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Taiwan – the Changing Face of Management Education

On September 17, Professor Paul Beamish, Director of the Asian Management Institute delivered a book launch seminar in Taipei attended by Taiwan academics, corporate executives and media. Four of the 10 Ivey Case Books (cases in traditional Chinese translations) were presented at the official book launch event hosted by the National Taiwan University and Yuan-Liou Publishing.

In his presentation, Beamish emphasized the merits of teaching and learning with cases, as well as the challenges of teaching with cases. Taiwanese academics unfamiliar with the Case Teaching Method were exposed to first hand experience of the Do's and Don'ts in terms of instructors' behavior and in-class traps. How and where to find the right case material for course design were discussed. Each case book is accompanied by a complete instructors manual available to professors from the publisher.



Publisher:
Yuan-Liou
Publishing
Co., Ltd.
(www.ylib.com.tw)

"This is a culmination of more than two years of efforts by many of my colleagues – at Ivey and at the National Taiwan University," said Beamish. "We are pleased to see that quality learning material devoted to the understanding of business in Asian markets can be made available to instructors and students in Taiwan and throughout Asia."

Hong Kong – Asian Reunion and Convocation

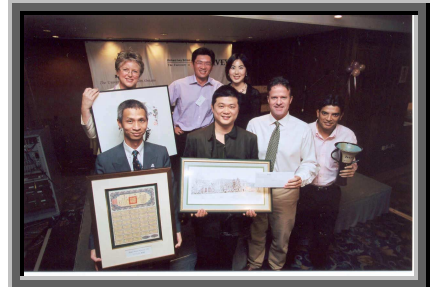
For this year's 29 new graduates of the HK Executive MBA Class of 2002, September 15 marked the end of 22 months of academic work and the challenge of balancing work, family and studies. The convocation ceremony was presided over by UWO Provost and Vice-President (Academic) Dr. Greg Moran and Ivey Associate Deans Paul Beamish and Larry Wynant.

In his address, Shody Chow, MBA'69, recipient of the Ivey Distinguished Service Award, asked the graduates to remember that challenges and opportunities are two sides of the same coin. "With the skills and knowledge you have acquired at Ivey, you can turn that coin over and discover exciting possibilities."

Congratulations to this group of global business leaders who join Ivey's 16,000 alumni around the world!

Congratulations also goes to David Sun, HBA'81, honored recipient of the Ivey Alumni Award at the Asian Reunion dinner on September 14 attended by over 150 Ivey alumni and friends. We thank David for his dedication during his term as President of the Hong Kong Alumni

Chapter from 1998 to 2001. David is succeeded by Joe Attrux, MBA2000.



Mr. Michael Tien, BBS, JP, Chairman of KCRC & The G2000 Group gave an informative speech on the topic of Retailing Trends in Asia. Fun was had by all at the wine tasting and auction that followed.

Singapore – welcomes first Ivey-Nanyang Professor

The Asian Business Case Centre at the Nanyang Technological University welcomes Dr. David Shaw, Ivey Professor Emeritus, as the first visiting Ivey-Nanyang Professor under the Ivey-Nanyang Business School collaboration sponsored by the Lee Foundation.

Besides teaching the two MBA classes: Managing Entrepreneur Organizations and Special Topic in Finance (Value Creation), Shaw will be involved in seminars aimed at promoting case teaching and research at NBS. As part of its major reform in the curriculum and pedagogy, case-based research and learning is heavily emphasized at Nanyang.

Academy of International Business Awards

Each year, the Academy of International Business Foundation and the Eldridge Haynes Memorial Trust award the Haynes Prize for Best Paper. This year, two graduates from Ivey's doctoral program won the Haynes Prize for 2002: Shigefumi Makino and Andrew Delios for their paper entitled: *"Bunched foreign market entry: Competition and imitation among Japanese firms, 1980-1998"*.

Paul Beamish and Ivey alumnus John Adamson were runners-up in the AIB-CIBER Case Competition for their case titled *Time Warner and the ORC patents*.

The Academy of International Business (AIB) is the leading association of scholars and specialists in the field of international business, with nearly 3000 members in 65 countries.

Hong Kong EMBA Class of 2004

A warm welcome to the 46 new members of the Ivey family who joined the HK EMBA Class of 2004. This diverse group comes from 12 countries including Germany, Denmark, Netherlands, Switzerland, Malaysia, and Czech Republic, and brings with them an average of 13 years of work experience.

For more information on the Hong Kong EMBA program, contact Amelia Chan achan@ivey.com.hk or visit www.ivey.com.hk

Japan – Case Workshop in Nagoya

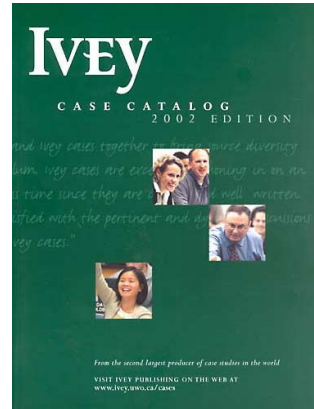
A group of professors at the Graduate School of Nagoya University of Commerce and Business Administration were delighted to meet two of the three authors of – *Teaching with Cases, Learning with Cases, and Writing Cases*.

Led by Professor Michel Leenders, and Louise Mauffette-Leenders, the 4-day case teaching workshop was, for some Japanese professors, their first time exposure to teaching business management using case studies. Some of the NUCBA faculty are currently translating Ivey cases into Japanese for their own teaching programs.

We offer special thanks to Production Planner Limited (PPL) for providing video coverage of Ivey's Alumni Reunion in Asia and the Convocation of our Hong Kong Executive MBA Class of 2002. (www.prod-planner.com)

Making Our Case

Ivey Case Catalog 2002 is now available at no cost, visit www.ivey.uwo.ca/cases



9B02M012
CITIGROUP IN POST-WTO CHINA
Conklin DW
Teaching Note: 8B02M12

In 1998, Citicorp and Travelers Group Inc. merged to create the new Citigroup Inc. Citigroup now had to determine the business prospects for each of its activities in the growing China market. Citibank had a record of success in less developed countries, and had developed certain competitive advantages that might be the basis for success in China, but whether and how these could be extended to other Citigroup financial activities remained an important question.

Industry: Banking
Issues: Business Policy, Financial Institutions, International Business, Globalization
Setting: China, large organization, 2001
Length: 23 page(s)

9B02A013
GINO SA: DISTRIBUTION CHANNEL MANAGEMENT
Deutscher TH ; Young A
Teaching Note: 8B02A13

Gino SA is a manufacturer of burner units that are sold through exclusive contracts with distributors. As a result, the three distributors have

significant bargaining power with Gino. A leading boiler manufacturer, who is currently purchasing through a distributor, has approached Gino to receive OEM treatment (a further discount by purchasing the burners direct from the manufacturer, in return for a commitment to purchase a percentage of their burners from Gino). In deciding whether or not to pursue the company's first direct OEM relationship, the marketing manager must consider the impact of his decision on the distributors, the competition and the company's corporate management.

Industry: Fabricated Metal Products
Issues: Distribution, Marketing Channels, Emerging Markets, Market Strategy
Setting: China, medium organization, 2000
Length: 17 page(s)

Did You Know.....

- ◆ The last Thursday of each month, there are Happy Hour Gatherings for **UWO/Ivey Alumni & Friends** in Hong Kong and Beijing. For more information contact Katrina Sham ksham@ivey.com.hk
- ◆ To mark the 70th anniversary of IBJ and its predecessor publications, Ivey launched the inaugural edition of **Ivey Business Journal On Line**. **DOING BUSINESS IN CHINA: A CAUTIONARY TALE** by Gregg Buchanan is one of the featured articles in which an entrepreneur doing business abroad discovered that the rule of law can be inconsistently applied.
- ◆ Paul Beamish was invited to deliver two seminars sponsored by the **National Science Council of Taiwan**. His topics: Evaluation of International Joint Venture Research - Ivey Experience, and I.B. Research - from Data Collection to Publication, were well received by faculty and doctoral candidates in attendance.