



Press Release

To: Assignment Editor/Editor of Education and Local News Sections

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HSUHK scholar's work recognised as one of 25 most classic cases by Ivey Publishing

The business case study, *Operations Strategy at Galanz*, authored by Dr Stephen Ng, Head and Associate Professor of the Department of Supply Chain and Information Management at the School of Decision Sciences of the Hang Seng University of Hong Kong (HSUHK) and his team, has been recognised as one of the 25 most classic and widely used cases over the past decade (2014-2024) by prestigious international publisher, Ivey Publishing. The case has also been included as one of the business case studies by the *Harvard Business Review*.

With its humble beginnings as a manufacturer of down feather products, Galanz transformed itself into a world class manufacturer of microwave ovens, producing about 50% of the global output in 2003. In the case study, Dr Ng and his team closely integrate theory with practice to provide an in-depth discussion and analysis of the case, which covers critical concepts of order winners, order qualifiers, and change of operations strategy. It also demonstrates how to gain competitive advantages through the transformation of low-cost strategy.

The case study is highly valued for its effective demonstration of key concepts in business operations strategy and its exploration of the challenges in corporate transformation. It is especially designed to be a part of core curriculum content in postgraduate programmes related to operations strategy management.

Dr Ng says “Case studies help cultivate students’ strategic thinking and practical application abilities, achieving a balance between research and teaching. This approach better aligns with the needs of today’s knowledge-hungry postgraduate students. We will continue to create more practical educational cases for academia, thereby enhancing students’ practical abilities and problem-solving skills.”



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Photo:



Photo 1: Dr Stephen Ng 's work recognised as one of 25 most classic cases by Ivey Publishing.

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About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and over 6,000 full-time students. Adopting the unique “Liberal + Professional” education model, HSUHK aims to nurture young talent with critical thinking, innovative minds, caring attitudes, moral values, and social responsibility.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. HSUHK is listed the 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, and the 1st in Employability as per the 2023 AppliedHE ASEAN+ private university assessment by the Singapore-based AppliedHE. It is also listed among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.