



Rethinking Chinese Transnational Enterprises: Cultural Affinity and Business Strategies (Curzon- Iias Asian Studies)

Leo Douw, Cen Huang, David Ip

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Affinity to the Chinese culture, personalized social networks and a firm control of ownership and management have often been considered the key ingredients for the success of many diaspora Chinese transnational enterprises in South China and Southeast Asia. In view of the recent Asian crisis and the rapid changes imposed by globalization, scholars are increasingly concerned whether these family-owned Chinese transnational enterprises would survive the challenges in the new millennium.

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