

PIRACY PROLIFERATION IN CRISIS STRICKEN ASIA: CONSEQUENCES FOR MARKETERS?

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ABSTRACT

Asia seems to be the world's greatest violator of intellectual property rights (IPR). The 1997 BSA/SPA report indicated a loss of US\$3.9 billion in software piracy alone. We foresee that the current economic crisis will exacerbate the problem by luring customers into buying cheap counterfeits.

For the past two decades, academic research has recommended a series of curbing strategies to eradicate piracy activities. However, the effectiveness of these strategies has not been studied. Legitimate owners are fighting an increasingly "unfair" competition against the pirates. An audit of the current practice is of utmost pertinence.

In consequent, the premise of this conceptual paper is:

- (1) to review relevant piracy literature including its growth and repercussions
- (2) to evaluate the effectiveness of current strategies
- (3) to propose research objectives to test the effectiveness, and
- (4) to build innovative academic and managerial directions from the implications derived.