
Book Review

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Asian Models of Entrepreneurship from the Indian Union and Nepal to the Japanese Archipelago (2nd ed.)

by: Leo-Paul Dana

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This is the second edition of a book originally published when Nepal was a kingdom and hence, the title of the first edition was *Asian Models of Entrepreneurship from the Indian Union & the Kingdom of Nepal to the Japanese Archipelago: Context, Policy & Practice*. Indeed much has changed. In addition to updating the book, Professor Dana has modified this edition to be a textbook with case studies for student learning.

The global business environment has shifted its attention to Asia due to the increased trade and significance of countries in the area to the international economy. This book by the well-known entrepreneurship scholar Leo Paul Dana highlights the importance of Asia and the different models of entrepreneurship that exist in the region. Due to the cultural differences in income and social equality existing in Asia, this book discusses how different Asian countries contribute to entrepreneurial development in their own way. The previous colonialism role in Asian entrepreneurship is examined that shows how emerging economies in Asia have developed based on their distinct business practices. Despite many countries in Asia including Indonesia and India gaining their independence, the significance of colonialism in shaping government policy is still evident in business structures, particularly amongst small and medium sized enterprises operating in the region.

This book provides a comprehensive analysis of factors and policies that have encouraged entrepreneurship in Asia based on their historical significance and contemporary relevance. The analysis in this book has been updated to include current economic events including the global financial crisis that have affected Asia and lead to a revised economic growth rate for many countries in the area. The different entrepreneurship policies of Asian Governments are reviewed in the book that highlights interesting variances in entrepreneurial spirit amongst the smaller Asian countries and their more populous neighbours. Fifteen different countries in Asia are analysed in the book, which encourages the reader to think about the relevance of government policy but also the inherent entrepreneurial orientation of people in Asia based on economic necessity and survival. As there is limited analysis of cross-cultural comparisons of entrepreneurship in Asia, this excellent book is a much needed resource. Anyone

interested in international entrepreneurship and in particularly the Asian century will enjoy reading this well-written and insightful book.

Whilst specific countries in Asia including China and India have had numerous books written about their economic development less has been written on comparing small and medium-sized entrepreneurship to other forms of entrepreneurship in Asia including minority and community entrepreneurship. Therefore, this book fills the gap in the marketplace by not only discussing specific models of entrepreneurship but also highlighting lessons to be learned for future entrepreneurs in this geographic area. As entrepreneurship is rapidly gaining significance and prestige around the world, this book is an important resource for entrepreneurs interested in developing their expertise.

The book highlights the changing nature of entrepreneurship in the region by providing the example of labour rates in Asia changing with the increase in hourly salaries in China now being higher than Mexico. The author also discusses the historical development of entrepreneurship from 500 BC with Greek merchants to the present day with the role of small and medium sized enterprises being the core area of inquiry in the book. The book includes excellent quotes from Confucious to Benjamin Disraeli and photographs from Asia that makes the book enjoyable reading. I recommend this book interested in Asia and also to entrepreneurship fans as an excellent book that will stand the test of time as being critical to the future of entrepreneurship studies.