
Book Review

Reviewed by Veland Ramadani

Email: v.ramadani@seeu.edu.mk

Asian Entrepreneurship,
by: Léo-Paul Dana (Ed.)
Published 2015
by SAGE-Publications Ltd.
1 Oliver's Yard, London EC1Y 1SP, UK, 1832pp
ISBN-13: 978-1473913813
ISBN-10: 1473913810

Entrepreneurship and small business recently arouse particular interest among researchers in the field of business and economics and state policymakers. This interest is more than expected given that entrepreneurs' creativity, the ability to bring innovations to the market and the willingness to face risk are changing the world (Fiti and Ramadani, 2013; Ramadani and Schneider, 2013). Millions of people everyday, everywhere around the world open their own businesses, which provide existence for themselves and their families, open new jobs and actively participate in the overall economic development of their countries (OECD, 2011).

Dana (1995) emphasised the importance of understanding entrepreneurship in its context. The importance of context was more recently highlighted by Welter (2011). Fayolle (2013, pp.9–10) noted that “entrepreneurship is a complex and multidimensional research object, and in this regard context should be considered as a key variable... The notion of context encompasses spatial (geographical location, country, community, etc.) and temporal dimensions, business dimensions (industry, market), and social (networks, family and friends, etc.) and institutional dimensions (culture, society, economic system, etc.)”. In this line, I consider that Dana's *Asian Entrepreneurship* represents a treasured input to the field.

The editor, a distinguished and unrepeatable scholar, Léo-Paul Dana has done a marvellous work. This compilation offers a reliable outlook of Asian entrepreneurship and the challenges it faces. Research issues in relation to gender, family business, education and training, culture, traditions, networks, policies, entrepreneurial finance, internationalisation, migrant entrepreneurship, etc. are observed in a very comprehensive and specific contexts. All researchers who follow the Dana's works know that the thirst for Asian entrepreneurship does not began with this compilation. An earlier book focuses on entrepreneurship in Pacific Asia (Dana, 1999). Entrepreneurship in Israel, Palestine, Lebanon, Jordan, Syria and Turkey – is treated in Dana (2000), while the Kyrgyz Republic, Kazakhstan, Turkmenistan, Tajikistan and Uzbekistan – are treated in Dana (2002).

Most recently he published the second edition of *Asian Models of Entrepreneurship from the Indian Union and the Nepal to the Japanese Archipelago: Context, Policy and Practice* (Dana, 2014), an updated revision of *Asian Models of Entrepreneurship from the Indian Union and the Kingdom of Nepal to the Japanese Archipelago: Context, Policy and Practice* (Dana, 2007). Nepal having abolished the monarchy since the first edition, the title was therefore slightly changed to reflect this.

As summarised by Dr. Teruo Shinato, Professor and Dean of Graduate School of Social and Cultural Studies, at Nihon University, in Tokyo, “Dr. Léo-Paul Dana is the best and most active professor I have ever known in the field of Asian entrepreneurship. I must say no Asian native researcher can excel him. He has extensively travelled and lived in this region, and his knowledge about Asia, ranging from culture to academics, has been highly regarded. This book is surely a must for scholars and students in this field.”¹

The compilation *Asian Entrepreneurship* represents a comprehensive state-of-the-art picture of entrepreneurship and small business issues and beside theoretical background, provides a mosaic of empirical evidence that is very likely to offer a brighter view of these fields from the perspective of Asian countries. The compilation is an outcome of long lasting exertion and it includes contributions of motivated scholars and experts from Asia and beyond.

This compilation consists of 95 contributions organised into five volumes. These contributions were previously published in 37 different reputable academic journals.

Volume 1 deals with issues of *circumstance*. Within this volume are presented 15 contributions, divided in two parts. Part one is concentrated in the theme of culture and traditions, and part two on gender and family issues. Part one opens with ‘Small business in a non-entrepreneurial society: the case of the LAO People’s Democratic Republic (LAOS)’ and ‘Small business in Xinjiang’. Other contributions in this part are ‘Chinese entrepreneurship in a cultural and economic perspective’ (by Alina M. Zapalska and Will Edwards), ‘Entrepreneurial orientation among the youth of India: the impact of culture, education and environment’ (by Nancy M. Levenburg and Thomas V. Schwarz), ‘Entrepreneurial capital, social values and Islamic traditions: exploring the growth of women-owned enterprises in Pakistan’ (by Muhammad Azam Roomi). Part two includes ‘Israeli women entrepreneurs: an examination of factors affecting performance’ (by Miri Lerner, Candida Brush and Robert Hisrich), ‘Female business owners in Singapore and elsewhere: a review of studies’ (by Ramin Cooper Maysami and Valerie Priscilla Goby), ‘Entrepreneurship in China: characteristics, attributes, and family forces shaping the emerging private sector’ (by David Pistrui, Wilfred Huang, Dolun Oksoy, Zhao Jing and Harold Welsch), ‘Women entrepreneurship in Asian developing countries: their development and main constraints’ (by Tulus Tambunan), and ‘Impact of women’s home-based enterprise on family dynamics: evidence from Jordan’ (by Haya Al-Dajani and Susan Marlow).

Volume 2 treats *human capital and related issues*. This volume contains part three and part four of the collection. Education is the theme of part three, while production of economic value is the theme of part four. In part three are discussed, the Malaysian entrepreneurial development programmes (by Chee Peng Lim), entrepreneurship education in Asia (by Léo-Paul Dana), in Bangladesh (by Lee C. Nehrt), in China (by Jun Li, Yuli Zhang and Harry Matlay), in Japan (by Teruo Shinato et al.), in India, Singapore and Malaysia (by Rohit H. Trivedi), accompanied by a multi-country study on influences on students attitudes toward entrepreneurship (by Sang M. Lee, Seong-bae Lim, Raghuvar D. Pathak, Daesung Chang and Weixing Li), enhancing

programmes for the development of entrepreneurship in Oman (by Golam Mostafa Khan and Darwish Almoharby) and a comparison of white and south Asian men regarding education and entrepreneurial activity (by Piers Thompson, Dylan Jones-Evans and Caleb C.Y. Kwong). Palestine, Taiwan, India, Israel and Pakistan are in the focus of part four, which deals with these themes: financing, manufacturing, technology, innovation and quality management.

Volume 3 is concerned with *external support*. It is composed of 19 contributions, summarised in two parts, part five (networks, clusters and other linkages) and part six (policy and assistance). Themes that are treated in this volume are as follows: collective dynamism and firm strategy, SMEs and interdependence, manufacturing strategies of network-based small firms, innovation, networking, industrial clusters, network dynamics, support services to small enterprise, credit guarantee schemes, facilitating policy of SME succession and registration policy for microenterprise performance.

Volume 4 treats *internationalisation* and consists of Part seven (international entrepreneurship) and part eight (migration). Twenty contributions are included in this volume. Part seven opens with 'Small and medium-sized Japanese joint ventures in Korea', contributed by Jinjoo Lee and Young-suk Hyun. Other contributions treat export behaviour and attitudes of Singaporean, Korean, Turkish, and Indian firms. In part eight are discussed Asian migrants and returnees, boomerang entrepreneurs, immigrant entrepreneurship and business patterns, changing cultures, religious institutions, ethnic entrepreneurship and the role of (transnational) social capital in the start-up processes of immigrant businesses.

Volume 5 consists of *niche articles*. Part nine (special topics) comprises ten contributions that address special topics across Asia, such as: informal retailing in the Philippines, change, entrepreneurship, and innovation in the Republic of Kazakhstan, small-scale mining in Iran, sustainable development in the Maldives, the impact of planning and control sophistication on performance in Sri Lanka, human resource management in China, bribery in Vietnam, micro-finance in India and influences on the survival and failure of small firms in Malaysia. Finally, part ten (comparative articles) brings together: industrial development efforts in Malaysia and Singapore, the dynamics of small and medium-sized enterprises in Korea and other Asian NIEs, the development of entrepreneurship in Macao and Hong Kong, policy interventions for industrial network formation in Japan and the USA, a comparison of determinants for business start-up in the USA and Korea, the relation of partner entrepreneurial characteristics to strategic alliance success in the USA and China, an institutional analysis of marketing practices of small and medium-sized enterprises in China, Hong Kong and Taiwan, a three-nation study on cross-cultural similarities and differences in characteristics attributed to entrepreneurs, varieties of export-oriented entrepreneurship in Asia and direct ties, prior knowledge, and entrepreneurial resource acquisitions in China and Singapore.

These assembled contributions bring an interesting and significant input to the field of entrepreneurship and small and medium-sized enterprises, primarily in terms of elucidating the importance of these fields in a specific region, such is Asia. I trust that this compilation would be very welcomed by regional and international researchers who are interested to know more about entrepreneurship issues in Asian countries.

References

- Dana, L-P. (1995) 'Entrepreneurship in a remote Sub-Arctic Community: Nome, Alaska', *Entrepreneurship: Theory and Practice*, Fall, Vol. 20, No. 1, pp.55–72. Reprinted in Krueger, N. (Ed.) (2002) *Entrepreneurship: Critical Perspectives on Business and Management*, Vol. 4, Routledge, London, pp.255–275.
- Dana, L-P. (1999) *Entrepreneurship in Pacific Asia: Past Present & Future*, World Scientific, Singapore, London and Hong Kong.
- Dana, L-P. (2000) *Economies of the Eastern Mediterranean Region: Economic Miracles in the Making*, World Scientific, Singapore, London and Hong Kong.
- Dana, L-P. (2002) *When Economies Change Paths: Models of Transition in China, the Central Asian Republics, Myanmar, and the Nations of Former Indochine Française*, World Scientific, Singapore, London and Hong Kong.
- Dana, L-P. (2007) *Asian Models of Entrepreneurship from the Indian Union and the Kingdom of Nepal to the Japanese Archipelago: Context, Policy and Practice*, World Scientific, Singapore, London and Hong Kong.
- Dana, L-P. (2014) *Asian Models of Entrepreneurship from the Indian Union and Nepal to the Japanese Archipelago: Context, Policy and Practice*, 2nd ed., World Scientific, Singapore, London and Hong Kong.
- Fayolle, A. (2013) 'Foreword', in Ramadani, V. and Schneider, R.C. (Eds.): *Entrepreneurship in the Balkans*, Springer, Heidelberg.
- Fiti, T. and Ramadani, V. (2013) *Entrepreneurship*, in Albanian language, South-East European University, Tetovo.
- OECD (2011) *Entrepreneurship at a Glance 2010*, Paris.
- Ramadani, V. and Schneider, R.C. (Eds.) (2013) *Entrepreneurship in the Balkans*, Springer, Heidelberg.
- Welter, F. (2011) 'Contextualizing entrepreneurship: conceptual challenges and ways forward', *Entrepreneurship Theory & Practice*, Vol. 35, No. 1, pp.165–184.

Notes

- 1 <http://www.sagepub.com/books/Book243622/reviews?siteId=sage-us&prodTypes=any&q=Asian+Entrepreneurship&fs=1>.