

# Contemporary Global Developments and Business in Asia by National University of Singapore, Business School

**16<sup>th</sup> to 20<sup>th</sup> October, 2017**

# PROGRAMME



This inaugural NUS Global Network Week offers insights on managing global developments. Students will learn about the evolution of the vibrant business ecosystem of cosmopolitan Singapore, devising strategies to succeed in Asia, mitigating trade wars via global value chains in China, gaining competitive advantages & sustainable solutions through frugal innovation, winning through service excellence management as in the case of Singapore Airlines, and lessons of the persistent challenges in corporate governance and politics to organizations in Asia.

Students will have a chance to explore the multicultural facets of Singapore, experience Deepavali - the festival of lights with its amazing display of colourful decorations in Little India, learn about the business environment through company visits & guest speakers, acquire nuggets of wisdom from distinguished faculty members & network with our diverse student population.

Faculty involved: [Professor Pangarkar Nitin](#), [Professor Filippo Di Mauro](#), [Professor Andrew Delios](#),

[Professor Ishtiaq P Mahmood](#), [Professor Kulwant Singh](#) and [Professor Jochen Wirtz](#)

Link: <http://advancedmanagement.net/nusgnwoct2017>

# PROGRAMME

Contemporary Global Developments and Business in Asia  
by National University of Singapore, Business School



OCTOBER 2017	MONDAY 16th	TUESDAY 17th	WEDNESDAY 18th	THURSDAY 19th	FRIDAY 20th	
9.00AM to 9.30AM	Registration <i>(Light refreshments included)</i>		SINGAPORE  PUBLIC HOLIDAY (DEEPAVALI)*			
9.30AM to 10.00AM	Welcome Introduction by Ms Chua Nan Sze, Marie-Antonie Director, Graduate Studies Office	Company Visit to NUS Enterprise				Trump Lessons for Business from the American Political Process by Professor Andrew Delios <i>(Session is from 9.30am to 11.30am)</i>
10.00AM to 12.00NN	Frugal Innovation in Asia by Professor Ishtiaq P Mahmood	Talk by Mr. Kelvin Tan Cheng Kian Deputy Director <i>(Session is from 9.30am to 11.30am)</i>			Strategy in Asia by Professor Kulwant Singh	
12.00NN to 1.30PM #	LUNCH	LUNCH			LUNCH	LUNCH Closing by Dean Bernard Yeung Venue: NUSS The Graduate Club
1.30PM to 3.30PM	Trade Wars in the Age of Global Value Chains (China) by Professor Filippo Di Mauro	Singapore: Past, Present and Future by Professor Nitin Pangarkar <i>(session will end by 3.15pm)</i>			Cost-Effective Service Excellence by Professor Jochen Wirtz	
3.30PM to 5.00PM	Group Photo & City Tour	Company Visit to Asia Pacific Breweries Singapore Talk by Ms Venus Teoh Marketing Director <i>(Session is from 4.00pm to 6.00pm)</i>			Guest speaker Mr. Nicholas Ionides Divisional Vice President Public Affairs at Singapore Airlines <i>(Light refreshments included)</i>	
EVENING	Welcome Dinner Venue: INDOCAFE the white house	Free Time			Free Time	

## NOTES:

Students' expected Arrival : Sunday 15th

# Participants will be brought to recommended places for lunch (at own expense)

\* Our MBAs may be hosting GNW participants during the Public Holiday

Venue : National University of Singapore, Business School  
15 Kent Ridge Drive, Mochtar Riady Building  
Singapore 119245



# Monday 16<sup>th</sup> October



Time	Activity	Venue	Remarks
09.00am to 09.30am	Registration & Breakfast	Mochtar Riady Building Atrium (Level 1)	Light refreshments included
09.30am to 10.00am	Welcome Introduction by Ms Chua Nan Sze (Director, Graduate Studies Office)	MRB Level 5 (Room 5-4)	
10.00am to 12.00nn	Frugal Innovation in Asia by Professor Ishtiaq P Mahmood	MRB Level 5 (Room 5-4)	
12.00nn to 1.30pm	Lunch	Cafes near MRB	Own expense
1.30pm to 3.30pm	Trade Wars in the Age of Global Value Chains (China) by Professor Filippo Di Mauro	MRB Level 5 (Room 5-4)	
3.30pm to 5.00pm	Group Photo & City Tour	MRB, Ground Level Around the City	
Evening	Welcome Dinner	INDOCAFE the white house	



## Tuesday 17<sup>th</sup> October

Time	Activity	Venue	Remarks
9.30am to 11.30am	Company Visit to NUS Enterprise Talk by Mr. Kelvin Tan Cheng Kian Deputy Director	NUS Enterprise	Please wait at the MRB, Ground Level at <b><u>9.00am sharp</u></b>  Bus will bring you back to MRB at <b><u>11.30am</u></b>
12.00nn to 1.15pm	Lunch	Cafes near MRB	Own expense
1.15pm to 3.15pm	Singapore: Past, Present and Future By Professor Nitin Pangarkar	MRB Level 5 (Room 5-4)	
4.00pm to 6.00pm	Company Visit to Asia Pacific Breweries Singapore  Talk by Ms Venus Teoh Kim We Marketing Director	Asia Pacific Breweries Singapore	Please wait at the MRB, Ground Level at <b><u>3.15pm sharp</u></b>  Bus will bring you back to MRB at <b><u>6.00pm</u></b>
Evening	FREE Time		

## Thursday 19<sup>th</sup> October



Time	Activity	Venue	Remarks
10.00am to 12.00nn	Strategy in Asia by Professor Kulwant Singh	MRB Level 5 (Room 5-4)	
12.00nn to 1.30pm	Lunch	Cafes near MRB	Own expense
1.30pm to 3.30pm	Cost-Effective Service Excellence by Professor Jochen Wirtz	MRB Level 5 (Room 5-4)	
3.30pm to 5.00pm	Guest speaker Mr. Nicholas Ionides Divisional Vice President Public Affairs at Singapore Airlines	MRB Level 5 (Room 5-4)	Light refreshments included
Evening	FREE Time		

## Friday 20<sup>th</sup> October

Time	Activity	Venue	Remarks
9.30am to 11.30am	Trump Lessons for Business from the American Political Process by Professor Andrew Delios	MRB Level 5 (Room 5-4)	
12.00nn to 1.30pm	Lunch Closing by Dean Bernard Yeung	NUSS The Graduate Club	



## **Singapore: Past, Present and Future** *by Professor Nitin Pangarkar*

This session will focus on the strategies that transformed Singapore from a developing country to a developed country with a very high standard of living. We will use the lens of Michael Porter's Diamond Framework and specifically focus on the economic policies behind this "miracle". We will also discuss how the Singapore government policies and the economy have adapted to a changing global environment and the challenges facing the economy today.



## **Trade Wars in the Age of Global Value Chains (China)** *by Professor Filippo Di Mauro*

1. International production fragmentation greatly reduces the usefulness of traditional measures of trade based on gross exports/imports flow.
2. More in general, sectors are becoming the wrong operational unit when framing policies and evaluating performance. The emphasis in trade and industrial policies should be no more sector-specific but rather focus on the type of activities carried out.
3. Understanding the geography of international production and its impact on trade measures becomes necessary in order to properly assess the actual strength of any country's economy
4. This is critical from a business perspective as well. Over and above official traditional trade statistics, it is essential for business to establish the extent in which the economy is able to produce value added and how sustainable its development framework is.
5. This lecture will provide useful additional tools -to properly complement traditional statistics - which must be more systematically used both in business as well as in the overall economy evaluation.
6. Against this background, we will investigate the impacts of possible "trade wars" initiated by the new US administration





## **Trump Lessons for Business from the American Political Process** *by Professor Andrew Delios*

What do President Trump, AliBaba, 10 Cent(WeChat), the Thai business mogul Prachai, and the German company Metro Cash and Carry all have in common? Examining the lessons of President Trump in his role of President and then casting those lessons to the experience of a wide variety of companies helps us to better understand some of the persistent challenges in corporate governance and politics to organizations in Asia. Conquering those challenges is key to stimulating growth in the SE Asian region, beyond what has already been achieved in the past 2 decades. This session makes these comparisons, describes these challenges and outlines ways in which these challenges can be conceptualized and analysed so that they can be overcome.



## **Frugal Innovation in Asia** *by Professor Ishtiaq P Mahmood*

From \$2500 cars to \$1000 heart surgery, frugal innovations that characterize the art of providing "more value at lower costs to more people" have the potential to revolutionize the way we think of innovations everywhere. I will discuss how Asia's frugal innovators such as 7-Eleven (Indonesia), Tata (India), Samsung (South Korea), or bKash (Bangladesh) are turning institutional underdevelopment to their advantage, combining product with business model innovations to provide sustainable solutions to the challenges of low purchasing power and poor infrastructures.



## **Strategy in Asia** *by Professor Kulwant Singh*

The environment plays a big role in influencing firms' strategic objectives, strategy and how strategy is implemented. Asia has been the fastest growing economic region in the world for at least four decades. A common assumption is that Asia differs fundamentally from other regions. What are these differences and how do they influence firm strategy? Importantly, do we require new models for strategy in Asia? Looking ahead, how should firms adapt their strategy and how should we adapt our strategy models to align with evolving Asia?



## **Cost-Effective Service Excellence** *by Professor Jochen Wirtz*

1. Introduces the concept of Cost-effective Service Excellence, and emphasizes the need to at the same time drive service quality while controlling costs and enhancing efficiency.
2. Show how and why cost-effectiveness service excellence can be delivered in Asia
3. Case: Singapore Airlines

# Our Faculty



Closing Lunch by **Professor Bernard Yeung**  
Dean and Stephen Riady Distinguished Professor, NUS Business School

## Company Visits

### **Asia Pacific Breweries Singapore**

Speaker: Ms Venus Teoh Kim We, Marketing Director

### **NUS Enterprise**

Speaker: Mr. Kelvin Tan Cheng Kian Deputy Director

## Guest Speaker (in NUS)

### **Singapore Airlines**

Mr. Nicholas Ionides

Divisional Vice President Public Affairs



# Contacts at Graduate Studies Office

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