

Collaboration in the Australian and Chinese Mobile Telecommunication Markets

Yu (Aimee) Zhang

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Yu (Aimee) Zhang : Collaboration in the Australian and Chinese Mobile Telecommunication Markets before purchasing it in order to gauge whether or not it would be worth my time, and all praised Collaboration in the Australian and Chinese Mobile Telecommunication Markets:

A major objective of this book is to identify the key determinants of successful inter-firm collaborations in the

telecommunications industry in Australia and China, utilizing both qualitative and quantitative research methods as complementary methodologies. The findings will provide essential information and suggestions for businesses, researchers and policy makers and shed light on how to concretely improve the performance of business collaborations. Inter-firm collaboration has become increasingly important in the globaleconomy, as firms now rely on collaborations to access new resources, new technologies, skills, the latest market information, new markets and knowledge, to accelerate innovation, to reduce costs, and to overcome government policy barriers.

From the Back CoverA major objective of this book is to identify the key determinants ofsuccessful inter-firm collaborations in the telecommunications industry in Australia and China, utilizing both qualitative and quantitative research methods as complementary methodologies. The findings will provide essential information and suggestions for businesses, researchers and policy makers and shed light on how to concretely improve the performance of business collaborations. Inter-firm collaboration has become increasingly important in the globaleconomy, as firms now rely on collaborations to access new resources, new technologies, skills, the latest market information, new markets and knowledge, to accelerate innovation, to reduce costs, and to overcome government policy barriers.About the AuthorYu (Aimee) Zhang has five years working experience in the telecommunication industry and five years teaching experience in Macroeconomics, Chinese Economy, Small Firms and Economy, Regional Development and International Trade. She is currently the acting director of the Centre for Small Business and Regional Research at the University of Wollongong and has worked with a number of global universities. Her varied range of working experience has given her the opportunity to learn and understand the different needs and difficulties in firms from different countries, cultures and backgrounds. With great interest in collaboration research, she had provided free consultation for more than 20 firms in China and Australia and helped them implement their start-up, collaboration and globalization plans.