



במסגרת הסמינר המחלקתי של החוג ללימודי אסיה נארח את:

גב' אירינה ליאן, האוניברסיטה העברית

"Start-Up Nation" vs. "Republic of Samsung": International Collaboration among Israeli and Korean Firms

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The present study examines the interplay between developed and developing economies in international collaborations between two ex-peripheral countries, South Korea and Israel. More specifically, it explores cultural images by which developing economies are produced, circulated, and perceived as people negotiate their own identity in comparison to the imagined Others. Both Korea and Israel function as a looking-glass in defining people's own culture and society in a global context as "Western-like versus Asian," and the "Start-up Nation" versus "The Republic of Samsung." In turn, these cultural images become important factors in selecting partners, thus affecting group dynamics in collaborative projects and influencing decision making in the labor division. Focusing on the difference between "Israeli innovative thinkers" and "Korean doers" reveals its role on recreating of developed/developing categories.

(ההרצאה תנתן בעברית)

יום שני, ה-29 בדצמבר 2014, ז' בטבת, בין השעות 12:15 – 13:45

בחדר הסנאט, מגדל אשכול, קומה 29

נשמח לראותכם בין אורחינו