The Economic Relations Between Asia and Europe. Chandos Asian Studies Series

Description: This book looks at the new configuration taken by Asia-Europe economic relations. It is set against the background of the inclusion of China in the WTO, the growth of foreign investors from emerging Asian countries, and the economic reforms in a number of crisis-hit South East Asian economies. It is written by a number of well established European and Asian scholars from the fields of economics as well as management. The different chapters in the book highlight key contemporary issues from theoretical, conceptual and empirical perspectives.

- Provides an account of the key contemporary issues in the area of Asia-Europe economic relations
- By its interdisciplinary (connecting management with economics), it shows how the linking of the different disciplines is essential to understand the key issues at stake in the area
- Can be used by students, researchers, as well as by practitioners

Contents:

Part 1 Trade and other macroeconomic issues: The difference between MNCs and local firms when facing an economic crisis: an exploratory view of the Indonesian economic crisis
China's foreign trade strategy: targeting the European Union
Inward direct investments in ASEAN: the case of Finnish investments and trade in Malaysia
Does the PER effect exist in the Japanese market? Part 2 Ownership and control: The impact of investment policy liberalisation on the ownership strategies of Nordic investors in South Korea
Equity ownership of subsidiaries of Japanese SMEs in China: evidence from firm-level data
Organisational and marketing aspects: The supplier-distributor relationship in China: is foreign leadership shaping negotiation practices? Market localisation strategy in China
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Conclusions.

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