

Jing Wang · Michitaka Kosaka ·
Ke Xing · Hua Bai
Editors

Entrepreneurship in the Asia-Pacific: Case Studies

 Springer

Contents

1	Introduction	1
	Jing Wang, Michitaka Kosaka and Ke Xing	
Part I Entrepreneurship in Manufacturing Industry		
2	Shigenobu Nagamori and Nidec Corporation—Realize No. 1 Motor Company Through Developing a Knowledge-Creating Company	21
	Michitaka Kosaka and Yong Nie	
3	Jun Lei and Xiaomi—Build Amazing Products with Honest Prices and Let Everyone Enjoy the Fun of Technology	47
	Qi Qi, Lijuan Cheng and Jing Wang	
4	Guotian Liu and Jinsida Group Co., Ltd.—To Keep Lucid Waters and Lush Mountains for the Next Generation	71
	Hua Bai and Jing Wang	
5	Kenny Lin and Thermaltake—Branding Strategy and Product Innovation	93
	Lung Chieh Chao, Jing Wang and Jing Hua Qi	
6	Qian Wang and Taibei Environmental Protection Equipment Ltd. Co.—Environmental Entrepreneurial Road of Shandong Taibei Limited Company: The Importance of Forecasting Industry Development	111
	Ning Ding and Jing Wang	
Part II Entrepreneurship in Services Industry		
7	Dato Michael Tio and PKT Logistics—A Knowledge Creating Service Company Growing into a Global Logistics Company	133
	H. M. Belal, Quamrul Hasan, Norani Nordin and Michitaka Kosaka	

8	Airlock Digital—Australian Information Security Systems Startup to Scaleup—Where Trust is a Must	153
	Michelle Leanne Oppert and Tristan Haines	
9	Toshikazu Saito and RENAISSANCE—A Company for Creating Something to Live for Through a Fun and Active Lifestyle	171
	Daisuke Sugiyama and Michitaka Kosaka	
10	Shigemi Kawahara and IPPUDO—Having People All Over the World Taste the Japanese Ramen	191
	Shunichiro Morishita	
 Part III Entrepreneurship in New Business and Social Innovation		
11	Tri Nguyen and Mimosatek—Supercharging Agriculture in Vietnam with IoT	215
	Minh Chau Doan	
12	Daisuke Teshima and TRIFE Inc.—Creating a New Business to Support the Elderly and Handicapped	233
	Michitaka Kosaka and Yong Nie	
13	Masanori Kamiguchi and Kayotei—Harmonizing a Japanese-Style Inn with the Local Culture and Environment for Social Innovation in a Hot Spring Area’s Revitalization	253
	Shunichiro Morishita	
14	Summary and Discussion	273
	Michitaka Kosaka, Ke Xing and Hua Bai	