

THE ASIAN ENTREPRENEURSHIP CORE IN COVID-19 PERIOD: VALUE CHAINS, SPECIALIZED EDUCATION, MASSIVE PARTICIPATION OF WOMEN AND STRATEGIC ACCOMPANIMENT

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Abstract: *The document seeks to follow up on companies, entrepreneurs and States, on the issue of strategy and entrepreneurship. For this, two parts are taken, "Companies and take-off strategies typical of central and southeast Asia, before the pandemic", there are unicorn companies, ventures, new versions of organizations before COVID, period from 2012 to 2019. The cases to be studied come from companies, States, organizations, which are located in the center, such as in Southeast Asia: the Republic of India and the People's Republic of China. It also takes the leading countries of Southeast Asia, led by Japan, first-generation of the Asian Tigers, Singapore, South Korea, Republic of China Taiwan (ROC); second generation, Thailand, Indonesia, Vietnam, among others. Then, strategic cases are described, analyzed, and sought, in the period 2021-2022, the same countries of Central Asia, plus Japan, the first-generation Tigers, all those previously analyzed, plus Hong Kong and the Second generation, all the analyzed in the previous period, plus Malaysia and Cambodia (OJEDA F. A., 2014). Sectors associated public policies, business strategies, exact cases of companies are observed, for each country, before and after the pandemic until today, 2022. With this research scheme, the reader establishes a "road map" of the companies, which has been generated from a highly volatile international environment, but with great opportunities. It is also an attempt to show a business "catalogue of practices" from these countries, which can be an example for Western organizations, in times of global crisis and international price volatility, especially affecting the value chains of food commodities, energy and basic electronic supplies.*

Keywords: Southeast Asia, Central Asia, pandemic, post-pandemic, company, entrepreneurship, unicorn companies, Innovation.

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Introduction

This document aims to monitor companies, unicorns, businessmen, States, leaders of Central and Southeast Asia and observe, describe, analyze in its basic principles, their behavior before the pandemic in 2012 -2019, first chapter "Companies and take-off strategies typical of central and southeast Asia, before the pandemic" and, after the first outbreak of the pandemic, years 2021-2022, second chapter "Pandemic, post-pandemic organization".

It seeks to establish how strategies have changed after this reality of these protagonists, which to date includes a global context, marked by the container crisis, the SFCI index, in charge of measuring the value of routes to the People's Republic of China, due to this problem, showed between the beginning of 2019 and September 2021, a

growth of 530% in this value (LÓPEZ, 2021); global stagflation, which in the opinion of the World Bank will cause a worldwide decrease from 5.7% in 2021 to 2.9% in 2022 (THE WORLD BANK, 2022) and the Russia-Ukraine conflict, which hits hard the global value chains of food commodities and power generators at the head of gas (Fariza, 2022).

To achieve this purpose, we start from a business context, with an environment of less volatility in prices and supplies and with the clear leadership of countries such as Japan, the Republic of China-Taiwan (ROC), Singapore, South Korea, less traditional such as Indonesia, Cambodia and Vietnam, from Southeast Asia and, from Central Asia, this process is led by the two great traditional ones, the Indian Republic and the People's Republic of China, which in their basic contributions can be seen in Table No1: "Characteristics of pre-pandemic business and entrepreneurship models".

Knowing the entrepreneurship scheme developed in Southeast Asia, is a vestige of a society that seeks from its public policy, generate comprehensive education and business programs, help build synergies with regional and worldwide results. However, we must not forget that these referents must be seen as models that can be adapted, always bearing in mind that an entrepreneur (a) must prepare for failure, as for success, because the analyzes worldwide, they show that those who fall and rise are the ones who go ahead, this explains studies that show that the average in the world around 90% of these projects, fail (Universities, 2017).

This work, in the first chapter, seeks to show what is being done today in this matter, in Japan, Taiwan, India and the PRC, an example of success in the world, in a forthcoming work will be shown other great models, headed by Singapore, South Korea, the new phenomenon of the Vietnam company and two to observe in the medium term: Indonesia and Cambodia. Each of these models in recent years, has developed its own strengths and has sought to correct, its weaknesses (Table No 1).

Indicators, such as the preference for applying for student visas in the world between 2015 and 2017, attract a lot of attention, since this decision is far from the youth of the eighties and nineties, for going to do their higher education in Switzerland, the United States, England, France, today favoring the countries of this area of the world. In this preference, first, there is the PRC, followed by India, third Brazil, then Nepal, South Korea, Thailand, Vietnam, Malaysia, Colombia and in the tenth place, another one from Southeast Asia, Indonesia (Barrie, 2017).

Undoubtedly, the best results model is that of the People's Republic of China. The commitment from basic education, focuses on working skills that for this approach to entrepreneurship is relevant and differentiating, compared to the future entrepreneur, focusing education on the ability to solve-understand problems, creativity, and imagination, as the basis of a model that seeks to segment by innovation. This educational scenario allows them to start at younger ages, from 14 to 15 years old, to develop and take on business projects, working in these countries, in what is known as "Entrepreneurship Attitudes" (Oheki, 2016).

Nearly 80% of the companies' "Unicorns", that is to say those that were at the time Startups, achieve a value of USD 1.000000, located in these countries from Asia, in the periods 2012 to 2017. The cities that predominantly housed these productive phenomena, were Shanghai, with 29 and its capital, Beijing, with 17 (Table No 1). As a reference, in the same period, the center of assessment and global impact of Startups in the world, was the Silicon Valley of the US, with 57 of these, compared to 13 of its capital New York, (America Economía, 2018).

In the Second Chapter, the new tendencies are marked, where the private initiative prevails more than the intervention of the State. It is the great exception and in a marked way, the role of the State in the People's Republic of China, which continues to be highly paternalistic and showing off its commercial and budget surpluses, achieved in previous decades, in a period of crisis, continues to allocate funds to companies, in large sums even when they have large losses as in the case of the *Nio* automaker.

We observe, like the sports, to have raised their heads from this volatility of the current global markets, they have diverse and solid sources: on a moral level, Hinduism, Taoism, and historical Buddhism, are support of discipline and respect for work in these countries. On the other hand, their own business education in education centers in Central and Southeast Asia, the support of society, *si ne qua non*, for their business ideas, their aggregate

demand led by nearly 750 million young people, the adaptability, ease and preference for online commerce, high value-added sectors, at the forefront of disruptive technologies in the field of Artificial Intelligence, its entrepreneurial spirit, the number of unicorns per inhabitant, etc., make this a model today to follow, to understand, to interpret and to adapt throughout the world in the years to follow.

For this second stage, we bring the cases of mega-cities such as Singapore and Hong Kong, where administrative efficiency also complements them and attracts investors, again the People's Republic of China, observing a suggestive case in favor of the image of the State, Israel, which from Western Asia, amazes not only for its handling of the pandemic but also for its great business results in High Value-Added sectors, Indonesia, Vietnam and Malaysia. Japan with companies like Muiji, which reinvent themselves, focus on their Core Business and the differential designer.

Throughout the document, we will find country by country, its basic structure, its elements in common and therefore, in which they differ from others.

Companies and take-off strategies typical of Central and Southeast Asia, before the pandemic

Japan from the keiretsu to the entrepreneur's club

The country of the rising sun begins in its structure of support decided to the enterprise, from the decade of the nineties, when the Keiretsu or Japanese family companies, aimed at the creation of start-ups, especially by stretching these companies towards projects within the area of technology. In the millennium, Japan maintains its approach to entrepreneurs, in a personalized way, recognizing categories, level of action and achievements, experience, where the State always plays the roll not only as a mediator, but also as a technical agent capable of create and develop a Networking. It is considered under world standards, entrepreneur, those (as) businessmen (as), who have not more than three years of business development or is in the business creation phase. In this regard, cities now have specialized spaces, or "Entrepreneurs Club", which is accessed through a fee, which allows these people (s), not only access to contact with large companies, as Keiretsus, but, have more than 300 events a year, specialized.

It is normal in countries such as Japan, South Korea, Republic China of Taiwan (ROC), to find that many services provided by State entities, regional, local, national, demand money for them. These are of the highest quality, they are lent to national and international companies, their officials are well qualified, recognized inside and outside the country. On the other hand, in this way, the States manage to count on state companies that compete for quality with foreign companies of private and public capital, also explains why the direct and indirect tax levels associated with the company, their chains of value and consumers, are so low, for example, in Taiwan the TVA (VAT), does not exceed 5% (Ojeda F. A., 2018).

The events, associated with this emerging Networking, as a "Club of entrepreneurs", range from meetings with national and international businessmen, technical talks, about strategies of all kinds, focused on this type of MSMEs, such as access to resources or meeting with investors (Table No 1). The cities, have their structures integrated into plans, programs and actions with the participation of private and public, a true teamwork. The capital Tokyo, with administration of the local government of Tokyo (Tokyo Metropolitan Government - TMG), has the "Aoyama Startup Acceleration Center" in alliance with the Japanese arm of the "Deloitte Tohmatsi Group", and the Tokyo Startup Gateway (TSG), from where follow-up programs and business incubation support are developed, up to a level that allows the entrepreneur to create a "Minimum Viable Product" or as it is known worldwide: an MVP.

On the other hand, there are the so-called "Startup Café". They are places, where specialized coffee shops are located, in the promotion, contact, help, technical supervision, of entrepreneurs. The curious thing, for a Westerner people, is to enter these sites, where there are nurseries three days a week, so that businesswomen and entrepreneurs, have an additional special space for children, while business activities and entrepreneurship are developed. For example, there is the "Tokyo Startup Station", coffee entrepreneurs, managed by the local government of Tokyo (Tokyo Metropolitan Government - TMG). The first floor, operates as the "Startup Hub Tokyo", there are events associated with the theme; on the second floor, there is the "Tokyo Startup One-Stop

Support Floor", where these businessmen benefit from comprehensive advice that ranges from the creation of their business plan, presentation of investors, global and international value chain companies, to possible sources of financing (Table No 1). These structures work in cities like Fukoka with the "Start coffee Fukoka" and in the port of Osaka, with the "Startup coffee Osaka", (Ikeda, 2017).

The Taiwanese Guanxiqiye, even the big suppliers of the Electronic Basic Basket of the World (CBEM)

Another model that gives us reflections is that of Taiwan, since 80% of its exports are taken to neighboring countries, perhaps one of the most competitive border neighborhoods in the world. These are "commercial outlets" headed by high-tech raw materials from the *Basic Electronic Basket of the World* (CBEM), such as semiconductors, Circuits, Dynamic-Random Access Memory (DRAM), Chips, IC, etc., which give technological value to airplane cabins, helicopters, automobiles, cell phones, satellites, etc. In the decade of the fifties, with the support of businessmen and the American banking, the "Guanxiqiye" or Taiwanese companies of family (Table No 1), origin arise, that gave origin to this tradition and base of the business structure until today, support of its value chains current, in sectors such as the financial (Cathay Group), Fibras (Hualon), Construction, insurance (Koo Group), the automotive (Yue Loong Motor), etc., (Ojeda F. A., 2018).

In 2016, the Global Entrepreneurship Index, of the Global Entrepreneurship and Development Institute or GEDI, places Taiwan in the 6th place, highlighting its work in areas such as "Innovated products", and "Capital Risk", mark the difference, for added value of their products and the low level of risk in what refers to the investment made in this type of company. Entrepreneurship is part of public policy, starting with the Executive Yuan, the highest executive body. Since its leadership, it emerged in 2014, the Taiwan Innovation & Entrepreneurship Center (TIEC), focuses on the formation of the Human Resource, which feeds this business structure and the *Taiwan Startup Stadium* (TSS), in 2015, dealing mainly with accompanying these projects in the stages of creation and take-off, facilitating knowledge networks, bringing *world-class specialists*, to dictate conferences for entrepreneurs and business support especially around High Technology.

In the same way, in 2016, the *Taiwan Rapid Innovation Prototyping League for Entrepreneurship* (TRIPLE) is established, whose role is to fund this type of projects, associated with High Technology; the *NDC Find Your Funf Angel Project*, which also covers, accompanies these projects, to five years, that is two years more than what is normally the "natural" cycle of a Project of this nature. The subsectors that are being worked on the most are: Biotechnology, Medical Instruments, Clean Energy, Wind Energy, Tourism, Air Transportation, Aerospace, etc., (Ojeda F. A., 2018).

E-Cells, Women Entrepreneurs, world-class Innovation HUB, some of the results of the "Ministry of Skill Development and Entrepreneurship" and the Indian Women's Ministry

On the other hand, from India, it is important to highlight some very specific differences of your enterprise. This vocation, part of its own capital market, which through the alliance between the *Bombay Stock Exchange* (BSE) and the *National Stock Exchange of India Limited* (NSE), created the Platform for Small and Medium enterprises (in English: NSE- Small and Medium Enterprise- SME). As of 2012, with this synergy, it is possible to fund, in an alternative way, small and medium companies with a good prospect, which in the future can be incorporated into the "big leagues" of the Indian Stock Exchange (India, 2018).

The relevance of the issue of entrepreneurship, is such, that a few months after the start of the government of the current Prime Minister, *Narendra Modi* in 2014, was held in the Silicon Valley of India (Bangalore), the "Global Entrepreneurship Summit", with more than 5,000 participants from around the world, understanding that this business line would be and will be one of its pillars in the public policy associated with the company and the social capital that represents it (Sinha, 2018).

It left aside, the "Dhandha" or entrepreneurs who resorted to the "natural entrepreneurial instinct", to improvised entrepreneurship or "jugaad". Nowadays, business Eco-systems or, Networking of professionals are developed (Table No 1). Their knowledge comes from international experiences, such as that of the "Wadhvani" Foundation of the United States, support of the National Entrepreneurs Network (NEN), the IBAB and BITS Pilani, starting

with national competitions, that awarded Business Plans and E-Cells or "entrepreneurship promoters", that arise from the same Engineering Faculties and seek to work in Startups and develop their business plans (Spjimir, 2017).

Another unique element, regarding the second most populated country in the world, focuses on the participation of women. The great Asian country, second by number of inhabitants in the world, seventh by extension, has developed instruments at the initiative of the State that have benefited the start of business, led by the Indian woman. Let's talk about some of them. Programs like "Make in India" take off in 2014, which seeks to connect global and international value chains with these nascent companies. "Startup India", created in 2016, accompanies the entrepreneur, including in his training stage, providing a free month of courses aimed at the structure and implementation of projects, online to ensure national coverage, also seeks to facilitate training of Networkings, integrated with industrial parks and, incubators.

Within the process is the "Fund of Fund" program, from where it seeks to help find funds that oxygenate the company in the nascent period, even getting funding to support the tax burden in this stage of takeoff. This is the "Start India Learning" program, which goes further, by facilitating accompaniment so that the creativity phase moves to the innovation phase, seeking to establish what is necessary to patent the product, process, service, achieved and put on the market.

"Atal Innovatio Mission" (AIM), uses a platform, with which these projects are promoted in the world, in high-level projects, forming a "world-class Innovation HUB". Of national coverage, especially those ideas in the area of Technology. On the other hand, it has an academic arm, whose school has really social impact and knowledge tools. It has from its platform the "Science, Technology Engineering and Math" (STEM), with the same students have a training in the use of tools associated with Entrepreneurship (Table No 1). The same is another program, contributing from this HUB of entrepreneurs: "Atal Incubation Centers" (AICs), with the same seeks the monitoring and implementation of Stratups, within the plan of the "Clean Industry".

This structure, particularly favors the ideas and development of Startup, of Indian women; in the world, of the about 126 million projects headed to the first quarter of the year 2018 by women in the world, around eight million, are from Indian women, that is about 6% the projects (Ashish, 2018), figure that speaks for itself of the magnitude of its participation. In fact, apart from these programs that benefit them equally with the projects developed by Indian men, they have their own program: "Support to Training and Employment Program for Women" (STEP), led by the Ministry of Women and Child, with the support of a Ministry that the Indian Government created, specialized in the subject, the "Ministry of Skill Development And Entrepreneurship" (Table No 1).

The program focuses on women over 16 years of age, supporting them throughout their process of construction and development of Startups, in sub-sectors of food, looms (of high Indian tradition), horticulture, tourism, IT and IT services (INDIA, 2017). The results are obvious, making it clear that it is a benchmark for emerging and underdeveloped countries facing the resources needed for a takeoff, while a project led by a woman, average in HK, takes off with USD 13,000 and in Taiwan USD 9,000, in India you need USD 400, that is, 3% of the average capital of these two powers of Asia and the world (Monitor, 2017).

These data, not only explain the national coverage and its behavior as a global reference, understanding, that in 2016, but the per capita income in India was also USD 1.709, while for the same year in the world, it was USD 10.200 (THE WORLD BANK, 2017).

The Factory of the world, the reference in consumption and production, that the world must observe

On the other hand, there is the model of the PRC, which will highlight some items, which show that their industrialization of the Eighties, sustained growth, their preferences and means of consumption, their new productive sectors and business models, have the vanguard of what is and will be the trend of entrepreneurship in the coming years in the world. Its development is driven by its own dynamics from its model, which sought, starting in the eighties, to become the industrial HUB of the world, with industrialization, focused on intensive products in skilled labor (designers and engineers) and non-qualified, in "Special Economic Zones", throughout the country and large production scales (Table No 1), becoming the "Factory of the world," from the nineties (Ojeda F. A., 2014).

After four decades, consumption habits and their interconnectivity have made it a world benchmark, compared to its results and consumption paths opted for.

By 1978, three quarters of its industrial production was based on state enterprises. At the beginning of the second decade of the millennium between 2010 and 2012, two thirds of this production came from the private sector and close to 75% of its GDP, already had as a source the private sector, which also nurtured 90% of the exported to the rest of the world. By 1978, its GDP per capita was close to USD 155, managing to grow close to 49 times, reaching USD 7590 in 2014. With this growth, it managed to remove from poverty in this period, nearly 800 million people, near the three letters parts of the achieved all over the World.

The recomposing of its productive apparatus also gives us vestiges of its own dynamics. By 2014, the services sector generated close to 36% of jobs, followed by 33% from agriculture and 30% from industry. At the urban level, its consumer trends mark the preference, absorbed by its business structure. Since the second decade of the millennium, it aims at spending on services (40% in 2014), leading health, education, travel and entertainment. The company, and therefore the enterprise, marks a path towards playful spaces, of greater well-being and technology, leaving aside the subsectors of its industrial take-off, headed by steel, coal and cement.

Their *Know How*, their global channels, their value chains to which they incorporate millions of MSMEs, have made it the largest recipient of Direct Investment in the world, part of it, contributing to entrepreneurial projects, which are a portion of the chaining of the resulting value chains (Table No 1). A fraction of this boom, is led by the higher population rate of the "new middle class", within which we must include, a large part of these 800 million people who have left the poverty level during the last decades, whose pattern of savings reaches 50% of its own GDP. (Eckart, 2016).

Own of these models, there is unconditional and "advanced" support from the State. Although as explained, the participation from the same has fallen ostensibly, in the subject of companies, the RPChina, has had the *Chinese People's Bank* or Central Bank of China, its ideal partner. As of 2002, the "UnionPay" was established, with an inter-bank network, which works throughout the country. It has an EFTPOS network, which facilitates payment from electronic funds to points of sale. On the other hand, the "UnionPay" card has its application, has QR codes and consumers have a "Quickpass" on their cell phone. This card and its payment network allow you to pay the university, public services, health, fines, has about 1900 linked shopping centers, 318 University centers, around 38,000 commercial establishments (Table No 1). Thanks to this network, the RPChina has added one more leadership worldwide: to be number one in mobile payments, with 77% of them, in the first semester of 2018, to have a reference, followed by the EU, with a 48 % and Japan, with 27%, (America Economia, 2018).

Another element of judgment, which allows us to see the success and successful sub-sectors of the PRC in entrepreneurship, comes out according to the Startups indicator, presented by the specialized platform of "Statista", which shows the most valuable in the world, at the first semester of 2018, 50% of the Top 10, are Chinese firms: the second after Uber, "Didi Chuxing", created in 2015 in Beijín, dedicated to the rental of cars and taxis; it is followed by third parties, "Xiaomi", established in Beijín in 2010, a global cell phone innovator; fourth the "China Internet Plus Holding" also known as "Meituan Dianping, born in 2015, a platform dedicated to the trade of entertainment services such as cinema tickets, restaurants, entertainment activities, etc .; the eighth, "Toutiao", established in 2012, a platform dedicated to the media and ranked 10, "Lufax" or "Lu.com", born in 2011, its financial and investment services, a through its own platform (statista, 2018).

Table 1. Characteristics of pre-pandemic business and entrepreneurship models

Country	Company	Business management	Subcontinent
Singapore, Malaysia, Thailand, Indonesia, Laos, Cambodia and Vietnam	MSMEs	It is closely related to education and skills worked from the basic levels. The country that, since 2015, works the most for "High-skilled" is Singapore, (Bachelor's degree / Higher). Those who work the most "Medium-skilled", are led by Malaysia, Thailand, Indonesia, Laos (more than 90% of their workers), Cambodia and Vietnam. These skills focus on education based on continuous periods of training and specialized schools, which base education on this approach (WORLD ECONOMIC FORUM, 2016).	Southeast Asian
People's Republic of China, Indonesia, Singapore	Unicorns period 2012-2017 (America Economia, 2018). Bukalapak, from Indonesia, sells products online from Small Family Businesses. He is a Unicorn since, January 2018. Gojek, from Indonesia, deliveries, and products in general from platform (Unicorn, since 2016). Singapore's Grab, food delivery logistics platform (unicorn since 2015). <i>Lazada</i> , is an acquisition of the <i>Alibaba store</i> , the multinational from the People's Republic of China. It has operations in almost all ASEAN countries. It is retail and wholesale, online (finfan).	Even before the pandemic, Unicorn companies, like the examples given, were already using "robust" platforms with great capacity, efficiency and differential cybersecurity. On the other hand, these Unicorns worked products from the basic food basket, but also products from the family and business electronic basket. On the other hand, particularly large companies such as Aliababa of the People's Republic of China, used these Unicorns since before the pandemic, as an expansion mechanism, particularly in countries belonging to the ASEAN integration.	Central Asia, Southeast Asia
Japan	Keiretsus	They focus on companies based on high-tech products at the industrial and home levels. They expand, using networking with other keiretsu, which have subsidiaries in the five continents or some Taiwanese "Guanxiqiye" or, large firms that have headquarters in these countries, recognized for contributing in Research and Development of the latest generation, under standards of japan quality. In big cities like Tokyo, there are "clubs" of entrepreneurs. These processes have the full sponsorship of local governments as in the capital where this process is headed by the "local government of Tokyo (Tokyo Metropolitan Government - TMG)".	Southeast Asian

Table 1 (cont.). Characteristics of pre-pandemic business and entrepreneurship models

Country	Company	Business management	Subcontinent
Republic of China-Taiwan (ROC)	Guanxiqiy e	Its management, focuses on creating products of High Added Value, to export to the five continents. Production is in the line of microelectronics at the head of semi-conductors, of which they are the largest producers in the world. They are also big producers of Circuits, Dynamic-Random Access Memory (DRAM), Chips, ICs, etc. Like Japan, the government, but at the national level, is decisive support, to fund, research, quality and search for international markets, with organizations such as the Taiwan Rapid Innovation Prototyping League for Entrepreneurship (TRIPLE), NDC Find Your Funf Angel Project.	Southeast Asian
Republic of India	MsSMEs	Very chained with business study schools. There are the "E-Cells" or "entrepreneurship promoters", which establish networking, with Faculties of Engineering. There are platforms that associate the study of engineering with business, such as the platform known as "Science, Technology Engineering and Math" (STEM). Women stand out in number and MSMEs, led by women.	Asia Center
People's Republic of China	SMEs	The Know How, is its own thanks to nearly four decades evolving and establishing its own business model and associated structure and very close to the State, at a national level. It is a funded model, thanks to proprietary and specialized banks Banco Popular Chino, Industrial & Commercial Bank of China, Agricultural Bank of China, China Construction Bank, (Lozano, 2020). That continuously provide companies with resources, which means that the products are in the life cycle phase of decline, they are maintained thanks to loans, where the financial statements that show periods of losses do not count. Under this scheme, global markets are conquered, global value chains are created with local suppliers and CEOs of Chinese universities are placed in their basic and postgraduate training, with the study of the best Western schools. Virtual consumption habits are skyrocketing more than anywhere in the world, with national coverage electronic payment tools, such as Union Pay, the EFTPOS payment network, which covers, among other payments in universities, commercial establishments, public services, etc. It is manufactured from more than 2,000 Special Economic Zones. As of 2018, in terms of entrepreneurship, 50% of the companies of this nature, the most valuable in the world, were Chinese capital.	Asia Center

Source: The author based on data, bibliography, provided in this first part of the document.

Pandemic, post-pandemic organization

Historically, what has been the path that enterprises in central and southeast asia have taken until today? some cases

From the Asian “Take Off”, led by Japan in the last quarter of the 19th century (OJEDA F. , 2014, págs. 17, 23, 52-53), beyond the valuable corporate theoretical incorporation that had taken off with the English classics led by Adam Smith in the latter part of the 18th century, this company, these entrepreneurs, their state institutions to support entrepreneurship, have had their own support of the strong and non-shy morality until today coming from central and southeast Asia. Its business ethics has unshakeable foundations supported by the Hinduism of the great India of the late nineteenth century, Taoism, millennial of continental China and the historical Buddhism of the ancient kingdom of Siam, particularly the one that came from today's Thailand, giving it values, focus on the social, respect for society and love for what has been achieved with a lot of effort and discipline (Wu, 2022).

Since the process began under the leadership of the Chinese leader Deng Xiao-ping (the little Helmsman), he focused on his own way towards "a socialism with Chinese characteristics" from the XII National Congress of the Chinese Communist Party. His visits previously repudiated by the Chinese people in 1979 to the Medulla of Western capitalism, such as the *Houston Space Center*, *Boeing* (Seattle), *Coca-Cola* (Atlanta), more towards its archrival Japan, knowing the center of the industry Japan, with its visit to *TOYOTA*, *Nissan* and *Panasonic*, not only highlights the Chinese business backwardness, but also the need to shorten in the coming years, which at that time was immense (Ojeda F. A., 2014).

Getting "to work" at the head of this leader, since then he has taken giant steps crouched in his locked up orthodox communism until then (see Table No 2. Characteristics of post pandemic organization). This new direction implies, favoring the market in some prices, since the Chinese State does not have this decision in a privileged way, now it is taking steps to allow spaces towards private property, unthinkable only until 1978, two years after the death of Mao Tse-tung, referring to leaving orthodox agrarian communism aside, and giving way to a nascent industrial system. It would be selective, in search of value-added sectors, taking advantage of the comparative advantage centered on very cheap labor, beginning the millennium in 2002, the ratio of the cost of Chinese unskilled labor, compared to countries of the G7, it yielded unparalleled data, its ratio was 1 to 80, unbeatable, attractive to the large companies of the G20, which took this step from the eighties of the last century (Ojeda F. A., 2014).

This strategy at the spatial-urban level is complemented by Special Economic Zones (SEZ), in the form of free zones in urban spaces, which were already considered the experimental center of this new capitalist form: Guangdong (Canton), Shenzhen, a process that until 1988, it already had 14 more cities of this nature, receiving this urban model, focused on industry, improved copy, multimodal ports and massive export. Under this neo-industrial scheme, between 1978 it went from exporting USD 10,000 million to 2002, with a level of USD 226,000, leading to an exponential growth of nearly 2000% (Ojeda F. A., 2014).

Here entrepreneurship was an adventure, for any entrepreneur, hoping to attract the attention of the State at the local, regional and, in the best of cases, national levels, with an empirical entrepreneurial spirit and a speculative, imprecise, adventurous soul, see Table No 2.

Today, Southeast and Central Asia experience another approach and structure in entrepreneurship. Its four supports (see Table No 2): business education, with internships in native companies with a global reach, the constant investment of the State, even in cases of continuous failure in sectors with high added value such as *Nio*, the Chinese automobile company headed by millionaire William Li, who at record losses of USD 370 million as of 2019, received direct support from the State of the People's Republic of China in 2020 for USD 1,000 million, close to 200% of its registered loss (NEWS B. , 2020), plus support from society *si ne qua non*, to its companies and entrepreneurs born in these countries (Eswaran, 2019).

New companies, with their own and potentially guaranteed aggregate demand

The projected consumption capacity for the coming years is potentially incredible: there are around 750 million young people, under thirty years of age, with initiative, with a high capacity for expansion and flexibility in the face of risk, in a part of the world, led by the Republic of India and the People's Republic of China, plus the ASEAN countries, that is to say close to more than 2,000 million inhabitants, with the fastest growing middle class in recent years.

In addition, attracted by companies and entrepreneurs, guided by state-of-the-art innovation and continuous improvement, at affordable prices in these countries. In the heart of Southeast Asia, the Republic of China-Taiwan (companies such as *Infuse AI*), South Korea (*Riuid*), Singapore (*Visenze*), Hong Kong (*Sens Time*) and the "Land of the Rising Sun" are centers of entrepreneurship in the field of innovation, worldwide, particularly in the field of Artificial Intelligence (AI), (Eswaran, 2019).

It is the place in the world where young people prefer mobile devices to interact with electronic commerce spaces and work more in this direction, with the support of the so-called "Financial Technology", Table No 2. CHARACTERISTICS OF POST PANDEMIC ORGANIZATION. Its multiplicative-massive business support:

MSMEs and SMEs, which are part of about 99% of the companies in this part of the world, adding up to around seventy millions of this type of business units (Wong, 2021).

On the other hand, most of the CEOs of the big brands in this part of the world are born and educated in these countries, with experience in local and global markets, their efficiency associated with time and management for business creation is unbeatable, world level, see Table No 2: in Hong Kong, there are two procedures, and it takes 1.5 days, to achieve it; in Singapore, it is three procedures and 2.5 days to get the permit as a business (Eswaran, 2019).

New rays, from the Japan

A characteristic of the Keiretsu was always, after the Second World War, to focus on qualified human resources, with support in the graduation of more engineers, used among the large Japanese Firms (OJEDA F. , 2014). The new space that this attempt to wake up beyond COVID is leaving shows the proportional distribution and the same preference of this human resource at the level of knowledge, towards lesser-known companies with less capital than the large and traditional ones such as *SONY*, *TOYOTA*, *Nissan*, *Panasonic*, etc. This path has turned the Nippon country into the supplier par excellence of the value chains of large companies, of its great competitors in high-tech final products, coming from the Republic of China-Taiwan, South Korea and the People's Republic of China itself, trend that a decade ago, was 35% of supplies for the global cell phone sector, particularly from its Keiretsus such as *Murata* and *Toshiba* (West, 2022), at that time with great support from the State and its specialized agencies such as MITI (OJEDA F. , 2014, págs. 40, 51-53, 67, 73-80, 87). Today, shows company and entrepreneurship with Networkings towards the motors of Southeast Asia already mentioned, but, beyond the cell phone sector and with traditional and historical Keiretsus companies such as *Mitsui*, *Mitsubishi*, *Hitachi*, and others, such as *Fujifilm*, *JSR*, *DIC Kaneka*, *Nitto*, etc. The new ventures seek to start from the "Core Business", taking advantage of Japanese human resource skills focused on self-control, discipline and coordination, strengthening it or, acquiring other companies particularly from the Silicon Valley of the United States, leaving aside the Stretching Holding vertical and horizontal, capable of making "hair dryers" or nuclear power plants, as precisely happened to *Hitachi* (West, 2022). The sectors start from the traditional ones in the automotive sector, See Table No 2, such as *TOYOTA*, *Nissan* and *HONDA*, to video games, headed by *Sega Sammy*, *Bandai Namco*, *Nintendo*, *SONY*; the wardrobe with creative accessories from the *Uniqlo* company, of casual clothing that was reinvented in times of COVID; *Muji*, with creative and ingenious household items (West, 2022).

The Chinese State enterprise, and the Angel capitals

The Capital Angel shows in the great China, a new trend, which is creating hybrid ideas of high added value at the level of innovation. In the case of Hong Kong, this company creation has not only attracted this capital in recent years, but the same, has generated high confidence in external investors, who since 2015 are about 30% of the total, generating to date, 11 unicorn companies, which in this sense achieves a high average per capita, of about 600,000 people for each unicorn company (Kalthorn, 2021). By 2014, Southeast Asia had three (3) Unicorn companies, seven years later, the number reached twenty (FinFan). The Chinese state enterprise, after these first phases of COVID, knows and makes massive use of its image as a country, using human resources, with content specialists, from China for the Western public, with specialized technology companies, (see first part of the document, case of the People's Republic of China), and with official media. One of the paths of information of this type, is done with the use of Search Engines as of total Western preference, such as *YouTube*, *Bing Search*, *Google News*, *Bing News*, with the most used in Latin America, *Google Search* (Pasquali, 2022), mark the "Chinese state enterprise". That is, understanding that search engines can serve as a communicator "vector" about the image that the Chinese State wants to give to the millions of users of these "search engines", with the simple query that any unsuspecting person makes of topics that They have been widely consulted in the last two years, such as COVID and the Uiguru ethnic group. During the period, November 2021 and February 2022, a study published by Brookings, a non-profit organization located in Washington D.C., was able to clearly observe this phenomenon (Brandt, 2022). Precisely, the Search Engines focused on news, headed by *Bing News* and *Google News*, 21.5% of the queries and topics found, were supported by organizations of the People's Republic of China, for *YouTube* this search reached about 25%. This implies that Chinese State entrepreneurship has a high degree of influence over information on critical issues, for the West, decisive for the image of the People's Republic of China, because in this regard, to carry out the simulation exercise and empirical evidence, out of ten queries on these issues,

from the digital information centers, two have information from the Chinese State and 2.5, *from YouTube*, in the case of occasional searches on this server, the percentage is much less, reaching 6.5%, see Table No 2. The effect may be greater, to the extent that the study showed a re-publication on Networks, of the digital News type, which could have an effect of reading these contents with Chinese sources, of up to 10% more, in this case of the support of Chinese "influencers" on *YouTube*, the effect can be increased, by 27%, that is, twice more (Brandt, 2022).

Israel, the technological admiration of the desert

Not only has it been a country that leaves clear lessons in handling the pandemic worldwide (Alster, 2021), if it does not have worldwide recognition as the "Nation of emerging companies", it has become a pole of attraction for unparalleled capital, confirming this movement in this third phase of COVID. As a result of this, by 2021, it was the number one country in investment capital per capita and in the creation and maintenance of unicorn companies per capita, 1.58, followed by Singapore, 1.06 per capita, as of July 2022 (NEWS I. , 2022). Sectors such as the names of their companies set the trend in this regard: it is headed by *Monday.com*, its market for communication software; *Tipalti*, platform, for international payments; *Infinidat*, your "PB-level data storage" action center; *AppsFlyer*, fits the mobile advertising and monitoring market; *Gett*, mobile software that integrates all types of transport, such as taxi, merchandise, luxury car, its operations are focused on the United Kingdom, the United States, Russia and Israel (NEWS I. , 2022), see Table No 2.

Second and First-generation Tigers, new approaches and organizational innovations

Part of this success, during a pandemic, by 2021, the region received nearly USD 19 billion, to create new technology companies, vision, and disruptive innovation at its maximum power, anticipating the needs of the local and global market in the years to come. Companies like *Blibli* (unicorn in 2021), from Indonesia, from the first Shopping Centers that interact online; *Carousel*, based in Singapore (Unicorn in 2021), its market: classified ads; *Carsome* (Unicorn in 2021), with headquarters in Malaysia, its market the value chain that involves the sale of cars, processes from the valuation of the car, which goes through the sale and transfer of ownership and if necessary, the financing; *GNV*, headquartered in Vietnam (Unicorn in 2014), focuses on four segments: online payments, online games, video calls with its platform "Zalo" and storage, data in the cloud (FinFan), see Table 2.

Table 2. Characteristics of post pandemic organization

Country	Company	Business Management	Subcontinent
Japan, Republic of India, Thailand	MSMEs	These companies have a support as a "moral guide" with a strong influence from the Hinduism of the great India, Taoism, of continental China and Buddhism of the ancient kingdom of Siam, from today's Thailand	Southeast Asian, Central Asia
Second and First-generation Tigers	MSMEs	These companies are supported today in a new education "made in Asia" associated with business, with CEOs native to this part of the world, with extensive experience in local and/or global markets; when the State helps these companies, it does so in sectors of high added value, with high value monetary contributions, regardless of the continuous states of continuous losses; with a young population, loyal to brands from these countries, flexible in the face of risk as consumers and investors and the largest number of people from the "middle class", promoters of the "Financial Technology" sector; with an innovative vocation, today particularly in issues associated with Artificial Intelligence and associated population welfare; finally, how many these countries have a state structure that facilitates the creation of businesses in a very short time (two to three days) with a minimum of procedures (between two to four steps to set up a company), also minimizing the need for "bribes" to public workers, who seek to streamline these processes.	Central Asia, Southeast Asia

Table 2. Characteristics of post pandemic organization

Country	Company	Business Management	Subcontinent
Japan	Keiretsus, Second decade of the millennium 2021- 2022	Less State participation, more creativity and continuous innovation, but not only towards value-added sectors that strengthen their Holdings, such as TOYOTA, Nissan, Honda, but also target the "Core Business" by cutting production lines. On the other hand, medium and small companies are feeding the value chains of their traditional Keiretsus, releasing part of their sub-brands that made their Keiretsus so "cost-heavy". Its small and medium-sized companies, today, are the large suppliers of high value-added inputs to the large companies of its competitors from the Taiwan Republic of China (ROC) and yours "Guanxiqiye", the South Korean "Chaebols" and the People's Republic of China and its mega companies, some of them, owned by the Chinese state.	Southeast Asian
Malaysia, Vietnam, Singapore, Indonesia	SMEs	In these countries, the Unicorn companies, of the last two years, show the new basic basket of services, which finds in these organizations supply responses, novel, technological and with added value, related to well-being and disruptive innovation, in non-traditional sectors: Bibli (Indonesia), online shopping center; Carousel (Singapore), classified; Carsome (Malaysia) value chain associated with car sales; NGV (Vietnam), online banking, etc.	Southeast Asian
Israel	MsSMEs	Since the pandemic, it has become the center of investment in favor of technology companies and the country with the highest number of companies per capita worldwide. The business subsectors cover high added value, from business markets under BtB businesses, data storage and Big Data, such as the mobility needs of people and goods in big cities.	Western Asian
People's Republic of China, Hong Kong	SMEs	The current Chinese company not only benefits from financial contributions to companies with high debt balances, but today resorts to a human resource specialized in content. It uses the search engines preferred by the West, including <i>YouTube</i> , <i>Bing Search</i> , <i>Google News</i> , <i>Bing News</i> , to promote not only its companies, but also the "good image" of the country. As for Hong Kong, during a pandemic, it is becoming stronger as an attractive center for investment in technology companies. From 2017 to 2022, PR China, contains about half of the Unicorn companies in Central and Southeast Asia.	Central Asia

Source: The author based on data, bibliography, provided in this first part of the document.

Conclusions

The skills and abilities of an entrepreneur are part of the basic education of students in these countries. The learning curve that is achieved, emphasizing a pragmatic education in business and theoretical know-how, to strengthen the technical and theoretical concepts associated with the administration and management of a company, is decisive. For this reason, it is easy to observe "Entrepreneur Fairs", promoted by universities, companies, specialized public and private bodies, where these young people actively participate. A continuous activity of this nature allows the adult to become a responsible, proactive, disciplined person, capable of making decisions, creative and with a greater tolerance towards failure and towards multicultural interactivity.

Ministries specialized in Entrepreneurship, as in the case of India, guarantee the modeling and implementation of plans and programs, with specific objectives and goals, focused on this activity. On the other hand, having a representative to lead this issue in the Executive, allows integrating public educational policies, business, with

entrepreneurship, allowing to evaluate and follow up according to objectives and established goals, beyond the government or political party in turn.

The "India model", manifests a structure suitable for emerging and underdeveloped countries. As it was shown, the take-off with the support of the specialized agencies costs USD 400, which also makes it possible to see that a start of this nature must consider a low level of indebtedness to avoid conditioning the short-term cash flow strategy, to amortization disbursements and / or volatile interest rates.

The productive sectors in these countries set a trend. From the preference for intermediaries through platforms for the payment of leisure activities, from the RPChina, through the customized design of high added value raw materials from the *Basic Electronic Basket of the World* (CBEM), such as semiconductors, Circuits, Dynamic-Random Acces Memory (DRAM), from Taiwan. There is a clear tendency to cover the tertiary sector, and services or payments as required by the public sector, at the local and national levels.

The "UnionPay" system, networked with the vast majority of shopping centers, universities, minimarkets, public offices, national travel agencies, etc., clearly expresses the need to interpret the consumer of the 21st century: have a technology mobile (a cell phone) is enough to carry out my transactions associated with my play, public, academic and shopping life of my basic basket, avoiding moving and optimizing my daily work and / or study time.

Having specialized spaces, where I meet with peers who handle my language and interests, motivates and allows creating a path of interaction and continuous learning, from the "know how". This is the case of Japanese "Cafés de Emprendedores". There he learns about options to engage in value chains, needs in outsourcing or, if the case is worldsourcing, I also know the latest trends in software management, strategies, tactics of entrepreneurship.

Countries like Japan show an interesting side of the coin as a challenger. Even before the pandemic, there was a version of the Keiretsu structure, focused on the indivisible support of the State. This state support takes business phases associated with the field of technology, such as the formation of networks of contacts or networking, creation and promotion of specialized sites in large cities such as "Club de Emprendedores", with support for value chains up to the Minimum Viable Product-MVP phase.

To find today in the company, a trend with structures, agile and less dependent on the State in all phases, which has led entrepreneurs to be quickly flexible to market changes, and become through small specialized arms of production, in suppliers of inputs within the electronics and microelectronics of recognized companies in neighboring countries, mainly Korean Chaebols and Taiwanese Guanxiqiye, who see an important contribution in Japanese quality and tradition, who recognize it in the labels of their products products that reach the market, as an added value.

Another lesson from this change in Japan focuses on limiting its activities and production processes to the brand's "Core Business" as much as possible, leaving aside other activities that burden the company with costs, recharge the use of scarce resources, starting with the specialized human level and others that due to the container crisis, the Russia-Ukraine conflict and the tensions between the P.R. China, ROC and the United States have converted some inputs, such as sumptuary and that do not allow companies to stabilize their strategic and tactical actions, at a regional and global level.

On the side of the ROC, there are several reflections. Its vocation is totally at the level of export production, that is, its organizations in its "Flow Chart" and corporate culture adapt to this approach. Second, as President Joe Biden recognized at the beginning of 2022, at the presentation of the largest center in the United States in Ohio, dedicated to producing semiconductors, it was in the United States that this device was investigated and improved, which today is decisive for the lives of humans and the efficiency of any electronic device (Hitachi Hightech, s.f.). However, this global leader commented, as her country was left behind in this manufacture, and as in ROC, the most modern are manufactured and 90% of them in the world, in addition to 75% of all world production, comes from the center and Southeast Asia (CNBC Television, 2022).

This country leaves a great reflection today in the era of Internet 5.0: if it is capable of adapting to the global value chains, associated with products of the Global Electronic Basic Basket, its productive apparatus will withstand

any cycle, be it recessive or even depressive, because During COVID and after its first waves, humanity has generated its most immediate and irreplaceable means of communication and secure contact in the electronic media.

A model of business and entrepreneurship that Latin America should see more deeply is that of the Indian Republic. Their actions and relationships with stakeholders can be adapted to their own in this part of the world. For example, seeking funds for SMEs, using stock exchanges as a source, which manage to jointly create a Platform that helps entrepreneurs in this regard and teaches those who wish to enter the capital market. We also find networking formations, which seek, with the help of the State, to establish connections with the formation that promotes Startups, connected to global value chains, promoting Indian products, and that are related to "Clean Industry".

A very special case and worthy of a study to find patterns at the organization level that converge with those in Latin America, it has to do with women from what was observed in India. For them, since they are over 16 years old, they have access to entrepreneurship programs sponsored and funded by the State, in subsectors that are also clearly related, with those that, due to the Russia-Ukraine conflict, the tensions of the P.R. China with ROC and the United States, have manifested a growing scarcity worldwide: fabrics, food, tourism, horticulture, IT services.

On the other hand, what is done by the R.P. China, it is not known if this is a "reading" of what it has been doing as part of its commercial-promotional State policy, or if it is what awaits us from now on, to see this face. It is part of the improvement, from local markets to global markets, a purpose developed with the plans projected by the Chinese Communist Party in 1979. This strategy first turned the country into the world's factory at the beginning of the millennium, then to conquer and position global brands. of High Added Value at the head of ZTE, Huwaei, with the 2008 Olympics, drawing attention to the search to train and position native CEOs, coming from the great universities of the R.P. China, often passing through the Chinese Academy of Sciences, with a clear tendency to increase the use of its human and financial resources towards the service sector.

This "other face" points to a venture made in China, which by 2017 had nearly 2,600 companies or smart firms, dedicated to cybersecurity headed by Anty labs (Beijing), Beijing Zhizhangyi (Beijing), Bluedon (Guangzhou) , etc., offering its services throughout the world to "safeguard" at the cyber level Government companies, from the Health sector, finance, aviation, technology, "Business Strategy", information from "Smart cities", digital forensics, all sectors with high added value and/or with high security importance for the States. Immense amounts of data, companies in charge of it from all over the world, with the support of small Chinese organizations initially, mostly from the State, but which for this 2017, lead the world to question the way forward of this cyber army (OJEDA F. , 2021). Even before the pandemic, this business structure, in 2017-2018, produced the largest number of patents in the world, showing an organizational vocation, which sought to win global markets with competitive advantages, focused on continuous, value-added innovation. and at affordable prices in the world (WORLD INTELLECTUAL PROPERTY ORGANIZATION, 2019).

Finally, what is observed, in the tertiarization of the Chinese economy, is the search to place and position brands, ventures that they want, with the determined support of the State, to replace, to make Chinese brands fashionable, not only highly accepted in the West but which replace the most renowned in their sectors, coming from the West: "Didi Chuxing", created in 2015 in Beijing, replacing Uber, deals with services related to car rental and taxis; "Xiaomi", was born in Beijing in 2010, with the largest cell phone patents in the world, competition from Apple and Samsung; Fourth, the "China Internet Plus Holding" also known as "Meituan Dianping", born in 2015, a platform dedicated to the trade of entertainment services such as movie tickets, restaurants, entertainment activities, etc., an alternative to large Asian companies such as Nintendo and American companies such as Netflix; the eighth, "Toutiao", established in 2012, a platform dedicated to the media, competition in information and institutional image, as big as CNN or Euronews and in position 10, "Lufax" or "Lu.com", was born in 2011, its financial and investment services, through its own Platform, clear competition from the Western "Finantech" sector.

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