

# 23<sup>rd</sup> CEEMAN Annual Conference: “Localization vs Globalization of Management Development in Dynamic Societies”

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Prof Chin Tiong TAN  
CEEMAN Board Member

Member of Board of Trustees, Almaty Management University  
Senior Advisor to President, Singapore Management University



# Conference Summary & Conclusion

- Historically: Local → Region → International
- West to other countries<sub>1</sub>
- More specifically, US → the world [\[see table\]](#)
- Business education is largely US centric [\[see books\]](#)
- Global vs local debate
- People and cultures are different
- Customization is the way to go
- In the new world, digital world, interestingly it is the same

# Conference Summary & Conclusion (cont'd)

- Balancing global efficiency with local peculiarity is important. Flexibility is key
- Implication for management development is:
  - expose students / staff to local, region and global experiences
- For dynamic societies: go local, connect global

[End]

# The Global Brand Scoreboard

RANK		2001 BRAND VALUE \$BILLIONS	2000 BRAND VALUE \$BILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
1	COCA-COLA	68.95	72.54	-5	U.S.	Coke is still No. 1, but can it hang onto the top spot?
2	MICROSOFT	65.07	70.20	-7	U.S.	Microsoft is unleashing its biggest product wave ever, topped by Windows XP.
3	IBM	52.75	53.18	-1	U.S.	Despite the tech slump, Big Blue's beefy marketing budget is keeping the company front and center.
4	GE	42.40	38.13	11	U.S.	The Teflon brand? Not even Jack Welch's announced exit could dent the value.
5	NOKIA	35.04	38.53	-9	Finland	The company that gave phones panache wants to do the same for other mobile gadgets.
6	INTEL	34.67	39.05	-11	U.S.	"Intel Inside" ads lifted the chipmaker to the top, but slumping PC sales and price wars make it a struggle to stay there.
7	DISNEY	32.59	33.55	-3	U.S.	Despite new theme parks, Mickey struggles to rise above mediocre movies, bad stores, and fresh competition.
8	FORD	30.09	36.37	-17	U.S.	The Firestone fiasco and other quality gaffes hit the No. 2 carmaker.
9	MCDONALD'S	25.29	27.86	-9	U.S.	Europe's meat hysteria takes a bite out of Big Mac. Non-vegetarian fries didn't help, either.
10	AT&T	22.83	25.55	-11	U.S.	AT&T has the most powerful brand in telecom, but it's losing market share.

Data: Interbrand, *BusinessWeek*

Source: *Business Week*, August 6, 2001

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# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1		Technology	246,992	4	67%	1
2		Technology	173,652	4	9%	-1
3		Technology	115,500	4	28%	1
4		Technology	93,987	4	-13%	-1
5		Payments	91,962	4	16%	2
6		Telecom Providers	89,492	3	15%	2
7		Telecom Providers	86,009	3	36%	4
8		Soft Drinks	83,841	5	4%	-2
9		Fast Food	81,162	4	-5%	-4
10		Tobacco	80,352	3	19%	-1

# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
11	 Tencent 腾讯	Technology	76,572	5	43%	3
12	 facebook.	Technology	71,121	4	99%	9
13	 Alibaba Group 阿里巴巴集团	Retail	66,375	2	NEW ENTRY	
14	 amazon.com	Retail	62,292	4	-3%	-4
15	 中国移动 China Mobile	Telecom Providers	59,895	4	20%	0
16	 WELLS FARGO	Regional Banks	59,310	3	9%	-3
17	 GE	Conglomerate	59,272	2	5%	-5
18	 ups	Logistics	51,798	5	9%	-2
19	 Disney	Entertainment	42,962	5	24%	4
20	 MasterCard	Payments	40,188	4	2%	-2

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)  
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest



THANK YOU