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***The Entrepreneurial Rise in Southeast Asia: The Quadruple Helix Influence on Technological Innovation.* Edited by Stavros Sindakis and Christian Walter. New York: Palgrave Macmillan, 2015. Pp. xvi + 349.**

Innovation is increasingly being recognized as one of the key tools in national economic performance, especially for those countries that have moved beyond being low-cost manufacturers and producers. As national economic output moves up the value chain, becoming more sophisticated and diverse, the ability to create new products and services that can successfully compete becomes more important.

But what makes for effective innovation? Is there a particular set of conditions or frameworks that will facilitate it, or is it an essentially ad hoc or uncontrollable process that boils down to the specific skills, behaviour and support that some individuals have? Why are some nations so much more successful than others in producing entrepreneurial and innovative firms? As in many other areas of public policy, it is an issue that governments are keen to understand, yet there is no apparent simple answer.

Not surprisingly, recent decades have seen the emergence of innovation as a field of enquiry in its own right. Once the preserve of only a few researchers (many of them, interestingly, in the field of engineering as well as economics and management), it presently covers a number of related disciplines, including entrepreneurship, small business studies, public policy and technology management. There is also a vigorous public debate about what exactly is the right “ecosystem” that will allow it to flourish.

This is an issue that is especially pertinent in Southeast Asia. There are more than 60 million small and medium enterprises (SMEs) in the region, providing a substantial springboard for future entrepreneurial endeavours. Regional production chains have emerged that can potentially facilitate the rapid transmission of new innovations from one party to another. Human

capital and infrastructure has improved markedly in recent decades, and nations such as Singapore have already identified innovation as a key tool of future national prosperity. As the editors note, the region is a zone of not only wide economic diversity, but also great opportunity.

It is against this backdrop that Sindakis and Walter’s edited volume is set. It contains contributions from a wide variety of scholars (and a small number of industry participants) from both within and without the region, focusing mainly on developments in Singapore, Malaysia, Hong Kong, Thailand and Indonesia.

The fifteen chapters are divided into five sections, each addressing a particular theme. Section 1 examines issues relating to new venture formation and SMEs; Section 2 discusses financing issues; Section 3 examines human capital and related issues; Section 4 looks at knowledge and innovation; and Section 5 focuses on environmental sustainability.

The chapters are, in the main, easily readable, well written and have something useful to say. Most of them focus closely on one or another particular country in the Southeast Asian region (such as SMEs in Thailand in Chapter 2, or the development of entrepreneurship in Singapore in Chapter 3). Others compare issue-specific policies and the performance of a selected handful of nations (such as entrepreneurial financing in Chapter 4 and human resource management in Chapter 8). Each of these help provide some useful insights about one or another of the various elements needed to build a successful innovation ecosystem.

Yet there are also some crucial elements missing from the book as a whole. The first is the absence of any substantive attempt by the two editors to synthesize all of the disparate chapters into a coherent whole. What do each of the chapters help tell us about the bigger picture of creating an entrepreneurial innovation system? As it is, the editor’s final conclusions (in Chapter 15) simply summarize each of the contributions, when it might have been more helpful to discuss how all of the elements in the book linked together, and how this in turn related back to the helix concept.

The book's title is catchy, but does not accurately reflect its contents. For example, although it is subtitled "the quadruple helix influence on technological innovation", these issues get only a small amount of attention. Neither the preface nor the editor's introductory chapter explains to the reader what a "quadruple helix" is, and it is not until Chapter 7 that the term is mentioned and briefly discussed. The issue of helixes is subsequently made more confusing when some other contributors devote their chapters to the "triple helix" (Chapter 12) and the "quintuple helix" (Chapter 13).

Likewise, the titling also suggests that this is a book on "technological innovation". In practice, however, few of the chapters look at technology per se. Instead, they examine many divergent aspects of entrepreneurship and innovation, and there is little focus on tech-related issues. A more appropriate subtitle would therefore have perhaps been useful.

A second issue is the use of different overarching frameworks from time to time. Whilst the title might lead one to expect that the various sections of the book would examine each of the four elements of a quadruple helix, the chapters are instead grouped together into five very different sections internally: innovative capacity, financing, human capital, knowledge management and environmental sustainability. The editors refer to these as "five pillars of innovation", but do not explain how these relate to the four elements — government, academia, civil society and business — that constitute the quadruple helix model.

Towards the second half of the book, the editorial control seems to waver at times. A number of English language problems become apparent in some contributions, and the relevance of some of the chapters is a little questionable. For example, Chapter 14 looks at environmental problems in China, but its significance to Southeast Asia is unclear, and it has no discussion of the linkage between sustainability and innovation. Several chapters refer to the advent of the ASEAN Economic Community by 2015, but given this book is published in 2015, a more judicious editorial oversight might have removed this anomaly.

Nevertheless, the book does make a useful contribution. For the reader interested in better understanding some of the basic issues in contemporary innovation and entrepreneurship, several chapters provide a useful background of the regional context. There is also scope to perhaps look at another, similar book which applies the lens to some of the other countries in the region, including both larger economies (Vietnam and the Philippines) and newly emerging ones (Laos, Cambodia, Myanmar). After all, the issues related to successfully fostering innovation and entrepreneurship are likely to keep growing in importance across Southeast Asia.

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***Ethnic Chinese Entrepreneurship in Malaysia: On Contextualisation in International Business Studies.* By Michael Jakobsen.** London and New York: Routledge, 2015. Pp. 147.

The book provides a fresh look at ethnic Chinese entrepreneurship from a different theoretical framework. It suggests various modes of analysis for examining ethnic Chinese entrepreneurship in a specific national context, which could be used to test the explanatory power of different international business (IB) theories. It introduces the notion of "glocalization" in IB studies, arguing that the analytical study of ethnic Chinese entrepreneurship should embrace global business practices, the context of the national economy and local societies that comprise the formal and informal institutions in a triangular matrix. It delineates the glocalization perspective and argues that the focus of enterprise analysis should be on the processes between the points in the triangular matrix, rather than on inter-ethnic bonding within businesses. By employing this holistic theoretical
