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Asian Language Speaking Faculty at Ivey

In addition to the five Chinese speaking Ivey professors we introduced last issue, there are six Ivey professors who can speak Asian languages other than Chinese. We provide brief profiles of each of them below.

Niraj Dawar

Professor
R.A. Barford Professor in
Marketing Communications
Language(s): Hindi, Punjabi



Niraj Dawar earned his PhD from Pennsylvania State University. His research currently focuses on brand equity and brand

management issues. His published papers on brand extensions, consumers use of brand and other signals as well as international consumer behavior have appeared in the Journal of Marketing, Journal of Marketing Research, Harvard Business Review, Journal of Consumer Psychology, Marketing Letters, Journal of Business Research, the Journal of International Business Studies, and other outlets.

Ariff Kachra

Assistant Professor of Strategy
Director of India Development
Language(s): Gujarati, Hindi, Kachi, Urdu



In his first year at Ivey, Dr. Kachra was the recipient of the David G. Burgoyne award for teaching excellence. Dr. Kachra has served as the Academic Director of the Ivey Consulting Program, HBA. Ariff teaches in Ivey's HBA and MBA programs.

Lynn Imai

Assistant Professor of
Organizational Behavior
Language(s): Japanese



Prior to being appointed at Ivey, Lynn did her doctoral and masters degree work in Industrial and

Organizational Psychology at the University of Maryland, as well as her undergraduate work in Psychology at the University of Toronto.

Yoon Hee Kim

Assistant Professor of
Operations Management
Language(s): Korean



Yoon Hee Kim is an Assistant Professor of Operations Management at the Richard Ivey School of Business. Yoon Hee earned her doctoral degree from the University of Wisconsin-Madison

and an MBA from the Ohio State University. Prior to her MBA and PhD studies, Yoon Hee worked for over five years in an apparel industry as a supply chain manager. Her job involved managing the flows of materials and information across a supply chain.

Romel Mostafa

Assistant Professor of Business,
Economics, and Public Policy
Language(s): Bengali, Hindi,
Arabic, and French



Prior to coming to Ivey, Romel was a Visiting Assistant Professor of Strategy at Olin Business School,

Washington University in St. Louis. He received his Ph.D. in Strategy, Entrepreneurship & Technological Change from Carnegie Mellon University.

Srini Krishnamoorthy

Assistant Professor of
Management Science
Language(s): Hindi and Tamil



Srini conducts research in the area of pricing and revenue management. His models explain how pricing and revenue management decisions are influenced by behavioural biases and competitive considerations.

9B11M101

3M Taiwan: Product Innovation in the Subsidiary

Christopher Williams, Emily Liaw

In January 2005, the function head in the Health Care Business in 3M Taiwan met with the Acne Dressing project team. In 2004, the function head initiated a project team to exploit local market needs for 3M Hydrocolloid Dressing, a technology that had existed in the company for many years without any practical applications. The local project team suggested applying the material for acne treatment. The product would be known as Acne Dressing. There was no standardized solution for acne treatment in Taiwan. If developed, Acne Dressing would be a brand new product in the local market. The biggest challenge would be how to change local consumer behavior on new acne treatment products. The potential sales and volume estimates were all uncertain. With little previous experience in product development and no similar products existing in the market, the function head had to decide fast whether to proceed with this new product development. Should the team carry on with the project? If so, what options did they have? What kind of resources and support should the local Health Care business segment seek from the headquarters for the product development? Should the local product development team collaborate with other subsidiaries?

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9B11M082

Developing an International Growth Strategy at New York Fries

W. Glenn Rowe, Christopher Williams, Sharda Prashad

New York Fries' senior executives were preparing for the next biannual meeting of domestic and international franchisees. They only have a few days to formulate a new international growth strategy. The president and executive vice-president are hesitant to expand into new territories partly due to poor experiences in Australia and South Korea; but international franchisees have encouraged them to investigate promising areas of expansion into China and India. Complicating matters was the future development of the company's chain of premium hamburger restaurants. While a well-received brand in Canada, it was not yet decided if and how to internationalize the brand. How can the president and executive vice-president pursue new opportunities while maintaining their premium brands of French fries and hamburgers?

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9B11M093

Pioneer Corporation: The NEC Plasma Opportunity (A)

Derek Lehmborg

In 2004, Kaneo Itoh, president of consumer electronics firm, Pioneer Corporation, was considering acquiring the plasma display operations of another Japanese firm, NEC. Pioneer had decided

some years ago that plasma display panel (PDP) technology was a strategic area for it to invest in. Recently, Pioneer had been selling increasing numbers of plasma TV sets using PDPs. While the company was building a new PDP production facility that would soon become operational if demand continued to increase, additional capacity would become necessary. Buying NEC's plasma operations would give Pioneer this capacity, the potential for realizing scale economies and some valuable intellectual property NEC had developed.

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Asian Business Cases

In the Asia Pacific Foundation of Canada's Asian Business Cases December 2011 issue, Assistant Professor **Lynn Imai** presented cases on the cross culture management issues in Asian countries; studies the importance of the human side to managing across cultures compared to the technical aspect and encouraged readers to pay special attention to the hidden yet pervasive nature of culture's influence on attitudes and behaviours in the workplace.

<http://www.asiapacific.ca/asia-business-cases>

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