

March 2003; Number 3, Volume 6

Case Writing Awards

For the fourth consecutive year, Ivey has taken the top prize and other awards at the regional Asia-Pacific Case Writing Competition. The annual competition organized by the Management Development Centre of Hong Kong attracted 38 submissions from across Asia. Ivey took home two of the five prizes presented at the awards ceremony on February 21 in Hong Kong attended by Larry Wynant and Katrina Sham.

Congratulations to the top awards winners - Professors June Cotte and John Haywood-Farmer!

9B02A028
WORLDWIDE EQUIPMENT (CHINA) LTD.: A SALES PERFORMANCE DILEMMA

Cotte J ; Yang A
Teaching Note: 8B02A28

Worldwide Equipment Ltd. is one of the world's largest manufacturers of heating, ventilating and air conditioning equipment. The Beijing regional sales manager has just heard that the sales performance of his office ranked the lowest among the sales offices in China. The Beijing sales force will not receive their year-end bonus unless the situation can be turned around quickly. He must determine

whether the sales management process or a recent new hire on the sales force, whose hiring was strongly suggested by the manager's boss, are to blame for the poor sales performance and how to keep the situation from recurring.

Industry: Machinery except Electrical
Issues: Sales Management, Sales Organization, Performance Evaluation, Organizational Behaviour
Setting: China, 2001
Length: 19 page(s)

9B01D001
SPIN MASTER TOYS (A): FINDING A MANUFACTURER FOR E-CHARGERS

Haywood-Farmer JS ; Mark K
Teaching Note: 8B01D01

Spin Master Toys was a Canadian manufacturer of toys ready to produce its latest product, E-Charger, an electrically powered model airplane. The operations manager had to decide which supplier should design and

manufacture this new product. The timeframe from design to delivery was very short, requiring an accelerated development schedule. The company had a short list of two potential companies, both located in the major toy manufacturing district of southern China, near Hong Kong. The operations manager had to develop the appropriate criteria for this decision and evaluate the two suppliers. With relatively little information and already behind schedule, the company must make its decision in the face of considerable uncertainty.

The supplemental cases Spin Master Toys (B): A New E-Chargers Supplier? and Spin Master (C): Keeping the E-Chargers' Wings On follow the progress and the challenges of the production of the E-Charger.

Industry: Miscellaneous Manufacturing Industries
Issues: Supplier Selection, Supplier Relations, Quality Management, Project Management
Setting: Canada/China, 1999
Length: 14 page(s)

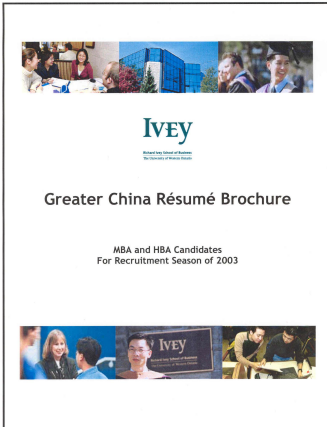


(Top) Larry Wynant, Associate Dean – Asia, at the awards ceremony with organizers, judges, sponsors and other award recipients

(Left) Paula DeLisle, Managing Consultant of Watson Wyatt Worldwide presenting top award to Larry Wynant

Top Talent Available from Top Business School

On behalf of Ivey, we are pleased to introduce you to a select group of recent graduates and current students profiled within this résumé book.



These talented individuals are seeking both full time and summer positions in the Greater China area. They possess the knowledge, experience, attitudes, and skills to add immediate value to the companies they work in.

Our alumni and business leaders located in, or doing business in Asia, urged us to prepare this material in recognition of the growing number of managers they require, particularly in China. We trust you will find this résumé book a solid resource for top talent and we wish you the best in your recruiting efforts.

To obtain a brochure, contact **Cynthia Gu** in Shanghai
Tel: 8621-63592278
Fax: 8621-63759361
Email: cgu@ivey.uwo.ca
or
Charlene Ge in Canada
Tel: 1 519 661-3753
Email: cge@ivey.uwo.ca
www.ivey.uwo.ca/recruit

First Ivey Asia Golf Tournament

We are grateful for all the support received from the sponsors, alumni, and friends, for the success of the first Ivey Golf Tournament in China on January 20, hosted by the Ivey Alumni Association – Hong Kong Chapter.

We thank Mr. Rob Cormier of Santa Fe Hong Kong for the top prize of four junk boat trips, and Palm Island Golf Resort for the generous donation of HK\$10,000 green fees to the "Joseph DiStefano Scholarship Fund".

Research on Japanese Foreign Investment

In 1994, Ivey Professor Paul Beamish and his colleagues began to use the Japan-based Toyo Keizai (TK) data in their research on various dimensions of Japanese Foreign Direct Investment (JFDI). Their 1997 book "Japanese Multinationals in the Global Economy" suggested dozens of issues and problems that could be addressed on the global operations of Japanese firms. A 2001 book "Japanese Subsidiaries in the New Global Economy" provided a complete picture of the international strategy of Japanese firms.

In February 2003, Ivey reached a milestone of having 50 journal articles, book chapters, and books published on the subject.



The winning team: Jeff Chan, Y.Y. Lee, Elizabeth Thomson, Miles Au Yeung, with coordinator Chris Young (far left) and sponsor Rob Cormier (far right).

"Ivey is becoming increasingly known for its research on Japanese foreign direct investment," said Paul Beamish, Associate Dean – Research.

Journal of International Business Studies, Academy of Management Journal, Administrative Science Quarterly, and Strategic Management Journal are a few of the academic publications where articles related to JFDI research were contributed by Ivey faculty, Ph.D. graduates and candidates working at 13 universities in 6 countries around the world. Much more work is underway.

For a complete bibliography of JFDI publications using data from Toyo Keizai's Kaigai Shinshutsu Kigyou Souran (Japanese Overseas Investment) by Faculty, Ph.D. program graduates and candidates of the Richard Ivey School of Business at The University of Western Ontario, and contact information on contributors, please visit: www.ivey.uwo.ca/ami/R&P/JFDI.htm

Did You Know...

◆ More than 200 Ivey cases are now available in Chinese translations (simplified characters). Contact us at cases@ivey.uwo.ca for a free inspection copy or visit www.ivey.uwo.ca/cases

◆ Upcoming Information seminars for the Hong Kong EMBA program:

March 8 in Hong Kong
March 13 in Hong Kong
March 18 in Shenzhen
March 20 in Guangzhou
April 3 in Hong Kong

For more information or to register for a seminar, contact **Amelia Chan** in Hong Kong. Tel: 852 2135-2299
amelia_chan@ivey.com.hk

◆ Ivey Asia is happy to announce the new release of its promotional videos on our EMBA and executive development programs. Video production services provided by Production Planner Limited
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