



CHAPMAN
UNIVERSITY

**Argyros School of
Business and Economics**

Asia-Pacific Geoeconomics and Business Initiative



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About Chapman University

One of California's oldest institutions of higher learning, Chapman University was **founded in 1861**. Located in the historic town of Orange, Chapman today is a leading nationally-ranked private university, categorized by the Carnegie Classification as "R2" for "high research activity." Offering personalized education to some **10,000 undergraduate and graduate students**, the Chapman community also includes over **50,000 alumni** and their families around the world.

Chapman **ranks in the top 15% of American colleges** and universities according to The Princeton Review. The Review cites Chapman as an "extraordinary blend of liberal arts, science and professional programs," as well as one of the nation's best institutions for undergraduate education. U.S. News & World Report has named Chapman **one of the two "Most Innovative" universities in the West**, a reflection of how the university especially focuses on innovating around all aspects of its academic offering, including curriculum, faculty, campus life, and technology. Chapman has graduated a Rhodes Scholar, been named a top producer of Fulbright Scholars, and hosts a chapter of Phi Beta Kappa, the nation's oldest and most prestigious honor society.

Philanthropic donors support the mission of the university in numerous ways. Campus centers, buildings, and schools bear testament to their generosity.

About the Argyros School

The **Argyros School of Business and Economics** develops business leaders who create value for their organizations by blending sound economic reasoning and a global perspective with the qualities of individual initiative, analytical skill, accountability, effective communication, and integrity. Ranked by AACSB International, the premier accreditation body for business schools, the Argyros School rates as the **number three private program on the West Coast**. The school has a well-deserved and growing reputation for cutting-edge research and education. In the field of **experimental economics**, Argyros **ranks number three in the world**.

Chapman's School of Business was founded in 1974, but in 1999 officially became the George L. Argyros School of Business and Economics as a result of a transformational gift from the **Honorable George L. Argyros**, a Chapman class of 1959 alumnus, and his wife Julianne. Previously serving as **U.S. Ambassador to Spain** from 2001 to 2004, Ambassador Argyros is currently **Chairman of Arnel & Affiliates**, a prominent West Coast diversified investment firm particularly renown for real estate development. **Appointed by President G. W. Bush**, Ambassador Argyros formerly served on the **board of the Federal Home Loan Mortgage Corporation** (Freddie Mac).

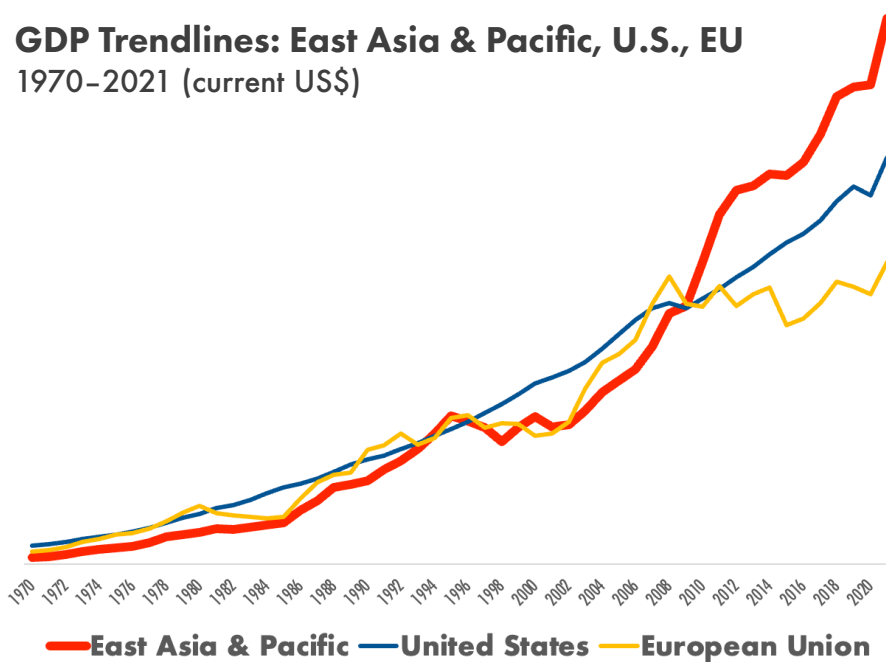
Since becoming the Argyros School, enrollment in business and economic studies at Chapman has tripled. The institution today stands among the **Top 100 business schools in the world**.

The Asia-Pacific Goeconomics and Business Initiative (APGBI)

Addressing Major Needs to Better Understand the Asia-Pacific Region in the Global Economy

Since the end of the Second World War, the U.S. and Europe—collectively, the “West”—have dominated the global economic stage. Yet the Wall Street-induced Global Financial Crisis unleashed in 2008 profoundly changed the nature of regional economic power and trajectory. During the crisis, East Asia and Pacific economies merely paused their rapid upward ascent begun at the turn of the 21st century. America’s post-crisis economy, although regaining momentum, has not expanded at anything close to the rate enjoyed in Asia. Europe, beset by myriad

GDP Trendlines: East Asia & Pacific, U.S., EU
1970–2021 (current US\$)



Source: World Bank, OECD, IMF

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“... despite boasting great combined economic mass, Asia-Pacific countries have a disjointed grasp of economic power.

“California is both a platform and catalyst for ongoing American interactions with East Asia.

issues relating to political integration and economic alignments, has effectively flatlined over the last decade-and-a-half. The result is that today, **East Asia and Pacific economies**, principally comprised of **China, South Korea, and the ASEAN states**, in combination stand clearly at the apex of the world economic pecking order with **\$30.9 trillion** in annual economic output. This compares with **\$23.0 trillion** for the **U.S.** and **\$17.1 trillion** for the **European Union**.

The World Bank data upon which these figures is based does not include Japan, long an outperforming outlier in economic development within East Asia, or India, which geographically speaking is part of South Asia. Yet considering how integral Japanese investment and manufacturing spillovers have been to East Asia's development, a more accurate accounting would include **Japan**, adding another **\$4.9 trillion** to East Asia's productive output. Arguments can also be made for including **India**, which would add another **\$3.2 trillion** to the region's enormous economic heft.

Without the right contextual understanding, however, headline figures can be misleading. Appreciating the **geoeconomic factors** underpinning these numbers is crucial to achieve a more balanced and accurate understanding of what they mean.

- Asia-Pacific is interconnected by geography, trade, and many cultural commonalities. Yet it remains politically fragmented, ethnically segmented, and far less market integrated than similar regional groupings in Europe and North America. **Despite boasting great combined economic mass, Asia-Pacific countries have a disjointed grasp of economic power.**
- This inherent contradiction in economic power applies even to Asia's only superpower, China, whose overall influence in the global economy relies disproportionately on maintaining favorable relations with the U.S., EU, and other Asian economies. **While China's economy continues to grow, rising geopolitical tensions severely challenge its global ambitions.**
- For the **United States**,



Asia-Pacific Goeconomics and Business Initiative

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although in recent years Washington has been retrenching from preexisting global economic engagements and gone so far as to initiate outright decoupling from China, it *invariably operates as a Pacific Rim economy*.

- California, whose GDP qualifies the state as a G7-size economy, is the chief U.S. nexus for connecting to Asia. *Across a broad spectrum—people, culture, ideas, finance, industry, services, technology, agriculture, and many others—California is both a platform and catalyst for ongoing American interactions with East Asia.*
- However the changing economic dynamics of the Asia-Pacific region might unfold, **business leaders and policy makers must interpret and respond to constantly evolving, difficult-to-understand market realities.** Executive decision-making is both pushing the contours of Asia-Pacific goeconomics and being shaped by these forces. *There is increasing need for insightful scholarship that can inform as well as learn from the business leaders that are generating economic activity across Asia-Pacific geographies.*

APGBI and Chapman Argyros

The Argyros School of Business at Chapman University has established the **Asia-Pacific Goeconomics and Business Initiative** to meet the growing need of leaders in business, policy, and academia for a more holistic and applied appreciation of the realities of this complex but vitally important region.

The initiative is **led by Robert Koeppe**, a professor of practice at the Argyros School with decades of experience as researcher, commentator, and executive active throughout the region. Before his current academic responsibilities, Mr. Koeppe served as the **chief economist based in Hong Kong for the Corporate Network division of The Economist**. In that capacity, he advised more than 200 Asia-based C-suite executives using The Economist Intelligence Unit's proprietary economic analytical and forecasting methodologies along with designing and implementing new research initiatives on topics ranging from China's signature foreign economic strategy, the Belt and Road Initiative, to lessons from technological disruption in Asia. In addition to his native English, **Professor Koeppe is fluent in Chinese (Mandarin) and Japanese and writes and speaks publicly in these three languages.**



APGBI Activities and Events

The Asia-Pacific Geoeconomics and Business Initiative will **officially launch in January 2023**. Planned activities and events for the year include:

- **Asia-Pacific Economic Roundtable Luncheon Program.** Throughout the academic year, the Initiative will host **lunch-time discussions for members of APGBI's Asia-Pacific Economic Roundtable Luncheon Program**. Each Roundtable session begins with the Initiative Director providing a short briefing on the month's topic followed by free-flow discussion where participants can share opinions and raise questions with other senior organizational leaders while enjoying lunch together. **Membership is by invitation only**, with members representing leading organizations in business, democratic government bodies, and academia.
- **Distinguished Speaker Series.** Featuring influential voices from the commercial, policy, and academic worlds, the Initiative will **periodically organize speaking engagements that complement its ongoing research and educational programs**. The Distinguished Speaker Series offers the dual benefits of building recognition for the Initiative among key figures within and external to the Chapman community while further providing an important means for creative cross fertilization of knowledge and ideas.
- **Outlook Summits.** Held biannually, the first Asia-Pacific Geoeconomic and Business Outlook Summit will take place in Fall 2023. This major event will present the **findings from the Initiative's inaugural Asia-Pacific Geoeconomic and Business Outlook report**. The Summit also will bring together an **eclectic panel of industry and scholarly thought leaders** to discuss the *Outlook* and offer their own insights into what is happening in the Asia-Pacific region and what lies ahead.
- **Asia-Pacific Geoeconomic and Business Outlook.** To be initially released at the first APGBI Summit in Fall 2023, the *Outlook* will offer a unique blend of **academically sound, practically applicable research and analysis**. Beginning as a bi-annual report for release in the Fall and Spring of each year, with sufficient funding, **APGBI intends for the Outlook ultimately become a quarterly report to maximize its timeliness and impact**.
- **Index of Asia-Pacific Geoeconomics and Business.** APGBI is currently developing an Index based on specially formulated quantitative and qualitative measures. Analytically proportioning top-down, bottom-up as well as predictive metrics specially sourced from public, proprietary, and geographically diverse but reliable sources, **the Index represents a first-of-its-kind window into trending geoeconomic and business developments affecting key Asia-Pacific markets**.



Asia-Pacific Geoeconomics and Business Initiative



“*The Asia-Pacific Geoeconomics and Business Initiative aims to become a valued, premier resource ... to emerge as a nationally and internationally recognized research body.*”

- **APGBI Board of Counselors.** By invitation, **accomplished leaders in fields relating to the work of the Initiative** will have the opportunity to join the **APGBI Board of Counselors**. Board Counselors will be invited for **quarterly executive dinners** where they will have the opportunity to **hear directly from the Director**, Prof. Robert Koeppe, about ongoing Initiative research, activities, and plans. These gatherings also offer a rare chance for senior executives from diverse backgrounds with a shared interest in the Asia-Pacific region **to interact with and learn from one another**. Board Counselors will receive VIP seating at all APGBI events and special access to Distinguished Speakers.
- **APGBI Working Papers, Articles, Media Appearances.** APGBI will publish occasional working papers and its representatives, starting with the Initiative Director, more regularly will seek out opportunities for publishing articles in leading practitioner journals and news platforms. Coordinating with the Chapman Public Relations team, the Initiative will also foster media relations with leading broadcasters to further disseminate the APGBI's knowledge and capabilities.
- **APGBI Social Media.** Beyond traditional media forms, **the Initiative will build a social media presence, focusing first on the LinkedIn platform** because of its central role in connecting people in professional and academic circles. As it builds a LinkedIn presence and following, APGBI will evaluate communications strategies for Twitter (and Asia-based Twitter equivalents) as well as potential YouTube channel programming. The Initiative's social media communications will be one of many ways to provide **valuable internship opportunities for Chapman students**.

APGBI Long Term

The **Asia-Pacific Geoeconomics and Business Initiative** aims to become a **valued, premier resource** on the geopolitical, economic, and market dynamics and trajectories of the Asia-Pacific region. Adopting a **rigorously fact-based, interdisciplinary approach** to analyzing the nuances inherent in this highly complex but vital component of the global economy, we aim to gain recognition as a trusted provider of insights useful to industry leaders, policy makers, and academic scholars alike.

To best achieve these goals, over time the Initiative intends to build sufficient financial support for expanded research capacity to **emerge as a nationally and internationally recognized research body within the Argyros School**. We welcome conversations with those interested in contributing to realizing the long-term objectives of the Initiative and helping support the communities it serves.

Asia-Pacific Geoeconomics and Business Initiative

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