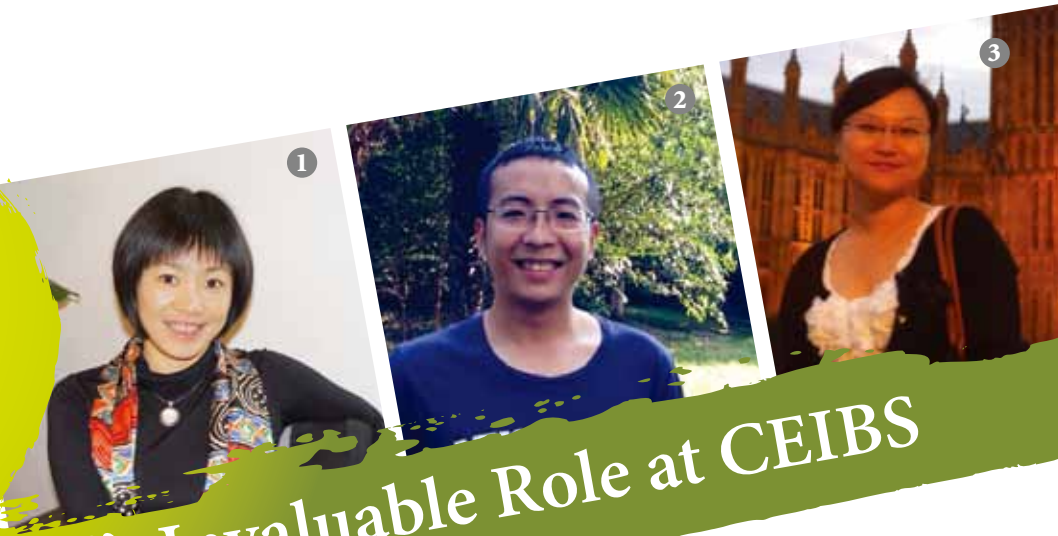


中欧的 瑰宝： 研究人员

Research Staff's Invaluable Role at CEIBS



近年来，随着中欧国际工商学院科研实力的持续稳定发展，研究人员（包括研究员和研究助理）在工作中扮演的角色也越发重要。许多研究人员后来选择继续深造：过去6年间，有17人先后进入世界一流学府攻读博士学位。

付莘和苏玫丽都名列其中，目前她们正在攻读IESE-中欧联合博士课程。2007年至2012年，付莘是中欧案例研究中心高级案例研究员，曾与管理学副教授韩践共同编写案例《加薪风波》，并以此文摘取了2012欧洲管理发展基金会（EFMD）案例写作奖。2012年，苏玫丽作为兼职研究助理，曾与中欧教务长、国际管理学特聘教授苏理达合作撰写了三个案例。

“（中欧）研究人员所取得的成绩和正在进行的研究，是学院科研工作的重要补充，令我们的研究成果不论是数量还是质量上，都不断得以提升。”分管科研工作的教务长许斌教授说，“与此同时，研究助理通过与中欧教员密切合作，

也赢得了向世界上最优秀的学者学习的诸多良机。我们引以为豪的是，许多研究助理结束在中欧的工作之后，继续攻读博士学位。希望这种研究人才培养模式终将为中国乃至世界输送更多高水平的学者。”

研究助理与中欧教员紧密合作，创造优秀的科研成果，为案例撰写、专著写作、项目咨询和实施管理提供学术支持。而研究助理自身也在如下方面获益匪浅：

磨练在研究、写作、采访、分析以及项目管理等方面的技能；

学习研究方法，运用图书馆资源，获取数据分析、案例撰写和科研软件使用等岗位技能；

与既是各领域的思想领袖、又乐于传道授业的中欧教授们建立密切的工作关系；

挖掘自身感兴趣的研究方向，也

许今天的探索，会影响到未来各行各业商业思考与实践。

目前在波士顿大学深造的王岚曾参与撰写《CEO的职能背景：从中国最大的100家上市公司中发现的新证据》，此文荣获了众人瞩目的2012年度美国管理学年会（AoM）职业发展研究分会最佳国际论文奖，合作作者是梁能教授和韩践副教授。“在中欧工作的两年是我学术生涯的重要起点。中欧友好而优越的研究环境让我从研究助理顺利成长为一名独立研究人员。”王岚说，“（中欧）给予我许多职业发展机会，教授对我不吝支持，我还能与盛名远播的教授合作，参与学术会议，作为助手积累教学经验，承担起独立研究者的责任。这样一份工作，尽管并不轻松，却令人愉悦。因为我能做自己喜欢的事，接触行业精英，取得长足的进步。”

邵波如今在新南威尔士大学深造，

- 1 付莘 Fu Xin
- 2 刘蕾 Liu Lei
- 3 张云路 Lulu Zhang
- 4 刘书博 Liu Shubo
- 5 邵波 Shao Bo (Jeff)
- 6 王岚 Wang Lan
- 7 张轶文 Zhang Yiwen (Steven)



Research staff have played an invaluable role at CEIBS over the years as the school continues to boost its research capabilities. Many later go on to pursue PhD programmes at top-tier schools, with about 17 enrolled over the past 6 years.

These include two current participants in the IESE-CEIBS Coordinated PhD Programme, Fu Xin and Sumelika Bhattacharya. Xin, who was a case writer with CEIBS Case Development Centre from 2007 to 2012, co-authored an award-winning case with Associate Professor of Management Han Jian. “A Dispute over a Pay Rise in Company F” took the EFMD Case Writing Competition Award in 2012. Bhattacharya, who was a part-time RA in 2012, co-authored three cases with CEIBS Dean and Distinguished Professor of International Management Hellmut Schütte.

“The excellent work that has been accomplished, and continues to be done, by our research staff has made a huge contribution to CEIBS’ body of research, which is increasing in both quality and quantity,” said Associate Dean (Research) Xu Bin. “At the same time, working

closely with CEIBS faculty has provided our RAs with numerous opportunities to learn from some of the world’s very best scholars. We are proud of the fact that so many of our RAs then go on to do their doctorates and hope this will eventually lead to an increase in high-calibre academics here in China and globally.”

Working closely with faculty to produce high-quality work, RAs provide expertise in academic research for cases and books, consulting and project management. It’s a rewarding job through which they:

- hone their skills in researching, writing, interviewing, analysis, and project management
- receive on-the-job training in specific skills involving research methodologies, library resources, data analysis, case writing, and software
- build a close working relationship with faculty members who are thought leaders as well as generous teachers and mentors
- discover their own research interests, which may transform business practices and thought across sectors and

industries.

Wang Lan, who co-authored “CEO Functional Background: New Evidence from China’s Top 100 Listed Firms” which received the coveted Best Paper Award from the Academy of Management in 2012, is now at Boston University. Her co-authors were Professor of Management Liang Neng and Han Jian. “The two years I worked at CEIBS was an important starting point in my academic journey. CEIBS provided a



他曾与前管理学副教授杜洛娜和管理学兼职教授帕布罗·卡多纳合作。“在中欧的工作是很棒的学习经历。我主要负责协助教授进行教学和科研。我拓宽了在研究方法和理论建构方面的知识，还学到了如何与学术刊物的评审和编辑有效沟通——这可是教科书之外的技能。此外，感谢一位教授的资助，我获得了参加国际会议的机会。这些经历，加上教授们的两封推荐信，对我申请攻博大有裨益。”

其他赴欧美攻读博士学位的研究助理有：吕绍华、陈蒙、刘书博、张云路、宋冬梅、梅秋珠、殷华翔、刘蕾和张轶文。

吕绍华曾是中欧前策略与创业学助理教授葛定昆的研究助理，后赴俄亥俄州立大学攻博。管理学副教授金台烈的研究助理陈蒙如今在宾夕法尼亚州立大学读书。管理学副教授蔡舒恒的研究助理刘书博现就读于爱丁堡大学。张云路曾是前策略学教授白思迪的研究助理，目前在伦敦大学国王学院读博。宋冬梅和梅秋珠分别在IESE和哥本哈根商学院攻读博士学位。宋冬梅曾是管理学教授范悦安的研究助理，梅秋珠则是市场营销学与创新管理学教授鸿翥吉马的研究助理。

殷华翔曾是会计学教授丁远的研究助理，如今已被蒂尔堡大学录取，运营学教授柯雷孟的研究助理刘蕾则考上了欧洲商学院，他们都将攻读博士学位。管理学荣誉教授茅博励的研究助理张轶文今年已从亚利桑那州立大学获得博士学位。

许斌教授表示：“我们热切期盼着所有曾经的和在职的研究人员能够不断为学术界做出贡献。”

中欧研究人员就读海外博士课程情况一览表

研究助理/研究员	教授	博士课程就读学校
陈蒙	金台烈	宾夕法尼亚州立大学
吕绍华	葛定昆	俄亥俄州立大学
刘书博	蔡舒恒	爱丁堡大学
张云路	白思迪	伦敦大学国王学院
邵波	杜洛娜 帕布罗·卡多纳	新南威尔士大学
宋冬梅	范悦安	IESE
梅秋珠	鸿翥吉马	哥本哈根商学院
王岚	韩践	波士顿大学
殷华翔	丁远	蒂尔堡大学
刘蕾	柯雷孟	欧洲商学院
张轶文	茅博励	亚利桑那州立大学
李晟昱	许斌	宾夕法尼亚州立大学
张铮	许斌	伊利诺伊香槟大学
王萌婕	陈少晦	东英吉利大学
宋伟	亚瑟·达姆利奇	罗切斯特大学
付莘	案例研究员	IESE-中欧联合博士课程
苏玫丽	苏理达	IESE-中欧联合博士课程

CEIBS RAs Placement in Global PhD Programmes

Research Assistant/Staff	Professor	PhD Programme
Chen Meng	Kim Tae Yeol	Penn State University
Flora LV	Ge Dingkun	Ohio State University
Liu Shubo	Terence Tsai	University of Edinburgh
Lulu Zhang	Steve White	King's College London
Shao Bo (Jeff)	L. Doucet and P. Cardona	University of New South Wales
Linda Song	Juan A Fernandez	IESE
Maggie Mei	Kwaku Atuahene-Gima	Copenhagen Business School
Wang Lan	Han Jian	Boston University
Yin Huaxiang	Ding Yuan	Tilburg University
Liu Lei	Thomas Callarman	European Business School
Zhang Yiwen (Steven)	William Mobley	Arizona State University
Li Shengyu	Xu Bin	Penn State University
Zhang Zheng	Xu Bin	University of Illinois at Urbana-Champaign
Wang Mengjie	Sophie Chen	University of East Anglia
Song Wei	Arthur Daemrlich	University of Rochester
Fu Xin	Case Writer	IESE-CEIBS PhD programme
Sumelika Bhattacharya	Schütte, Hellmut	IESE-CEIBS PhD programme

friendly and supportive environment for my transformation from a research assistant into an independent scholar,” said Wang. “I was provided with numerous opportunities to advance my career, including receiving great support from my boss, collaborating with recognized professors, attending academic conferences, accumulating teaching experience as an assistant, and taking on responsibilities as an independent scholar. The job, though very intense, was very enjoyable. I was able to do what I loved, meet great people, and accomplish spectacular things.”

Jeff Shao, who worked with both Professors Lorna Doucet (former Associate Professor of Management) and Pablo Cardona (Adjunct Professor of Management), is now at University of New South Wales. “Working at CEIBS was a great learning experience. I was mainly responsible for assisting professors in their teaching and research. I broadened my knowledge about research methodology and theory development; I also learned how to communicate effectively with journal reviewers and editors – something I couldn’t have learned from textbooks alone. In addition, thanks to sponsorship

from one professor, I got an opportunity to attend an international conference. This experience, together with two recommendation letters from professors, was of great value when I was applying to PhD programmes.”

Other RAs who have gone on to do PhDs in the US and Europe include Flora Lv, Chen Meng, Liu Shubo, Lulu Zhang, Linda Song, Maggie Mei, Yin Huaxiang, Liu Lei, and Steven Zhang.

Lv, who was RA to Ge Dingkun, a former Assistant Professor of Strategy and Entrepreneurship, went to Ohio State. Associate Professor of Management Kim Tae Yeol’s former RA Chen Meng is now at Penn State while Shubo Liu, who worked with Associate Professor of Management Terence Tsai, is now at University of Edinburgh. Lulu Zhang is doing her PhD at King’s College London, after working with former Professor of Strategy Steven White. Meanwhile, Linda Song and Maggie Mei are doing

their degrees at IESE and Copenhagen Business School, respectively. Song worked with Professor of Management Juan A Fernandez, while Mei was RA to Professor of Marketing and Innovation Management Kwaku Atuahene-Gima.

Yin Huaxiang, who worked with Professor of Accounting Ding Yuan, is now enrolled in Tilburg University’s PhD programme while Liu Lei, the RA for Professor of Operations Management Thomas Callarman, is at European Business School. Professor Emeritus of Management William Mobley worked with Steven Zhang who received his PhD degree from Arizona State University this year.

“We eagerly look forward to the continued contribution that all our former and current research staff will have on the academic world,” said Prof Xu.

