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BNAI Visit to Ivey

On September 19th 2011, a six-person delegation from the Beijing National Accounting Institute (BNAI) visited the Asian Management Institute at Ivey. Eric Morse, Paul Beamish, Michelle Han, Shih-Fen Chen, Yaqi Shi, David Sharp and Rick Robertson attended the meeting and joint discussions on the following topics:

1. Faculty Exchanges.
2. Book Publications.
3. Case Training.
4. Program Cooperation.

The BNAI representatives appreciated Ivey's flexibility and openness and foresee a promising cooperation.

Chinese Speaking Faculty at Ivey

There are now five Ivey professors who can speak Mandarin or/and Cantonese. We provide brief profiles of each of them below. Future issues of AsiaLink will profile Ivey faculty members who speak additional Asia Pacific languages, as well as those from the Indian diaspora.

Shih-Fen Chen - Associate Professor & William Shurniak Professor in International Business. He earned his BBA from National Cheng Kung University, an MBA from Michigan State University, and a PhD from the University of Illinois at Urbana-Champaign. His main research focuses on the institutional role of branding in facilitating inter-firm cooperation.



Yaqi Shi - Assistant Professor of Managerial Accounting and Control. She earned an Honours B.E. in Accounting (China), an MBA (China) and a Ph.D. in Accounting (Concordia University, Canada). Her research interests focus on

international accounting and corporate governance issues.



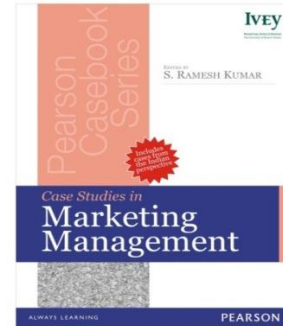
Hubert Pun – Assistant Professor. PhD in Operations Management and Decision Sciences, Kelley School of Business, Indiana University. Research focus: supply chain management and healthcare operations.



Ning Su – Assistant Professor. Ph.D. from New York University's Stern School of Business, an M.S. from the University of Toronto, Canada, and a B.S. from Fudan University, China. His research investigates global sourcing of knowledge-intensive services, from two opposite perspectives: sourcing clients and service providers.



Xinghao (Shaun) Yan - Assistant Professor. He holds a PhD & a MS. from Purdue University and a MS & a BS from Nankai University. His research focuses on Information Asymmetry, Information Sharing, Inventory Sharing, Quality Competition, Healthcare Operations/Economics.



Emerging markets have generated tremendous interest throughout the world. The Indian context poses certain marketing challenges that are even more complex than those that are generally associated with emerging markets in general. This book provides a rich set of cases that are structured to be compatible with any text book on the basic marketing course with consumer insights from the view point of challenging the students. These cases are drawn from the Ivey Business Case collection. The editor S. Ramesh Kumar from IIM - Bangalore also includes cases from an Indian perspective allowing students to study the different marketing challenges in the developed context versus the Indian context from the well designed combination of theory with practice.

- Emerging Markets and India
- Marketing
- Environmental Analysis
- Business to Business Markets
- Competitive Strategies
- Managing Services
- Retailing and Wholesaling
- New Market Offerings
- Globalization of Markets
- Organizational Aspects in Marketing

Read more at:
www.ivey.uwo.ca/ami/Publications

9B11A033

Experience China: A National Image Campaign in The United States

William Wei, Yuanfang Lin, Mei Qin Kok

The China national image film "People Chapter" — officially a sub-series of the "Experience China" campaign — was launched by the Chinese government to coincide with President Hu Jintao's visit to the United States in mid-January 2011. The one-minute promotional video was played on six giant electronic screens about 300 times per day, and had appeared approximately 8400 times when the broadcast ended on February 14, 2011. The video showed a series of Chinese people, ranging from ordinary citizens to celebrities, in various areas. It was a publicity effort aimed at promoting a truer image of China abroad, and further signalling that China was opening to embrace the world. However, reactions from both Chinese and overseas audiences had been fairly controversial since the initial release of this promotional film. Experts from China and abroad were skeptical of the effectiveness of the campaign in promoting the national image of modern China to the world. www.iveycases.com

9B11M053

Internationalization of Koyo Jeans from Hong Kong

Kevin Au, Bernard Suen, Na Shen, Justine Tang

William Cheung entered the fashion industry in a different manner than Vivienne Tam and Shanghai Tang. He started by working for and then later owned a modest wholesaler known for its garment and apparel industries. He sharpened his design instincts by creating hit apparel items for the wholesale company. The business was flourishing but was not immune to the shortcomings of creative businesses. This case shows how Cheung, in moving his company forward, was able to overcome the weaknesses of being an apparel wholesaler and a fashion retailer. It affords a discussion of how Cheung was able to exploit and grow the wholesale business and move into branding and franchising. Research related to creative industry and ambidexterity is also covered in the case. While Cheung's success was commendable, he faced a number of challenges as Koyo Jeans strove for international success. www.iveycases.com

9B11M066

Apollo Hospitals Enterprise Ltd. Clinical Score-Card

Murray J. Bryant, Ramasastry Chandrasekhar

In January 2011, the group medical director of Apollo Hospitals Enterprise Ltd (AHEL), India's largest integrated healthcare provider in the private sector, is weighing his options in driving clinical excellence among group

hospitals. AHEL has been using a Clinical Score Card, called ACE@25, as a tool to measure and monitor clinical excellence which is becoming a source of differentiation in Indian healthcare industry. ACE@25 measures 25 clinical parameters, benchmarked with the best globally, every month. The group medical director is wondering whether his role should be limited to monitoring clinical outcomes or whether, in order to drive clinical excellence, he should also prescribe the steps that the medical superintendents of individual hospitals should take in improving outcomes in their watch. www.iveycases.com

Asian Business Cases

In the Asia Pacific Foundation of Canada's Asian Business Cases October 2011 issue, Professor **Hari Bapuji** of the University of Manitoba presented cases on the product safety issues in Asian countries and studied challenges in managing product safety in global supply chains and the difficulties in implementing recalls in the face of consumer reactions.

<http://www.asiapacific.ca/asia-business-cases>

New Assistant Director

AMI & EEMC

Michelle Han joined Ivey in September 2011 as the Assistant Director, Asian Management Institute and Engaging Emerging Markets Research Centre. She will help lead new

initiatives; publication of Ivey-edited books for the China market; Asia related case writing; establishment of teaching opportunities in China; development of our quarterly newsletter/email; organization of the Asian Business Cases section for the Asia Pacific Foundation of Canada, etc. She has extensive experience in the marketing area, most recently with Microsoft in Beijing. She has also worked in the education sector, both in Canada and China.

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Did You Know...

► EEMC faculty members are fully engaged with the second intake of the new MSc in Management program. This program has an international business focus. Course offerings include:

○ The Internationalization Process – Shih-Fen Chen

○ Global Strategy – Chris Williams

○ International Joint Ventures and Alliances – Paul Beamish and Michael Sartor.

○ Cross-Cultural Management – Lynn Imai

○ Global Performance Management – David Sharp

○ Venturing in International Firms – Chris Williams

► During the past few months China Daily published an article by **Prof Paul Beamish** on "Thinking Locally, Managing Globally" and reprinted several China-relevant articles from Ivey Business Journal.