

A COMPARATIVE STUDY OF PHYSIOECONOMICS EFFECTS IN ASIA

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Abstract

Global economy requires solutions to be sustained efficiently and effectively as figures and facts have been giving daily evidences since several years now. Present paper focalizes on the solid –even though latent– tie between global economics and local forces. They are actually clashing in a titanic effort to lead the world sustainability, whilst present educated question narrows on *clashing forces or merging forces?* Starting from a comparative study of three Asiatic Countries, India, China and Japan, it shapes on a mixed confrontation between old and new economies, fast and slow growing, traditional and innovative cultures, ancient and recent state systems, high and low cultural contextualization, in the effort to spot how forces in action and opposition and influencing the actual state of globalizing processes might be called to sustain it, if properly studied and adopted. Hypothesis is that globalization should care of physioeconomics in action under cultural, anthropological and environmental point of view in order to develop a sustainable model for business development. Phenomena of physioeconomics is observed from different angles, and in different environments during its historical evolution, which are both physical and anthropological ones and offer as a main findings a model of comparative table between Countries to develop a global strategy of development.

Keywords: Globalization, Physioeconomics, Far-Eastern Asian Society, Comparative Study

Introduction: Definition of the Three Environments

Since three decades scholars have been studying how local phenomena clash with the global society, influencing specific economic behaviors (Levitt, 1972). Actually, present paper focalizes on three socio-economic aspects, which are methodologically explained as the physical

environment (the Countries), theoretical environment (the Globalization phenomena) and research environment (Physioeconomics). The expected outcome is the understanding of how Globalization is linked with the physioeconomical instances (Parker 2000; Scaini 2012; Scaini 2015¹; Scaini & Navarra 2015²) in a certain environment, and can be managed through the study of those aspects actually latently in action (Hirts & Thompson 1992; Lynch 1998). There are in fact specific problems bonding globalization and physioeconomical issues.

First Environment: Physical. The first environment or field of study is physical, meaning the three Countries under examination and experimentation. Actually, there are specific situations, which can be found easily in Asia, which are fostering or hindering the process way down to success of the global theory, and at least these Countries appear likewise eligible of a deeper analysis (Nakamura 1964): China, India and Japan represent now the practical field of study and offer interesting situations overlapping and crossing together in order to create a most peculiar warp. Japan is picked from a bucket of mature economies being actually the only Asian Country mature but yet with very strong physioeconomical aspects influencing its economy and international relationship (Mishima 2008¹⁵; Smith 1985). China is representing nowadays the very target market for the world economy and business relationships, calling itself the real pivot of the world economic development and quite a globalized nation (Guthrie 2012), despite different unique conditions making it similar or very differing both from Japan and India (Rambourg 2014). As just mentioned, last taken from the bucket of Asian nations is India, offering a very high cultural context next to developing economies, surely at a slower rate than Chinese one, but longer lasting and with some very specific physioeconomical aspects such as religious issues, theorized over a century ago (Weber 1904-05; 1906) and yet very actual, especially in a global contextualization (Dipankar 2000; Vindhya 2003).

Second Environment: Theoretical. The theoretical environment is represented by the Globalization processes and its constant clash against local traditions, cultures, social behaviors and conventions (Hist & Thompson 1992) and by its dynamic balance due to different forces in constant and yet irregular action (Stiglitz 2007). The theoretical problem of globalization is studied under the point of view of which latent and invisible forces are really acting against the dynamic process of homologation and requiring an always stronger action of adaptation to specific contexts (Lynch 1998).

Third Environment: Research. Physioeconomics have been always in action, affecting regular economy (Parker 2000) and business (Foegel 1994) in a very visible or hidden way. The very vary and unpredictable effects of ambience, religious instances, anthropology (in form of culture, tradition,

ethnics, Parker 1997^{1, 2, 3}) are actually influencing business operations as well as forming the specific situation in which business operations are puzzled for a solution. Main issues observed by present paper, representing as well a future improvement of integration with other forces and more consequences observable, is the effect of endemic culture (highly and lowly contextualized, (Nishimura, Nevgi & Tella 2008), ethnics (Parker 1997²) as well as forms of mono-cultural ethnical and religious membership (Harris 2001; Nakamura 1964) in the global issues and how the reaction of the very Asian stimulated background is. Eventually, crossing the environments it is notable a table with relevant issues and a perspective use of it, offered as one among the main findings.

Question: Clashing Forces or Merging Forces?

The main theoretical problem, now approached from the practical point of view of physioeconomics and practically influencing the development of business in chosen Country, lies in the possibility of being aware of how specific issues operate in a specific environment and using such instances to avoid a clash and learning how to adopt them into specific strategies of progress: this is intended in order to create a very adaptable model for the sustainability of a global economy. Asian framework is considered likewise exemplificative about how physioeconomics influence both in active or passive way the socio-economic life of people (or, citizens) due to influence of hidden forces, yet surely known. An “active influence” is considered here and after when deliberate actions are taken by a Govern or by any actor to use physioeconomical issues in order to generate some effect, which may potentially clash with or foster globalization instances. A “passive influence” is considered here a likewise genuine or artificial phenomenon that generate as a direct consequence a situation, which is notable but yet to be investigated to be understood, and which could both oppose or foster some globalization. Actually, every physioeconomics could be used in both ways and a direct and some solid and consistently empirical observation of phenomena gives evidences.

Ethnical Instances: Chinese governs in last 40 years used a fake and illusory ethnic instance (non genuine) to create a national idea, unknown before, merging different culture (58) under a pre-constructed idea of Chinese nationalism (Bakken 2000; Greenhalgh & Winckler 2005; Rambourg 2014). A similar phenomenon, eventually more genuine, is the ethnic membership with a unique group of the 98% of Japanese population (Mishima 2008¹⁵). Such instance in Japan is a really hybrid one, being a genuine, but early adopted and reinforced for good measure by different political forces along the last century to build the sense of a Japanese Nation

from an original Yamato Nation (Doak 2001), and can be spotted in different aspect of life in Japan (Smith 1985).

Religious Instances: A comparative analysis of China and India can be pursued in terms of influence of religious instances on politics, socials and slightly on economics (Chandler, Steinberg et al. 1987). Basically the religious instance, derived from very original studies (Weber, 1904-05; 1906; Parker 1997^{1, 2, 3}) is affecting the social behavior of broad groups of people (Harris 2001), to make them really “nations” (in the meaning of tribes and closed huge groups) even artificially (McCleary&Barro 2006). Religion can be spotted also as an effective form of resistance to globalization (Johnston 2012; Wessel 2009), and sometime as an opposition to or foster of Pan-Asianism movement (seen like a form globalizing artificial movement) or even national ideas (Saaler & Koschmann 2007). Castes in India derivate from a very traditional religious idea and local beliefs gathered into the Hinduism (Dipankar 2000), eventually resumed to make up a new bureaucracy. As proofed by scholars, religion is one of those genuine forces used, misused or even abused to obtain a very political or even economical effect: for example in China (Guthrie 2012), in Japan (Smith 1985). In India the phenomenon is way down to a very broad relevance being strongly inherited into social psychology (Sheth 1999; Vindhya 2003).

Cultural Instances: curiously, there is no direct link between level of contextualization and level of globalization, despite what is trivially believed. Following Copeland & Griggs (1986), some among the most globalized Countries in the world are actually low contextual cultural ones, such as English, German and American), but some high context culture is as open to global phenomena as the previous ones (Latin America, Southern Europe – France, Italy -, China, India). Sure the understanding of ties between cultural context as physioeconomical consequence and level of globalization is an interesting future improvement. Reason lies apparently in how the local forces were able to be merged in a broad context better than to clash against it, keeping themselves, better than fading away, becoming a part of the whole context. Counting on the three target Countries, it is basically possible to say that Japan isn't very globalization-friendly, while China and India are, but all of three have a strong cultural heritage entered into the vast global phenomena flourishing worldwide. From the other hand, some high context Country is making a strong opposition to Global phenomena, as it is expectable (Russia, Arab Countries and Japan), offering a relevant and consistent preservation of their endemic culture, and some low context Country is offering resistance as well, in a some uncommon way (the southern United States, and Germany or Finland in some specific field, like business models, Nishimura, Nevgi, &Tella 2008). China offers a specific natural model of modelling globalization, being itself a very world, with

strong inner-spective and very controlled outer-spective, able to pick specific physioeconomical aspects and to use them to make a national idea, which is larger enough to be mentioned like a global one (Greenhalgh & Winckler 2005).

Hypothesis: Comparing Physioeconomical Forces in three Asian Countries

Hypothesis, supported by some solid scholars' research and a theoretic comparative analysis between the three target Countries, suggests that physioeconomics can efficiently influence the socio-economic environment, both in a positive or negative way and genuinely or being misused artificially in order to reach a predefined goal. What is also under investigation is whether such forms of influence might be predictable or not. Such artificial use makes physioeconomics able to be adopted as a practical tool of business and economic operations support, and beside that makes them needing an exploration and understanding, in order to avoid dangerous hinds. A perspective empirical analysis can be built on the basis of present research, and future improvements are expected, adopting a similar scheme in order to understand active and passive forces and help business and economic development both in a highly or low globalized environment. Basically, for those business operations focalized on a consistent adaptation to specific environments, understanding physioeconomics forces involved in a specific market is just mandatory for a successful integration and adaptation. Fact is that a predominant globalization and broad standardization level of operations is arguably evident, as far as today, and since it is assumed how physioeconomics have been affecting economic and social outcomes since decades, present hypothesis is proofing empirically:

- which physioeconomical forces have to be considered: not all of them are equally affecting or present in each environment;
- how they act (positive or negative influence): not all are genuine, some has a perceptive artificial construction;
- the outcome on the final development of an environment;
- different outcomes linking same physioeconomical instances together in a different environment.

Paper is hypothesizing that physioeconomical issues clash with globalization urgencies when bypassed, or left unnoticed or treated in a trivial and superficial way, whilst they should be explored not in a mere theoretical way, but in their possible final outcome. Moreover the influence on social behavior should be deeply explored and understood, since, as it is proofed, same forces in different environments result in different outcomes for business, economic and social development.

Countries	China		Japan		India	
Factors	VS - Pro		VS - Pro		Vs - Pro	
Geography	Huge Territory	Late Urbanization	Isolation	Concentration Urbanization	Huge territory	Urbanization
Culture	Cultural areas High context	Commercial tradition huge linguistic areas	High context	Yamato Nation (superiority)	High context	Commercial tradition
Religion	Traditional religions	Communism, Atheism, Buddhism	Shinto, endemic religion	Buddhism	Polytheism, castes	Buddhism
Ethnics	58 main ethnicities	Artificial sense of Chinese nationalism		98% Mono ethnic	Different ethnicities	
Social Behavior	Closed communities outbound	Emigration Emulation	Strong social conventions, nationalism			Weak and late sense of nation
Individual Behavior		Low individualism, communism group culture		being part of family, tribes, company		Auto realization, creative thinking

Table 1: Comparative analysis of Physioeconomics in three different Asian environments

Legenda

VS and PRO represents here which physioeconomics and how are acting in an environment, hindering or fostering “something” (here, globalization). Geography represents all those aspects linked to the physical aspect of a Country, such as weather and climate territory, physic conformation (Foegel, 1994). Culture concerns mainly human and cultural aspects, but for any ethnic one (Copeland & Griggs 1986; Parker 1997¹). Religion defines how religious instances might have influenced or have been influencing social and economic life in an environment (Harris 1985; Weber 1904-05; 1906; Parker 1997³). Ethnics regard the anthropological physical and perceived aspects of a nation (Parker 1997²). Social behavior is basically the outcome of most of Physioeconomics which have already deeply affected a behavior of nations, tribes, groups of people, or human environments,

whilst Individual one regards the single attitude toward something, regardless to what a special belief says (in a Country “smoking” might have a very bad perception, but anyway who smokes, do it in a very specific way; Nakamura 1964).

Findings, Conclusions and Actual Limitations

Actually present paper counting on a solid and robust implant of scholarly proofed theories, gives evidences of very latent but nevertheless strong problems linked with development business and state of sustainability of economics and socials, focalizing on Asia. Such problems are affected by underestimated physioeconomics, influencing environments and can be treated as actual in western Countries as well. Actually, in most environments local forces and globalization forces are clashing, and it is the surface of the iceberg, in fact there is a submerged reality where it is notable how such forces are merging together and local physioeconomics are instead fostering the globalization and standardization processes, even in high context Countries. Such foster is really pulled into the environment by unnoticed phenomena or even phenomena which were really built artificially, maybe with different purposes. Anyway, in the end of the day they have been working effectively to support global strategies. Three cases compared proofed how the same physioeconomical phenomena could have different evolutions and opposite outcomes, as well as different evolutions or different phenomena could have led to same results in different environments. The findings do not concern any tool to make business more predictable, but they enlighten on the theoretical need of research, analysis and eventually comprehension of specific physioeconomics in order to understand how to merge them into a global context without hard clashes, but in order to allow a soft passage from local isolated environmental identities to local globalized environmental identities. Key words appear like "globalizing the environmental experience".

Physioeconomics and Globalization processes clash because there is no acknowledgement about how merging them together and no aspect of study of single instances and perspective of the developing phenomena, even though, as proofed, there is serious robust research behind this phenomenology.

Actual limitations, eventually linked to recommended future improvements, concern a future deeper study of single physioeconomical instances and a quantitative research and measurement of such forces, adopting a tool of measure (Scaini 2015¹). Again, the possible connections between the level of contextualization of culture in chosen three markets and level of globalization is another possible improvement. Moreover it will be interesting to adopt a research based on quantitative method to investigate

furtherly the perception of physioeconomical instances of the people in the environment and to acknowledge the level of consciousness of such phenomena.

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