



Faculty Focus 聚焦中欧教授团队

2013年,中欧国际工商学院迎来了多位新教授加盟;同时,教授团队出版最新专著,赢得了诸多荣誉奖项。

A look at the new hires, latest research, newly-published books and some of the awards earned by CEIBS faculty in 2013.

新教授加盟

New Faculty on Board

2013年至2014年初,有11位新教授加入中欧国际工商学院实力雄厚的教授团队。

In 2013, 11 professors joined the already impressive list of CEIBS faculty members.



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学术任命

- 1) 运营及供应链管理教授赵先德(2013年1月1日生效,来自香港中文大学)
- 2) 管理学兼职教授帕布罗·卡多纳(2013年1月1日生效,来自西班牙IESE商学院)
- 3) 管理实践教授杰克·伍德(2013年1月1日生效,来自瑞士洛桑国际管理发展学院)
- 4) 会计学教授黄钰昌(2013年4月1日生效,来自美国亚利桑那州立大学)
- 5) 金融学教授亨利克(2013年5月1日生效,来自美国克莱蒙特·麦肯纳学院)
- 6) 创业学助理教授龚焱(2013年7月1日生效,来自美国加州大学欧文分校)
- 7) 市场营销学助理教授朴珺煥(2013年7月1日生效,毕业于美国纽约大学)
- 8) 管理学访问教授帕迪·米勒(2013年10月1日生效,来自西班牙IESE商学院)
- 9) 经济学副教授胡光宙(2014年1月1日生效,来自新加坡国立大学)
- 10) 战略学教席教授朴胜虎(2014年1月1日生效,来自俄罗斯莫斯科斯科尔科沃管理学院)
- 11) 会计学副教授黄蓉(2014年1月1日生效,来自美国纽约市立大学巴鲁克学院)



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Academic Appointments

- 1) Professor of Operations and Supply Chain Management Zhao Xiande (January 1, from Chinese University of Hong Kong)
- 2) Adjunct Professor of Management Pablo Cardona (January 1, from IESE Business School, Spain)
- 3) Professor of Management Practice Jack Denfeld Wood (January 1, from IMD, Switzerland)
- 4) Professor of Accounting Hwang Yuhchang (April 1, from Arizona State University, US)
- 5) Professor of Finance Henrik Cronqvist (May 1, from Claremont McKenna College, US)
- 6) Assistant Professor of Entrepreneurship Gong Yan (July 1, from University of California, US)
- 7) Assistant Professor of Marketing Hyun Young Park (July 1, from New York University, US)
- 8) Visiting Professor of Management Paddy Miller (October 1, from IESE, Spain)
- 9) Associate Professor of Economics Hu Guangzhou (January 1, 2014, from National University of Singapore, Singapore)
- 10) Professor of Strategy Sam Park (January 1, 2014, from Moscow School of Management Skolkovo, Russia)
- 11) Associate Professor of Accounting Huang Rong (January 1, 2014, from City University of New York's Baruch College, US)



学术成果

Faculty Achievements

2013年,中欧教授团队共发表了76篇论文、50篇案例研究,出版了12本专著,荣膺多个国际权威研究奖项,以杰出成就赢得了全球赞誉。此外,中欧今年再度颁发优秀教学贡献奖项。

CEIBS faculty published 76 papers, 50 case studies and 12 books, earning well-deserved global recognition, including many prestigious research awards. Others were commended for their teaching skills.

中欧最佳案例与新案例写作奖揭晓

CEIBS Best Case & New Case Writer Competition Winners

1月28日,中欧教务长办公室公布了2012年教务长案例奖和新案例写作竞赛的获胜者。创业学教授方睿哲(左图)和研究员许雷平博士共同撰写的案例《俏江南集团:追寻“美丽”的成长历程》荣获2012教务长最佳案例奖,市场营销学教授王高(右图)与研究助理张锐合著的论文《营销杜拉拉》在2012新案例写作竞赛中拔得头筹。这两个奖项旨在鼓励和推动中欧高质量的案例与案例写作的发展。

The Dean's Office announced the winners of the 2012 Dean's Case Award and 2012 New Case Writer Competition on January 28. "South Beauty Group: In Quest of a Beautiful Growth Strategy and Teaching Notes" by Professor of Entrepreneurship S Ramakrishna Velamuri (left) and Research Fellow Dr Raymond Xu won the 2012 Dean's Award for Best Case of 2012. "A Story of Lala's Promotion" by Ms Christina Zhang and Professor of Marketing Wang Gao (right) won the 2012 New Case Writer Competition. The awards are intended to encourage and promote the development of high-quality cases and case writing at CEIBS.



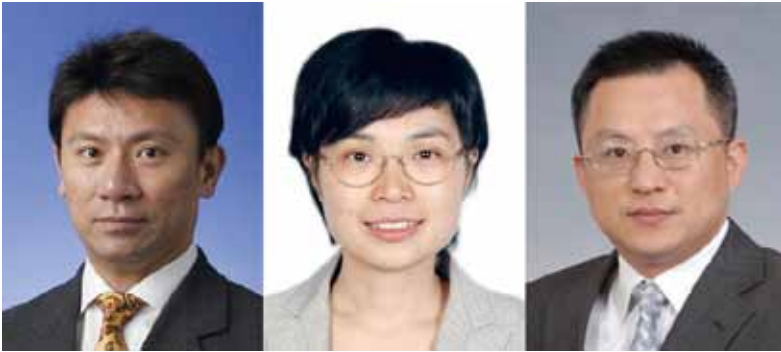
中欧颁发优秀教学奖与优秀研究奖

2013 CEIBS Teaching and Research Excellence Awards

10月8日,中欧国际工商学院管理委员会宣布了2013年中欧优秀教学奖和优秀研究奖的得主。中欧优秀教学奖用于表彰在过去一年的教学中不断进取、勇于创新、做出杰出贡献的教授,获奖者为法国凯辉会计学教席教授丁远、战略学副教授陈威如和运营学教授倪科斯。中欧优秀研究奖颁予一年来科研成果突出的教授,获奖者为金融与会计学教授、中欧凯风家族传承研究中心联席主任芮萌,管理学教授大卫·德克莱默。

The CEIBS Management Committee announced the recipients of the 2013 CEIBS Teaching and Research Excellence Awards on October 8. The CEIBS Teaching Excellence Award recognizes individuals who have made continuous improvement, teaching innovation, and contributions in faculty mentoring in the past academic year. This year's recipients are Cathay Capital Chair in Accounting Professor Ding Yuan, Associate Professor of Strategy Weiru Chen and Professor of Operations Management Nikos Tsiriktsis. This year's recipients of the CEIBS Research Excellence Award, which recognizes individual excellence in research, are Professor of Finance and Accounting and Co-Director of the CEIBS Kaifeng Centre for Family Heritage Oliver Rui and Professor of Management David De Cremer.





中欧案例摘得欧洲管理发展基金会奖项

CEIBS Case Wins 2012 EFMD Award

时任中欧案例发展中心主任、管理学副教授的蔡舒恒博士与案例研究员朱建华女士、研究员许雷平博士(照片从左至右)共同撰写的案例《艰难抉择:百思买和五星电器在中国》在欧洲管理发展基金会(EFMD)2012案例写作大赛中荣获“新兴中国的全球竞争者”类别大奖。6月,案例撰写者受邀参加在布鲁塞尔举行的欧洲管理发展基金会年会,并接受颁奖。

The case study entitled “Hard Choices: Best Buy and Five Star in China” co-authored by then 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. The authors were invited to accept their prize at the EFMD Annual Conference held in Brussels in June.

翟博思教授荣获欧洲案例交流中心类别大奖

Case Study Co-authored by Prof Henri-Claude de Bettignies Wins ECCH Award

中欧国际工商学院全球责任领导力荣誉退休教授翟博思与人合著的案例研究《忧郁的星期一》荣获欧洲案例交流中心(ECCH)“伦理和社会责任”类别大奖,这是中欧首次赢得这一声誉颇高的案例奖项。

The case study entitled “Blue Monday” 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 (ecch) Case Awards. This is the first time CEIBS has won this prestigious case award.



麦克罗教授被选为国际商务学会会员

Prof Klaus Meyer Elected Fellow of the Academy of International Business

中欧战略与国际商务教授麦克罗被选为国际商务学会(AIB)会员。国际商务学会是创造和传播国际商务与政治知识的顶尖学术组织,其会员都是为国际商务领域的学术发展做出杰出贡献的人士。

Professor of Strategy and International Business Klaus Meyer has been elected a Fellow of the Academy of International Business (AIB). The AIB is the leading association of scholars for the creation and dissemination of knowledge about international business and policy issues. AIB Fellows are distinguished AIB members recognized for their contributions to the scholarly development of the field of international business.





余方助理教授蝉联中国金融国际年会、全美华人金融协会最佳论文奖

Paper Co-authored by Assistant Prof Frank Yu Fang Wins CICF Best Paper Award

7月, 中欧金融学助理教授余方与人合著的论文《文化相适性与金融信息处理》荣获由中国金融国际年会颁发的CICF最佳论文奖。11月初, 余方教授又凭借此文摘得2013年第19届全美华人金融协会金融类最佳论文奖。

A research paper co-authored by CEIBS Assistant Professor of Finance Frank Yu entitled “Cultural Proximity and the Processing of Financial Information” received the CICF Best Paper Award from the China International Conference of Finance in July. It also took the TCFA Best Financial Paper Award during the 19th annual conference of The Chinese Finance Association (TCFA) in November.

麦克罗教授荣膺管理学刊论文奖

Paper Co-Authored by Prof Klaus Meyer Wins Journal of Management Award

中欧战略与国际商务教授麦克罗与人合著的论文《常规与非常规知识在跨国企业中的流动》荣膺2013年《管理学刊》学术影响力优胜奖。

A research paper entitled “Conventional and Reverse Knowledge Flows in Multinational Corporations” and co-authored by CEIBS Professor of Strategy and International Business Klaus E Meyer was named among the 2013 Scholarly Impact Winners by the Journal of Management.

大卫·德克莱默教授被聘为《管理学会年鉴》助理编辑

CEIBS Prof David De Cremer Named Associate Editor of Academy of Management Annals

中欧管理学教授大卫·德克莱默被聘为《管理学会年鉴》助理编辑, 任期为三年, 自2014年开始。享有盛誉的管理学会是全球最大的管理学学术机构, 《管理学会年鉴》致力于提供管理学各领域学术发展的综合性参考, 是全球五大最具影响力、被援引次数最多的管理学刊物之一。

CEIBS Professor of Management David De Cremer was named Associate Editor of the *Academy of Management Annals* for a three-year term beginning in 2014. Published by the world-renowned Academy of Management, the largest global association for management scholars, the *Annals* aims to provide a comprehensive examination of the advances across various management fields. It is ranked among the top five most influential and frequently cited management journals in the world.





赵先德教授荣获克里斯·沃斯最佳论文奖

Research Paper Co-authored by Prof Zhao Xiande Wins Chris Voss Best Paper Award

6月,在都柏林举行的欧洲运营管理学会(EurOMA)第20届大会闭幕式上,中欧运营与供应链管理教授赵先德与人合著的论文《吸收能力和大规模定制能力:顾客和供应商作为知识源所发挥的作用》夺得克里斯·沃斯最佳论文奖,该奖项由《国际运营与生产管理学刊》的出版商爱墨瑞德颁发。

A research paper entitled “Absorptive Capacity and Mass Customization Capability: The role of customers and suppliers as sources of knowledge”, co-authored by CEIBS Professor of Operations and Supply Chain Management Zhao Xiande, received the Chris Voss Best Paper Award at the closing session of the 20th EurOMA Conference held in Dublin in June. The award is sponsored by Emerald, publisher of the *International Journal of Operations & Production Management*.

丁远教授和张华助理教授荣获研究基金奖

Prof Ding Yuan and Assistant Prof Zhang Hua Win Research Fund Award

中欧会计学教授、法国凯辉会计学教席教授丁远和金融学助理教授张华的研究项目《管理层在职消费:浪费还是激励?》荣获爱墨瑞德与中国管理研究国际学会(IACMR)共同颁发的中国地区管理学研究基金奖。

A research project by CEIBS Professor of Accounting Cathay Capital Chair in Accounting Ding Yuan and Assistant Professor of Finance Zhang Hua entitled “Managerial Perks: Are They Costs or Incentives” was one of two runners up for the Chinese Management Research Fund Award from Emerald and the International Association for Chinese Management Research (IACMR).

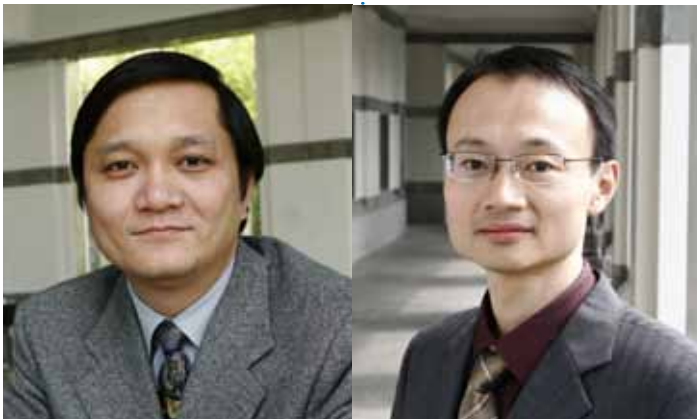


蒋炯文教授荣获2012保罗·E.格林奖

Paper co-authored by Prof Chiang Jeongwen Wins 2012 Paul E Green Award

6月,中欧市场营销学教授蒋炯文与人合著的论文《以实地研究决定消费者折扣率》荣获2012保罗·E.格林奖,该奖项授予在《营销研究杂志》上发表的最佳论文。该杂志所刊登的论文通常对于该领域的学术与实践都极具价值。

CEIBS Professor of Marketing Chiang Jeongwen’s co-authored paper “Determining Consumers’ Discount Rates with Field Studies” was selected as the recipient of the 2012 Paul E Green Award. The annual award recognizes the best article in the *Journal of Marketing Research* that demonstrates the greatest potential to contribute significantly to the practice of marketing research.





柯雷孟教授荣获欧洲决策科学学会最佳论文奖

Paper Co-authored by Prof Thomas Callarman Wins Best Paper Award at EDSI Conference

6月,在布达佩斯举行的欧洲决策科学学会(EDSI)第四届年会上,中欧运营管理学教授柯雷孟与人合著的论文《中国行业情报活动》荣获最佳论文奖,该奖项由位于布达佩斯的国立公共服务大学颁发。

“Industry Intelligence Activities in China”, co-authored by CEIBS Professor of Operations Management Thomas E Callarman received the Best Paper Award sponsored by the National University of Public Service, Budapest, at the 4th Annual Conference of the European Decision Science Institute (EDSI) held in Budapest in June.



三位中欧学者当选“中国青年经济学家”

Three CEIBS Scholars Selected as “Young Chinese Economists”

7月24日,由《新京报》举办的首届“中国青年经济学家”论坛在北京举行,会上评选出29位青年经济学家,其中有三位学者来自中欧国际工商学院,他们是金融与会计学教授芮萌、金融学助理教授余方、中欧陆家嘴国际金融研究院执行副院长刘胜军博士。

Three CEIBS scholars were among the 29 intellectuals who made the list of Young Chinese Economists announced by the *Beijing News* on July 24. They are CEIBS Professor of Finance and Accounting Oliver Rui; CEIBS Associate Professor of Finance Frank Yu and Executive Deputy Director of the CEIBS Lujiazui Institute of International Finance Dr Gary Liu. The announcement was made during the 1st Annual Young Chinese Economists Forum.



方睿哲教授荣获“创业和技术创新全球年会”首届最佳论文奖

Prof Ramakrishna Velamuri Wins First Best Paper Award at AGCETI 2012

2012年12月,在印度坎普尔的印度理工学院举行的“创业和技术创新全球年会(AGCETI 2012)”上,中欧战略学及创业学系系主任、创业学教授方睿哲与人合著的研究论文《用心行善:印度私人医院的商业模式创新》被授予首届最佳论文奖。

A research study co-authored by Professor of Entrepreneurship and Chair of the Department of Strategy and Entrepreneurship Ramakrishna Velamuri entitled “Doing Well to do Good: Business Model Innovations in India’s Private Hospitals” received the First Best Paper Award at the Annual Global Conference on Entrepreneurship and Technology Innovation (AGCETI 2012) that was held in December 2012 at the Indian Institute of Technology, Kanpur.



**韩践副教授合著论文入选《2013美国管理学年会最佳论文汇编》
Associate Professor Han Jian Co-authored Paper Accepted
in Academy of Management Annual Conference 2013 Best
Paper Proceedings**

中欧管理学副教授韩践与同事合著的论文《组织赋权环境、团队领导力与员工工作绩效：权变情境下的瀑布模型》被收入《2013美国管理学年会最佳论文汇编》。

A paper entitled “Organizational Empowerment Climate, Leadership and Job Performance: A Cascading, Contingency Model” co-authored by Associate Professor of Management Han Jian and three other colleagues was presented in the 2013 Academy of Management Annual Conference and accepted for publication in the 2013 AoM Best Paper Proceedings.

芮萌教授获研究基金资助

Prof Oliver Rui Receives Research Grant

中欧金融与会计学教授芮萌的研究项目《股票持有者人数、股价同步性和收益可预测性：来自中国的证据》获得由中国国家自然科学基金委员会提供的为期四年的研究基金。

Professor of Finance and Accounting Oliver Rui has received a four-year research grant from the National Natural Science Foundation of China for his research project “Stock Ownership Breadth, Price Synchronicity and Return Predictability: Evidence from China”.

**中欧国际顾问委员会主席约翰·奎尔奇博士荣获白玉兰纪念奖
IAB Chairman Dr John A Quelch Receives Prestigious
Magnolia Silver Award**

9月，中欧国际顾问委员会主席约翰·奎尔奇博士因其对学院和上海的卓越贡献而荣膺备受瞩目的白玉兰纪念奖。该奖项由上海市人民政府颁发，旨在鼓励和表彰那些对上海市经济建设、社会发展和对外交流等做出杰出贡献的外籍人士。

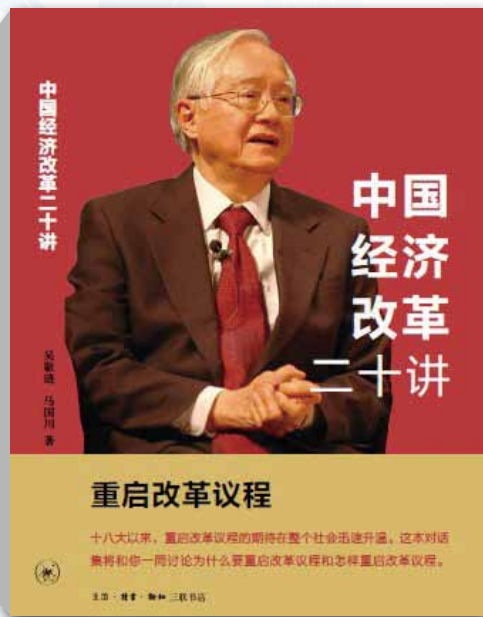
CEIBS International Advisory Board Chairman Dr John A Quelch received the prestigious Magnolia Silver Award in September for his outstanding contributions to the school and the city of Shanghai. The annual award is given by the Shanghai Municipal Government to foreigners who have made significant contributions to Shanghai’s economy, business environment, international relations, community development and management standards.



New Books

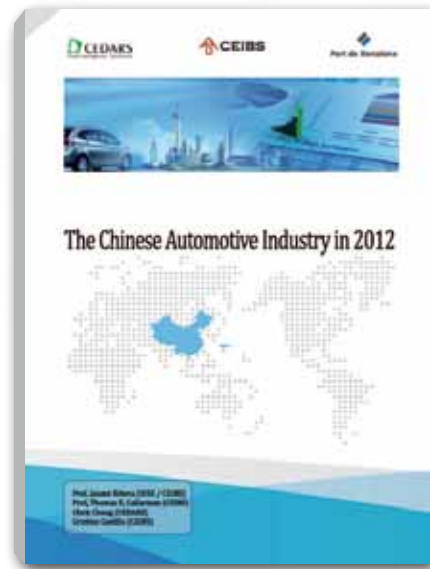
最新专著

《中国经济改革二十讲:重启改革议程》(生活·读书·新知三联书店,2012年12月),中欧宝钢经济学教席教授吴敬琏联合撰写 *Twenty Lectures on China's Economic Reform: Relaunching the Reform Project* (Chinese language edition), co-authored by CEIBS Baosteel Chair Professor of Economics Wu Jinglian (SDX Joint Publishing Company, December 2012).



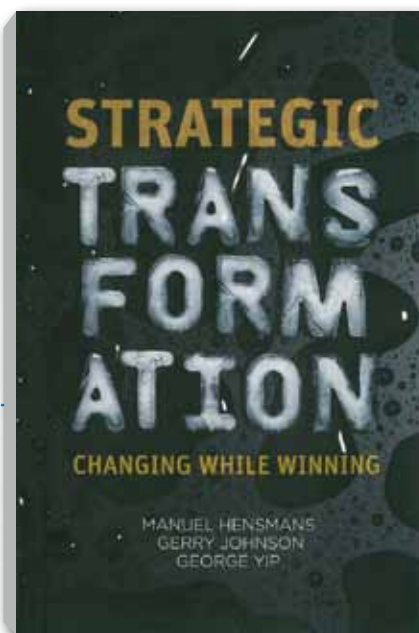
《战略转型:变则赢》(帕尔格雷夫·麦克米伦出版社,2013年1月),中欧中国创新研究中心联合主任、管理学教授叶恩华联合撰写

Strategic Transformation: Changing While Winning (Palgrave Macmillan, January 2013), co-authored by Co-Director of the CEIBS Centre on China Innovation Professor of Management George S Yip.



《2012中国汽车行业》(GAM数字版,2012年12月),中欧生产和运营管理教授任杰明、运营管理教授柯雷孟、研究助理柯丽娜·卡斯蒂罗联合撰写

China Auto Industry 2012, (GAM Digital, SL, December 2012), co-authored by CEIBS Professor of Production and Operations Management Jaume Ribera, CEIBS Professor of Operations Management Thomas E Callarman, and Research Associate Cristina Castillo.

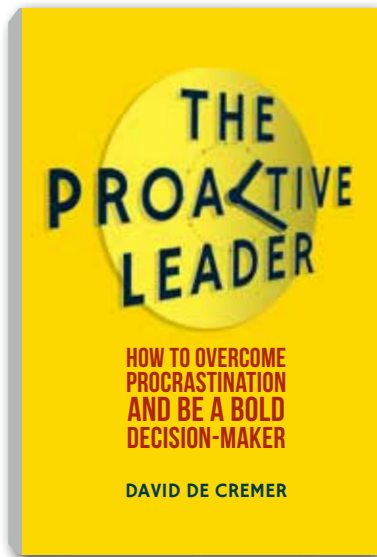


《平台战略：正在席卷全球的商业模式革命》(中信出版社，2013年1月)，中欧战略学副教授陈威如、中欧校友余卓轩 (MBA 2008) 联合撰写

Platform Strategy: A Global Revolution of Business Model (Chinese language edition) co-authored by CEIBS Associate Professor of Strategy Chen Weiru and CEIBS alumnus Joseph Yu (MBA 2008), (CITIC Publishing House, January 2013).

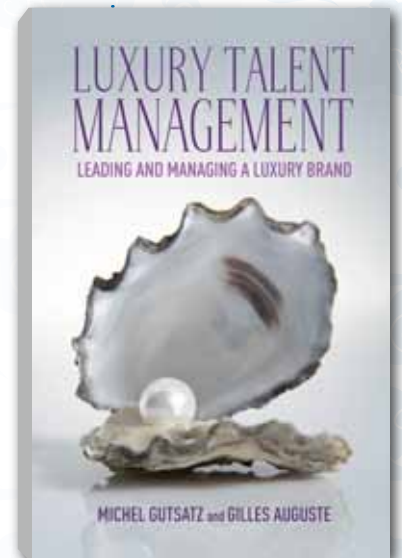
《奢侈品人才管理：领导和一个奢侈品牌》(帕尔格雷夫·麦克米伦出版社，2013年4月)，中欧营销学兼职教授米歇尔·古泽兹联合撰写

Luxury Talent Management: Leading and Managing a Luxury Brand (Palgrave Macmillan, April 2013) co-authored by CEIBS Adjunct Professor of Marketing Michel Gutsatz.



《充满活力的领导者：怎样摆脱拖延症并成为勇敢的决策者》(帕尔格雷夫·麦克米伦出版社，2013年5月)，中欧管理学教授大卫·德克莱默撰写，该书在佛兰德管理协会年会上被评为年度最佳管理类图书

The Proactive Leader: How to Overcome Procrastination and Be a Bold Decision-maker (Palgrave Macmillan, May 2013), written by CEIBS Professor of Management David De Cremer. The book was chosen Management Book of the Year at the Annual Conference of Flemish Management Association.



《财务报告与分析：一种国际化视角》(机械工业出版社，2013年9月)，法国凯辉会计学教席教授丁远联合撰写

Financial Reporting & Analysis: A Global Perspective (Chinese language edition) co-authored by Cathay Capital Chair in Accounting Professor of Accounting Ding Yuan (HZ Books, September 2013).