

Business and Management in Asia: Digital Innovation and Sustainability

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Editors

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 Springer

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ISBN 978-981-19-6417-6

ISBN 978-981-19-6418-3 (eBook)

<https://doi.org/10.1007/978-981-19-6418-3>

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Preface

Dear Reader,

A number of emerging Asian markets are growing rapidly, with potential for even more substantial growth in the future. Despite this growth, the Asian business landscape is constantly shifting as a result of global and regional challenges and is the subject of continuous change. As such, academics and business experts alike have collaborated to devise new strategic, organizational, cultural, and methodological solutions to overcome the challenges of this region. This book presents the innovative ideas and managerial solutions produced by Asia's executive managers and decision-makers in response to the region's dynamism. In fact, each chapter of this book examines new ideas of strategic orientation, organizational issues, and technical approaches.

The focus of this book is on "digital innovation and sustainability" in Asia. But what does that mean? From a business perspective, sustainability is defined as the adoption of business strategies, activities, and operations that meet the needs of the firm and its stakeholder today while protecting, sustaining, and enhancing the human and natural resources that will be needed in the future. Digital innovation refers to the application of digital technologies to existing business problems as well as the development of the firm's strategy, culture, and human resources to sustain such use as it is applied to solve sustainability issues. In this context, managers and policymakers rely on digital technologies to face the region's sustainability challenges and solve sustainability problems. In fact, there is a consensus among scholars and practitioners that we are in an era where organizations need digital innovation to stay competitive. Businesses that are digital innovators are the fittest to survive and solve the old and new sustainability problems plaguing Asia. This book offers practical examples to inspire the reader to develop an innovative understanding of the Asian market and to encourage the reader to think and act boldly. Without courageous decisions, no progress is possible.

This book comprises nine chapters. Chapter One is entitled “[Rethinking Digital Innovations in the Lens of Sustainability: Perspectives from Asian Consumers of Organic Olive Oil](#)”. This chapter aims to understand the sensitivities and perceptions of Asian consumers concerning organic olive oil through a series of questions clustered around topics related to product authenticity, sustainability, and traceability.

Chapter Two, “[Japanese Sogo Shosha Corporations and Hidden Champions’ Barriers to Digital Transformation \(DX\)](#)”, explores how Japanese SMEs and MNCs, known as *sōgō shōsha*, have been able to identify digital transformation initiatives and how to overcome barriers facing Japanese organizations’ transformation efforts.

Chapter Three is focused on the “[Open Innovation Ecosystem in Asia](#)” and aims to improve the utilization of the openness concept in Asia’s emerging economies. This chapter discusses several aspects of open innovation implementation, identifies potential pitfalls, suggests possible remedies, and introduces best practices.

Chapter Four is named “[A New Era of Sustainable Innovation](#)”. It discusses the principles of inclusiveness and equitability within the innovative design and development process in Asian context, which the authors claim is different due to the uniqueness of the environment and social contract.

Chapter Five, entitled “[Innovative Sustainable Business Models: A New Way to Recover Beyond the Pandemic](#)”, the authors discuss the establishment of an Innovative Sustainable Business Model (ISBM) within a small southern Thai village (Kiriwang) during the COVID-19 pandemic recovery. The sustainable values in this chapter are captured from four dimensions: value surplus, value absence, value destroyed, and value missed.

The title of Chapter Six is “[Technology Integration Within Women-Owned Enterprises in Nepal](#)”, and it aims at addressing the integration of ICT among Nepalese women small business owners (i.e., SBOs) in order to understand their obstacles and opportunities. It focuses on factors from both individual and the firm level to advanced ICT adoption among Nepalese women entrepreneurs.

Chapter Seven covers the topic “[Real-Estate in the Digital Age: From AirBnB to Zealous Modern Farmers \(Kind of A-Z\)](#)” and investigates some modern age issues in the real-estate markets, where digitization is thought to have immensely affected perhaps the most non-digital thing of human possessions—lands. Interesting and evolving questions, such as what factors will determine the real value of properties? and what should be the decision rules for their trade? are discussed.

Chapter Eight is entitled “[Systemic Barriers to Financial Inclusion in the Banking Sector of Bangladesh](#)”. It aims to highlight some of the key restrictions that exist in Bangladesh’s banking industry which may prevent the country from achieving financial integration. The case of Bangladeshi RMG laborers is used and discussed in this chapter.

Chapter Nine is about “[Asia’s Sustainability and Digital Innovation Goals Proliferate by Executive Education and Corporate Training](#)”. This chapter explores the impact of international executive education and corporate training in relation to digital innovation and sustainability and its successful execution and implementation throughout Asia.

In short, we believe that this set of nine chapters makes a valuable contribution to our knowledge of *Business and Management in Asia: Digital Innovation and Sustainability*. This book contains diverse, relevant, and up-to-date examples of how innovation, digitalization, and sustainability can be applied in different contexts in Asia. We hope it provides valuable inspiration for business practice based on sound academic research. We also hope this book helps facilitating future knowledge development. We certainly anticipate this field of study growing even more in the future as digitalization and sustainability become more common and, no doubt, increasingly complex.

With best regards,

Bangkok, Thailand
July 15, 2022

Tobias Endress
Yuosre F. Badir

Contents

Rethinking Digital Innovations in the Lens of Sustainability: Perspectives from Asian Consumers of Organic Olive Oil	1
Veronica Marozzo, Antonio Crupi, and Alessandra Costa	
Japanese Sogo Shosha Corporations and Hidden Champions' Barriers to Digital Transformation (DX)	19
Joe Hug and Hirohisa Abekawa	
Open Innovation Ecosystem in Asia	35
Tobias Endress	
A New Era of Sustainable Innovation	49
David Galipeau	
Innovative Sustainable Business Models: A New Way to Recover Beyond the Pandemic	67
Chengxiang Ma and Lakeesha K. Ransom	
Technology Integration Within Women-Owned Enterprises in Nepal	93
Rojina Shrestha, Lakeesha K. Ransom, and Shreeya Bhattarai	
Real-Estate in the Digital Age: From AirBnB to Zealous Modern Farmers (Kind of A-Z)	111
Syed Shurid Khan	
Systemic Barriers to Financial Inclusion in the Banking Sector of Bangladesh	121
Sajid Amit, Abdulla-Al Kafy, and Lumbini Barua	
Asia's Sustainability and Digital Innovation Goals Proliferate by Executive Education and Corporate Training	139
Christopher J. Garnier	

**Correction to: Systemic Barriers to Financial Inclusion
in the Banking Sector of Bangladesh C1**
Sajid Amit, Abdulla-Al Kafy, and Lumbini Barua