CAB Celebrates its Official Launch

The Centre for Asian Business celebrated its Official Launch to the South Australian public on the evening of Thursday May 12th 2011.

The highly successful event attracted a wide variety of business, industry and government representatives, as well as a large number of UniSA and external academics. Distinguished guests included the Hon Jack Snelling, Treasurer and Minister for Employment, Training and Further Education, Mr. Hieu Van Le AO, Lieutenant Governor of South Australia and Chairman of the South Australian Multicultural and Ethnic Affairs Commission, and Adelaide City Councillor Houssam Abiad.

UniSA Vice Chancellor Prof. Peter Høj, Pro Vice Chancellor Prof. Gerry Griffin, and Centre for Asian Business Director Prof. Ying Zhu each expressed their visions for the future of the Centre, focussing on an extension of the impact of the Centre’s research through local and regional academic, business and governmental collaboration, and the fostering of productive working relationships with Australian and international academic institutions, business councils, and industry and governmental bodies.

Professor Griffin congratulated the Centre on its extraordinary achievements thus far, including 22 supported research projects across the Division of Business, joint coordination of two international symposia, and hosting a number of distinguished international visitors, who worked with Centre affiliates to expand the knowledge, research capacity and networks of the Divisional research community.

Professor Zhu also shed light on the Centre’s future strategy, detailing that in 2011 and 2012, the Centre will work to establish its domestic and international advisory boards of highly-regarded academics and business leaders, to assist in developing its regional presence and relevance. In coming years the Centre also will work to encourage and support the development of world-class research and public policy debate concerning the dynamically changing nature of the Asian business environment.

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Photo L-R: Professor Gerry Griffin, Pro Vice Chancellor: Division of Business; Councillor Houssam Abiad; Hon Jack Snelling, Treasurer and Minister for Employment, Training and Further Education; Professor Ying Zhu, Director: Centre for Asian Business; Mr. Hieu Van Le AO, Lieutenant Governor of South Australia; Professor Peter Høj, UniSA Vice Chancellor.
CAB News

CAB Welcomes its New Director

The Centre for Asian Business welcomed its new Director, Professor Ying Zhu, in February 2011. Professor Zhu joined UniSA from the University of Melbourne, where he was the Director of the Masters of Human Resource Management Program, and Associate Professor in the Department of Management and Marketing. Professor Zhu is a graduate of the International Economics Department at Peking University, and worked as an economist in the Shenzhen Special Economic Zone before completing his PhD thesis entitled, 'The Role of Export Processing Zones in East Asian Development: South Korea, Taiwan, China and Thailand', at the University of Melbourne in 1992.

Since completing his Doctorate, Professor Zhu has been teaching, researching and conducting business consultations in the areas of international human resource management, business cultures, economic development and employment relations both in Australia and overseas. He has held visiting positions at the International Labour Organisation, University of Cambridge and the World Bank, and has more than 80 publications as books, chapters in books and journal articles, covering topics such as employment relations, human resource management, cross-cultural management, labour markets and regulations, and business and economic development in Asia.

What is CAB?

UniSA’s Centre for Asian Business represents a community of leading academics in the fields of International Business, Commerce, Law, Management, Marketing and Human Resource Management, 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 engagement, to not only make an important contribution to Australia’s understanding of the nature of Asian business, but encourage productive 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.

Upcoming Events

June 27 2011: Seminar with Dr. Liu Yingqiu, President of the Graduate School of the Chinese Academy of Social Sciences (CASS), 'The Global Financial Crisis and Neo-Liberalism'.

June 29 2011: Joint CAB-CHRM Book Launch: 'The Dynamics of Asian Labour Markets' by Professor John Benson and Professor Ying Zhu.

July 8-9 2011: Joint symposium with Asian Development Bank Institute - 'Growth and Integration in Asia: Monetary, Financial and Trade Issues and Challenges'.

To register your attendance or for more information please see the CAB website: unisa.edu.au/asiabusiness
On April 19 CAB hosted Dr. Peter Verhezen, the Principal of Verhezen & Associates Ltd, a Jakarta-based management consulting company, with offices in Singapore, Bangkok and Antwerp, specialising in Integrated Risk Management, Corporate Governance and Strategy.

Dr. Verhezen's presentation, entitled ‘Corporate Governance, Strategies and Risk Assessment for Doing Business in Asia’ drew on his practical experience in Indonesia and China in exploring the typical governance structures of Asia in contrast to Anglo-Saxon corporate governance structures and legislation. In Dr. Verhezen’s eyes, a key focus of Asian Business today is the importance of cultural intelligence in developing business leaders who are adept at navigating the complex personal, institutional, political, social and economic environments within Asia.

Dr. Verhezen examined how Western businesses should carefully assess their risk appetite when doing business in Asia, and how corporate and public governance unfolds in Asia and impacts on management decisions of local and international companies. Additionally, he advised on strategies for applying acquired skills in building cross-cultural competence, and how to demonstrate greater cultural intelligence when doing business in Asia.

An academic firmly based in the practical application of business knowledge, Dr. Verhezen holds numerous international academic posts, including Adjunct Professor of Decision Making at the Vlerick Leuven Gent Management School; Fellow in Governance and Asian Studies at Harvard Kennedy School and Visiting Associate Professor in Corporate Governance, University of Melbourne.

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New Publications

Over the last few decades India has emerged as one of the fastest growing economies in the world. After India opened her economy in 1991, inward foreign direct investment from Australia and other developed has increased rapidly, thanks largely to the availability of relatively cheap skilled labour and a young Indian workforce. However, little is known about the leadership style followed by Indian firms and the values and beliefs of managers.

Dr. Hussain Rammal and Dr. Tatiana Zalan have attempted to address these issues by analysing the operations and leadership values of business groups like Birla and Tata. The study, funded by the Centre for Asian Business, has found a strong link between the teachings of Mohandas Gandhi and the leadership values and styles found in Indian firms. Gandhi’s political and socio-economic views are often referred to as “Gandhian philosophy”, and during the Indian struggle for independence were seen as guidelines for the way the Indian society would operate. The study explores how Gandhi’s ideals of satyagraha (non-violence), swadeshi (manufacturing and buying local) and trustee-ship have shaped the values and beliefs of business leaders in India. Historical data on Gandhi’s philosophy revealed that the founding leaders of Tata and Birla worked closely with Gandhi in his independence movement and were influenced by his vision. The findings of this study provide managerial and leadership insights for firms interested in operating in India.

On Friday April 8, CAB sponsored the Australia Indonesia Business Council’s (AIBC) evening Business Forum 'Creating Opportunities for the Future', held at the Hilton Adelaide. The cocktail-style event provided AIBC members, UniSA academics and local government and businesspeople with the opportunity to meet with, and hear from senior Indonesian and Australian diplomats concerning the growing economic ties between Indonesia and South Australia and the recently announced Indonesia-Australia Comprehensive Economic Partnership Agreement. Speakers included the Hon Tom Koutsantonis MP, H.E. Primo Alui Jeliijanto: Indonesian Ambassador to Australia, and Mr. Nathan Gray: AIBC Chairman SA.

Events such as these allow CAB to promote its support and services to varied sectors of the Adelaide business and governmental community working with Asia, and further cements the CAB’s growing relationship with the South Australian-Asian business councils, particularly the AIBC, which was initiated in late-2010.