

# Preface

Since the end of the Cold War, a series of global and regional economic issues have been puzzling both theorists and practitioners. They include such important problems as: Why have nations with same or similar natural endowments and political contexts had so different economic performances? Why have trade and economic cooperation been efficient between some nations but more and more difficult between the others? These issues are very crucial to contemporary policymakers and practitioners, and many nice theories have been constructed in order to assess them. Unfortunately, it is argued that most existing theories cannot be used to deal with the above issues satisfactorily.

This book sets out to present a methodological framework for the analysis of intercultural economic issues that could be misinterpreted by existing theories. It identifies various cultural conditions under which economic policies can (or cannot) be optimized and/or optimally implemented during the process of economic globalization. Another target of this book is to develop new methods and techniques by which to improve the efficiency of intercultural trade and economic cooperation. Springing from my multicultural working experiences during the past decades, this book will prove useful to researchers and practitioners with an interest in the workings of multiculturally based economies, as well as to university students studying international trade and business administration. Except for a few sections, this book is not technically complicated. Therefore, I hope that this book will help researchers as well as ordinary readers and students from different cultural backgrounds to get familiar with our creative, diverse cultures as well as to acquire the general techniques on intercultural economic analysis.

This book is part of my larger research project on intercultural economic analysis, which is intended to supplement current studies on development economics and international economics and trade. An extensive analysis of existing cultures of the world as well as of the intercultural economic differences from 1950 to 2000 has been included in the book entitled *Cultural Influences on Economic Analysis* (Palgrave-Macmillan, 2006); and a detailed analysis of cross-cultural business strategy and economic management may be found in the book entitled *Cross-Cultural Economic Management* (Nova Science, 2009). Other specific topics have been published in several journals (such as *The Journal of Socio-Economics*, 2004, vol. 33, no. 4; *Asian Economic Journal*, 2007, vol. 21, no. 1; and *Geoarchaeology*,

2009, vol. 24, no. 5). Although the mathematical models developed in my previous works are also included in Chaps. 4 and 5, they are now revised, and, of course, the data and the estimated results thereof are completely new in this book.

During the writing process, I have benefited from many distinguished experts and reviewers. They are Chalongphob Sussangkarn (Thailand Development Research Institute and EADN Coordinator), Chia Siow Yue (Singapore Institute for International Affairs), Shigeyuki Abe (Doshisha University), Eui-Gak Hwang (Korea University), David Lim (Griffith University), Steven Pressman (Monmouth University), Ammar Siamwalla (Thailand Development Research Institute), Josef T. Yap (Philippines Institute for Development Studies), Zhang Yunling (Chinese Academy of Social Sciences) as well as a number of anonymous reviewers.

Publishing with Springer has definitely become an integral part of my on-going research on intercultural economics. I have benefited from the innovative jobs done by editors, reviewers, and readers at Springer's New York, Heidelberg and Beijing offices during the period when the manuscript was prepared and revised. Jon Gurstelle (Editor of Economics and Policy) and Barbara Fess (Editor of Economics and Business) merit particular mention. Without their help and encouragement, this project could not have been accomplished – at least not in its present form. But all views, drawbacks, and errors in this book certainly are mine.

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Theory and Method

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