

Innovative Management in Asia: The REN Framework

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ABSTRACT

This article beacons for Asian countries to fabricate their own pool of intellectuals and not to yearn on Western ideologies to consummate the intellectual vacuum with regards to management and governance approaches. Moreover, this article introduces a new framework, called the "Relationship, Effectiveness, Nationalist (REN) framework", which highlights three principles of management that would promote firms' engagement in innovative management strategies. The principles acquiesce to the Asian culture to a large extent that needs to be emphasised at least within the Asian context to embellish the corporations' capability and capacity of innovation.

KEYWORDS: Innovation, Management, Governance, Strategy, Relationship, Effectiveness, Nationalist, Asia.

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