



VICTORIA UNIVERSITY OF
WELLINGTON
TE HERENGA WAKA

ANNUAL REPORT 2019

Chair in Business in Asia

**CAPITAL
THINKING.
GLOBALLY
MINDED.**

MAI I TE IHO KI TE PAE



Introduction

Welcome to the 2019 annual report of the Chair in Business in Asia.

In 2019, world trade and international business continue to be in flux—with uncertainty surrounding the trade battles between the United States and China, the two largest economies in the world. 2019 saw the conclusion of the negotiation of the Regional Comprehensive Economic Partnership (RCEP). At the same time, countries are still working out how to best exploit the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) which came into effect the year before. Unfortunately, India left the table at the conclusion of the negotiation of the RCEP, marring the celebration. As countries juggle these multilateral trade agreements, they also have to balance their bilateral relationships with China and the United States.

The good news is that Asia grew economically again in 2019, with China and Southeast Asian countries leading the way. As such, with support from its sponsors, advisory board, various stakeholders, and colleagues, the Chair in Business in Asia has continued its role in business and public engagement to meet the needs of New Zealand organisations and provide a better understanding of the

Asian business context. Since early 2018, the Chair has also taken on a concurrent role as director of the Southeast Asia Centre of Asia-Pacific Excellence, which aligns well with the objectives of the Chair.

Throughout 2019, the Chair has engaged in many activities aligned with its objectives, including high-quality research programmes, applied projects, practitioner-informed graduate teaching programmes, and public education and engagement programmes.

Based on the degree of participation in pertinent conversations relating to Asia, and the dissemination and absorption of knowledge about the region, 2019 has been a strong year. I look forward to seeing similar progress in 2020.

Professor Siah Hwee Ang
Chair in Business in Asia



Aims and objectives

The Chair was established at Victoria University of Wellington in 2013 with sponsorship from the University, the Bank of New Zealand, and three New Zealand government departments (the Ministry of Business, Innovation and Employment; the Ministry of Foreign Affairs and Trade; and New Zealand Trade and Enterprise). The Chair is located within the School of Marketing and International Business at Wellington School of Business and Government, and reports to an advisory board.

The Chair aims to create and share knowledge that promotes and supports effective New Zealand business engagement with Asia. The Chair also provides insights to enhance government policy in this area. Specifically, the Chair's objectives are to:

- lead rigorous, high-quality research on Asia with a business and policy focus
- lead executive education to build capability in the corporate and small- and medium-sized enterprise business sectors, the public sector, and the professions
- increase the ability of New Zealand trade and investment managers to conduct business successfully and profitably in Asia
- increase New Zealanders' knowledge about business with Asia
- serve as a critical centre for new knowledge networks, linking business, government, and academia.

🔗 www.wgtn.ac.nz/business-asia

Sponsors

The Chair is the result of an important partnership between Victoria University of Wellington and three government agencies: the Ministry of Business, Innovation and Employment; the Ministry of Foreign Affairs and Trade; and New Zealand Trade and Enterprise.

The University values these mutually beneficial relationships. Improving New Zealand's knowledge base on conducting business in Asia has positive flow-on effects for all participating organisations, as well as other New Zealand entities conducting business in Asia.

VICTORIA UNIVERSITY OF WELLINGTON



Victoria University of Wellington is one of New Zealand's oldest and most prestigious tertiary institutions, with a proud tradition of academic excellence.

The University has a commitment to reciprocal, high-quality relationships, which spring from identifying and understanding the need for New Zealand to achieve sustainable development.

The University's historic and ongoing strength in public policy has been demonstrated by substantial contributions to major government projects. Entrepreneurship education is an emerging strength it is focused on building.

The University aims to produce graduates whose learning has been developed experientially, both inside and outside the classroom, and is informed by a global perspective.

MINISTRY OF BUSINESS, INNOVATION AND EMPLOYMENT



The Ministry of Business, Innovation and Employment plays a central role in shaping and delivering a strong New Zealand economy. It develops and delivers policy, services, advice, and regulation to support business growth and the prosperity and wellbeing of all New Zealanders.

MINISTRY OF FOREIGN AFFAIRS AND TRADE



The Ministry of Foreign Affairs and Trade (MFAT) is the Government's leading source of advice on foreign and trade policy, diplomatic and consular issues, and international development assistance.

Internationally, MFAT works to ensure that New Zealand's voice is heard, security and economic interests are advanced and protected, contributions are made to sustainable development in developing countries, and New Zealand citizens abroad have their rights and safety protected.

NEW ZEALAND TRADE AND ENTERPRISE



New Zealand Trade and Enterprise aims to help New Zealand businesses grow bigger, better, and faster in international markets, supporting the Government's business growth agenda by creating conditions that encourage successful businesses to grow globally.

Advisory board

An advisory board that includes senior representatives from the University and sponsors supports the Chair. The board's role is to advise and support the Chair's work programme.

The board meets three times a year to discuss the aforementioned items and potential initiatives.

The Chair and the board also regularly discuss the research, public and executive education, and other matters relevant to its work programme. The Chair also looks for opportunities to enable the sponsors to work collaboratively.

ADVISORY BOARD MEMBERS

- **Brian Hewson**
Unit Manager, North Asia Division
Ministry of Foreign Affairs and Trade
- **Associate Professor Val Hooper**
Head of School of Marketing and International Business
Wellington School of Business and Government
- **Jane Liu**
Market Manager for China
New Zealand Trade and Enterprise
- **Jim Robinson**
Manager, Trade and International
Ministry of Business, Innovation and Employment
- **Professor Ian Williamson**
Pro-Vice-Chancellor and Dean
Wellington School of Business and Government



Research programmes

The Chair is involved in various research programmes and projects, most of which have a focus on Asia. Broadly, these cover the areas of alliances and acquisitions, competition, technology strategy, international business strategy and reputation.

REFEREED JOURNAL ARTICLES

Network complementarities in the international expansion of emerging market firms

Co-author	Jie Wu, University of Macau
Abstract	Can domestic political capital be transferable to more or less similar institutional contexts abroad? Motivated by contradictory results in two streams of research, this study seeks to combine the insights from two theoretical arguments and conceptualise the role of domestic political ties in international expansion as a dual problem of securing key resources from home governments and looking for opportunities in foreign markets and matching resources to capture them. We adopt the notion of network complementarity to examine the complementarity effect of domestic political ties and foreign ties on international expansion. The implication is that EMNE research that concentrates on either looking for foreign opportunities or securing domestic resources, but not both, is likely to be incomplete when international expansion is being studied. Using a longitudinal panel dataset of Chinese international new ventures expanding to 105 foreign markets, we find a positive interactive effect of domestic political ties and foreign ties on Chinese MNEs' internationalisation. This positive interactive effect on internationalisation is found to be stronger for expanding to developed host markets than to developed host markets. We discuss the implications of these findings for research on domestic political ties, the international expansion literature, the network complementarity literature, and the international entrepreneurship literature.
Status	Published: Wu, J., & Ang, S. 2020. Network complementarities in the international expansion of emerging market firms. <i>Journal of World Business</i> , 55(2). https://doi.org/10.1016/j.jwb.2019.101045

The impact of imitation strategy and R&D resources on incremental and radical innovation: Evidence from Chinese manufacturing firms

Co-authors	Jie Wu, University of Macau; Kathryn Rudie Harrigan, Columbia University; Zefu Wu, City University of Macau
Abstract	This study proposes and tests a theoretical framework that relates a firm's imitation strategy and its interaction with R&D resources to incremental and radical innovation. The analysis of a panel dataset of 1,381 Chinese manufacturing firms in the period 2008–2014 shows that imitation strategy is positively related to incremental innovation but has an inverted U-shaped relationship with radical innovation. More interestingly, R&D resources serve as a critical boundary condition of the imitation strategy–innovation link—they strengthen the link between imitation strategy and incremental innovation but weaken the link between imitation strategy and radical innovation.
Status	Published: Wu, J., Harrigan, K. R., Siah, H. A., & Wu, Z. 2019. The impact of imitation strategy and R&D resources on incremental and radical innovation: Evidence from Chinese manufacturing firms. <i>Journal of Technology Transfer</i> , 44(1), 210–230. http://dx.doi.org/10.1007/s10961-017-9621-9

PAPERS IN REFEREED CONFERENCE PROCEEDINGS

Political ties' impact on firms' strategic actions and performance during institutional transition

Co-authors	Weiting Zheng, University of New South Wales; Kulwant Singh, National University of Singapore
Status	Presented at the 79th Academy of Management Conference, Boston, USA.

How does institutional development alter the role of political ties?

Co-authors	Weiting Zheng, University of New South Wales; Kulwant Singh, National University of Singapore
Status	Presented at the 2019 Asia Academy of Management Conference, Bali, Indonesia.

WORKING PAPERS AND BOOKS

Research Design for Business and Management

Status 2nd edition commissioned by Sage Publications Inc., London

Megatrends and policy implications in the Asia–Pacific economy

Status To be submitted to Policy Quarterly

Competition, diversification and performance

Co-author Grigorij Ljubownikow, University of Auckland

Status Under revision (round 3)

The role of managerial political ties and state ownership in firms' strategic competitive actions and performance

Co-author Weiting Zheng, University of New South Wales

Status Full draft

Maximise returns and minimise losses in alliances through the choice of alliance governance mode

Co-authors Mirko H. Benischke, Erasmus University; Grigorij Ljubownikow, University of Auckland

Status Full draft

Defying isomorphism in FDI location choice: The role of top management team experience and diversity

Co-author Umar Ahmed, Victoria University of Wellington

Status Full draft

Consistent branding strategy and market outcomes

Co-authors Janine Williams, Victoria University of Wellington; Michelle Renton, Victoria University of Wellington

Status Conceptualisation and data analysis

Effects of environmental uncertainty, and competitive and capabilities constraints on acquisition and alliance

Co-author Mirko H. Benischke, Erasmus University

Status Analysis

The interaction of home country political ties and home–host country economic and political alignments on cross-border acquisitions

Co-author Weiting Zheng, University of New South Wales

Status Conceptualisation

The effect of institutional factors on equity ownership in horizontal and vertical alliances

Co-authors Mirko H. Benischke, Erasmus University; Naghmeh Kargozar, Victoria University of Wellington

Status Conceptualisation

Effects of experiential and vicarious learning on the tolerance of institutional distance

Co-author Mirko H. Benischke, Erasmus University

Status Conceptualisation

Knowledge accumulation of emerging markets requires common definition

Co-author Snežina Michailova, University of Auckland

Status Conceptualisation

The impacts of managers' referent group on organisational decisions to acquire and ally internationally: A behavioural application to strategic management

Co-author Weiting Zheng, University of New South Wales

Status Conceptualisation

Moderating effects of competitors' characteristics on alliance response of local firms to competition

Status Conceptualisation



Executive education and projects

To ensure that research and knowledge is disseminated from the Chair, it is essential that messages are conveyed to people involved with Asia. One avenue is executive education, through such means as seminars and short courses. Involving executives in practitioner and research projects is another avenue to help transfer knowledge. The Chair's participation in various activities that involve both specific and broader conversations around Asia business is a further mechanism useful for transferring knowledge.

The rise and wane of social clubs (2018–2019)

Role	Academic supervision of project conducted with The Wellington Club
Description	Private social clubs have seen a decline in membership growth since the turn of the century. This research aims to help determine the causes of this decline. From determining the causes and how those forces have affected other clubs, this research then provides an analysis of what other clubs have done to prevent this decline. It presents successful and unsuccessful efforts. From there, it makes some general recommendations for The Wellington Club, an exceptionally well-established private social club, and its attempts to maintain its membership. These suggestions are to achieve this primarily through subscription mechanisms; however, other suggestions are also considered.

FMCG consumer perceptions in Southeast Asia (2018–2019)

Role	Academic supervision of project conducted with New Zealand Trade and Enterprise
Description	Research into consumer attitudes towards fast moving consumer goods to get insights into the potential of and appetite for New Zealand products in Southeast Asia.

Assessing the impact of technical barriers to trade frameworks in trade agreements in facilitating New Zealand's trade (2018–2019)

Role	Academic supervision of project conducted in conjunction with the Ministry of Business, Innovation and Employment (MBIE) and Victoria University of Wellington's Summer Scholarship programme
Description	The development and testing of a methodology that MBIE can use to evaluate technical barriers to trade (TBT) frameworks. The methodology identifies the information, data, and research required to evaluate the outcomes of TBT chapters in free trade agreements, and identifies the assumptions involved in these evaluations. The project focused on analysing the outcomes of the Korea–New Zealand free trade agreement, with the aim of developing a tool for ongoing assessment of the Comprehensive and Progressive Agreement for Trans–Pacific Partnership (CPTPP).

Evaluating trade and trade policy (2019–2020)

Role	Academic supervision of project conducted in conjunction with the Ministry of Foreign Affairs and Trade and Victoria University of Wellington's Summer Scholarship Programme
Description	This research is aimed at developing a better understanding of the ex-post impact of trade at both an economy-wide level and across various dimensions (productivity, sustainability, inclusiveness). It will help to inform and improve future policy development and trade negotiations. The summer scholar contributed to this research with a literature review and short analytical piece focused on one sub-topic within this area. The scholar also helped establish a dashboard of key metrics.

SEMINARS

As part of executive and public education, the Chair conducts seminars to disseminate knowledge and some research findings.

Date	Role and event
26 March 2019	Lecturer: 'Recent economic developments within Asia and implications for New Zealand and beyond' at Victoria International Leadership Programme
18 June 2019	Invited speaker: 'Challenges and innovative policies in the public sector' to the Ministry of State Secretariat, Jakarta, Indonesia
1 August 2019	Invited speaker: 'Global challenges and the future of trade' at the Institute of Directors Nelson Branch lunch event
2 September 2019	Invited speaker: 'Global challenges and the future of trade' at the National Institute of Diplomacy and International Relations, Ministry of Foreign Affairs and International Cooperation, Cambodia
27 November 2019	Invited speaker: 'Marsden Tips and Tricks' Workshop for Victoria University of Wellington

PANELS AND ROUNDTABLES

Beyond seminars, the Chair also acted as a panellist and participant in workshops and roundtables about Asia.

Date	Role and event
13 February 2019	Moderator of public seminar on 'Asean's future: Security, economics and regional governance' in Auckland
19 February 2019	Moderator of public seminar on 'Asean's future: Security, economics and regional governance' in Wellington
8 May 2019	Participant at Asia New Zealand Foundation's lunchtime roundtable discussion in Wellington
23–25 May 2019	Panellist and participant at Institute of Security and International Studies Conference—Mekong Dialogue in Chiang Rai, Thailand
19 August 2019	Moderator of Asean Public Sector Leaders Networking Event panel in Wellington
20–21 February 2019	Panel member and market expert at the China Capability Programme at MFAT
12–13 June 2019	
7–8 August 2019	
6–7 November 2019	
5 September 2019	Closing keynote address at inaugural New Zealand Asean Business Alliance conference, Bangkok, Thailand
17 September 2019	Closing keynote address at Asean Forum, Auckland
10 October 2019	Participant in HEInnovate Expert Workshop at Organisation for Economic Co-operation and Development (OECD), Paris, France

ATTENDANCE AT INTERNATIONAL CONFERENCES AND COURSES

Date	Event
May 2019	Attendance at New Zealand Pacific Economic Cooperation Council annual general meeting, Wellington
March 2019	Opening ceremony of the China–New Zealand Year of Tourism, Wellington
July 2019	The Pacific Exposition conference, Auckland
September 2019	Inaugural conference of the New Zealand Asean Business Alliance, Bangkok, Thailand

COMMUNITY AND DOMESTIC ENGAGEMENTS

Date	Event and role
2018–2020	<p>Director of Southeast Asia Centre of Asia–Pacific Excellence</p> <p>Description</p> <p>The Southeast Asia Centre of Asia–Pacific Excellence was established by the New Zealand government to enhance New Zealand’s engagement with the ten Asean member countries and Timor-Leste. It works with New Zealand exporters, secondary and tertiary students, government agencies, and others to improve understanding of these countries and build knowledge of their economies, languages, cultures, and business protocols. The Centre is hosted by Victoria University of Wellington as part of a consortium of New Zealand universities.</p>
2017–2019	<p>Chair of distinctiveness theme: ‘Enabling our Asia–Pacific trading nation’</p> <p>Description</p> <p>From 2016–2019 the ‘Enabling our Asia–Pacific trading nation’ theme group brought together more than 100 staff across a wide array of disciplines to focus on the flow of goods, services, people, cultures, and ideas in the Asia–Pacific region. The group was one of Victoria University of Wellington’s eight distinctive academic themes.</p>
2017–2019	<p>Member of Research Committee of the School of Marketing and International Business</p> <p>Description</p> <p>The School of Marketing and International Business is part of Wellington School of Business and Government. It offers programmes and courses in both Marketing and International Business, ranging from undergraduate up to PhD level.</p>
2016–present	<p>Academic Mentoring Programme at Victoria University of Wellington</p> <ul style="list-style-type: none"> - Mentoring of staff member: Professor Michael Winikoff (2019–2020) - Mentoring of staff member promotion: Dr Jocelyn Cranefield (2019) <p>Description</p> <p>The mentoring programme for academic staff is overseen by the Centre for Academic Development and a reference group drawn from staff from across the University. It is open to all and offers one-on-one mentoring, group mentoring, and peer mentoring.</p>
2016–2019	<p>Appointed to Prime Minister’s Scholarship for Asia selection panel as Universities New Zealand representative</p> <p>Description</p> <p>The Prime Minister’s Scholarship for Asia (PMSA) is a programme funded by the New Zealand government and administered by Education New Zealand. The scholarship is awarded to undertake study, internships, or research in Asia.</p>
2014–present	<p>Ministry of Foreign Affairs and Trade pre-posting programme (briefing diplomats on Asia markets)</p> <p>Description</p> <p>The Ministry of Foreign Affairs and Trade is the Government’s leading source of advice on foreign and trade policy, diplomatic and consular issues, and international development assistance.</p>
2014–present	<p>Member of the Rotary Club of Wellington, Vocational Services Committee, Skilled Migrant Programme</p> <p>Description</p> <p>Rotary Club of Wellington was chartered on 7 June 1921, the first Rotary club in New Zealand. The foundation of its work is to provide service to build stronger, better functioning communities in Wellington, New Zealand, and in neighbouring countries.</p>

Public education programmes

For New Zealand to engage further with Asia, it is essential that our understanding and appreciation of it are not restricted to a small group of executives and managers who already have contact with Asia. To build critical mass in knowledge dissemination, the Chair communicates in public domains and uses them to enable a wider group of individuals and organisations to engage with an informed perspective.

INVITED ARTICLES, MEDIA, AND COMMENTARY

Date	Description
15 February 2019	<p>Top 5: Siah Hwee Ang on the latest happenings surrounding China, including the inevitable slowdown, a call for more investments and imports, keeping multinationals on their toes, the new e-commerce law, and the new tech ambitions.</p> <p>https://www.interest.co.nz/opinion/98110/siah-hwee-ang-latest-happenings-surrounding-china-including-inevitable-slowdown-call</p>
15 April 2019	<p>Commentary in ‘Our most disregarded Pacific neighbour: Why New Zealand should care about the Indonesian election’.</p> <p>https://www.asiamediacentre.org.nz/news/why-new-zealand-should-care-about-the-indonesian-election/</p>
10 June 2019	<p>Commentary in ‘Why the Mekong region matters to New Zealand’.</p> <p>https://www.asiamediacentre.org.nz/news/why-the-mekong-region-matters-to-new-zealand/</p>
28 June 2019	<p>Top 5: Siah Hwee Ang on China’s faster slowdown, uneven regional development, a comment can be worth a billion dollars, the Belt Road trucks on, and some consumption observations.</p> <p>https://www.interest.co.nz/opinion/100414/siah-hwee-ang-chinas-faster-slowdown-uneven-regional-development-comment-can-be-worth</p>
6 December 2019	<p>Top 5: Siah Hwee Ang on the inevitable slowdown of China’s growing economy, what’s planned for the 70th birthday, Asean economies to take off, multilateral agreements to be tested again, and could bilateral agreements provide better solutions?</p> <p>https://www.interest.co.nz/opinion/102871/siah-hwee-ang-inevitable-slowdown-chinas-growing-economy-whats-planned-70th-birthday</p>



International engagements and recognition

EDITORIAL BOARDS

The Chair sits on the editorial boards of various international journals and, in this capacity, reviews a few academic papers each year.

2019	Editorial Board Member, <i>Asia Pacific Business Review</i> Description The growth of the Asia–Pacific region and the rising presence of its multinationals in world markets has raised a number of questions about the origins of national economic success. The <i>Asia Pacific Business Review</i> addresses these key issues and explores business-related phenomena in Asia–Pacific countries.
2019–2020	Consulting Editor, <i>Journal of World Business</i> Description The <i>Journal of World Business (JWB)</i> is a premier journal in the field of international business with a history dating to 1965 with the founding of the <i>Columbia Journal of World Business</i> . <i>JWB</i> publishes cutting-edge research that reflects important developments in the global business environment and advances new theoretical directions and ways of thinking about global phenomena.
2015–2019	Editorial Advisory Board, <i>Business and Management Video Collection</i> , Sage Publications Description This extensive and diverse collection features more than 140 hours of video, including in-depth interviews with experts from across the globe on topics as varied as innovation management, corporate social responsibility, and social media marketing.
2012–present	Editorial Advisory Board, <i>De Gruyter Open journals</i> Description De Gruyter is one of the largest independent academic publishers of open access books worldwide, and more than 2,000 open access books are available on degruyter.com. Authors can choose to publish in De Gruyter’s fully open access journals or hybrid open access in any of the subscription journals. All open access research is immediately available for free to read, download, and share. Open access allows faster publication time, increased visibility, readership, and citations. All submissions are subject to peer review and authors retain copyright.
2013–present	Editorial Board Member, <i>Asia Pacific Journal of Human Resources</i> Description <i>Asia Pacific Journal of Human Resources</i> is an applied, peer-reviewed journal that aims to communicate the development and practice of the field of human resources within the Asia–Pacific region. The journal publishes the results of research, theoretical and conceptual developments, and examples of current practice. The overall aim is to increase the understanding of the management of human resources in an organisational setting.
2013–present	Editorial Board Member, <i>International Journal of Management—Theory and Applications</i> Description The <i>International Journal of Management—Theory and Applications</i> is a peer-reviewed journal that publishes original theoretical and applied papers covering all fields of management. The journal also publishes letters to the Editor and research notes that discuss new research or research in progress in any areas of management.
2010–present	Editorial Board Member, <i>Journal of Management & Organization</i> Description <i>Journal of Management & Organization (JMO)</i> is an international, peer-reviewed journal offering high quality research across the management discipline. It aims to provide global perspectives on management and organisations of benefit to scholars, educators, students, practitioners, policymakers, and consultants worldwide and welcomes contributions across the management, sociology, psychology, and political science areas of research. The journal invites hard-hitting and controversial contributions on current or relevant topics if they are supported by good empirical research.

2008–present	Editorial Board Member, <i>Long Range Planning</i> Description <i>Long Range Planning (LRP)</i> is a leading international journal for the field of strategic management. The journal has forged a strong reputation for publishing original research since 1968. It encourages submissions of articles that involve empirical research, and theoretical articles, including studies that review and assess the current state of knowledge in important areas of strategy.
2008–present	Editorial Board Member, <i>International Journal of Asian Business and Information Management</i> Description <i>The International Journal of Asian Business and Information Management</i> provides timely and in-depth analysis on the globalisation and sustained development of Asian commerce and management technologies with a clear international and interdisciplinary approach, specifically focused on Central Asia/Himalayan region/Southeast Asia/Far East. A comprehensive resource for policymakers, government officials, academics, and practitioners, this journal contains a wealth of valuable research on theories and practices that underpin successful business and management in Asia.
2006–present	Editorial Board Member, <i>International Journal of Chinese Culture and Management (IJCCM)</i> Description With China’s importance on the global scale set to grow ever faster, <i>IJCCM</i> offers a unique window to observe the changes that will chart the course of the future in this region. A key to dealing with China is understanding the complex dynamic between rapid change and tradition. With a clear international and interdisciplinary approach, <i>IJCCM</i> addresses Chinese culture, business, management, and related topics that underpin successful business in China.

EXTERNAL ASSESSOR APPOINTMENTS

The Chair has been appointed as an external assessor for academic promotions and degree programmes at universities in New Zealand and overseas.

2018–2021	External assessor for University of Malaya’s academic promotion process to Professor and Associate Professor
2018–2019	External referee for academic promotion process at La Trobe University, Melbourne, Australia
2016–present	External examiner for University of Auckland’s Master of International Business capstone projects (March 2019, September 2019)

INTERNATIONAL COMMUNITY ENGAGEMENTS

2019	Visiting professor at Lanzhou University, China
May 2019	Victoria University of Wellington representative to host delegation from Confederation of Asia–Pacific Chambers of Commerce and Industry
October 2019	Attended HEInnovate Expert Workshop at the Organisation for Economic Co-operation and Development (OECD), Paris, France
2012–2019	University delegate at China Scholarship Council Fair (October 2019: Beijing, Xi’an, Chongqing, Shanghai)

INTERNATIONAL VISITORS

April 2019	Hosted delegation from the Policy Assessment and Development Agency at the Ministry of Foreign Affairs of the Republic of Indonesia
May 2019	Represented Victoria University of Wellington to host delegation from the Confederation of Asia–Pacific Chambers of Commerce and Industry
July 2019	University delegate to host visit from Xiamen University

Supervision and hosting

PHD SUPERVISION



Umar Ahmed

'Defying isomorphism: the role of institutionally similar learning and upper echelons'

Uncertainty and lack of knowledge about foreign markets is a key factor in foreign market entry decisions. Existing research suggests that when faced with uncertainty, firms tend to imitate other firms. Umar's research examines how top management teams' international experience and diversity-related attributes influence their decisions to imitate other firms in foreign market location choices. Umar's research also shows that the effect of diversity-related attributes is contingent upon environmental conditions. His findings suggest that while hidden attributes impact when uncertainty is high, more visible attributes influence when uncertainty is low.

Completed: October 2019



Naghmeh Kargozar

'The effect of institutions and failure-based learning on entry mode choice'

Failure of foreign investment is a common phenomenon in international business. However, despite the widely accepted piece of conventional wisdom that failure is an important component of the learning process, learning from failure has received little attention in the literature. Naghmeh Kargozar's research demonstrates how the investment decision of a new entrant is influenced by failure of incumbents' investment strategy. It argues that failure of others is a valuable source of information for firms to decrease their uncertainty and therefore improve their chances of survival. Consequently, it shows that learning from failure is not a mindless adaptation but a deliberate learning process.

Completed: April 2019



Zhanna Rodina

'The effect of corruption on the choice of market entry modes: the case of the healthcare industry in Asia'

Expected completion: August 2020

PHD HOSTING

Cai Yueling

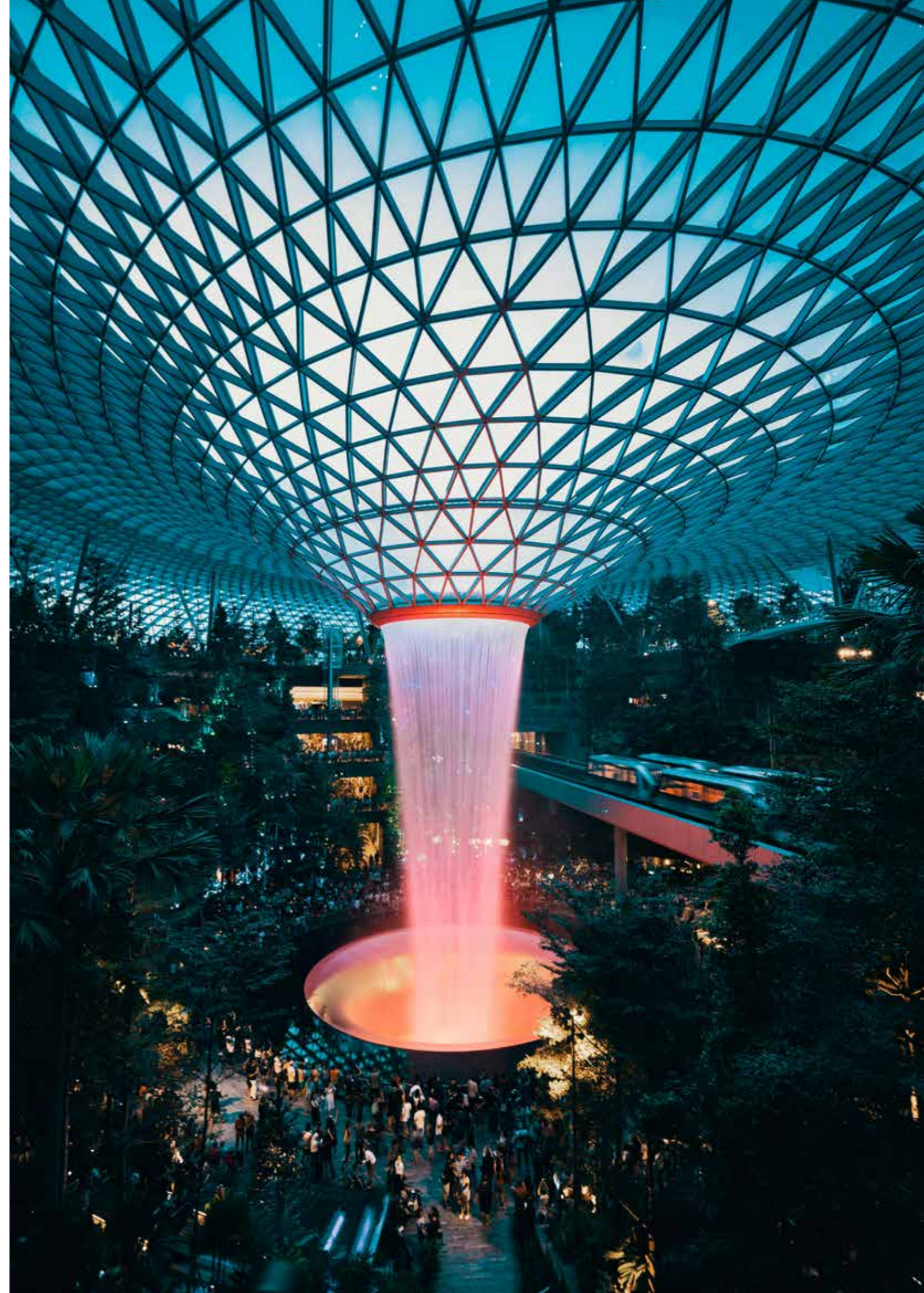
University of International Business and Economics, Beijing, China

Hosted: November 2019–October 2020

Jiang Wei

Nanjing Normal University, Nanjing, China

Expected hosting: July 2020–June 2021



Looking ahead

In 2020, some of the research projects are expected to move on to the next stage in the research process. The projects are at different stages and relate to international branding, international political connections, foreign competition, top management teams, and international acquisitions and alliances. The second edition of the *Research Design Book* with Sage Publications is expected to be completed by mid-year. The target journals for other research projects will be the *Strategic Management Journal*, *Journal of Marketing*, *Journal of Management*, *Journal of Management Studies*, *Journal of International Business Studies*, and *Journal of World Business*.

Contributions to both the 'Understanding China' column and other media outlets will continue on an ad hoc basis for 2020. Requests for commentaries from various media outlets will be met.

There will also be events in which the Chair will participate as a speaker, panellist, or moderator. These events will facilitate continued engagement with both businesses and governmental institutions in various cities in New Zealand.

Services to academic communities will continue in capacities such as senior editor of the *Journal of World Business*, editorial board service on other journals, Prime Minister's Scholarship for Asia panellist, reviewer and examiner for promotion processes in other universities, and examiner of PhD and Master's theses.

Since January 2018, the Chair has been seconded on a half-time basis to run the national Southeast Asia Centre of Asia–Pacific Excellence that sits within the consortium of Victoria University of Wellington, University of Auckland, University of Otago, and University of Waikato. Some of the enabling, capability-building, and capacity-building ideas of the Chair are now being implemented through the Centre's avenues.

The Chair will also be engaged with initial work around two significant upcoming events. First, it will be chairing the organising committee for the Australia and New Zealand International Business Academy Conference to be hosted at Victoria University of Wellington in February 2021. Second, the Chair will be involved in various workstreams relating to APEC, in both the capacity as Chair as well as Director of the Southeast Asia Centre of Asia–Pacific Excellence.

Overall, the Chair seeks to establish an even greater presence in all the arenas discussed in 2020, and to push more agendas that enable the engagement of New Zealanders with businesses and organisations in Asia.





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