

September 2010; Number 1, Volume 14

## New Asian Faculty

This Summer, Ivey welcomed fourteen new full-time faculty members to the Ivey community. We are delighted to see many of them with an Asian connection.

**Yoon Hee Kim** is an Assistant Professor of Operations Management. Kim is particularly interested in the economic impact of firms' strategic choices in the operations and supply chain management domain. Prior to her PhD studies, Kim worked in the apparel industry in Korea as a supply chain manager.

[www.ivey.uwo.ca/faculty/Yoon\\_Hee\\_Kim.htm](http://www.ivey.uwo.ca/faculty/Yoon_Hee_Kim.htm)

**Lynn Imai** is an Assistant Professor of Organizational Behaviour. Imai's research primarily focuses on cross-cultural organizational behaviour with an emphasis on negotiation. Imai is a native of Kamakura, Japan.

[www.ivey.uwo.ca/faculty/Lynn\\_Imai.htm](http://www.ivey.uwo.ca/faculty/Lynn_Imai.htm)

**Hubert Pun** teaches Management Science at Ivey. Pun's research focuses on both supply chain management (channel structure, incentive alignment, outsourcing) and healthcare operations (patient flow). Pun was born in Hong Kong and grew up in Vancouver.

[www.ivey.uwo.ca/faculty/Hubert\\_Pun.htm](http://www.ivey.uwo.ca/faculty/Hubert_Pun.htm)

**Ning Su** is a graduate of Fudan University in China. Su's research investigates global sourcing of knowledge-intensive services, from two opposite perspectives: sourcing clients and service providers.

[www.ivey.uwo.ca/faculty/Ning\\_Su.htm](http://www.ivey.uwo.ca/faculty/Ning_Su.htm)

## Ivey China Office

We also welcomed **Rebecca Zhou** (MBA 2006) who joined Ivey as our new Director of Business Development in China.

Rebecca has been working with Lenovo and IBM in Beijing since her graduation, and has been a strong supporter of the Ivey Alumni Association Beijing Chapter. Prior to attending Ivey, Rebecca was a consultant with The China Retail Management LDC and a senior marketing executive with Motorola (China) Electronics Ltd. in Beijing. She is a graduate of Tianjin Foreign Studies University where she majored in Business English for Foreign Trade.

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Rebecca replaced **Clara Hu** whom we welcomed back to the Ivey campus in London as she embarks on her PhD studies. Clara's dedicated work with the alumni network in both Beijing and Shanghai has ensured the success of the annual Ivey/Coca Cola China Case Competition, taking it from a regional to a national competition with over 2500 participants last year. We wish Clara every success with her doctoral studies and look forward to her significant contributions to the academic community in the years ahead.

## Empowering Business Educators in Developing Countries

Ivey announced the Empowering business educators in developing countries initiative in July, a pledge to make teaching cases more accessible in the least developed countries around the world.

Faculty members from universities in 39 countries with per capita GDP of less than \$2,000 a year can use Ivey cases at no charge. Among the 39 countries are Asian countries **Afghanistan, Bangladesh, Cambodia, Myanmar, Nepal and Tajikistan.**

"Exposure to Ivey cases will give students a good grounding in business, it will help improve the quality of management in companies and it is also good for the economy in those countries," said Elie Chrysostome, Associate Professor of Strategic Management and International Business at the State University of New York College at Plattsburgh. He is originally from Benin, one of the 39 countries whose universities are now able to access the case collection at no charge.

For a complete list of the 39 countries, please refer to [www.ivey.uwo.ca/media/2010/100719.htm](http://www.ivey.uwo.ca/media/2010/100719.htm). Help us forward this information to colleagues teaching in these emerging economies. For additional details, contact Greg Yantz at [gyantz@ivey.ca](mailto:gyantz@ivey.ca).

## Making Our Case

9B10D005

### Operations Strategy at Galanz

*Stephen (Chi Hung) Ng,  
Barbara Li, Xiande Zhao,  
Xuejun Xu, Yang Lei*  
Teaching Note: 8B10D05

Starting from a humble beginning of being a manufacturer of down feather products owned by Shunde Township, Galanz Enterprises Group Co. Ltd. (Galanz) had transformed itself into a world class manufacturer of microwave ovens producing about 50 per cent of the global output in 2003. This case describes the competitive and operational strategies that Galanz used to achieve such a meteoric growth. The company started out with a clear competitive strategy based on cost leadership. It designed and implemented operations system to help achieve lower cost through economy of scale, the transfer of production capacity from developed countries and full utilization of the available production capacity.

*Disciplines:* General Management, Marketing, Operations Management, Entrepreneurship, International

*Issue(s):* Operations Strategy, Competitive Strategy

*Industry:* Electric & Electronic Equipment Supplies

*Setting:* China, 2003

*Length:* 17 pages

9B10M041

### GENICON: A Surgical Strike into Emerging Markets

*Allen H. Kupetz, Adam P. Tindall, Gary Haberland*  
Teaching Note: 8B10M41

A critical question facing a company's ability to grow its business internationally is where it should go next. One company facing that decision was GENICON, a U.S.-based firm that manufactured and distributed medical instruments for laparoscopic surgeries. Although the minimally invasive surgical market in the United States had long been the largest in the world, international markets were anticipated to grow at a much faster rate than the U.S. market for the foreseeable future. GENICON was already in over 40 international markets and was looking in particular at the rapidly emerging markets - Brazil, Russia, India and China - as potential new opportunities for growth.

*Disciplines:* General Management, Marketing, Entrepreneurship, International

*Issue(s):* International Business, Emerging Markets, Entrepreneurial Marketing, International Expansion

*Industry:* Miscellaneous Manufacturing Industries  
*Setting:* Brazil; Russia; India; China, 2010

*Length:* 13 pages

## ► 22 Ivey PhD

**graduates** now work in 15 different universities throughout Asia

### In China and Hong Kong:

- Peking University
- Sun Yat-sen University
- Hong Kong University
- Chinese University of Hong Kong
- Hong Kong Polytechnic University
- City University of Hong Kong

### In Singapore:

- Nanyang Technological University
- National University of Singapore

### In Japan:

- Hitotsubashi University

### In Indonesia:

- Universitas Indonesia

### In Korea:

- Korea University
- Yeungnam University
- University of Ulsan

### In Malaysia:

- Universiti Malaysia Sabah

### In New Zealand:

- Victoria University of Wellington

## Did You Know...

- Upcoming speaking engagements:

**Paul Beamish** at Simon Fraser University on September 20, 21

- BMO Distinguished Speaker Public Lecture - "Joint Venturing"
- Pacific Region Forum Programs - "Using International Assignee Programs for Maximum Advantage"
- Graduate Seminar - "Institutional Internationalization Initiatives"

**Kathleen Slaughter** at the HKCBA Business Networking Morning Workshop on October 6 in Markham, Ontario - "Hong Kong: Your Business Platform in Asia"



November 4<sup>th</sup>  
- **Global Ivey Day** -  
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Visit [www.iveyday.ca](http://www.iveyday.ca)  
or  
contact [alumni@ivey.uwo.ca](mailto:alumni@ivey.uwo.ca).

## IAA Asian Chapter Presidents

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