Introduction: learning from new contexts

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From Europe to Asia

- For the first 20 years of my career my main geographical focus has been on Western Europe and high-level comparisons between different country clusters.

- Since 2013, much of my research has an East Asian focus. This change in geographical focus has led to a focus on:
  - **New phenomena**: non-Western context provides new ideas, Ex-HCNs, collaboration with Shea Fan (Nottingham University, Ningbo), Tine Koehler and Christina Cregan (University of Melbourne).
  - **Context dominance**: the importance of host country language skills in China, with Ling Zhang (King’s College London).
  - **New methodological insights** in academic research evaluation. Thomson Reuters Essential Science Indicators cannot handle Asian names.
  - **New phenomena and context dominance**: South-South and South-North innovation for Astra Zeneca in China (with Shasha Zhao & Marina Papanastasiou (MDX) and Hui Tan (Royal Holloway).
New Phenomena:
Ex-host country nationals

- **Ex-host country nationals as expatriates in MNCs**
  - E.g. Ethnic Chinese born in the USA or Australia and expatriated to China

- Is their **shared ethnicity** an advantage or disadvantage?
  - Depends on whether the expatriate and host country employee share the same view on the importance of their ethnicity (**ethnic identity confirmation**)

Shea Xuejiao Fan ([xuejiao.fan@nottingham.edu.cn](mailto:xuejiao.fan@nottingham.edu.cn), University of Nottingham, Ningbo)


Context dominance: In defense of host country language

- Workplace interaction across linguistic boundaries – why and how does host country language matter?

- Ling Eleanor Zhang (ling.zhang@kcl.ac.uk, King’s College London)


New theory & concepts: When Ethnocentrism is rational

- Asian MNEs frequently use PCN expatriates in key positions of subsidiaries
  - Often seen as "less-developed practice" and emotional resistance to localisation
- It can be a rational/pragmatic choice for MNEs from home countries with high contextuality in communication and low English language proficiency
  - PCNs bridge communication between HQs and subsidiaries
- Does a lack of familiarity with Asian societal context among Western researchers result in an attribution error?

- Katsuhiko Yoshikawa (yoshikaw@lse.ac.uk, LSE)
New Methodological Challenges in Academic Evaluation

- Thomson Reuters Essential Science Indicators list the top 1% most cited academics in the world.

- Out of the top 100 most productive academics:
  - 68 are Chinese, 24 Korean, with the remaining 8 Indian or Japanese.
  - Half are called Wang, Zhang, Li, Kim, or Lee.
  - On average they publish 3 papers per day [yes per DAY!!]
  - #1 Y Wang publishes 9 papers a day in >100 disciplines and is affiliated with >500 universities in nearly 100 countries.

- Smell a rat?
  - Thomson Reuters can’t tell one Asian from another.
  - Nearly all Asian names on their list are composites of multiple (sometimes thousands) academics.
  - Thomson Reuters has a Science-based, Anglophone view of the world and American and European information systems are lagging behind in the Asian century.

- Further reading
New phenomena and context dominance: Innovation from emerging economies

- Knowledge sourcing from emerging economies is a ‘latest’ trend
- Are we seeing an evolutionary pattern (‘North to North’, ‘North to South’, ‘South to South’, and ‘South to North’)?
- AstraZeneca China between 1993 and 2014
- Conferences: