

September 2004; Number 1, Volume 8

National Accounting Institute host Ministry of Finance Case Seminar

Ivey professor Rick Robertson was invited by the National Accounting Institute in Beijing to conduct a 3-day intensive case method seminar in August. The advanced program received strong support from China's Ministry of Finance and was attended by senior officials from MOF, representatives from finance economics publishing houses, and more than 40 accounting practitioners and academics involved in teaching the newly accredited Masters of Public Accounting (MPAcc) degree program in China.

During the three days of discussion, Robertson elaborated on "The Why and the How of the Case Method". The seminar successfully demonstrated to the attendants how cases can be an effective tool in building knowledge in the accounting and finance areas.



Robertson in discussion with President Chen Xiaoyue of the Beijing National Accounting Institute, and sharing insights with workshop participants.

New Book International Business: An Asia Pacific Perspective



This new publication by Andrew Delios and Paul Beamish provides a unique exploration of the topic of international business. It examines decisions relevant to managers as they internationalize and manage multinational firms in Asia Pacific. Its uniqueness stems from the cutting-edge conceptual material that underlies the decision-making frameworks in the text and in the numerous Asian company examples and illustrations. This text examines such topics as the measurement and analysis of the cultural, political and economic dimensions of the

international environment; the formation of internationalization strategies, including entry mode choice and strategic alliances; the analysis of the competitive implications of multinational firms and business groups; multinational, subsidiary and expatriate management; and the management of ethical issues.

Objectives of the book include:

- To develop an understanding of international business from an Asia Pacific perspective.
- To understand the influences of the environmental factors on business practices and business success.
- To understand the types of, and ways to analyze, decisions involved in international business

PowerPoint transparencies accompanying the Instructor's resource manual are available in both English and in Chinese. (Instructor's Manual only available to professors.)

Copyright 2004, 582 pp.
Singapore, Prentice Hall/Pearson Education South Asia Pte Ltd
23/25 First Lok Yang Road, Jurong Singapore 629733
www.pearsoned-asia.com
ISBN 013-127-533-X



New Case Writer in Singapore: Nigel Goodwin

Nigel Goodwin thrives on new challenges – that's why he has come to Singapore as the new Ivey-Nanyang case writer. With a passion for business strategy and aspirations of becoming a professor, he looks forward to producing high-quality cases with faculty from both schools.

Nigel was awarded a Bachelor of Commerce degree (with distinction) from the Haskayne School of Business in 2001 and spent a year planning strategy for a fast growth Calgary company, Guest-Tek. He then joined the Monitor Group as a management consultant at the firm's Toronto and Johannesburg offices where he advised clients in seven different industries. Nigel constantly strove for excellence, whether he was planning marketing strategies for a retail bank or performing on-site operational analysis for a South African mine.

Nigel later engaged in a private consulting project for the United Nations Development Program in New York City. Under this mandate, he sought ways to apply business models to small and medium enterprises in the world's least developed countries.

Still thirsting for new challenges, Nigel relocated to Singapore last month to pursue his interest in case writing on a full-time basis. He is based at the Asian Business Case Centre of the Nanyang Business School. He welcomes suggestions for cases and may be contacted at goodwin@ntu.edu.sg

EMBA students – East meets West

Dean Carol Stephenson and Associate Dean Programs Larry Wynant welcomed more than 100 students from the Hong Kong and Continental EMBA programs who gathered for an in-residence period at Ivey Spencer Conference Center in London, Ontario in August, to start off their second year of studies.

This is an opportunity for Ivey students attending programs in Asia and in North America to form life-long networks.



In addition to a weeklong of late night case analyses and early morning class discussions, participants enjoyed sharing perspectives on global issues during social events such as shows at the Stratford Festival, and reception hosted by Michael Pearce, director of the Continental EMBA program.

Making Our Case

Thunderbird Cases now available through Ivey Publishing – Thunderbird, the Garvin School of International Management in the United States, has over 180 cases in its collection and adds approximately 25 new cases per year. The cases cover a broad range of topic areas, with primarily an international focus. Each case has a teaching note available. The Thunderbird cases complement Ivey's existing collection of over 2,000

cases, spanning nine functional areas.

Download an abstract list of Thunderbird's Asia-Pacific cases at www.ivey.uwo.ca/ami/AP_Cases/APCases_Main.htm

Peking University and Ivey co-brand cases – The Management Case Center at Peking University in China and Ivey are collaborating on case development and distribution. The collaboration fosters the growing desire of Chinese academics in writing quality cases. At the same time, help meet the global demand of cases written on Chinese enterprises.

Cowboy and lion dance at the director's night social bringing good luck to all EMBA2005 candidates.

9B04M033
JINJIAN GARMENT FACTORY: MOTIVATING GO-SLOW WORKERS
Huang T ; Liang J ; Beamish PW
Teaching Note: 8B04M33

Jinjian Garment Factory is a large clothing manufacturer based in Shenzhen with distribution to Hong Kong and overseas. Although Shenzhen had become one of the most advanced garment manufacturing centres in the world, managers in this industry still had few effective ways of dealing with the collective and pace of work by the employees, of motivating workers, and of resolving the problem between seasonal production requirements and retention of skilled workers. However, the owner and managing director of the company must determine the reasons behind the deliberately slow pace of the workers, the pros and

cons of the piecework system and the methods he could adopt to motivate the workers effectively.

Industry: Apparel and other Finished Products
Issues: Productivity, Work-Force Management, Entrepreneurship, Employee Attitude
Setting: China, small organization, 1999
Length: 8 page(s)

Visit Ivey Publishing at www.ivey.uwo.ca/cases for other recent PKU-IVEY cases.

Did You Know...

- ◆ October 31, 2004
Class of 2004 Graduation & UWO Convocation Celebration in Hong Kong
- ◆ November 6, 2004
Annual Alumni Dinner in Hong Kong

Contact Santa Chan at schan@ivey.com.hk for further information.

- ◆ The first modules of two popular executive education programs in Asia – the **Ivey Consortium Executive Program (ICE)** and the **Accelerating Management Talent Program (AMT)** will start in October and November respectively. For details, contact Miranda Wong at mwong@ivey.com.hk
- ◆ More than 90 students, families, and friends of Ivey took part in its **"ONE MILLION STEPS Charity Hike"**. Over HK\$84,000 was raised for Sowers Action, an organization supporting foundation education in China. A school for the needy children will be built in Yunnan Province in China.