Animosities are the source of tension and conflicts and may have a strong impact on international business. Animosity is defined as:
- “Hostility of mind tending to break into action, active hatred or enmity” Oxford Dictionary.
- “Feeling of strong dislike, ill will or enmity that tends to display itself in action” Collins Dictionary.

In International Business, animosities between countries may have an impact on international negotiation, direct investment, alliance formation or consumer behaviour. Regarding, for example, consumer behaviour, consumer animosity is defined as “remnants of antipathy related to previous or ongoing military, political or economic events that affect a consumer’s purchase behaviour in international markets” (Klein et al., 1998: 90). Consumer animosity involves “the belief among consumers that it is inappropriate, or even immoral, to purchase foreign products because to do so is damaging to the domestic economy, costs domestic jobs and is unpatriotic” (Shimp & Sharma, 1987: 281).
Harry Harris, a retired navy admiral, has ruffled feathers in South Korea since becoming US ambassador in 2018. But recently, it’s his facial hair that has left South Koreans bristling. To some South Koreans, it evokes memories of Japanese colonial rule over the country from 1910 until 1945. Those who feel affronted say his facial hair is reminiscent of the moustaches worn by Japan’s governor-generals in that era.

Mr Harris, the son of a US Navy officer and a Japanese mother, has previously raised tensions by demanding that South Korea pay more for hosting US troops. But speaking to reporters on Thursday, he suggested the criticism stemmed from his heritage.

“My moustache, for some reason, has become a point of some fascination here,” Mr Harris said. “I have been criticized in the media here, especially in social media, because of my ethnic background, because I am a Japanese-American.”

Why the controversy over a moustache?

Mr Harris, 63, has been US ambassador at a time of heightened tensions between South Korea and Japan. Those tensions were inflamed in November 2018, when South Korean court rulings ordered Japanese firms to pay compensation to Koreans over forced labour during World War Two.

IKEA to stop selling 'Sea of Japan' map next year after drawing fire in South Korea

SEOUL – Swedish furniture giant IKEA has reportedly said next year it will stop selling a controversial decorative map in which the body of water between the Korean Peninsula and Japan is labeled only as the Sea of Japan. IKEA’s local unit announced the move in a press release Thursday, two weeks before the opening of its first showroom in South Korea, where the body of water is referred to as the East Sea.

“We acknowledge that IKEA has made a mistake in underestimating the sensitivity of this issue and for this, we sincerely apologize. In accordance with our plans the PREMIAR wall decoration in question will be taken out in 2015 worldwide,” the press release said.

“As a global company IKEA respects that the naming of countries, territories, borders and seas can be a sensitive topic and we do not take any point of view when it comes to these political topics,” the company added.

The controversy erupted last month after IKEA launched a Korean-language website. A map posted on the site used Sea of Japan instead of East Sea, drawing criticism from online commenters. Subsequently, a large canvas wall map bearing the appellation Sea of Japan was found to be sold at IKEA stores in other countries.
SEOUL – Swedish furniture giant IKEA has reportedly said next year it will stop selling a controversial decorative map in which the body of water between the Korean Peninsula and Japan is labeled only as the Sea of Japan.

IKEA's local unit announced the move in a press release Thursday, two weeks before the opening of its first showroom in South Korea, where the body of water is referred to as the East Sea.

“We acknowledge that IKEA has made a mistake in underestimating the sensitivity of this issue and for this, we sincerely apologize. In accordance with our plans the PREMIAR wall decoration in question will be taken out in 2015 worldwide,” the press release said.

“As a global company IKEA respects that the naming of countries, territories, borders and seas can be a sensitive topic and we do not take any point of view when it comes to these political topics,” the company added.

The controversy erupted last month after IKEA launched a Korean-language website. A map posted on the site used Sea of Japan instead of East Sea, drawing criticism from online commenters. Subsequently, a large canvas wall map bearing the appellation Sea of Japan was found to be sold at IKEA stores in other countries.

IKEA to stop selling ‘Sea of Japan’ map next year after drawing fire in South Korea

ANIMOSITIES

The two above news items illustrate how the animosities between South Korea and Japan can have an impact on international relations and international business.

Aim of this activity:
The aims of this activity are to identify animosities between pairs of countries and analyse how those animosities may affect business.

Your lecturer will assign you to a team of 4 members.

You must search for information about countries and prepare a short report that includes:

- Two examples of business situations that have been affected by animosities between countries.

Your report should highlight the two situations, discuss the business consequences of the animosities involved, and provide a brief explanation of the historical facts behind them.
The maximum length of the **written report** is 2 pages.

Each team must also prepare a **presentation** with a maximum of 4 slides.

The deadline for submitting the report and the presentation to the Aula Virtual is **11.55 pm on 2nd March**.

At the practical session to be held on **4th March**, each team will present their report. The maximum length of the **presentation** will be 5 minutes.

You may use any source of information. We recommend the Factiva database: [https://bit.ly/2Tw8LDS](https://bit.ly/2Tw8LDS)