

1. Record Nr.	UNINA9910367244303321
Titolo	Entrepreneurship in the Asia-Pacific: Case Studies // edited by Jing Wang, Michitaka Kosaka, Ke Xing, Hua Bai
Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2020
ISBN	981-329-362-4
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (XIII, 287 p. 140 illus., 131 illus. in color.)
Disciplina	658.421
Soggetti	Entrepreneurship New business enterprises Technological innovations Innovation and Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Chapter1.Introduction -- Chapter2.Shigenobu Nagamori and Nidec Corporation-Realize No.1 Motor Company through Developing a Knowledge-Creating Company -- Chapter3.Jun Lei and Xiaomi-Build Amazing Products with Honest Prices and Let Everyone Enjoy the Fun of Technology -- Chapter4.Guotian Liu and Jinsida Group Co., Ltd. - To Keep Lucid Waters and Lush Mountains for Next Generations -- Chapter5.Kenny Lin and Thermaltake -Branding Strategy and Product Innovation -- Chapter6. Qian Wang and Taipei Environmental Protection Equipment Ltd. Co. - Environmental Entrepreneurial Road of Shandong Taipei Limited Company: The Importance of Forecasting Industry Development -- Chapter7.Dato Michael Tio and PKT Logistics - A Knowledge Creating Service Company Growing into a Global Logistics Company -- Chapter8. Airlock Digital- Australian Information Security Systems Startup to Scaleup – Where Trust Is A Must -- Chapter9.Toshikazu Saito and RENAISSANCE- A Company for Creating Something to Live for through a Fun and Active Lifestyle -- Chapter10. Shigemi Kawahara and IPPUDO - Having People All over the World Taste the Japanese Ramen -- Chapter11.Tri Nguyen and MimosaTEK - Supercharging Agriculture in Vietnam with IoT -- Chapter12.Daisuke Teshima and TRIFE Inc -- Creating a New Business to Support the Elderly and Handicapped -- Chapter13.Masanori Kamiguchi and

Sommario/riassunto

This book is dedicated to the analysis of the entrepreneurship in successful companies by presenting and comparing a series of case studies in the Asia-Pacific where many new companies have been growing successfully in the 21th century. In total, 5 cases in the manufacturing industry, 4 cases in the services industry, and 3 cases related to new business and social innovation are chosen from The mainland of China, Taiwan, Japan, Australia, Malaysia and Vietnam. Each case provides insight into the entrepreneur's aspiration, the processes of personal and business developments, the factors of success, and the inspirations drawn from the analysis. These cases are analyzed and compared from the viewpoints of entrepreneur's motivation, ability of foreseeing changes and opportunities in the future business environment, core resources and innovation, knowledge management and culture for the company, determination and ethos. These are critical factors in value creation for customers and the society, especially in the future business environment. Finally, commonalities and uniquenesses in entrepreneurship relevant to industry sectors and social-economic-cultural contexts are clarified and a typical entrepreneurship model in the Asia-Pacific is proposed. .
