Table of Contents

Preface.................................................................................................................................................. xvi

Introduction........................................................................................................................................ xxiii

Chapter 1
Roles of Culture for Knowledge Sharing in Asian Virtual Teams: A Case Study................................. 1
   Jinghuai She, Capital University of Economics and Business, China
   Xi Zhang, Tianjin University, China
   Patricia Ordóñez de Pablos, University of Oviedo, Spain
   Weiguang Wang, Chinese Academy of Sciences, China

Chapter 2
Are You Ready for Change? China Automakers .................................................................................. 9
   Carlson Chan, Fidelity Worldwide Investment, Hong Kong
   Janet Y. Li, Shenzhen Power Supply Bureau Co., Ltd., China
   Fred G. Chen, LTX Electronics, Hong Kong
   Noel C. L. Chau, Po Leung Kuk Ngan Po Ling College, Hong Kong & University of Hong Kong, Hong Kong

Chapter 3
From Ancient Chinese Sages to Modern People Management Principles ........................................... 27
   Connie Zheng, Deakin University, Australia

Chapter 4
The Practice of Open Innovation in Chinese Enterprises ....................................................................... 41
   Jin Chen, Tsinghua University, China
   Yufen Chen, Zhejiang Gongshang University, China

Chapter 5
Using a Hybrid System Composed of Neural Networks and Genetic Algorithms for Financial Forecasting.................................................................................................................. 55
   Mihaela Dumitrescu, University of Pitesti, Romania
Chapter 6
Alliance-Adding Cluster Means Icing on the Cake: The Impact of Geographic Proximity, Regional Location, and Network Structural Characteristics on Firm Innovation Performance in Alliance Innovation Network
Zhao Yan, Shanghai University, China
Wang Bing, Shanghai University, China
Meng Qingshi, Shanghai University, China

Chapter 7
A Study on Consumers’ Attitudes towards Purchasing Decisions through Facebook in Malaysia
Muhammad Khalique, Universiti Malaysia Sarawak, Malaysia
Jamal Abdul Nassir bin Shaari, Universiti Malaysia Sarawak, Malaysia
Abu Hassan Md. Isa, Universiti Malaysia Sarawak, Malaysia

Chapter 8
China’s Techno-Nationalism in the Global Era
Luís Cunha, University of Lisbon, Portugal

Chapter 9
Negative Impact of Direct-to-Consumer (DTC) Promotion on Indian Patients
Jayarani Pandey, Sikkim Manipal Institute of Technology, India
Manjushree Mishra, Sikkim Manipal Institute of Technology, India
Ajeya Jha, Sikkim Manipal Institute of Technology, India

Chapter 10
Huawei’s Battle: Cold War or Commercial War?
Mona Chung, Deakin University, Australia
Bruno Mascitelli, Swinburne University, Australia

Chapter 11
Organisational Success: Explaining the Role of Key Intangible Performance Indicators (KIPs)
Hee Song Ng, Universiti Sains Malaysia, Malaysia
Daisy Mui Hung Kee, University of South Australia, Australia & Universiti Sains Malaysia, Malaysia

Chapter 12
Government Policy Interventions and Performance of Indian Engineering Industries
Rajdeep Singha, Tata Institute of Social Sciences, India
K. Gayithri, Institute for Social and Economic Change, India

Chapter 13
Fishermen on Oman’s Batinah Coast: A Lookout for Policy Interventions
Rakesh Belwal, Sohar University, Oman
Shweta Belwal, Sohar University, Oman
Omar Al-Jabri, Sultan Qaboos University, Oman
Fadhil Al-Shizawi, Ministry of Social Development – Shinas, Oman
Chapter 14
A Conceptual Framework for Achieving Flexibility at Strategic Level in Large- and Medium-Scale Indian Manufacturing Organizations .............................................................. 174
   Doordarshi Singh, Baba Banda Singh Bahadur Engineering College, India
   Jaspreet Singh Oberoi, Baba Banda Singh Bahadur Engineering College, India
   Inderpreet Singh Ahuja, Punjabi University, India

Chapter 15
Relationship between Company’s Intellectual Capital and Performance: A Study of Indian IT Industry .......................................................................................................................... 190
   Karam Pal Narwal, Guru Jambheshwar University of Science and Technology, India
   Sushila Soriya, Central University of Rajasthan, India

Chapter 16
An Importance Sampling Method for Expectation of Portfolio Credit Risk .................................. 210
   Yue Qiu, Capital University of Economics and Business, China
   Chuansheng Wang, Capital University of Economics and Business, China

Chapter 17
Intellectual Capital in Malaysian SMEs: A Case Study of the Food Sector in Kuching ................. 220
   Muhammad Khalique, Universiti Malaysia Sarawak, Malaysia

Chapter 18
The Bhagavad-Gita and Business Ethics: A Leadership Perspective ........................................... 232
   Balakrishnan Muniapan, Wawasan Open University, Malaysia

Glossary .............................................................................................................................................. 254

Related References ............................................................................................................................ 261

Compilation of References ............................................................................................................... 297

About the Contributors ....................................................................................................................... 324

Index ................................................................................................................................................... 332