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**REVIEW OF *BIZNES MIĘDZYNARODOWY W REGIONIE AZJI I PACYFIKU*, EDITED BY BOGUSŁAWA DRELICH-SKULSKA, ADAM MARSZAŁEK, TORUŃ 2009**

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Pacific countries (APCs) experienced accelerated development which led to their emergence as a leading subsystem of the global economy. Their economic achievements surprised the world and encouraged researchers to explain the source of this phenomenon, its course and tendencies, as well as its economic, political and social implications.

For nearly 30 years, with a short break during the Asian financial crisis from 1997-1998, the majority of APCs were characterized by a permanently high rate of economic growth, around 8-10% a year, followed by favourable qualitative changes such as development of technology intensive production and creation of export potential and service sector. In general terms, the philosophy of their economic development was (and still is) oriented on continuous efficiency improvements reflected by a sharp increase in GDP and thus permanently raising their position in the world economy.

Domestic enterprises of Asia-Pacific, as well as foreign ones competing there, play a key role in the process of shifting the centres of global business activity from the Western hemisphere to the Eastern one. The undeniable value added by the work discussed here is a thorough presentation of factors determining growth of international business in Asia-Pacific, especially, in the 1990s and the current decade.

Carrying out such an analysis is equally important in theoretical and practical terms. It must be underlined that despite a range of scientific publications in Polish economic literature analysing macroeconomics of Asia-Pacific, a lack of microeconomic analysis of enterprises is evident.

Hence, the work done by Bogusława Drelich-Skulska's team studying Asia-Pacific from a perspective of a manager who needs to know its cultural aspects, as well as economic and political ones in order to be successful there, should be regarded as an important achievement.

The first chapter, "International business environment in Asia Pacific region", gives a theoretical background of the problems associated with international business in the modern world economy. Here, the authors illustrate the economic dynamism

of APCs, which is the source of their growing importance in the global economy. The authors refer to this chapter out through their contributions, which makes the entire work coherent and comprehensive.

The second chapter, "Influence of historical and cultural factors on international business in Asia and Pacific", analyses firstly effects of the colonial past of the region on its economic development and then the importance of understanding the cultural background, especially Asian values, by outside investors.

In the third chapter, "Macroeconomic conditions and international business in Asia and Pacific", the authors rightly point to Japan's economic development as an example to other economies of East Asia. The chapter also shows the region's unique socio-economic environment to be an increasingly more significant factor affecting foreign enterprises doing business there.

Chapter four, "Aspects conditioning marketing techniques in Asia and Pacific", demonstrates similarities and differences in marketing strategies used on Asian and Pacific markets. This knowledge is essential for all enterprises wanting to enter those markets, stay there and continue their activities, including those companies which operate with the help of a local partner.

Chapter five, "Foreign investments in Asia and Pacific region", concisely but proficiently demonstrates problems associated with the process of importing capital, notably in the form of foreign direct investments, into the region and its role in the region's development process. Chapter points to the fact that the region's business environment does a lot to attract foreign investments. In this context the authors analyzed, among others, labour market regulations and competition regulations in selected countries of Asia and Pacific. Other interesting points made in the chapter include reflection regarding influence of FDI on development of human capital, diffusion of knowledge and skills, growth of the export sector, liberalisation of policies affecting investors and increased attractiveness of the region in the eyes of foreign enterprises.

Chapter six, "International finance in Asia and Pacific region", deals with the most complex and ever changing element of international business which is international finance. Contents of this chapter let a potential investor, interested in starting business activities in Asia and Pacific region, become familiar with directions of local capital flows, exchange risk and character of Asian stock exchange. It is worth to mention here that the volatile character of international finance is particularly evident in Asia Pacific.

Chapter seven, "Activities of international enterprises in Asia Pacific region", presents the motives and methods used by international companies to enter region's markets and continues to analyse the structure and strategies used by Asian enterprises. Chapter shows the nature and value of business connections of the local business players, highlighting the meaning cultural factors play in such connections.

Another component examined here is virtual enterprises, their specifics and functioning, which are the result of increasing role of information technology and communication in economic activities of the region.

In summary, the reviewed work gives ample reasons for a further study of problems associated with international business' presence in Asia Pacific in terms of microeconomic characteristics of the region, which are the outcome of changes taking place in modern global economy.

The work is valuable both in informative and practical terms. It is supported by proper methodology, evident by theoretical background, structure and logical aspect of assumptions and statements made in the whole work.

Work's interdisciplinary approach to business makes it particularly interesting reading.

The publication is useful to academics, business practitioners and journalists. It must be also pointed out that it fits in well with the new main stream approach in international business, which aims to analyse activities of international enterprises in different regions of the global economy using criteria based on local cultural, social, economic and political factors.

Finally, readers should be aware that the business experiences of the APCs combined with their long term economic strategy, can be a lesson for Poland, as well as for other transition economies of Central and Eastern Europe.