

March 2000; Number 3, Volume 3

## Nortel Networks AMI Director

On March 27, Nortel Networks announced a major Asian education initiative in association with the Ivey Business School. Over the next five years, Nortel is committing US\$750,000 to fund the Nortel Networks Directorship at Ivey's Asian Management Institute.

Dr. Paul Beamish, the founding director of the AMI in 1997, will hold the directorship. "Through Nortel's sponsorship, we will be able to expand our development of business case studies, and research in Asia-Pacific," said Beamish.

The establishment of the Nortel Networks' Distinguished Speakers' Series – a high-level discussion forum for Asia's business leaders – will see Ivey's faculty touring through Asian cities sharing the latest, most up-to-date thinking on business success. Beamish kicked off the first of the series with his presentation in Hong Kong on the topic "*Joint Ventures and Alliances in the New Economy*".

70 people attended the luncheon reception including many senior executives from the Hong Kong business community. Among those attending were Matt Desch, President of Service Provider Solutions for Nortel in Europe, the Middle East, Africa and Asia; Ross Lau, President and COO of Nortel's Service Provider Solutions Asia, and Colin Russel, Consul General of Canada to Hong Kong.



Matt Desch, President of Service Provider Solutions, Nortel (L) and Paul Beamish (R) at the announcement of the Nortel Networks Director of the Asian Management Institute.

## Ivey Cases Take Top Prizes at Regional Case Writing Competition

Ivey captured three of the five awards at a ceremony held on March 3 by the Management Development Centre of Hong Kong honoring the winners of the 1999 (Fourth) Regional Asia-Pacific Case Writing Competition.

Ivey's Professor John Hulland and Donna Everatt won the title of the Case Writer of the Year. Their winning case Grey China provides an overview of how this advertising agency, based in New York, functions and integrates interactive marketing into their marketing communications programs.

Sharing the first runner up prize was Professor Joe DiStefano and Donna Everatt's case on crisis management strategy of Building Products International in Indonesia.

Professors Pratima Bansal, Paul Beamish and Ivey PhD candidate Ruihua Jiang's case on Trojan Technologies was the third winning case.

The competition attracted 45 high quality management case submissions from Canada, Australia, New Zealand, Malaysia, India and Hong Kong.



Donna Everatt shown here receiving awards from (Left) Philip Leung, Chairman of the Case Study Group of Hong Kong and (Centre) Jason Felton, Chairman of the American Chamber of Commerce.

## Profile: Yoshihide Nakamura – Joins the Asian Advisory Board

Until the end of 1999 Mr. Yoshihide Nakamura was deputy president of Sony's Core Technology and Network Company, one of Sony's three divisional companies. Mr. Nakamura joined Sony Corporation in 1968 after graduating from law school. For 29 years he worked in the legal and intellectual property area. In June 2000 he becomes President of Sony Chemicals.

Nakamura remembered one particular day in the 60's during his studies in the United States. "I saw a Japanese flag outside the Sony showroom on Fifth Avenue in New York. I was very moved." Sony was a small company then. Nakamura, however, believed that Sony would be quite influential in the future and applied to Mr. Akio Morita, one of the founders of Sony, for a position.

Sony's philosophy is that to get into business, you have to have a technology and a patent – a belief Sony's founders have maintained. Despite sales of over \$56 billion, with 170,000 employees worldwide, Nakamura said Sony has always wanted to maintain the spirit of a small venture capital company. The restructuring in April 1999 was an effort to bring back such a spirit to management.

Contrary to the expression "Japan, Inc.", which was used to describe a homogenous and uniform operation of an industry,

Nakamura stated instead, "Today, winners win and losers lose. It is evident in many industries in Japan that anybody who is creative and innovative can make money, and anyone who maintains the status quo is quickly losing ground."

When asked about particular influences on his career and thinking, Nakamura credited many people including the late Mr. Morita. "But in the end", Nakamura said, "you don't really copy anybody. You create your own way of thinking from everybody who teaches or influences you."

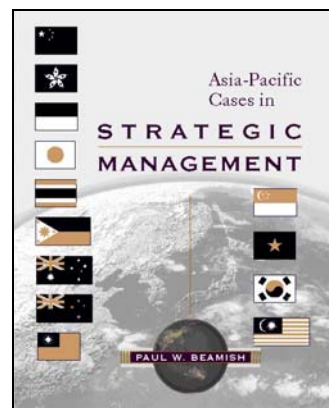
*Extracted from: "Sony's Yoshihide Nakamura on structure and decision making" Interview by Paul W. Beamish, Academy of Management Executive, 1999, Vol. 13, No. 4*

## New Asia Pacific Books by Ivey Faculty

For details, look under New Book Announcements at: [www.ivey.uwo.ca/ami/R&P.html](http://www.ivey.uwo.ca/ami/R&P.html)

### Asia-Pacific Cases in Strategic Management

Author: *PW Beamish*  
Publisher: *Irwin/McGraw-Hill*



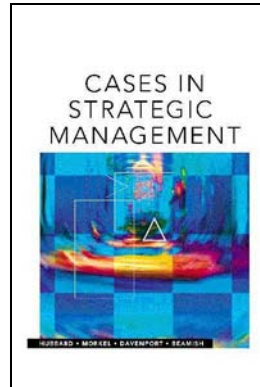
## Cases in Strategic Management

Authors:

*G Hubbard, A Morkel, S Davenport, PW Beamish*

Publisher:

*Pearson Education Australia Pty Limited*



## Ivey Joins the Asian Business Consortium

The Asian Management Institute of Ivey became the newest core member of the Asian Business Consortium (ABC) in January 2000.

The ABC is a collaborative venture among university-based, Asia-focused management and research centres, which supports the global business activities of Canadian and Asian firms through a comprehensive program of research, management training and consulting.

ABC's core members also include the Asian Business Studies Program (University of Toronto/York University), the Centre for Canada-Asia Business Relations of the Queen's School of Business (Queen's) and the Joint Centre for Asia Pacific Studies (University of Toronto/York University).

For information on services and upcoming events, visit the ABC at:

[www.canasiaweb.com](http://www.canasiaweb.com)

## Homecoming in Asia – Hong Kong

June 3 & 4, 2000

The Ivey Alumni Association, Hong Kong Chapter is excited to announce the first ever Homecoming in Asia – an opportunity to gather for a weekend of information, networking and social interaction.

This year's theme will be e-Commerce, with Saturday's seminar focusing on building information technology. Ivey's Executive MBA second year students from Canada plan to be in Hong Kong to take advantage of this extraordinary chance to build associations with alumni in the Pacific Rim.

A festive gala is planned for the Saturday evening, and an alumni boat cruise will conclude the spectacular two-day program.

For more information, contact: Santa Chan at [schan@ivey.com.hk](mailto:schan@ivey.com.hk)

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[www.ivey.uwo.ca/ami](http://www.ivey.uwo.ca/ami)

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