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中欧案例研究成果 斩获多项大奖

近日，由中欧国际工商学院教授和案例研究员撰写的案例在国内外案例比赛中屡获大奖。

2月21日，由中欧案例研究中心主任、管理学副教授蔡舒恒与两位案例研究员朱健华女士和许雷平博士合作撰写的教学案例——《艰难抉择：百思买与五星电器在中国》，在2012年度欧洲管理发展基金会（EFMD）案例写作竞赛“来自新兴中国的全球竞争者”类别中拔得头筹。三位作者将受邀参加今年6月9日至11日在比利时布鲁塞尔举办的欧洲管理发展基金会（EFMD）年会，并接受颁奖。这也是中欧在这一比赛中第四次获奖。

该案例分析了作为全球领先的消费电子产品零售商的百思买，为什么在中国受挫，并最终关闭其在大陆的品牌专卖店；而百思买在2006年收购的本土品牌五星电器，又为什么能够在遵从原本商业计划的情况下不断盈利并扩张。

2月26日，由中欧全球责任领导力荣誉退休教授翟博思（Henri-Claude de Bettignies）和欧洲工商管理学院（INSEAD）欧亚中心研究主管夏洛特·巴特勒（Charlotte Butler）女士共同撰写的案例——《郁闷的星期一》，在欧洲案例交流中心（ECCH）案例写作竞赛的“商业伦理和社会责任”类别中获胜。这一案例探讨了一名跨国制药公司中国分公司的外籍销售总监在改善团队销售业绩方面所面临的挑战。这是中欧第一次获得这一著名奖项。

1月28日，中欧公布了2012年度“院长案例奖”和“新案例写作者”奖项的获奖名单。由创业学教授方睿哲（S. Ramakrishna Velamuri）和研究员许雷平博士共同撰写的《俏江南：探寻发展战略及教学札记》荣获2012年度“院长案例奖”。而本次“新案例写作者”奖项的获奖者是《杜拉拉升职记2》的编剧者、北京电影学院副教授张巍女士和中欧市场营销学教授王高博士。



FACULTY ACHIEVEMENTS

CEIBS professors' case studies continue to earn global recognition. Here is a round-up of the most recent awards:

A case co-authored by CEIBS Case Development Centre Director and Associate Professor of Management Dr Terence Tsai, Case Writer Jenny Zhu, and Research Fellow Dr Raymond Xu topped the Emerging Chinese Global Competitors category of the EFMD 2012 Case Writing Competition in February. The case, entitled *Hard Choices: Best Buy and Five Star in China*, analyses why Best Buy, a leading global consumer electronics retailer, stumbled in China and eventually shut its branded stores on the mainland.

The EFMD Case Writing Competition is a well-recognized, high-quality event in the field of global management education. This year's competition drew 200 case

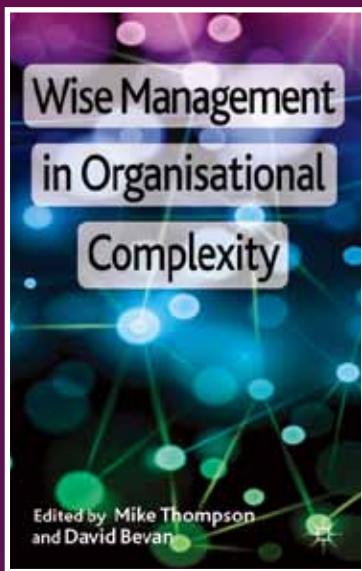
entries from 30 countries. This is the fourth time a CEIBS case has won this award.

Also in February, a case study co-authored by CEIBS Distinguished Professor of Global Responsible Leadership Henri-Claude de Bettignies won the Ethics and Social Responsibility category in the European Case Clearinghouse (eech) Case Awards. The case is entitled *Blue Monday* and was co-authored with Charlotte Butler, Research Studies Manager at the Euro-Asia Centre-INSEAD. It explores the challenges faced by an expatriate sales director for a new subsidiary of a multinational pharmaceutical company in China who must improve his team's poor sales performance. This is the first time CEIBS has won this prestigious case award.

These international awards came

on the heels of internal recognition of high-quality academic work. In January, CEIBS announced the winners of the 2012 Dean's Case Award and 2012 New Case Writer Competition. *South Beauty Group: In Quest of a Beautiful Growth Strategy and Teaching Notes* by Professor of Entrepreneurship S Ramakrishna Velamuri and Research Fellow Dr Raymond Xu was named Best Case of 2012. *A Story of Lala's Promotion* by Ms Zhang Rui (Christina) and Professor of Marketing Wang Gao won the 2012 New Case Writer Competition.

The Dean's Award for the Best Case of the Year was set up in 2012 to encourage and promote the development of high-quality cases at CEIBS. CEIBS' New Case Writer Competition was launched in 2012 to promote case writing among faculty, staff and students.



中欧盛迈堂教授联合编撰 《复杂组织的智慧管理》一书

Prof Mike Thompson & Senior
Research Fellow David Bevan
Co-edit *Wise Management in
Organisational Complexity*

近日，中欧国际工商学院管理实践教授、欧中企业领导力与社会责任研究中心（ECCLAR）主任盛迈堂（Mike Thompson）与中心高级研究员大卫·约翰·贝凡（David Bevan）联合编撰了《复杂组织的智慧管理（Wise Management in Organisational Complexity）》一书。该书由帕格雷夫·麦克米兰出版社（Palgrave Macmillan）出版，针对“声比特（sound-byte）”沟通方式以及组织复杂性对当今管理现状的影响这一课题所引发的广泛讨论与忧虑，提供了跨学科的解读方式。在本书中，两位作者将亚里士多德的智慧观运用到当代企业和政府管理中，并将之与更广义的人类潜能及公益事业进行有机联系。

这部富有洞察力的分析思辨著述逻辑从借鉴中国儒家哲学精髓和帝王之术的全新视角中汲取了灵感，对于管理者、研究者和管理学教学人士而言可谓意义不凡。该书将使读者在充满挑战性的阅读中探索智慧的运用之道，了解全新的跨学科方法论及其实际运用。如今，在组织管理研究、领导力研究、哲学以及心理学等领域，以智慧作为课题的研究也受到越来越多的关注。该著作所使用的研究方法为管理学传统学科的探索提供了另一种选择，是在现有研究方法基础上的有力创新。

Thompson has co-edited the book *Wise Management in Organisational Complexity*. Published by Palgrave Macmillan, the book provides an interdisciplinary response to widely debated concerns about the state of management brought about by today's culture of "sound-byte" communications and the complexity of organisations. In this book, Prof Thompson and co-author David Bevan, Senior Research Fellow at ECCLAR have applied Aristotle's principles of wisdom to contemporary management and governance, and link them to the larger idea of human potential and the Common Good.

This insightful anthology of analysis and reflection will be relevant to managers, researchers and teachers in management education and benefits from the fresh perspective of the Chinese philosophy of Confucian meritocracy and Wangdao management. The reader is challenged to explore the practice of wisdom and to find new inter-disciplinary, methodological and pedagogical approaches for its application. Interest in wisdom as a topic for research has been growing across the disciplines of organisational studies, leadership studies, philosophy and psychology. The authors demonstrate an alternative to the disciplinary silo approach to management studies and offer a challenging alternative to current research methods.

CEIBS Professor of Management Practice and Director of the Euro China Centre for Leadership and Responsibility (ECCLAR) Mike



中国经济发展与经济结构

中欧金融管理沙龙暨 2013 级在职金融 MBA 招生咨询会

中国经济发展的动力主要是消费、投资与出口。由于国际金融危机对全球经济的影响，中国在出口市场上面临着很大的压力；投资虽然能拉动经济增长，但在短期会造成产能过剩，降低效率；而消费则受制于民众的储蓄习惯，长期偏低。分析这拉动经济增长的三驾马车，可以看到中国经济发展的结构性问题。5月18日，中欧金融学张逸民教授将深入剖析中国经济结构转型的必要性和金融服务行业在未来中国经济发展中的巨大潜力。

与此同时，中欧在职金融 MBA(FMBA) 课程 2013 年第二轮报名正在火热进行中。为了帮助您更好地了解 FMBA 课程，中欧 FMBA 招生团队将向您全面介绍课程信息。诚邀心怀梦想的金融界精英前来参加！



主题演讲嘉宾
张逸民 教授
中欧国际工商学院金融学教授

张逸民教授拥有加拿大不列颠哥伦比亚大学金融学与政策博士学位。张教授的研究领域主要是人民币汇率、运营、融资与工业经济学，其研究成果发表于《公共经济学期刊》、《商业与经济统计学期刊》、《经济与统计评论》等期刊上。张教授的教学领域主要集中在公司财务与国际金融，并荣获 2008 年度中欧国际工商学院优秀教师奖。

时间：2013 年 5 月 18 日（周六）13:30-16:30

地点：中欧国际工商学院上海校园（上海市浦东新区红枫路 699 号）

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