

Assessment of Performance

Based on whether Strategic Objectives are

Stability



Article Overview

Provides a overview of the collective knowledge gained over the past 25 years through numerous studies.

The authors provide key recommendations and insights for negotiating, managing, and operating Joint Ventures.

The Case Solutions.com





NTT DoCoMo - Joint Venture with Tata in **Indian Mobile Telecom**



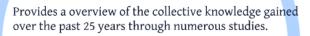
Assessment of Performance

Based on whether Strategic Objectives are

Profitability
 Longevity



Article Overview



The authors provide key recommendations and insights for negotiating, managing, and operating Joint Ventures.

TheCaseSolutions.com





NTT DoCoMo - Joint Venture with Tata in Indian Mobile Telecom

Article Overview

resol

Provides a overview of the collective knowledge gained over the past 25 years through numerous studies.

The authors provide key recommendations and insights for negotiating, managing, and operating Joint Ventures.

Presentation Outline

Five Managerial Issues of Joint Ventures:

- Assessment of Performance
- Knowledge Management
- Governance and Control
- Role in Internationalization Process
- Cultural Differences

What is a Joint Venture?



What are their advantages?

Assessment of Performance

Objective:

- Profitability
- Longevity
- Survival
- Stability



Subjective:

The Case Solutions.com

Based on whether Strategic Objectives are achieved

Is there enough congruence among the partners' objectives?

The Case Solutions.com **Knowledge Management**

- Knowledge refers to:
 Intellectual Capital eg. Patents
 - Sources of Value eg. Customer or market knowledge.

MNEs parter with local firms to:

- Access market / business practice expertise
- Develop local Management talent

Firms must be willing to:

Trust, learn, and chose partners with complementary resources and capabilities

Governance and Control

Determining the level of equity

 Depends on the resources each partner contributes.

Determining the level of Management Control

- Split based on functional expertise.
- Partners take responsibility for managing functions in which they excel.

Role in Internationalization Process

Firms should to form a IIV to:

- Overcome entry barriers
- Overcome inexperience

Mode of Internationalization depends on host country's:

- Knowledge & experience
- Managerial & financial resources
- Distribution chains

Managers should consider:

- Do they have knowledge to conduct business / willing to provide access?
- What are their goals?
- Does the firm require access to additional resources?
 The Case Solutions.com