



CHINESE-FOREIGN JOINT VENTURES IN MANUFACTURING

by

Zhang Ruiqin

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Examination Committee Professor John C.S.Tang (chairperson)
 Dr. Steffen Raub
 Dr.Sununta Siengthai

Nationality Chinese
Previous Degree Bachelor of Engineering
 Tianjin University

Scholarship Donor Government of Germany (DAAD)

Asian Institute of Technology
School of Management
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Abstract

There is considerable interest in the merits of Joint Venture operations in China in manufacturing. It is important for both the Chinese economy and a large number of foreign investors. A review of the literature from both Western and Chinese researchers showed that although the purpose and advantages of IJV manufacturing in China are known, a vital aspect of operations management has largely been ignored. Therefore, IJV manufacturers in China were conducted exploratory interviews with managers at six companies to investigate the operations management issues faced. Four main problems were identified:

- the difficulty with recruiting and training suitable employees;
- all aspects of supplier management;
- problems with achieving high-quality output; and
- achieving an effective IJV business culture.

The results have implications not only for researchers, in that they indicate where more research is necessary, but also for practitioners, since they identify the areas where IJV manufacturers are most likely to encounter problems in China.