
Contents

Introduction: Connectivity in Euro-Asian Business	xi
Robert TAYLOR	
I.1. The Chinese conception of a new world order	xi
I.2. China as a global economic player in Europe	xii
I.3. Sino-American rivalry in Asia	xiii
I.4. China's trade and investment in Asia	xiv
I.5. China's digitalization strategy in Asia	xv
I.6. Summary and conclusion	xvi
I.7. References	xix
Chapter 1. Japan's Plans for Society 5.0 – A Global Concept, an Isolated Solution or Utopia?	1
Jana-Larissa GRZESZKOWIAK	
1.1. Introduction	1
1.2. Achievements in the implementation process	3
1.3. Society 5.0 – a science, technology and innovation policy.	9
1.4. Conclusion	11
1.5. References	12
Chapter 2. European Union–Japan Relations: A Business System Overview of Free Trade Agreements (FTAs).	17
Louis-Caleb REMANDA	
2.1. Introduction	17
2.2. Literature review.	18
2.2.1. The relationship between Japan and the European Union in context.	19
2.2.2. Understanding the business systems overview	21
2.2.3. Regionalization and Europeanization	23

2.3. Research propositions and methodology	25
2.4. Case of Japan – European Union Economic Partnership Agreement	27
2.4.1. The targets of the Free Trade Agreement	27
2.4.2. The organizations in charge of the implementation	28
2.4.3. Initiatives taken for the success of the EPA	29
2.4.4. JETRO and the EU-Japan Centre as bridges between authorities	30
2.5. Conclusion	32
2.6. References	32
Chapter 3. The Evolving Foreign Direct Investment Landscape: Evidence from Europe and Asia	35
Clare O'MAHONY and Thi Ngoc DAO	
3.1. Introduction	36
3.2. Measuring FDI.	37
3.3. Country selection	38
3.4. Data availability and comprehensiveness	42
3.5. Effects of reverse investment	44
3.6. Effects of pass-through investment and corporate inversion	46
3.7. Concluding remarks	49
3.8. References	50
Chapter 4. Investigating the Influencing Factors Revealing a Trade Potential for EU–China Agricultural Products: A Trade Gravity Model Approach	53
Junshi LI and Bernadette ANDREOSSO-O'CALLAGHAN	
4.1. Introduction	53
4.2. Literature review	55
4.3. Methodology	58
4.4. Empirical results	65
4.4.1. The effects of GDP on EU–China agricultural trade	65
4.4.2. The effects of geographical distance on EU–China agricultural trade	67
4.4.3. The effect of GDP per capita on EU–China agricultural trade	69
4.4.4. The effect of institutional distance on EU–China agricultural trade	70
4.4.5. The effects of two dummy variables on the agricultural trade between the EU and China: WTO membership and landlocked	73
4.4.6. The EU's trade potential vis-à-vis China in agricultural products	75
4.5. Conclusion	78
4.6. Appendix: Agricultural products defined by Standard International Trade Classification (SITC)	79
4.7. References	80

Chapter 5. Understanding the US Restrictions on Huawei and their Impact on the Development of the EU Digital Single Market and on the Outlook of the 5G Market.	83
Qin TANG	
5.1. Introduction	83
5.2. The epical US sanctions and EU undertakings	84
5.3. Basic ideas of 5G	87
5.3.1. What is 5G?	87
5.3.2. Three use cases of the application of 5G	88
5.3.3. 5G: A new shuffle in the current global value chain?	90
5.4. Concerns and fallacies	93
5.5. Focusing on policy regulation instead of geopolitical gameplaying?	98
5.6. Conclusion: 5G future in juncture.	99
5.7. References	102
Chapter 6. Analyzing the Quality of Online Product Reviews and their Antecedents	109
Yin XU and Sam DZEVER	
6.1. Introduction	109
6.2. Literature review	110
6.2.1. Definition and measurement of online review quality	110
6.2.2. Antecedents of online review quality	111
6.3. Theoretical model and hypothesis development	112
6.3.1. The effect of product type on the quality of online reviews	112
6.3.2. The effect of monetary incentive on the quality of online reviews.	113
6.3.3. Interactions between monetary incentives and product type	114
6.4. Data collection.	115
6.5. Analysis and results	117
6.5.1. Research model and analysis method	117
6.5.2. Findings	119
6.6. Conclusion and implications.	121
6.7. References	122
Chapter 7. Climate Policy Challenges in China: Spatial and Econometric Analysis	129
Miroslava ZAVADSKA, Lucía MORALES, Jarmila ZIMMERMANNOVÁ and Vít PÁSZTO	
7.1. Introduction	130
7.2. China's carbon emissions and economic growth	131
7.3. Environmental issues and greenhouse gases	134
7.4. Data and methodological framework	138
7.4.1. Data	138

7.4.2. Econometric models	138
7.4.3. Spatial methods	139
7.5. Econometric findings	141
7.6. Spatial findings	144
7.6.1. Coal consumption.	144
7.6.2. Consumption expenditure per capita on health care	145
7.6.3. Carbon emissions	146
7.6.4. Carbon intensity.	147
7.6.5. Typology of Chinese provinces based on cluster analysis	149
7.6.6. Cluster analysis types	149
7.7. Conclusion	152
7.8. References	152
Chapter 8. The Connecting Role of Home Country Institutions on SME Internationalization: China's OFDI Support in Germany	157
Fabian HÄNLE, Stefanie WEIL and Bart CAMBRÉ	
8.1. Introduction	157
8.2. Literature review.	160
8.3. Methodology	162
8.4. Findings and discussion.	165
8.4.1. Overview of findings.	165
8.4.2. Discussion of theoretical contributions	171
8.5. Limitations and future research	176
8.6. Implications and conclusion	177
8.7. References	180
Chapter 9. Stock Markets and Cultural Dimensions: A Comparison Between Japan, South Korea and China	193
Sophie NIVOIX and Serge REY	
9.1. The relationships between cultural values and financial decisions	194
9.1.1. The cultural dimensions of Hofstede.	195
9.1.2. The Schwartz dimensions	196
9.1.3. The approach of Trompenaars	197
9.1.4. The GLOBE project	198
9.2. The measures of the cultural dimensions and their financial implications	199
9.2.1. The Hofstede dimensions for Japan, South Korea and China	200
9.2.2. The results of Schwartz for Japan, South Korea and China	201
9.2.3. The Trompenaars dimensions for Japan, South Korea and China	202

9.2.4. Scores of the GLOBE project for the three countries	202
9.2.5. Summary of risk and return assumptions for the three countries . .	204
9.3. Main financial patterns among the three stock markets	205
9.4. Conclusion	209
9.5. References	209
Chapter 10. Geo-economics and Geopolitics of Power Balance: Insights from the China-Iran-Pakistan Alliance	213
Lucía MORALES, Daniel RAJMIL and Bernadette ANDREOSSO-O'CALLAGHAN	
10.1. Introduction	214
10.2. China's economic challenges	216
10.3. Globalization insights and power balance	220
10.4. China-Pakistan-Iran trilateral cooperation	221
10.5. Pakistan's vital role in the CPEC and regional stability	223
10.6. Energy and natural resources as a binding element for China's geo-economics aspirations	225
10.7. Pakistan's shift from geopolitics to geo-economics	227
10.8. Iran's role in the alliance	228
10.9. Conclusion	232
10.10. References	233
Chapter 11. The New Silk Road, EU-China Connectivity and Global Logistics Crisis: Nordic Perspective to the Eurasian Land Bridge Rail Routes	239
Erja KETTUNEN and Claes G. ALVSTAM	
11.1. Introduction	239
11.2. Europe-China connectivity and the geography of transportations . . .	241
11.2.1. Modes of transport in Europe-China trade	241
11.2.2. Policy initiatives and the development of railway connectivity	243
11.2.3. Data and method of the study	245
11.3. Finnish rail transport routes to China along the Eurasian Land Bridge	246
11.3.1. Before the regular connections	246
11.3.2. The start of regular transports	247
11.3.3. The impact of the connectivity policies	250
11.3.4. The impact of the pandemic and global logistics disruption . . .	251
11.4. Conclusion	253
11.5. References	254

Conclusion	263
Sam DZEVER	
List of Authors	265
Index	267