



MBA



GLOBAL NETWORK FOR
ADVANCED MANAGEMENT

Global Network Week
13 – 17 March 2023
Hong Kong University of Science & Technology

THE PAST, PRESENT, AND FUTURE OF BUSINESS IN HONG KONG

Instructor: Prof Joon Nak Choi (jnchoi@ust.hk)

MBA Office Contact: Emily Ma / Joanne Wong (mbaex@ust.hk)

Course Description

Hong Kong has a storied past. What is it today? And what of its future? This course focuses on Hong Kong's place in a transformed world and the business opportunities it will offer going forwards.

We will start by investigating Hong Kong as Asia's Global City before examining its role in the broader story of Asia's rise from poverty to prosperity. The rise of Asia in general and China in specific have been among the most important global trends over the past 50 years. It continues to underlie the structure of economic competition and complementarity; while China and the U.S. have distinct industrial models with limited overlap, China, Japan, and Korea have similar industrial models and their companies have long been competing vigorously against one another. Yet, these East Asian economies remain even more interdependent upon each other and Southeast Asia than they are to the U.S. or Europe. Hong Kong has played a key role in linking these Asian economies together in both competition and cooperation, as well as linking the region to Europe and North America. Can Hong Kong continue playing this critical role going forward into the future?

The objective of the course is to provide a strong understanding of competitive dynamics and opportunities across a changed Asia-Pacific landscape. We will avoid political and ideological discussions to focus on the economic implications and opportunities.

Learning Objectives

This course will not only provide you with an understanding of Hong Kong and its economic role regionally and globally, but also empower you to identify and exploit economic opportunities emerging from the city:

- Understand the Rise of Asia through the Asian Development Model and how this shared legacy shapes competition within the Asia-Pacific region, particularly between Korean, Japanese, and Chinese firms today and Vietnamese firms tomorrow.
 - Understand how global cities function as the crucial connection points enabling both regionalization within East Asia, North
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America, and Europe, and globalization across these regions, and what this implies for both competition and cooperation.

- Understand Hong Kong's shifting historical roles as a global city, from trading port to financial hub and from an Asian outpost for Western corporations to a global springboard for outwards-looking Chinese corporations.
- Looking at Hong Kong as a global city within the context of the Asian Development Model and shifts in the structure of the world economic order, predict what will the future of Hong Kong look like and what opportunities it may continue to offer.

Instructor

Joon Nak Choi, PhD

Adjunct Associate Professor, Department of Management

Advisor to the MSc in Business Analytics, Department of Information Systems, Business Statistics & Operations Management

Faculty Associate, Institute for Emerging Market Studies

The Hong Kong University of Science and Technology



Professor Joon Nak Choi (JC) has straddled careers in academia, management consulting, and entrepreneurship across the United States and Asia. He has taught corporate strategy, globalization, and the Asia-Pacific context at The Hong Kong University of Science and Technology, Stanford University, and New York University Shanghai. He also founded startups Zectr and Learnovate in Hong Kong and worked at management consultancy Novantas in New York.

His recent books, [Strategic, Policy and Social Innovation for a Post-Industrial Korea: Beyond the Miracle](#) (ed. Routledge) and [Global Talent: Skilled Labor as Social Capital in Korea](#) (Stanford University Press), mirror his own experience seeing how interpersonal relationships make globalization work. He has also authored numerous editorials for the [South China Morning Post](#) in Hong Kong and the [Maeil Kyungjae Daily](#) in Seoul, two of the most widely circulated newspapers in Asia.

Professor Choi holds a PhD and a MA from Stanford University and an AB from Brown University.

