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Hong Kong Convocation Honors Containerization Pioneer

The convocation ceremony held at the Hong Kong Convention and Exhibition Centre on March 30 celebrated the graduation of Ivey's newest group of Executive MBAs, and honored John Meredith of Hutchison Port Holdings (HPH) with an honorary Doctor of Laws degree.

Based on his vision for more efficient global trade, Meredith became a containerization advocate in 1972. He saw the potential in containerization shipping which replaced the method of packing cargo directly into a ship's hold. Under his leadership as HPH's group managing director, the company grew from a single container port in Hong Kong to become the world's largest privately-owned container port operator.

In his address, Meredith urged the graduates to try new challenges. He shared his life experience, emphasizing the importance of



Associate Dean Kathleen Slaughter and Dean Carol Stephenson with the Hong Kong Executive MBA Class of 2008 at the Ivey Ring Ceremony.

discipline and the part it played in survival, the importance of how to get along with others, and the importance of the use of power and authority and the responsibilities it entails. "Be true to yourself and always build on and make full use of your previous experiences," concluded Meredith.

EMBA information session

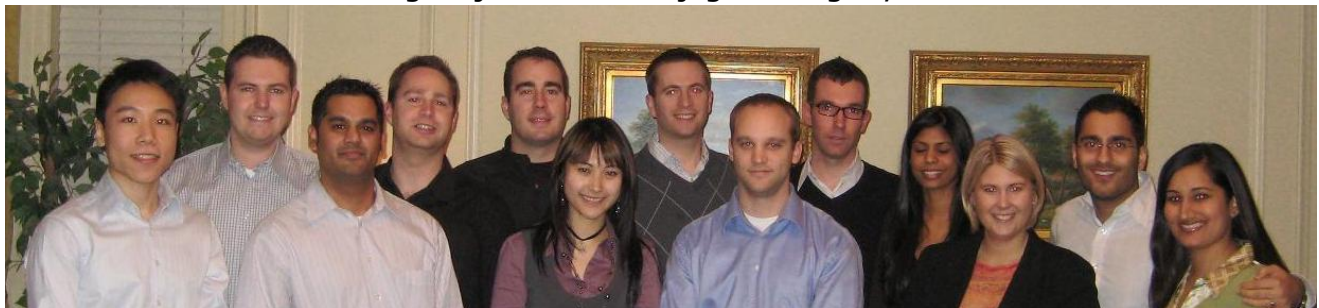
May 14, 2008 7:30 – 9:00 pm

The Ivey EMBA Experience invites you to meet the Faculty and join a case class with alumni and current participants in Hong Kong.

Spend an evening with David Loree, Professor of Organizational Behaviour, to learn about "Leading Action & Change".

Details: www.ivey.com.hk

China Teaching Project 2008 – Beijing & Shanghai, here we come!



(l to r): Elgent Kung, Stephen Stewart, Irfan Daya, Blair Fraser, Rick Logan, Rebecca Liu, David Bjerke, Doug Parent, Andrew Haigh, Uma Venkataramaiah, Amy Gibbons, Anuj Chandarana, Nina Chandarana

Contact a member or download the newsletter, visit <http://groups.ivey.uwo.ca/chinateaching>

Making Our Case

The first of a series of our newest Co-Branded cases with **Yonsei University Graduate School of Business** in Korea ...

9B07M061

NCsoft CORPORATION

Ho-Geun Lee, Sang-Hoon Lee, Hyung-Jin Kim

Teaching Note: 8B07M61

The case presents the points of contention and issues facing NCsoft Corporation as of 2007. As the leader in online games, NCsoft has the greatest future growth potential inside and outside of Korea; the president has a number of issues to consider: What is NCsoft's most effective plan for maintaining its top position in Korea and its competitiveness in the world market? How should the company pursue diversification of its game offerings from a small number of major games to other online game genres, such as casual games? What are the important factors NCsoft needs to consider to achieve "glocalization" as a basis for building a global online game development and publishing company? What should be NCsoft's response to the diversified connection channels and game platforms and the rise of a ubiquitous computing environment? How should the negative perceptions and side effects of playing online games be dealt with? In addition, how should NCsoft prepare to compete with other industries that are expected to become competitors with digital-content online games?

Disciplines: General Management, Entrepreneurship, International
Issue(s): Competitiveness, Visioning, Online Game Business
Industry: Miscellaneous Manufacturing Industries
Setting: Korea, 2007
Length: 27 pages

9B07E022

INVENSIS TECHNOLOGIES (P) LTD: A GLOBAL BPO SERVICE PROVIDER FROM INDIA

Vaidyanathan Jayaraman, Yadong Luo
Teaching Note: 8B07E22

The executive director of Invensis Technologies (P) Ltd. met with the chief operating officer and vice-president of human resources to address two major challenges that the company was facing. The first challenge was the increased pressure on Invensis to remain competitive and cut costs while providing premium customer service. Clients were expecting more every day from their business process operations. The other challenge was that of building an engaged and committed workforce. While the attrition rate in the information technology (IT) sector was low, the IT-enabled services (ITES) sector continued to show high levels of attrition. The executive director wondered whether the company's structured approach towards working on an outsourcing project would help build credibility and differentiate it in the market place and how he could reduce the high attrition rate of ITES.

Disciplines: Management Science and Information Systems, International
Issue(s): Operations Management, Outsourcing, Information Technology, Strategy
Industry: Business Services
Setting: India, 2007
Length: 19 pages

9B06M034

SAMSUNG ELECTRONICS (A): ENTERING INDIA

Sumit Chakraborty, Sushil Sharma, Sougata Ray
Teaching Note: 8B06M34

Samsung Electronics managing director had presented the new management philosophy for achieving leadership in a global market. The three-part strategy would prioritize quality, globalization, and multifaceted integration, in that order. After a restructuring effort, Samsung had emerged as a leader in the global electronics industry. Now, considering the new management philosophy and several other factors, the managing director faced the decision of whether Samsung should enter the Indian market.

Disciplines: General Management, Entrepreneurship, International
Issue(s): Global Strategy, Foreign Entry Strategy, International Business Operations
Industry: Electric & Electronic Equipment Supplies
Setting: India, 1990
Length: 21 pages

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<http://cases.ivey.uwo.ca/cases>

impact - available at www.ivey.uwo.ca/Publications is an online monthly research publication by Ivey faculty.

In this month's *impact* article, Professor Yaqi Shi explains why voluntary disclosure leads to higher firm valuations. She also reveals the four factors that motivate international cross-listed firms to disclose information and why voluntary disclosure benefits all companies but especially those from emerging markets.

Did You Know...

► In January, **Dr. Kyung Sam Park** from Korea University Business School in Seoul arrived at Ivey for a 12-month visit. His visit is sponsored by Ivey professor Peter Bell.

► On January 27, over 50 Ivey alumni celebrated the official launch of the Ivey **Beijing Alumni Chapter**. For a list of committee members, past and forthcoming events, contact Chapter President Linda Zhou at lzhou.mba2004@ivey.ca

► On January 29, Ivey Professor **Darren Meister** presented to the faculty at the National Chengchi University in Taipei on the topic of "Writing IS Cases".

► A Harvard Business Review article in March "**Avoid Hazardous Design Flaws**" by Hari Bapuji (PhD 2005) and Paul Beamish discussed the responsibilities that companies have regarding product safety and outlined steps businesses can take to avoid "highly preventable" design flaws.