



The Business School
for the World®

Winning in Emerging Markets

Course Assessment Sheet

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| Participant Exam Number: | T20-10 |
| Participant name: | |
| Faculty name: | Xiaowei Rose LUO |

Grade : 3.7

Comments:

Thank you for analyzing INSEAD's strategic partnership with this Chinese partner organization. Indeed the pursuit of short-term resources can lead to a hasty decision, and the lack of information in emerging markets worsens the situation. Your application of the partnership framework, especially the consideration of reputation, is well done. I also appreciate your analysis of the potential organizational reasons that led to this partnership error.

P.s., I have shared with our Dean and the director who was closely involved in this partnership decision. Indeed there was a lack of due diligence, and I had the opportunity to share some important lessons in strategic partnership in emerging markets. Thank you very much for your care for INSEAD.