

Alumni Network



The MBA Wing of the Imperial College Alumni Association of Singapore (ICAAS) invites you:

**Competing in the Global Marketplace: Lessons Learned & Future Prospects**

By Prof. Joseph Cheng (University of Illinois at Urbana-Champaign)

**Date:** 03 March 2008 (Monday)

**Time:** 1915 hours

**Location:** The Pod, Level 16, NLB Building, 100 Victoria Street, Singapore

*Admission is FREE but registration is required. Please register before 12 noon 29 February 2008, by emailing [nlprogrammes@nlb.gov.sg](mailto:nlprogrammes@nlb.gov.sg) and to include "ICAAS Talk on Global Marketplace" in the subject field. Places are limited and will be distributed on a first-come, first serve basis.*

**Abstract**

What have we learned from the past 15-20 years of globalization and global competition among nations and firms? What are the prospects for the future? And, how can global players position themselves for survival and success in the increasingly interconnected, culturally-diverse, and innovation-driven world economy? Drawing from his more than 30 years of research, teaching, and consulting in the areas of strategy, organization, and international business, as well as his seven years of administrative experience in directing a federally-funded Center for International Business Education and Research, the speaker will address these three important questions and examine their implications for the global competitiveness of Singapore and its resident firms. Additionally, he will invite participation and involvement from the audience to exchange views and share insights about the future of globalization and global competition from their vantage point.

**Biodata**

Joseph L. C. Cheng is Professor of International Business and Management and Director of the Illinois Global Business Initiative in the Department of Business Administration at University of Illinois, Urbana-Champaign. From 1999 to 2006, he was the director of the federally-funded Illinois CIBER (Center for International Business Education and Research). He is also a past chair of the Academy of Management's International Management Division during 2002-03.



Professor Cheng received his PhD in Business Administration from University of Michigan and a BS (with honors) in Industrial Engineering from University of Wisconsin-Madison. His current research interests include strategy and organization design for transnational firms, global competition and multinational management, foreign R&D investment, cultural influence on business practice, and organizational change and innovation. His work has been supported by funding agencies both in the U.S. and abroad. Since 1990, he has received more than US\$2 million external funding.

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