

## URBAN STUDIES (URBN) 1870B: BUSINESS NETWORKS IN ASIA

Semester II, 2007-08; Wed. 3:00-5:20  
CRN: 22818

Professor: David R. Meyer

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Office hours: Wednesday (2:00-2:45 p.m.); and by arrangement

**COURSE DESCRIPTION:** Covers business networks of individuals and firms in finance, trade, and a wide range of corporate sectors, within and among Asian cities including Hong Kong, Singapore, Tokyo, Shanghai, Mumbai, and Bangkok. Business actors are placed in social, organizational, economic and political contexts. Networks covered include Overseas and mainland Chinese, Indian, Japanese, Korean, and “foreign” ones from outside Asia. Enrollment limited to 20. Written permission required.

**REQUIRED READINGS:** All are available on MyCourses. Read them before class and be prepared to discuss them during the class period for which they are assigned. Note: extra class will be scheduled with reference librarian to learn to use the full range of electronic sources for essays and the final paper. Extra classes and final presentations will make up for cancelled class periods.

### COURSE REQUIREMENTS:

#### % of Grade

10% Class participation

60% Four short essays (600 words each). Submit 2 copies.

1—International banks in Asia (DUE: Feb. 13)

2—Business networks in Japan or in Korea (DUE: Feb. 27)

3—Overseas Chinese business networks (DUE: Mar. 12)

4—Business networks in China or in India (DUE: Apr. 16)

30% Final paper (1,800 words, excluding tables, footnotes, bibliography, illustrations).

DUE: April 30 in class. Submit 2 copies. Same day as formal class presentations, long class period (3:00-8:00 pm).

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100%

“Deadlines” written work--grade reduced one grade per late 24-hour period from time due (Monday to Friday). Essays due at start of class on due date. One grade defined as A to A- or B+ to B.

“SEE NEXT PAGES FOR CLASS MEETINGS”

## CLASS MEETINGS

Jan. 23: Introduction

Jan. 30: Social networks of capital. READ: [Social Networks of Capital.pdf]

Feb. 6: Social networks of capital. READ:

- [1] Richard Heller and Justin Doebele, "Standard Deviation," *Forbes*, vol. 166, issue 11 (October 16, 2000), p. 84 (2 pages). [Heller-Doebele.pdf]
- [2] Candace Jones, William S. Hesterly, and Stephen P. Borgatti, "A General Theory of Network Governance: Exchange Conditions and Social Mechanisms," *The Academy of Management Review*, vol. 22, no. 4 (October 1997), pp. 911-945. [Jones et al.pdf]
- [3] Matthew Montagu-Pollock, "In Costly Pursuit of Investment Banking," *Asiamoney*, vol. 13, no. 9 (October 2002), pp. 17-23. [Montagu-Pollock.pdf]

Feb. 13: ESSAY 1 DUE: Discussion of essays on "International banks in Asia"

Feb. 20: Business networks in Japan and Korea. READ:

#### JAPANESE NETWORKS

- [1] J. McGuire and S. Dow, "The Persistence and Implications of Japanese Keiretsu Organization," *Journal of International Business Studies*, vol. 34 (July 2003), pp. 374-388. [McGuire-Dow.pdf]
- [2] Yoshiro Miwa and J. Mark Ramseyer, "The Fable of the Keiretsu," *Journal of Economics & Management Strategy*, vol. 11 (Summer 2002), pp. 169-224. [Miwa-Ramseyer.pdf]
- [3] Michael E. Porter and Mariko Sakakibara, "Competition in Japan," *Journal of Economic Perspectives*, vol. 18 (Winter 2004), pp. 27-50. [Porter-Sakakibara.pdf]
- [4] "Star Turn," *Economist*, vol. 365, issue 8298 (November 9, 2002), p. 69. [Star.pdf]

#### KOREAN NETWORKS

- [1] Dong-Woon Kim, "Interlocking Ownership in the Korean Chaebol," *Corporate Governance*, vol. 11 (April 2003), pp. 132-142. [Kim.pdf]
- [2] Chris Leahy and Julian Marshall, "Trouble at the Chaebol," *Euromoney*, vol. 35, no. 428 (December 2004), 3 pages. [Leahy-Marshall.pdf]
- [3] Jonathan Lee, "Critique and Insight into Korean Chaebol," *Journal of American Academy of Business*, vol. 4, no. 1/2 (March 2004), pp. 476-480. [Lee.pdf]
- [4] Ingyu Oh and Hun-Joon Park, "Shooting at a Moving Target: Four Theoretical Problems in Explaining the Dynamics of the Chaebol," *Asia Pacific Business Review*, vol. 7 (Summer 2001), pp. 44-69. [Oh-Park.pdf]

Feb. 27: ESSAY 2 DUE: Discussion of essays on "Business networks in Japan or in Korea"

Mar. 5: Overseas Chinese business networks. READ:

- [1] David Ahlstrom, Michael N. Young, Eunice S. Chan, and Garry D. Bruton, "Facing Constraints to Growth? Overseas Chinese Entrepreneurs and Traditional Business Practices in East Asia," *Asia Pacific Journal of Management*, vol. 21 (September 2004), pp. 263-285. [Ahlstrom et al.pdf]
- [2] John Kao, "The Worldwide Web of Chinese Business," *Harvard Business Review* (March/April 1993), pp. 24-36. [Kao.pdf]
- [3] Adam McKeown, "From Opium Farmer to Astronaut: A Global History of Diasporic Chinese Business," *Diaspora: A Journal of Transnational Studies*, vol. 9, no. 3 (Winter 2000), pp. 317-360. [McKeown.pdf]

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- [4] Dajin Peng, "Ethnic Chinese Business Networks and the Asia-Pacific Economic Integration," *Journal of Asian & African Studies*, vol. 35, no. 2 (2000), pp. 229-250. [Peng.pdf]
- [5] Stephen S. Standifird and R. Scott Marshall, "The Transaction Cost Advantage of Guanxi-Based Business Practices," *Journal of World Business*, vol. 35, no. 1 (Spring 2000), pp. 21-42. [Standifird-Marshall.pdf]

Mar. 12: ESSAY 3 DUE: Discussion of essays on "Overseas Chinese business networks"

Mar. 19: NO CLASS

Apr. 2: Business networks in China. READ:

- [1] Max Boisot and John Child, "From Fiefs to Clans and Network Capitalism: Explaining China's Emerging Economic Order," *Administrative Science Quarterly*, vol. 41, no. 4 (December 1996), pp. 600-628. [Boisot-Child.pdf]
- [2] Xiao-Ping Chen and Chao C. Chen, "On the Intricacies of the Chinese Guanxi: A Process Model of Guanxi Development," *Asia Pacific Journal of Management*, vol. 21 (September 2004), pp. 305-324. [Chen-Chen.pdf]
- [3] John A. Pearce II and Richard B. Robinson Jr., "Cultivating Guanxi as a Foreign Investor Strategy," *Business Horizons*, vol. 43, no. 1 (January/February 2000), pp. 31-38. [Pearce-Robinson.pdf]
- [4] Joseph P. Quinlan, "Ties That Bind," *Foreign Affairs*, vol. 81, no. 4 (July/August 2002), pp. 116-126. [Quinlan.pdf]

Apr. 9: Business networks in India. READ:

- [1] George T. Haley and Usha C. V. Haley, "Boxing With Shadows: Competing Effectively With the Overseas Chinese and Overseas Indian Business Networks in the Asian Arena," *Journal of Organizational Change Management*, vol. 11, no. 4 (1998), pp. 301-320. [Haley-Haley.pdf]
- [2] Balaji Parthasarathy, "India's Silicon Valley or Silicon Valley's India? Socially Embedding the Computer Software Industry in Bangalore," *International Journal of Urban and Regional Research*, vol. 28, no. 3 (September 2004), pp. 664-685. [Parthasarathy.pdf]
- [3] Caroline Pluss, "Transnational Identities: The Hong Kong Indians," *International Scope Review*, vol. 2, issue 4 (Winter 2000), pp. 1-19. [Pluss.pdf]
- [4] AnnaLee Saxenian, "From Brain Drain to Brain Circulation: Transnational Communities and Regional Upgrading in India and China," *Studies in Comparative International Development*, vol. 40 (Summer 2005), pp. 35-61. [Saxenian.pdf]
- [5] Margaret Walton-Roberts, "Globalization, National Autonomy and Non-Resident Indians," *Contemporary South Asia*, vol. 13, no. 1 (March 2004), pp. 53-69. [Walton-Roberts.pdf]

Apr. 16: ESSAY 4 DUE: Discussion of essays on "Business networks in China or in India"

April 23: NO CLASS (prepare final paper)

April 30: 3:00-8:00 pm: Formal class presentations of final paper. FINAL PAPER DUE in class. Submit 2 copies.