

Management in Far-East Asia

3 ECTS

Lecturer

Prof. Dr. Hans-Peter Sonnenborn
sic@wiwi.uni-kl.de



Curriculum Vitae

Prof. Dr. Hans-Peter Sonnenborn was born in Memmingen/ Bavaria and spent his youth and school years in Essen. After studying Economics at the University of Cologne and Pennsylvania State University, USA, until 1973, he started his professional career at the Federation of German Industry. Besides his occupational work, he continued studying and passed his doctoral examinations with a dissertation on attitudes of business interest groups towards the stabilization policy of the government in 1979.

Prof. Dr. Hans-Peter Sonnenborn joined the automotive industry in 1980 when he continued his career as an assistant to the CEO of Audi NSU Auto Union. At Audi, he worked in various executive positions in product planning, product-management, sales and marketing. From 1985 till 1995 he worked for BMW and in 1989 took on the position of President of BMW Japan. From 1996 to 2013, Prof. Dr. H.-P. Sonnenborn lectured in International Management at the Hof-University and the Catholic University of Eichstaett/Ingolstadt.

Research specializations

- *Leadership*
- *Global Management, International Marketing*

Selected publications

Einfluss Asiens auf die europäische Führungskultur, Co-Author: E. Sultanow, H.-P. Sonnenborn, S. Sultanow, in: Digitale Fachbibliothek Management und Führungspraxis.

Sustainability of Intercultural Communication in Business Management – An Empirical Approach using the Exam.

Course description

We can state categorically that management and culture are interconnected. The cultural diversity of the region Far East Asia and Europa could not be greater. For centuries, there has been hardly any kind of reciprocal influence. The cultural area of Far East Asia is more or less (except for few specialists) alien to us.

Consequently, the lecture starts with the cultural foundations of this region. Students will be made familiar with these different cultural principles, understand the historical, cultural and economic development of Far East Asia, perceive the different management methods there, and will be able to compare both management systems.

Students are urged:

- To question the different management systems
- To understand the cultural context of different management approaches
- To evaluate different methods of different managerial proceedings

Students will come to realise that each culture offers specific advantages for their economic success. Students should be able to analyze the economic system.

Basic-Literature for preparation

Kissinger, H. 2011. On China. New York: Penguin Press.

Sun T. On the Art of War: The Oldest Military Treatise in the World.

Hofstede, G. J., Pedersen, P. B., Hofsted, G. 2002. Exploring Culture. Yarmuth Maine: Intercultural Press.

Müller, S., Gelbrich, K. 2004. Interkulturelles Marketing. München: Vahlen.