# Table of Contents

Preface.................................................................................................................................................. xv

## Section 1

### Chinese Cultural Values and Industry

**Chapter 1**
Local Milieu in Developing China’s Cultural and Creative Industry: The Case of Nanluoguxiang in Beijing............................................................................................................................................... 1

- Jici Wang, Peking University, China
- Chun Zhang, Peking University, China
- Ching-Ning Wang, Peking University, China
- Ping Chen, Peking University, China

**Chapter 2**
Australian Businesses in China: Strategies to Overcome the Cultural Gap ......................... 13

- Mona Chung, Deakin University, Australia
- Jane Menzies, Deakin University, Australia

**Chapter 3**
Confucianism Values for Transformational Leadership Development in the Chinese Context ........... 25

- Balakrishnan Muniapan, Swinburne University of Technology - Sarawak Campus, Malaysia
- Ee Yaw Seng, Swinburne University of Technology - Sarawak Campus, Malaysia

**Chapter 4**
Study on Cultural Commercialization and Public Consumption: The Case of China .................. 38

- Yuhong Li, Beijing Union University, China
- Jingyuan Zhao, Beijing Union University, China
- Han Weixi, Beijing Union University, China

**Chapter 5**
The Interactive Relationship between Corporate Cultures, Leadership Style and Knowledge Management........................................................................................................................................ 50

- Valerie (C. Y.) Zhu, Xi’an Jiaotong University, China
- Linyan Sun, Xi’an Jiaotong University, China
Chapter 6
Interactive Strategies for Cultural Heritage Tourism and Macau City Development:
The Tourists’ Perspectives

Aliana M. W. Leong, Macau University of Science and Technology, China
Jacky X. Li, Macau University of Science and Technology, China

Chapter 7
Embracing Guanxi: The Literature Review

Jilong Zhang, RMIT University, Australia
Nattavud Pimpa, RMIT University, Australia

Section 2
Marketing in Asia

Chapter 8
A Study of Customer Satisfaction of an Automotive Company in Malaysia

Noor Azlina Fakiruddin, International Islamic University Malaysia (IIUM), Malaysia
Hebat Allah A. Wagih, International Islamic University Malaysia (IIUM), Malaysia
Waleed F. Faris, International Islamic University Malaysia (IIUM), Malaysia

Chapter 9
Creating a Chinese “Miele”? Asymmetries in the Consumer Perception of Chinese
and German Brands

Cora F. Jungbluth, Heidelberg University, Germany

Section 3
Economic Development and Investments

Chapter 10
Chinese Investments in Italy: Is the Wave Arriving?

Francesca Spigarelli, University of Macerata, Italy

Chapter 11
Entry Strategies into the P.R.C. for Post Recession Wealth Management Service

Andrew Chan, City University of Hong Kong, China
Carlson Chan, City University of Hong Kong, China

Chapter 12
Chinese Outward Foreign Direct Investment: In Search of a New Theory

Fernanda Ilhéu, ISEG/Technical Universal of Lisbon, Portugal
Chapter 13
No Strategy is an Island to Itself: China First-Mover and Other FDI Strategies’ Interaction Effects ................................................................. 169
Bradley J. Koch, Grand Valley State University, USA

Chapter 14
Study on the New Tendency of the International Industry Shifts and Chinese Enterprise Implementation Tactics ................................................................. 188
Jing Sun, Shenyang University, China
Mingyou Wang, Shenyang University, China

Chapter 15
Blue Ocean Strategy: A Vehicle for Entrepreneurship Development and Economic Growth in Rural Areas ................................................................. 198
Vinay Sharma, Indian Institute of Technology, India
Piyush Seth, Sahara Arts and Management Academy, India
Shujauddin Niyazi, Sahara Arts and Management Academy, India

Chapter 16
Study on Environmental Tax: A Case of China ................................................................. 207
Huifeng Li, Beijing Union University, China
Xuanwei Zhang, Beijing Union University, China

Chapter 17
Study on Chinese Low Carbon Economic Model ................................................................. 220
Huifeng Li, Beijing Union University, China
Xiaofang Wang, Beijing Union University, China

Section 4
Managerial Issues in China

Chapter 18
Yi Yang, Beijing Union University, China
Hong-yan Yan, Beijing Union University, China
Zeyun Yang, Beijing Union University, China

Chapter 19
A Trilogy of Unfortunate Events in China: Reflecting on the Management of Crisis ................................................................. 239
Zhang Long, China University of Geosciences, China
William Crandall, University of North Carolina at Pembroke, USA
John A. Parnell, University of North Carolina at Pembroke, USA
Chapter 20
Implementation Concerns of Scholar-Practitioners: A Pilot Study of the Link between Research and Practice ................................................................. 249

Claretha Hughes, University of Arkansas, USA
Jai Wang, Texas A&M University, USA
Wei Zheng, Northern Illinois University, USA
Laird McLean, McLean Global Consulting, USA

Compilation of References ............................................................................................................ 265

About the Contributors .................................................................................................................. 297

Index .............................................................................................................................................. 303