

Case 9: Joint Venture Failures

Scenario: *European Automobiles Co. forms a joint venture with Asian Motors Ltd. to penetrate the Asian market. However, conflicting management styles and strategic differences threaten the partnership.*

Analysis Focus:

Identify reasons for the joint venture's internal conflicts.

Recommend strategies for resolving conflicts.

Propose ways to realign the joint venture's goals.

Guidelines:

Conduct a cultural and strategic analysis of both companies.

Suggest conflict resolution mechanisms.

Develop a framework for successful joint venture management.