

Wednesday 21st September, 2011, 6pm

Professor Neale O'Connor

The University of Hong Kong

Professor O'Connor has been based in Hong Kong for 15 years, commencing at the City University of Hong Kong in 1996 before moving to the University of Hong Kong in 2006.

During this time he has been involved in numerous research projects examining supply chain management, Chinese-Western joint venture arrangements, the use of management control systems in China-based enterprises, including budgetary control mechanisms and the use of the balanced scorecard.

Master Class Topic

Contracting in China – Understanding how the Chinese think

Seminar Title

Executing strategy in China: How Chinese Suppliers Manage Their Largest Customers?

The focus is on how Chinese suppliers win contracts with large international customers?

How Chinese suppliers manage their largest customer, including the types of performance measures and monitoring routines used by the customer.

Neale will also discuss the main challenge faced by Chinese suppliers and whether this challenge is associated with a specific strategy?

Several specific questions will also be discussed.:

What emphasis do Chinese suppliers place on the use of different performance measures?

- Do suppliers that align their measures with the largest customer perform better?



- Do suppliers with customers for a longer period use different performance measures?
- Do Chinese suppliers manage customers from different countries differently?
- Do Chinese suppliers that have specific strategy for their largest customer have different performance measures?

With regard to risk assessment – Neale will discuss how Chinese suppliers are managing the key challenges associated with rising material and labor costs.

Material presented is based on over 250 face to face interviews with Chinese suppliers during the past 12 months.

Location

Deakin Lecture Theatre, 29 Deakin Avenue

Register

www.latrobe.edu.au/lawman/about/events/master-class-series by Friday 16 September 2011

Further information

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