, culturally and politically, a process that has not been previously well understood, particularly by foreigners. According to Professor Stening, the development of the Internet - in particular, how people use it - has uniquely Chinese characteristics, and whilst for Western users the Internet is largely just another medium of communication, in China it has a much larger significance, a significance which has critical implications for foreign companies seeking to do business in China.

The seminar drew on both Professor Stening's extensive experience in East Asia, and his collaborative book 'China 2.0: The Transformation of an Emerging Superpower... and the New Opportunities' with Marina Yue Zhang, which has been included in *Business + Strategy's* listing of the 'Best Business Books of 2010'.

CAB establishes a Regional Presence

In 2010 CAB co-coordinated two international workshops in Singapore with the National University of Singapore's Institute for Southeast Asian Studies (ISEAS) and George Mason University's Center for Emerging Market Policies (CEMP).

October's '*Globalization, Growth and Governance*' workshop brought together academics from five universities to focus on themes such as Corporate Governance, Finance and Capital Flows, and Entrepreneurship and SMEs in Asia, whilst May's '*Issues in Financial Development, Regulation, Governance and Integration in Asia*' included Cornell University's South East Asia Program in addressing pressing business and financial issues within the fields of Financial Governance, the Global Financial Crisis and Credit Crunch, and Financial Regionalism.

Both workshops encouraged high-level and diverse academic debate, and were accompanied by valuable networking events which provided the opportunity to showcase the new Centre for Asian Business to the region's academic leaders.

The CAB would like to acknowledge the work of Associate Director Dr. Tony Cavoli in coordinating these events.



CAB explores Indonesian Business Relations

On December 6th CAB Interim Director and Administrator attended the Australia Indonesia Business Council's (AIBC) Business Breakfast: "Economic Partnership Opportunities between Indonesia and South Australia".

At the event CAB met with prominent Indonesian diplomats H.E. Primo Alui Joelianto, Ambassador to Australia and H.E. Gary R.M. Jusuf, Consul General, Sydney, both of whom expressed considerable interest in the centre's potential to facilitate the development and expansion of business relations between Indonesia and South Australia. Additionally, the event allowed for valuable networking with local businesspeople and academics engaged with Indonesia.

CAB would like to thank Mr. Nathan Gray, AIBC Chairman and CAB Affiliate, for his efforts in coordinating this event, and in light of the recent announcement of an Indonesia-Australia Comprehensive Economic Partnership Agreement, anticipate an expanded relationship with the AIBC and Indonesian business circles in the future.

CAB Research

Consumer Behaviour of Migrants: An Application of Social Distinctiveness Theory

Asia-Pacific regional migration accounts for substantial changes in a country's population. The Australian government reported that our country's population grew by 1.9% in 2008, exceeding the world population growth of 1.2% over the same period, and approximately 60% of this growth, or 250,000 people, was a consequence of migration.

Social Distinctiveness Theory (SDT) suggests that individuals' distinctive traits, such as ethnicity, will be more salient to individuals in environments in which these traits stand out, particularly migrant minorities. SDT is predominately used to study social-psychological behaviours such as self-concept, however, as Dr. Richard Lee and Professor Larry Lockshin have discovered, there exists significant opportunities for the application of SDT in the field of Marketing.

Inspired by the growth of Australia's migrant population, this project draws on SDT in an effort to improve the ability of marketing professionals to more effectively target these migrant consumers. In particular, this project looks at the effectiveness of marketing strategies which stress distinctive traits in influencing migrant consumers, and whether key moderating variables, such as social status, social norms and ethnocentrism have an impact on the effectiveness of particular marketing strategies. Additionally, the researchers are looking at how brand preference, word-of-mouth and purchase behaviour differ depending on social distinctiveness. Addressing these questions has significant advantages for marketing professionals. Understanding how SDT affects marketing strategies will allow marketers to both expand their domestic market share by increasing sales to migrants, and, by engendering positive word-of-mouth, marketing professionals will be able to increase their ability to export products to migrants' home countries.



University of
South Australia

Centre for
Asian Business

Telephone: +61 8 8302 0126

Facsimile: +61 8 8302 0709

Email: erin.leggat@unisa.edu.au

Website: www.unisa.edu.au/asianbusiness