

# Newsletter

## Faculty Research Publications



China Depth, Global Breadth

### Published Articles

Kim, Tae Yeol, Aryee, S., Chu, C. W. L. & Ryu, S.-M. Forthcoming. Family Supportive Work Environment, Perceptions of the Employment Relationship and Employee Work Outcomes. *Journal of Management*. Paper: <http://eprints.aston.ac.uk/15449/> Contact: [tykim@ceibs.edu](mailto:tykim@ceibs.edu)

Kim, Tae Yeol, Leonard, K. M., Cosans, C., Pakdil, F., et al. Forthcoming. Cooperation across Cultures: An Examination of the Concept in 16 Countries. *International Journal of Intercultural Research*. Contact: [tykim@ceibs.edu](mailto:tykim@ceibs.edu)

Thompson, Mike. 2011 November. Towards Mature Corporate Governance Standards in China. *Forbes India*. Paper: <http://business.in.com/article/ceibs/towards-mature-corporate-governance-standards-in-china/30552/1> Contact: [mthompson@ceibs.edu](mailto:mthompson@ceibs.edu)

Thompson, Mike. 2011 December. China: Towards Mature Corporate Governance. *Economist Intelligence Unit Executive Briefing*. Paper: <https://portal.eiu.com/sso/cas/login?service=http%3A%2F%2Fviewswire.eiu.com%2Fsso%2Fcas%2Fclient&brand=viewswire&msgid=subs&renew=true> Contact: [mthompson@ceibs.edu](mailto:mthompson@ceibs.edu)

Xu, Bin and Gaofeng Han. 2011 November. Exchange Rate Regimes and Export Margins. *Journal of Southeast University*. (Vol. 13, No. 6, 19-24, in Chinese.) Abstract: This paper studies the impact of exchange rate regimes on export margins. Export margins include extensive margin, intensive margin, price index, quantity index and quality index. We use

a classification of de facto exchange rate regimes that places 109 countries in four categories: fixed peg, crawling peg, managed float and free float. Using data of manufacturing exports to the U.S. in 1992-2001, we estimate the effects of exchange rate regimes on export margins. We find that the effects of fixed peg on export extensive margin and intensive margin are closely related to the degree of exchange rate undervaluation. The fixed peg regime promotes the export extensive margin and intensive margin when the exchange rate is undervalued by 30% or above. We find that the export quality index is relatively low in countries with fixed peg and crawling peg, and relatively high in countries with managed float. Although the fixed peg regime can promote exports by significantly undervaluing the exchange rate, it achieves this by exporting goods of low price and low quality. In contrast, under the regime of managed float, the use of low prices to promote exports decreases and the enhancement of quality becomes a main tool to promote export growth, which help to raise the long-run export competitiveness of a country. Contact: [xubin@ceibs.edu](mailto:xubin@ceibs.edu)

Yip, George S., John Wilkes, and Kevin Simmons. 2011. Creating a Flexible Approach to Performance Management. *Journal of Business Strategy*. Abstract: Purpose – Many multi-business companies apply one performance management approach to all their businesses despite differing needs. This study proposes a flexible approach to managing performance that allows for variation across businesses and over time. Design/methodology/approach – Based on a study of over 100 consulting projects in performance management and interviews at 15 major organisations. Findings – The best way to simplify performance management is to recognize that it has been approached from the dimensions of people and process for years. The people

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dimension considers how to get the best out of people and the way they interact with each other. The process dimension is about formal mechanisms for executing strategy and tracking the more quantifiable aspects of performance.

Practical implications – An insightful framework to help companies develop the right kind of approach to managing performance.

Originality/value – Based on unique and extensive consulting experience and research data. Distinguishes between performance per se and the process of managing performance. A new framework that combines people and process dimension for selecting the right approach to managing performance.

Paper: <http://www.emeraldinsight.com/journals.htm?issn=0275-6668&volume=32&issue=5&articleid=1949173&show=abstract>

Contact: [gyip@ceibs.edu](mailto:gyip@ceibs.edu)

### Books

Liang, Neng, Hao Ma, and Shu Lin. 2011. *Corporate Political Strategies of Private Chinese Firms*. Routledge Contemporary China.

**Description:** This book is about how Chinese entrepreneurs deal with China's most important institution—the government—in their struggle to survive and even prosper in China's transitional economy. It takes an "inside look" at several private firms in China and provides a first-hand account, as well as the underlying rationale and decision considerations, of their corporate political strategy. The book is based firmly on solid academic research but actually written with both practitioners and scholars in mind. It offers candid and insightful quotes and observations from the owners and executives of China's private firms with regards to their dealing with the government.

**Book:** <http://www.amazon.com/Corporate-Political-Strategies-Routledge-Contemporary/dp/0415614791>

Contact: [liangneng@ceibs.edu](mailto:liangneng@ceibs.edu)

Yip, George S. and G. Tomas M. Hult., October 2011. *Total Global Strategy*, 3rd edition. Pearson.

Contact: [gyip@ceibs.edu](mailto:gyip@ceibs.edu)

### Book Chapters

Kim, Tae Yeol. Forthcoming. "Forming and Reacting to Organizational Justice among Chinese Employees". In M. H. Bond & X. Huang (Eds.). *The Handbook of Chinese Organizational Behavior: Integrating Theory, Research, and Practice*. Edward Elgar.

Contact: [tykim@ceibs.edu](mailto:tykim@ceibs.edu)

Yip, George S. and Muel Kaptein. 2011. "The Future of Business School Research: The need for Dual Research Methodologies." in Mette Morsing and Alfins Sauquet Rovira. *Business Schools and their Contribution to Society*. London: Sage, pp. 125 – 132.

**Book:** <http://www.amazon.com/Business-Schools-their-Contribution-Society/dp/085702387X>

Contact: [gyip@ceibs.edu](mailto:gyip@ceibs.edu)

Ramasamy, Bala. 2011. "Trade Liberalization and International Production Networks: The Automotive Industry in China, in UNESCAP", *Fighting Irrelevance: The Role of Regional Trade Agreements in International Production Networks in Asia*. United Nations ESCAP, Bangkok, Thailand

**Book:** <http://www.unescap.org/tid/publication/tipub2597.asp>

Contact: [bramasamy@ceibs.edu](mailto:bramasamy@ceibs.edu)

Zhang, Yimin, Anming Zhang and Joseph Clougherty. 2011. "Competition and Regulation in Air Transport," in A. de Palma, et al. (eds) *A Handbook of Transport Economics*, Edward Elgar Publishing.

**Book:** [http://www.e-elgar.com/bookentry\\_main.lasso?id=12679](http://www.e-elgar.com/bookentry_main.lasso?id=12679)

Contact: [zyimin@ceibs.edu](mailto:zyimin@ceibs.edu)

### Cases

Doucet, Lorna, Shalom Saar and Dong Liang. "Culture Change at TNT China.(A)" CEIBS Case No. CC-411-018.2011

Doucet, Lorna, Shalom Saar and Dong Liang. "Culture Change at TNT China.(B)" CEIBS Case No. CC-411-019.2011

Doucet, Lorna, Shalom Saar and Dong Liang. "Culture Change at TNT China.(C)" CEIBS Case No. CC-411-020.2011

Tsai, Terence, Zhu Jianhua, Xu Leiping. "百思买：试水中国。(A)" CEIBS Case No. CI-311-027. 2011

Tsai, Terence, Zhu Jianhua, Xu Leiping. "百思买：试水中国。(B)" CEIBS Case No. CI-311-028. 2011

Tsai, Terence, Zhu Jianhua, Xu Leiping.

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“2011年中国家电产品及3C产品市场行业背景分析” CEIBS Case No. CI-311-029. 2011

Tsai, Terence, Michael N. Young, Bor-shiuan Cheng, Liu Shubo. “Sinyi Real Estate in China” CEIBS Case No. CC-711-031. 2011

Tsai, Terence, Jui-fen Rachel Lu, Liu Shubo. “Building a Hospital Alliance – Taiwan Landseed Medical Alliance” CEIBS Case No. CC-311-032. 2011

Tsai, Terence, Liu Shubo. “Mary Kay in China: Making Chinese Women’s Lives Beautiful” CEIBS Case No. CC-311-033. 2011

Zhang, Wei and Xu Leiping. “中国管脉支架市场” CEIBS Case No. CI-311-026. 2011