

Profile of Associate Professor Joseph Wan:

Associate Prof Joseph Wan is a Consultant to the Nanyang Business School, Nanyang Technological University, Singapore and lectures Corporate and Business Strategy and Crisis Scenarios and Contingencies in the Nanyang MBA programme.

His current researches include areas of crisis scenarios and management, the development of early warning systems and also focuses on the increasing natural phenomenon and the rise of special interest groups with particular emphasis on the green environment, climate changes and sustainability.



Associate Prof Wan's past portfolio includes serving as the Head of Division of Marketing and International Business and as an Associate Professor in Strategy at the Nanyang Business School. He was one of the pioneers who spearheaded and developed the Nanyang MBA programme and took on the roles of the Deputy Programme Director for MBA (Strategy) and MBA (International Business), the latter being a programme collaboration with the University of St Gallen, Switzerland. He has also served on the Editorial Boards of the Organisational Dynamics, an international journal on management, the Nanyang Business Review, a journal of Nanyang Business School and the Reviewer for the Academy of Management Journal.

He qualified as a Certified Public Accountant and Chartered Accountant in Malaysia, a Fellow of the Australian CPA and holds an MBA from IMEDE (now known as IMD) Switzerland.

Prior to joining academe, Joseph worked in the industry and profession in various capacities as a Senior Consultant with an international firm of management consultants, General Manager of a licensed deposit taking subsidiary of a public listed company, Regional Tax and Finance Manager of an Oil and Gas company in the Far East Pacific Region.

Masterclass Overview:

Title: Outpace your competitors in a disruptive and innovative environment

The classic competitive strategy introduced by Porter (1980) is based on two perspectives – differentiation and cost leadership. Given the development of the business environment over the years, and with the innovative and disruptive technologies currently, are the two competitive strategies still relevant to prepare us for the future? This presentation will review the development and examine how we may outpace our competitors to sustain our competitive position. We will also reflect on some classic case examples.