ASIA SCHOOL OF BUSINESS INVITES YOU TO THE 1.5 DAY SESSION

MIT INSIGHTS SERIES

STRATEGY, INNOVATION AND LEADERSHIP IN AN ASIA-DOMINANT ECONOMY

As growth in the Asian economies continues to outpace the West, the need for both Asian and Western companies to globalize their business models only increases. In the day-long workshop, two professors, Jose Santos, former Visiting Professor at MIT Sloan and Affiliated Professor of Practice in Global Management at INSEAD, and Charles Fine, Chrysler LGO Professor of Management at MIT Sloan School and President of the Asia School of Business in Kuala Lumpur, will engage participants in a dialog that address this challenge.

DEC 3, 2015
9:00 AM – 5:00 PM

DEC 4, 2015
10:00AM – 12:00PM

THE ROLE OF FINANCIAL INNOVATION AND FINANCE SCIENCE IN FINANCIAL STABILITY AND ECONOMIC GROWTH

Professor Robert C. Merton
Nobel Laureate in Economics
School of Management
Distinguished Professor of Finance at the MIT Sloan School of Management

Prof Charles H. Fine
Chrysler LGO Professor at MIT Sloan and the founding President and Dean of the Asia School of Business in Kuala Lumpur

Prof José F.P. dos Santos
Former Visiting Scholar at MIT Sloan

Charles H. Fine is the Chrysler LGO Professor at MIT Sloan and the founding President and Dean of the Asia School of Business in Kuala Lumpur, a collaboration between the MIT Sloan School and Bank Negara Malaysia. For over 30 years, Professor Fine has taught at MIT Sloan courses in Operations Strategy, Supply Chain Management, Quality Management, and Innovation. Professor Fine is the author of Clockspeed: Winning Industry Control in the Age of Temporary Advantage, and articles on quality management, flexible manufacturing, supply chain management, and operations strategy. His current research connects operations excellence with the needs of entrepreneurial organizations.

José F.P. dos Santos is Affiliated Professor of Practice in Global Management at INSEAD, France and former Visiting Scholar at MIT Sloan. Joe’s research and teaching focus on the management of the multinational enterprise, particularly on the management of global integration and global innovation. He regularly presents in conferences around the world and works with top management teams of multinational corporations from Europe, Americas, and Japan. The book From Global to Metanational: How Companies Win in the Knowledge Economy, co-authored with colleagues Yves Doz and Peter Williamson, was published by Harvard Business School Press.

Prof Robert C. Merton is the School of Management Distinguished Professor of Finance at the MIT Sloan School of Management and University Professor Emeritus at Harvard University. He was the George Fisher Baker Professor of Business Administration (1988 to 1998) and the John and Natty McArthur University Professor (1998 to 2010) at Harvard Business School. After receiving a PhD in economics from MIT in 1970, Merton served on the finance faculty of MIT’s Sloan School of Management until 1988, at which time he was J.C. Penney Professor of Management. He is Resident Scientist at Dimensional Holdings Inc. and is the creator of Dimensional Managed DC. He currently focuses on the Target Retirement Solution, a global integrated retirement-funding solution system.

Merton received the Alfred Nobel Memorial Prize in Economic Sciences in 1997 for a new method to determine the value of derivatives. He is past president of the American Finance Association, a member of the National Academy of Sciences, and a Fellow of the American Academy of Arts and Sciences. Merton received the inaugural Financial Engineer of the Year Award from the International Association of Financial Engineers, which also elected him a Senior Fellow. A Distinguished Fellow of the Institute for Quantitative Research in Finance (‘Q Group’) and a Fellow of the Financial Management Association, he received the Nicholas Molodovsky Award from the CFA Institute. He received the 2011 CME Group Fred Arditti Innovation Award and the 2013 World Federation of Exchanges Award for Excellence.
The complementary MIT Faculty Insights Series is a platform for ASB Faculty or MIT Faculty visiting the Asia School of Business to share their recent research as well as participate in a Q&A session with the attendees. Participants will have the opportunity to tap into faculty expertise, as well as experience interactions on cutting-edge topics, which contribute to the Asia School of Business learning culture.

### PROGRAM SCHEDULE
(Subject to change)

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<tr>
<td>8:30 – 9:00: Registration</td>
<td>9:30 – 10:00: Registration</td>
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<tr>
<td>9:00 – 12:00: Session #1: Strategic Value Chain Design</td>
<td>10:00 – 11:30: Talk – The Role of Financial Innovation and Finance Science in Financial Stability and Economic Growth</td>
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<td>12:00 – 1:00: Lunch</td>
<td>11:30 – 12:00: Q&amp;A</td>
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<td>1:00 – 4:00: Session #2: Managing the Global Enterprise: Organizational Integration</td>
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<td>4:00 – 4:30: Reflection and Takeaways</td>
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### STRATEGY, INNOVATION AND LEADERSHIP IN AN ASIA-DOMINANT ECONOMY

#### SESSION 1: Strategic Value Chain Design
Given the dynamic nature of markets and technologies, firms must frequently assess their value chains, including suppliers, partners, distribution channels, and sourcing strategies to assure ongoing creation and capture of value for the organization and its shareholders.

With increasing globalization, the value chain crosses increasingly diverse cultures and business models. This session provides a comprehensive framework for mapping and assessing end-to-end global value chains, and provide tools to develop strategic assessment and action plans for ongoing value capture.

#### SESSION 2: Managing the Global Enterprise: Organizational Integration
Corporate and business strategies must consider both national differences and global integration. That is a growing challenge for most businesses. This session will explore the various issues involved in building a globally integrated enterprise. Why did global integration turn into a strategic imperative for so many industries and companies over the last couple of decades? Why is it so challenging for existing, established multinational companies? How does one build effective processes, structures, and control systems when working across different national economies, cultures, and time zones? How does one integrate companies with distinct national heritage and different history and organization?

The goal of this session is to provide managers and leaders with state-of-the-art thinking about global integration, with both conceptual frameworks and some guidelines that will help them better achieve effective collaboration and superior performance across the world.

### Venue
Asia School of Business
SASANA KIJANG
2, Jalan Dato Onn
50480 Kuala Lumpur, Malaysia
www.asb.edu.my

Register Here by Nov 20, 2015 Question? insights@asb.edu.my