



SMA School of Management

# CEO Breakfast Talk

Series

## Decision-making in Cross Cultural Markets

### WHO SHOULD ATTEND

CEOs, COOs, GMs, Directors and Senior Managers from both Public & Private Sectors

### OUTLINES

Different decision making environments and styles of decision-making

- \* The influence of culture on decision-making
- \* The social psychology of decision-making in cross-cultural settings
- \* The implications of different decision-making styles for managers in international strategic alliances

### OUTCOME

- \* An understanding of how culture influences styles of decision-making
- \* How culture subtly shapes our decisions and shapes the outcomes of decision making
- \* How to recognize our own bias and the bias of others in the decision making process
- \* Implications for managers in international strategic alliances

### SPEAKER PROFILE

**Professor Mike Berrell**, DipT RCAE, BEd La Trobe, MA (Lit&Comm) Murdoch, PhD La Trobe

Professor Mike Berrell consults widely in the Asian region on management development, international management, risk management, and strategy for both private and public organizations. Mike has lived and worked in several Asian countries and has 20 years experience in the fields of education and business. His main areas of expertise include management development in Sino-foreign joint ventures and international higher education management in the Asian region. Mike has considerable experience in establishing new higher education ventures and setting in place mechanisms for quality management in newly established institutions. This experience includes work for the AICHEM-YPM College collaboration in Kuala Lumpur, the NEU Business School-Bosie State University collaboration in Hanoi, and numerous international ventures of the University of the South Pacific in Fiji. He has published widely, including a book (with others) on international management published in China (Renmin University Press, 2002). His latest collaboration with Stewart Clegg and Karen Wang will result in the publication of a book on Chinese business networks and social capital (Edward Elgar, 2006).

Project work includes those undertaken for UNESCO, UNEP, and UNDP. In 1990-91, he was nominated by DEET as the Australian expert on international education for a UNESCO Expert Panel. Since the mid-1990s, he has completed assignments in education and development organizations in Malaysia for the Yayasan Pelajaran MARA in Malaysia and in Vietnam for the Swedish International Cooperation Development Agency. He has very strong links with several professional associations in the Asian region



**8<sup>th</sup> June 2006 (THURSDAY)**  
**Venue: Hotel Le Meridien, Orchard, 4<sup>th</sup> Floor**

**PROGRAMME**

08:00am	Registration & Breakfast
09:00am	Welcome Speech
09:15am	Topic: Decision-making in Cross Cultural Markets
11.15am	Networking Session

**FEES**

	Early Bird
<b>SMa Members:</b>	S\$ 28 (incl. to GST)
<b>Non Members:</b>	S\$ 58 (incl. to GST)

**Cheque No:** \_\_\_\_\_ **Bank:** \_\_\_\_\_

Make cheque payable to "**S*Ma* School of Management**"  
100 Orchard Road Hotel Le Meridien #04-100 S238840  
Attention: **Jamie POH (Ms)**

For reservation or further information, please contact **Jamie Poh** at **67203333**  
Email: [jamiepoh@sma.edu.sg](mailto:jamiepoh@sma.edu.sg)

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**REGISTRATION FORM**  
**By fax to 65 6720 2222**

Name: (Mr/Ms/Dr) \_\_\_\_\_

Company: \_\_\_\_\_

Designation: \_\_\_\_\_

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Contact Person: \_\_\_\_\_

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## ***RMIT, at a glance***

The Graduate School of Business (GSB) is one of six schools within RMIT Business. The GSB offers a number of postgraduate business management programs, including one of the longest standing MBA programs in Australia. Other programs include a [Doctor of Business Administration](#) and a [Doctor of Philosophy](#).

RMIT Business is a vital arm of RMIT University and is one of **the largest business faculties** in Australia, encompassing education, research, training and consulting services. Located in the heart of Melbourne's thriving Central Business District, RMIT Business has built a strong reputation developing effective links and partnerships with business and industry locally, nationally and internationally. Our programs have a strong emphasis on developing our students' international experience. As a learning community, we value our international partnerships in Vietnam, Singapore, Hong Kong, Malaysia and China and have partnerships emerging in the USA and Europe.

Our graduates are leaders in large corporations, entrepreneurial enterprises, government and the not-for-profit sector. By choosing RMIT Business for your postgraduate education you will be joining one of Australia's most successful and innovative business schools and will experience a practical and academically rigorous educational program.

At GSB we believe our strength lies in our ability to develop well-educated, self-aware and highly competent graduates

## ***Why RMIT Doctor of Business Administration?***

- We have been successfully operating our DBA since 1996, and have learnt from experience.
- DBA candidates include senior managers in organisations such as BMW, Coles-Myer, the National Australia Bank, and the Ford Motor Company.
- Same academics who deliver the seminars in Melbourne, and those lecturers will also provide the academic supervision for your research.
- Small class size of just 14 (max 18) students per class also ensure students get maximum attention and assistance during their lessons
- The SMa Student Connect programme provides students with extensive networking and business opportunities with the Business communities and Chamber of Commerce unlike other DBA programmes
- The programme fees include study materials, assessment fees, administrative charges, access to NUS library and online resources etc and there are NO Hidden fees that students need to pay during their 3 yrs of studies with us