**Chapter 1 — Discussion Questions**

**A. Core Discussion Questions (Conceptual & Applied)**

**Q1.** Why is it misleading to treat “Asia” as a single category when discussing sustainability and ESG? What dimensions matter most in explaining differences across Asian markets?

**Q2.** In what ways do ownership structures (such as family ownership, state ownership, or concentrated shareholding) shape sustainability outcomes in Asia?

**Q3.** Why does sustainability in many Asian markets function more as a strategic issue than a compliance exercise?

**Q4.** How do institutional capacity and enforcement affect the effectiveness of sustainability regulation in Asia? Can strong rules still fail in practice?

**Q5.** To what extent can investors influence corporate behavior in Asian markets? What factors limit or enable effective stewardship?

**Q6.** How do crises (such as environmental disasters, governance scandals, or geopolitical tensions) act as catalysts for reform in Asia? Are crisis-driven reforms sustainable in the long run?

**Q7.** How should global sustainability standards (such as ISSB or TCFD) be applied in markets with very different institutional and political conditions?

**Q8.** What trade-offs do policymakers and corporate leaders face when balancing economic growth, stability, and sustainability? How should these trade-offs be evaluated in practice?

**B. Perspective-Based / Role-Specific Discussion Prompts**

**For Asian corporates**

* How should management prioritize sustainability initiatives when regulatory expectations are evolving or inconsistent?

**For global investors**

* Under what conditions should investors escalate engagement, and when might exit be more appropriate?

**For U.S. or international executives**

* How should global ESG policies be adapted when operating in institutionally complex or politically sensitive environments?

**For regulators and policymakers**

* How can enforcement be strengthened without discouraging investment or innovation?

**Chapter 1 — Quiz Questions**

**Part A: Multiple-Choice Questions**

**Q1.** Which factor most strongly explains why sustainability outcomes vary across Asian economies?  
A. Cultural preferences  
B. Institutional capacity and political economy  
C. Climate exposure  
D. Reporting standards

**Q2.** In many Asian markets, sustainability initiatives are most effective when they are:  
A. Driven primarily by civil society activism  
B. Mandated through strict legal penalties  
C. Integrated into corporate strategy and incentives  
D. Imported directly from Western regulatory models

**Q3.** Which ownership structure is most commonly associated with Asian corporations?  
A. Widely dispersed ownership  
B. Employee-owned cooperatives  
C. Concentrated family or state ownership  
D. Private equity–dominated ownership

**Q4.** Why does strong regulation not always translate into effective enforcement in Asia?  
A. Regulations are poorly designed  
B. Courts lack independence everywhere  
C. Enforcement capacity and incentives vary  
D. Firms universally resist compliance

**Q5.** Which factor most constrains investor stewardship effectiveness in some Asian markets?  
A. Lack of ESG data  
B. Weak investor interest  
C. Ownership concentration and political sensitivity  
D. Excessive shareholder rights

**Q6.** Which statement best captures the role of crises in driving sustainability reform in Asia?  
A. Crises usually delay reform  
B. Crises rarely influence policy change  
C. Crises often accelerate reforms previously resisted  
D. Crises eliminate the need for regulation

**Part B: Short-Answer Questions**

**Q7.** Briefly explain why sustainability in Asia is often described as “context-specific” or “hybrid.”

**Q8.** Identify two constraints that limit investor influence over corporate behavior in some Asian markets.