
Book Review

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Asian Entrepreneurship

by: Leo-Paul Dana

Published 2015

by SAGE Publications Ltd.

1 Oliver's Yard, 55 City Road, London, EC1Y 1SP, UK, 1832pp

ISBN: 9781473913813

Teaching entrepreneurship is a constantly growing important part of every business school curriculum in the world. Yet, despite the efforts of review articles and textbooks, when I am preparing for a new semester, one of the challenging tasks is the search for appropriate and up-to-date case studies, examples and insights to bring to class.

This task is also more challenging for those of us teaching in culturally diverse environments, abroad or in global programs. The search for useful readings is becoming more challenging, and is perhaps due to globalisation, and to the rapid changes brought from it in the business arena. We are all faced with the challenge of placing new topics on the syllabus, understanding which of the existing have become obsolete, and increase internationalisation of topics and cases to expose students to diverse cultures and contexts that prepare them for the globalised business environment of today.

The same can be said when we think about research. Most of the research in entrepreneurship and management at large are made in the West. The quest for contextual applications from developing countries and diverse context is no easy task.

Edited by Leo-Paul Dana, *Asian Entrepreneurship* (2015) is a comprehensive response to these dilemmas, and represents the output of an innovative approach. Facilitated by scholars at the Kansai University and also Professor Emeritus Ivan H. Light of UCLA, David B. Audretsch and Alistar R. Anderson, Leo-Paul Dana has produced a comprehensive collection of research on Asian entrepreneurship. Just a glance at the table of contents and the scope and variety of topics covered by the 90 collected papers shows how deep and comprehensive the collection is. Articulated in five volumes and ten themes (parts), the collection keeps its promises of saving the researcher time and resources. The collection brings diversity in terms of contributions, contexts, fields, research methods and topics. With a Pan-Asian focus, the volumes spans from East Asia (e.g., Japan); Southeast Asia (e.g., Singapore); South Asia (e.g., India); Central Asia (e.g., Kazakhstan); the Indian Ocean (e.g., the Maldives); the Middle East (e.g., Jordan); and the Asian door to Europe (e.g., Turkey), as well as a deep coverage of differences across China and India.

The collected papers go beyond the classical context of analysis and give the reader the opportunity to know about very specific environments, such as Laos, Vietnam and

Maldives. Moreover, the topic of emigration is well covered with studies on Asian entrepreneurs in western countries, such as Finland and the USA. This whole body of literature is directed toward deepening the reader's knowledge of the great variations entrepreneurship has in the Asian continent in terms of propensity, characteristics, and role in the society. There is a wide spectrum of topics, making the volumes most suitable to be used both in research and teaching, as well as in training.

Moreover, readings from it can be suitable to be used in both introductory and advanced courses in business related topics, allowing the audience freedom of limitation to scholars in entrepreneurship. The length and complexity of the papers make them flexible in their use. These features make the collection probably the most comprehensive and up-to-date for its objective.

Each volume is preceded by an informative introduction, which clarifies the aim and contribution of the volume and its structure.

The first volume presents papers concerned with circumstance of the entrepreneur. As with all volumes, it is divided into two parts, each presenting a theme. Part 1 deals with culture and traditions, key explanatory variables for entrepreneurial activity, intensity and dimension. This section presents five articles from 1995 to 2013, covering how culture and traditions affect the circumstance of an entrepreneur. Context of analysis covers China, India, Laos, and Pakistan. In the first paper, dated in 1995, Leo-Paul Dana presents how social values colour the perception of entrepreneurship in Laos.

In the second article which was dated in 1998, Dana also writes about Xinjiang, a region in China where most people are Muslim, while Han Chinese is a minority. Zapalska and Edwards examined Chinese entrepreneurship in 2003 from a cultural perspective. Next, Levenburg and Schwarz's article looks at culture in India, followed by a 2013 article about social values and Islamic traditions in Pakistan by Roomi. Part 2 is composed by ten articles that address gender and family issues.

In the first article, Lerner, Brush and Hisrich studied Israeli women entrepreneurs in 1997. Next is a 1999 review of studies by Maysami and Goby about women in Singapore and elsewhere. This is followed by Pistrui, Huang, Oksoy, Jing and Welsh about family forces in China. Next is Tambunan that explains constraints on women entrepreneurship. This is then followed by Al-Dajani and Marlow's article from 2010 that examines the impact of women's home-based enterprise on family dynamics in Jordan. The next one by Lee, Sohn and Ju in 2011 looks at government support for women entrepreneurs in South Korea. Then comes a 2012 article by Cetindamar, Gupta, Karadeniz and Egrican that discusses the impact of human, family, and financial capital on women and men's entry into entrepreneurship in Turkey.

The following is a 2013 publication by Shi and Dana dealing with market orientation and entrepreneurship in Chinese family businesses. Then, a 2014 article about women's empowerment and micro-entrepreneurship in India by Torri and Martinez. The last, also from 2014, looks at that which Leung, Zietsma and Peredo call the quiet revolution of Japanese housewives.

Volume 2 focuses on human capital and related issues. Its first section collects nine papers on education. Lim opens the section with an article that focuses on entrepreneurial development programs in Malaysia. Next is a 1987 piece by Nehrt about entrepreneurship education in Bangladesh. Then, context-appropriate education is discussed by Dana. Next is Li, Zhang and Matlay's 2003 study on China. Then, education in China, South Korea and the USA are compared by Lee, Lim, Pathak, Chang and Li in

2006. Next is Jhan and Almoharby's 2007 article on Oman and the Arabian Peninsula, followed by a 2010 article by Thompson, Jones-Evans and Kwong on how university education has differing influences across ethnic groups. Then, Shinato, Kamei and Dana examine training for risk-taking in Japan. Finally, Trivedi looks at India, Malaysia and Singapore.

The second section of the volume deals with the production of economic value, covered by nine articles. The sections start with Sabri discussing financial analysis in Palestine, followed by Lee in the same year on quality management. Next is Hu and Shive analysing changing competitiveness in Taiwan. Then, Mitra and Pingali studied small-scale automobile ancillary firms in India. Next is Drori and Lerner's 2002 article on Arab manufacturing businesses in Israel. Following Lynskey on innovative activity in Japan, followed by Zilber's 2007 study on institutional entrepreneurship. Next is Boje and Khan that in 2009 analysed child labour in the Pakistani soccer ball industry. Finally, the section is closed by the 2014 article of Bad and Das on micro and small manufacturing in India.

Volume 3 presents a collection of studies on external support. The first presented theme deals with eight papers on networks, clusters and other linkages. It starts with Das on collective dynamism and firm strategy in a cluster. Next, from the same year, are two studies on SMEs independence in Japan from Dana and Evans. Then, Chen's 1999 study analyses strategies of network-based small firms in Taiwan's textile sector. The following reprint by Eraydin and Koroglu, from 2005, looks at industrial clusters in Turkey. The next three articles focus on China: Batjargal from 2010 on network dynamics; Zhao, Frese and Giardini, from 2010, on business owners' network size and business growth; finally, Zheng from 2011 on industry clusters.

The second section of this volume (part 6 of the collection) presents ten articles on government policy and assistance with a geographical approach. First is a reprint from 1994 about Vietnam. Then in the 1997 Sarder, Ghosh and Rosa article on Bangladesh. Next are three articles from 1999 and 2000 about China, Israel and India. From 2000, Sim presents the Singapore context. Next is a 2002 article by Nugent and Yhee on Korea. Following is Boocock and Shariff from 2005 on Malaysia. Then comes Kamei and Dana from 2012 on Japan. Finally, the article by Sharma in 2014 about India is presented.

Volume 4 focuses on internalisation. Part 7 is aggregate around the international activities. First is Cheong and Chong's 1988 article about export behaviour of small firms in Singapore. In the following article from 1990, Weaver and Pak address the behaviour and attitudes of South Korean SMEs. This is followed by a study discussing Singaporean entrepreneurs' decision to export. Next, Ulubasoglu, Akdis, and K ok focus on Turkish SMEs.

Also from 2009 is the following article by In Lee and Marvel, about internationalisation of South Korean SMEs. Following this, Majumdar, Vora, and Nag examine 'born global' software firms in India. Next, Yee looks at internationalisation of Chinese firms. Then comes Almor and Yeheskel, with a study that concerns Israeli sojourners in China. Finally, Liang, Wang, and Cui discuss the internationalisation of Chinese firms.

The second section of the volume, part 8, focuses on Asian expatriates and returnees. First, McEvoy and Aldrich compare Asian and white retailers in the UK. The next contribution is about returnees from Canada to Hong Kong. In the subsequent article,

Min and Bozorgmehr compare two groups of immigrant entrepreneurs in Los Angeles: Koreans and Iranians. Then, Light also focuses on immigrants in Los Angeles, where immigrant realtors promoted their properties to co-ethnic immigrants. The next contribution is also from 2002; it is the study by Fallon and Brown examining methodological issues involved in the study of Bangladeshis in the UK. The next reprint compares ethnic Chinese and Indian entrepreneurs in Manchester, with ethnic Chinese and Indian entrepreneurs in Singapore. The following article, Choi discusses South Korean business in Los Angeles. This is followed by Katila and Wahlbeck addressing the role of social capital in Chinese and Turkish restaurants in Finland. Second to last, Konig and Verver address ethnic Chinese in Bangkok. Last is Chen looking at Chinese Americans in New York.

Volume 5, the last of the collection, is about niche articles. The first section presents special topics in Asian entrepreneurship. The section opens with the 1997 article by Chen on informal retailing in the Philippines. Next is change, entrepreneurship and innovation in Kazakhstan. This is followed by Etemad and Salmasi on Iran's small-scale mining. Next is a 2002 article by Dana about sustainable development in the Maldives. The following is from 2004 by Wijewardena, De Zoysa, Fonseka and Perera about planning and control on Sri Lanka's SMEs. Next, from 2007, are Hall and Wahab on survival and failure of SMEs in Malaysia. The above is followed by a 2008 review by Cunningham and Rowley of HRM in Chinese SMEs. Then, from 2012, de Jong, Tu and van Ees present the topic of bribery in Vietnam. Finally, Paul, from 2014, and Sridharan, Maltz, Viswanathan and Gupta, look at the Indian context.

The second section of the volume aggregates comparative studies. The first study from 1987 compares industrial development in Malaysia and Singapore. Then Regnier, from 1993, compares Korea and the rest of Asia on SMEs dynamics. Next is Dana, from 1999, comparing Macao and Hong Kong. Then comes Aoyama, from 1999, comparing policy interventions in Japan and the USA. Lee and Osteryoung follow with their article from 2001 on determinants for start-ups in the USA and Korea. Next is the 2002 study by Mockler, Dologite and Gartenfeld on strategic alliances in the USA and China. Siu follows comparing marketing practices in China, Hong Kong and Taiwan.

The next article, by Gupta and Fernandez, is from 2009 on entrepreneurs' characteristics in India, Turkey and the USA. Terjesen and Hessels follow with an analysis of export-oriented entrepreneurship among Asian countries. Finally, Zhang, Soh and Wong conclude the section with a comparison of entrepreneurial resource acquisitions in China and Singapore.

Reading these papers made me reflect on how much the business environment is diverse and constantly changing, and how entrepreneurship is different across various cultures and contexts. I hope that *Asian Entrepreneurship* does not remain one of a kind. The concept of collecting world class research from different authors and fields, different methods and contexts of analysis, deserves to be applied to other continents too. This is particularly true if thinking about the need of many business schools to internationalise their curriculum, or at the need of a researcher to make an effective and efficient use of its time and resources. It is with these considerations in mind that I recommend this set of volumes as a useful research and teaching tool, not only in entrepreneurship, but for business and management studies at large.