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China Business MBA Stream

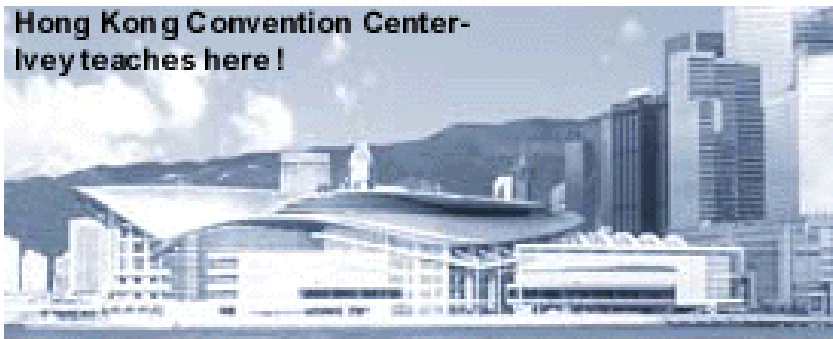
If China is part of your career journey, Ivey's China Business Stream should be part of your MBA.

Ivey announced the launch of the new China Business MBA Stream on January 23, 2005. This specialized stream is intended for students from Canada and countries other than China, as well as for companies that are committed to preparing their employees for the rapidly changing China market.

The stream is designed to provide students with insights into China and Hong Kong; an understanding of China's opportunities, challenges and business practices, thus enabling them to better prepare themselves for future business and career pursuits in China. The stream will allow MBA students to complete a portion of their studies at Ivey's Hong Kong campus, where they will benefit from a team of faculty experienced in Asian business practices and Ivey's Asian business cases – the world's largest collection of current, decision-oriented, field based Chinese and Asian business cases. More details at:

www.ivey.uwo.ca/mba/chinastream

Hong Kong Convention Center- Ivey teaches here!



Inaugural Ivey China Case Competition

Organized by the Ivey Alumni Association Shanghai Chapter, the first Ivey Case Competition in China will take place over the weekend of April 16-17, 2005 in Shanghai.

Six teams from top undergraduate business programs in Shanghai will participate. Each competing team will be given a written case about a real business situation in a real company. The teams must then identify and analyze the issues, and develop a plan to resolve the issues faced by the case company. A panel of judges drawn from academics and the business community will listen to the presentations of the teams' deliberations. The overall winning team will receive the Ivey Case Competition Trophy and a sponsored trip to Hong Kong where they will have a chance to visit Ivey's campus, the Cheng Yu Tung Management Institute, attend classes with Ivey students in the HK MBA and EMBA programs, and network with Ivey alumni.

More details at: www.ivey.com.cn

Ivey Builds in Canada and in China

True to the spirit of Ivey's mission statement "...to contribute to the societies in which they operate", Ivey students in Canada and alumni in Hong Kong are embracing the issue of social responsibility, dedicating their efforts to give back to the community.

The Hong Kong EMBA 2004 class pioneered in building a school for the needy in Yunnan Province, China. Construction of the Mangdu Village Ivey Alumni Association Sowers Hope School (忙度村毅偉 IVEY 校友會苗圃希望小學) started on December 10, 2004 with an expected completion date of March 30, 2005.



The Ivey Builds initiative in Canada took on the building of a Habitat for Humanity home for a family in London, Ontario. Ivey students are responsible for the design and fund raising for the project. Construction of the house will take place April 1-21, 2005. A national conference on "**What is Corporate Social Responsibility?**" will conclude the project on April 22. The conference will feature topics on CSR with guest speakers including Ralph Nader, Avi Friedman and Stephen Lewis.

Recent Published Research

Delios, A., Beamish, P.W., 2005, "Regional and Global Strategies of Japanese Firms", *Management International Review*, January, 45(1): 17-34.

Antia, K.D., Dutta, S., Bergen, M.E., 2004, "Competing with Gray Markets", *MIT Sloan Management Review*, Fall, 46(1): 63 - 69.

Xu, D., Pan, Y., Beamish, P.W., 2004, "The Effect of Regulative and Normative Distances on MNE Ownership and Expatriate Strategies", *Management International Review*, 44(3): 285 - 307.

Lu, J., Beamish, P.W., 2004, "International Diversification and Firm Performance: The S-Curve Hypothesis", *Academy of Management Journal*, August, 47(4): 598 - 609.

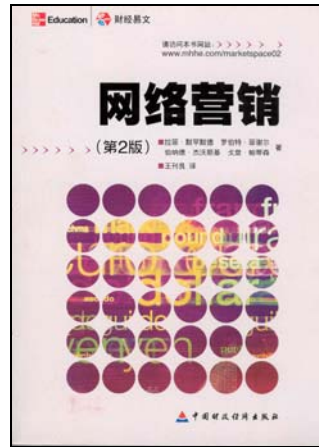
Conklin, D.W., 2004, "Cross-Border Mergers and Acquisitions: A Response to Environmental Transformation", *Journal of World Business*, February, 40(1): 29 - 40.

Full abstracts of the above articles and other published articles by Ivey faculty can be accessed through the **Refereed Abstract Database** at:

www.ivey.uwo.ca/research/

This is an online searchable database of article abstracts which is constantly being updated by the R&D department.

Internet Marketing: Building Advantage in a Networked Economy, 2/e (Chinese Translation)



This book presents a "road-tested" framework to help students and practitioners understand how to think about and implement effective Internet marketing programs. The focus is on using marketing levers to vary the level of intensity that the consumer has with a Website to build a relationship with the customer through four stages: from Awareness, to Exploration/Expansion, to Commitment, and possibly through Dissolution.

Authors:

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Robert J. Fisher,
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China Financial and Economic Publishing House
E-WIN Publishing Center
www.ewinbook.com

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Celebrating Chinese Culture

The MBA Program Office, MBA Student Association and the Ivey China Club rang in the new year of the Rooster by organizing the Ivey Chinese Culture Week. The week-long celebration included events such as lion dance, Chinese cooking contest, "Hero" movie night, and a special seminar on "Business between Mainland China/Hong Kong and Canada".

Mr. Bassanio So, Director of the Hong Kong Economic and Trade Office (Canada) shared his insights with Ivey students and faculty on the latest economic situation in Hong Kong and the closer economic partnership arrangement (CEPA) between Mainland China and Hong Kong.



Dean Carol Stephenson and MBA Director Steve Foerster at the lion dance kick off.

(L to R) Ivey China Club president Helios He, Associate Dean Larry Wynant, AMI Assistant Director Gigi Wong welcomed Bassanio So at the special guest seminar followed by the unveiling of the CEPA exhibition.



Mark your calendar...

Annual Case Workshops

Ivey Case Writing Workshop (London, Canada)
– April 18-22, 2005

Ivey Case Teaching Workshop (London, Canada)
– Aug. 29-31 & Sept. 1, 2005

Ivey-Tsinghua Case Workshop (Beijing, China)
July 11-15, 2005

Annual Celebrations

Annual Dinner (Hong Kong)
– October 8, 2005

Hong Kong Convocation
– October 9, 2005

Homecoming (Canada)
– Sept 30 – Oct 2, 2005