Strategy

GMBA
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If you are interested in a business plan

• I am flexible with any topics in business plans
  - Various industries: foods, automotive & transportation, and Hi-techs …
  - Various markets: Taiwan, Asian market, European market …
  - Various stages of business life cycle: startups, established firms …

• My expectation about your business plan
  - Should be concrete and actionable
  - Should have good analysis about your target market, customer and regulations
  - Should adopt multiple methods (e.g. interview, survey, benchmark….)
If you are interested in a thesis

• My research interests are
  – Cooperative strategy
  – Family firms
  – Emerging/ transitional economies
  – Market entry/ entry modes
  – Firm- government relationship

• My expectation about your thesis
  - Should include quantitative analysis (i.e. regression)
  - Should include literature review on management theories
  - Should have testable data
Examples (business plan)

• How to build social entrepreneurship?
• How to develop virtual reality business in India?
• How to develop cold dessert business in Latin America?
• How to develop solar energy business in Taiwan?
• Which market to go: mobile business in Asia?
• How to develop blockchain-based fake identifier?
EXAMPLE (Thesis)

• How do firms manage appropriate issues in strategic alliances?
• How do firms develop firm-government relationship to enter a new geographic market?
• How do firms in emerging market enter developed market? (e.g. How Chinese firms expand into Africa, North America) Is it different from traditional MNEs(from North to South)? Why?
• How do business groups in emerging/transitional economics interact with each other?