



University of Sussex

Business & Management

Seminar series

Date: Wednesday 14 November

Speaker: Glenn Morgan (Cardiff Business School)

Title: Into the greater Asian economic expansion: Competition and Cooperation between Korean and Japanese electronics industry

Abstract: Japan and Korea both have large electronics industry, and both countries have strong trading competitiveness. Recently, Japanese consumer electronics products have been losing competitiveness in the international markets against Korean products. The paper argues that this reflects the transition of Korean capitalism from a predominantly Fordist model to a business model based on the flexible mass production of diversified goods and services. This transition occurred at the level of institutions and corporations mainly in the aftermath of the 1997 financial collapse of Korea. The paper shows how Korean firms were reconstructed and in this way surpassed Japanese firms in key consumer electronic markets. The paper argues that this process can be understood by drawing on recent institutionalist analysis of the complex incremental nature of institutional change, the importance of international contexts to facilitating particular patterns of change and finally the power of elite groups to make rapid and important decisions concerning change at institutional and corporate levels.