SUCCESSFUL STRATEGIES
IN CHINESE &
INTERNATIONAL MARKETS

CHINA STRATEGIES

A STRATEGIC MANAGEMENT SOCIETY SPECIAL CONFERENCE
SHANGHAI, CHINA | MAY 28-30, 2007
HOSTED ON THE CEIBS CAMPUS, SHANGHAI

CO-ORGANIZERS & SPONSORS:
China Europe International Business School (CEIBS)
Shanghai National Accounting Institute (SNAI)
Samsung Economic Research Institute (SERI)
Shanghai Automotive Industry Corporation (SAIC)
offices in Beijing. The office was founded in 2005. SERIC, the branch of its effort to reach global audiences, SERI research fellows under its wings. As part of its effort to reach global audiences, SERI has established itself as a successful business intelligence group on a par with world's best-known think tanks until the year 2010. We at SERI are striving to become a premier intelligence group on a par with world's best-known think tanks until the year 2010. Please keep tabs on how we are doing on this count.

In order to become a leading knowledge hub of East Asia, SERI has created foreign-language websites, including SERIWorld.org, SERIJapan.org, and SERICChina.org. The sites feature high-quality research reports and briefs, as well as video clips where our research fellows appear and explain important issues in plain terms.

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SERICChina seeks to play the information bridge role between Chinese entities, private or public, and foreign companies doing business in China. It endeavors to generate useful knowledge on the Chinese market through which all the participants in the market could benefit.

In addition to building physical presence in China, SERI has laid the strong foundation for disseminating its research output through the Internet. Its Korean-language website SERI.org has attracted more than 1.2 million registered users, becoming one of the most frequently visited think tank sites in the world. SERICED, the premium site for corporate CEOs and executives, has established itself as a successful business model other companies are trying hard to emulate.

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How do Chinese and foreign firms compete in various Chinese product and geographic markets? How do Chinese firms compete overseas? What determines the international success and failure of these firms? As global competition unfolds in China and Chinese firms unleash their competitive strategies around the world, there are a series of timely, important, yet unanswered questions that confront strategic management scholars and practitioners.

Early foreign entrants into Chinese markets often had to justify their “exotic” endeavors. Today, multinationals not involved in Chinese markets are likely to miss significant opportunities as China’s economy continues to evolve and grow. Likewise, the global strategy community, represented by the SMS, has experienced a similar transformation. There is no doubt that China strategies represent an important dimension of global strategies.

In this spirit of integrating global strategy and China strategy, the SMS is launching its first China-based special conference.

Samsung Economic Research Institute (SERI) is an independent think tank focusing on a diverse range of issues from macroeconomics to strategy and management. Applying professional research expertise to the complex needs of business leaders and policy makers worldwide, SERI provides path-breaking insight into the critical issues that shape the economic and commercial environment in Korea and throughout Asia.

Established in 1986, SERI has now evolved into one of the most prestigious think tanks in Korea with more than 120 high-caliber research fellows under its wings. As part of its effort to reach global audiences, SERI has launched in 2005 SERICChina, the branch office in Beijing. The office was founded with an explicit aim of helping SERI to expand its research presence in one of the most important growth markets in the world. SERICChina seeks to play the information bridge role between Chinese entities, private or public, and foreign companies doing business in China. It endeavors to generate useful knowledge on the Chinese market through which all the participants in the market could benefit.

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CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL (CEIBS)
The China Europe International Business School (CEIBS) is a non-profit joint venture established in 1994 under an agreement between the Chinese government and the European Commission. CEIBS is the first business school in mainland China that offers a full-time MBA, an Executive MBA and a wide array of executive education programs. In 2002, the Academic Degree Committee of the State Council formally recognized the CEIBS MBA degree. In 2004, CEIBS received international accreditation from EQUIS, making it the only school in mainland China to receive this accreditation. Since 2001, CEIBS achieved the worldwide ranking by London-based Financial Times Today, CEIBS is the only business school in Asia that has all its MBA, EMBA and EDP programs ranked among the top 50 globally.

SHANGHAI NATIONAL ACCOUNTING INSTITUTE (SNAI)
The Shanghai National Accounting Institute (SNAI) was founded in September, 2000, as part of the efforts of the Chinese government to heighten the knowledge and abilities of certified public accountants (CPA) and senior financial professionals. SNAI is a government-sponsored institution, affiliated with the Ministry of Finance. Aiming to establish a “senior-level, international, and e-technology” continuing education base, the Institute primarily serves senior financial managers of large state-owned enterprises and foreign-invested enterprises, Chinese CPAs, foreign CPAs offering services in China and senior government officials. Additionally, the Institute also provides finance and accounting education to the public through the Internet. The Institute actively seeks to cooperate with international educational organizations, invites recognized experts from China and abroad, and develops high-quality courses for business and government professionals in China. SNAI has also been designated as the location of the Asia Pacific Finance and Development Center which aims to promote capacity building in finance and development area for the Asia and Pacific region. SNAI also offers joint-degree programs for financial and service executives including Executive MBA programs with Arizona State University and a Master of Professional Accountancy program with the Chinese University of Hong Kong.

CONFERENCE VENUE
The Conference takes place at the Academic Center (III) of the China Europe International Business School’s main campus in Shanghai, 699 Hongfeng Road, Pudong, Shanghai, 201206

ACCOMMODATIONS

Renaissance Shanghai Pudong Hotel
Renaissance Pudong is a five star hotel on the southeastern fringe of the Pudong CBD. Located only 40 minutes from Hongqiao Airport and 30 minutes from Pudong Airport, the hotel is ideal for a productive and profitable stay. It is approximately an 18 minute drive from the conference site of CEIBS.
Address: 100 Changlu Rd., Pudong, Shanghai Tel: +86-21-38714888; Fax: +86-21-38714886 Website: www.renaisanceshanghai.com
Room Rate
Single: US$150 (one breakfast inclusive)
Double: US$163 (two breakfasts inclusive)

Ramada Plaza Pudong Shanghai
The Ramada Plaza located in Pudong, Shanghai, is a unique international four star hotel outside of the Pudong Lujiazui Commercial Zone. It is located in the heart of the Jinqiao Export Processing Zone, within minutes drive from the Waigaoqiao Free Trade Park. It is approximately a 30 minute drive from Shanghai’s Pudong Airport and a 10 minute walk from the conference site of CEIBS.
Address: 18 Xin Jinqiao Rd., Pudong, Shanghai Tel: +86-21-50308999 Website: www.ramadaplazapd.com
Room Rate
Single: US$85 (one breakfast inclusive)
Double: US$98 (two breakfasts inclusive)

Reservations: When making reservations, please indicate that you are participating in our Forum. The discounted rate is effective on or before May 14, 2007. Reservations after this date will only be taken on a space and rate availability basis.
Remember: Visitors to China require a traveling visa which you can apply for at your nearest Chinese Embassy / Consulate General.
The Strategic Management Society (SMS) is unique in bringing together the worlds of reflective practice and thoughtful scholarship. The Society consists of more than 2,000 members representing over 50 different countries. Membership, composed of academics, business practitioners, and consultants, focuses on the development and dissemination of insights on the strategic management process, as well as on fostering contacts and interchange around the world.

STRATEGIC MANAGEMENT SOCIETY SPECIAL CONFERENCE ON CHINA STRATEGIES: MAY 28-30, 2007

MAY 28, 2007
17:00 – 18:00
RECEPTION AT RENAISSANCE HOTEL (PUDONG)

18:00 – 18:30
OPENING AND INTRODUCTION
Sam Park, SERI/CEIBS
Michael Hitt, President, SMS, Texas A&M University

18:30 – 20:00
BANQUET
Keynote Speech by Weiying Zhang, Dean of Guanghua School of Management, Peking University

MAY 29, 2007
08:30 – 10:15
Paper Session 1: Corporate Strategy of Chinese Firms
10:45 – 12:15
Paper Session 2: Entrepreneurship and Product Innovation
12:30 – 14:00
Working Lunch & Poster Session
14:00 – 15:30
Paper Session 3: Strategic Leadership and Corporate Governance
Concurrent Workshops
Workshop 1: Publishing Strategic Management Research
Workshop 2: Strategic Leadership & Corporate Governance in Emerging Markets

16:00 – 17:30
Concurrent Workshops

18:00 – 20:00
Banquet at Hainabakoutou City Club in Century Park

MAY 30, 2007
08:30 – 10:15
Paper Session 4: FDI and International Joint Ventures
10:45 – 12:15
Paper Session 5: Privatization and Political Strategies
12:30 – 13:30
Working Lunch
13:30 – 15:00
Paper Session 6: Technology Innovation
15:30 – 17:00
Concurrent Workshops
Workshop 3: Strategy Practices in China
Workshop 4: Alliance, Innovation and Knowledge Management

REGISTRATION FEES
Registration
$100 USD (Postmarked on or before March 31, 2007)
$120 USD (Postmarked after March 31, 2007)
(Includes complementary 2007 SMS Membership for conference participants residing in PRC)

Student Registration
$20 USD
(DOES NOT include complimentary 2007 SMS Membership)

To register, please download our registration form at www.serichina.org or on www.smsweb.org/Chinaconference and send the completed form to our office. Please contact us with any questions. We look forward to seeing you in Shanghai.

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