



荷兰亲王康斯坦丁·冯·奥兰治-拿骚·冯·阿姆斯伯格  
Prince Constantijn van Oranje-Nassau van Amsberg of the Netherlands

## 荷兰康斯坦丁亲王一行访问中欧 Dutch Prince Weighs in on Europe's Digital Economy at CEIBS Event

4月14日，荷兰亲王康斯坦丁·冯·奥兰治-拿骚·冯·阿姆斯伯格（Prince Constantijn van Oranje-Nassau van Amsberg）在荷兰驻沪总领事鄱佩德（Peter Potman）陪同下访问中欧上海校区，并与中欧师生校友进行了一场关于“创新、数字化经济和欧洲未来”的圆桌讨论。中欧副院长兼教务长苏理达（Hellmut Schütte）教授、副院长兼中方教务长张维炯教授出席活动。

圆桌讨论由中欧国际工商学院全球策略总监、荷兰前教育文化及科学部部长奈安斯（Annette Nijs）女士主持。康斯坦丁亲王目前担任欧盟委员会副主席内莉·克勒斯（Neelie Kroes）夫人内阁的首脑，致力于推动欧盟的数字化议程。他在发言中强调，数字经济将成为推动欧洲企业发展的“颠覆性”力量，并有望增强欧盟内部的凝聚力。

苏理达教授主持了讨论后的问答环节。针对与会者关心的欧洲创业问题，康斯坦丁亲王指出，越来越多的欧洲人倾向于自主创业；欧盟会为初创企业提供支持，但也不会将风投资本家排除在外。圆桌会谈结束后，在珠海访问企业后赶回学院的朱晓明院长亲切会晤了康斯坦丁亲王一行。

“Hire young people, and listen to them. If you haven't grown up in this digital world, you'll never get it!” That's the advice Prince Constantijn van Oranje-Nassau van Amsberg of the Netherlands has for traditional businesses grappling with the effects of the digital economy. His Royal Highness shared his views on a wide range of European economic

issues during an evening discussion at CEIBS on April 14.

The digital economy, he stressed, will be a “highly disruptive” force for European companies, as it will be for their counterparts in the rest of the world. Governmental regulation and legislation will also be impacted, added the Dutch Prince who is also Head of Cabinet for Mrs Neelie Kroes, who is Vice President of the European Commission and Euro Commissioner for the Digital Agenda of Europe. His Royal Highness was speaking in front of an audience that included CEIBS faculty, students, alumni, members of the Dutch community in Shanghai, those with an interest in European economic issues and others who just wanted to be in the same room as royalty.



## 全国政协副主席陈元在中欧“高朋满座”论坛发表演讲 Former CDB Governor Chen Yuan at CEIBS Executive Forum

3月22日，全国政协副主席、原国家开发银行董事长陈元先生做客中欧北京校区“高朋满座”论坛，为中欧师生带来一场关于中国开发性金融实践和理论的精彩演讲。中欧国际工商学院名誉院长刘吉教授，管理委员会成员、副教务长许定波教授，院长助理、北京校区首席代表马遇生先生等参加了当天的活动。

陈元先生是已故党和国家领导人陈云的长子，被誉为中国开发性金融业的开拓者和先行者。他自1998年开始执掌国开行，带领该行从一家政策性银行转型发展为中国最大的对外投融资合作银行。2013年4月，时年68岁的陈元卸任国开行董事长一职。陈元先生在演讲

中系统阐释了开发性金融的原理、发展历程和在中国的实践。

刘吉院长表示，陈元先生的开发性金融观“不唯上、不唯书、只唯实”，对于从事投资领域的中欧校友极具启发意义。

A pioneer in the development of China's finance and foreign investment policies and former Governor of the China Development Bank (CDB), Mr Chen Yuan, explored the history, principles and practice of developmental finance in China during a lecture at CEIBS Beijing Campus on March

22. He explained how globalisation has transformed China's exchange settlement trades into medium- and long-term funds for construction and how this has led to more sustainable, healthy development in sectors where resource allocation had tended to be guided more by fiscal policy than market forces. During his tenure at CDB, Mr Chen led its transformation from a policy bank into China's largest foreign investment and financing cooperative bank. Today it is the largest financial development institution in the world. He is currently Vice Chairman of the National Committee of the CPPCC.



杨福家院士  
Prof Yang Fujia

张杰院士  
Prof Zhang Jie

王健林先生  
Mr Wang Jianlin

## 大师课堂献礼中欧20周年校庆 Master Class Series Marks 20th Anniversary

为迎接20周年校庆，中欧国际工商学院隆重推出“大师课堂”系列讲座，邀请多位国内外顶尖学者与商界领袖激荡思想、共享智慧。近期，中国科学院院士、上海交通大学校长、中欧董事长张杰教授，中国科学院院士、原复旦大学校长、宁波诺丁汉大学校长杨福家教授，大连万达集团董事长王健林先生先后来到中欧上海校区发表演讲。这三场活动不仅吸引全院师生员工和广大校友热情参与，场场爆满，同时还视频连线中欧北京、深圳校区或进行网络直播，在整个社会引起了积极反响。中欧院长朱晓明教授、名誉院长刘吉教授、副院长兼教务长苏理达（Hellmut Schütte）教授和副院长兼中方教务长张维炯教授每场演讲均共同出席。

3月7日，张杰院士以“大学治理：以人为本的制度激励”为题发表演讲。他从大学与社会的关系出发，指出大学不仅是知识的坚守者、传承者和创造者，更是人类思想、精神和道德的高地。研究型大学的本质在于将一群极具创新思维的教师和一群极具创新潜质的学生聚集在一起，让他们互相激励，产生令人受益终生的创新智慧。在中国经济社会发展面临转型的时刻，大学理应也能够成为国家发展的创新引擎和源泉。张杰院士还指出，一流大学在治理中应通过适当的激励措施让教师有尊严感、学生有自豪感、管理人员有成就感。

3月14日，杨福家院士结合自己担任多所中外名校校长的体会，强调了博雅教育的重要性。他总结了博雅教育的五个要素：首先是“博”，即学识广博，培养文理兼通的学生；其次是“雅”，即情

操高尚，提倡“做人第一，修业第二”；第三是有举措，通过小班课让学生们自由讨论，发现智慧的火种；第四是有丰富的第二课堂，帮助学生们学以增知、学以致用、学会思考、学会做人；最后是教师要为人师表，以育人为本。

4月12日，王健林先生发表了题为“解密万达执行力”的精彩演讲。王健林在演讲中表示，万达强有力的执行力主要得益于三方面，一是领导以身作则；二是员工排除万难完成任务；三是严格的奖惩机制。在管理模式上，万达推崇总部集权模式和垂直扁平管理模式，并强化监督。王健林引用《汉书·贾谊传》中的名句描述了万达的执行力，“如身之使臂，臂之使指，莫不制从”，正如“士兵的天职是服从命令，对于万达员工来说，其使命就是按照要求完成任务”。

**W**anda Group Chairman Wang Jianlin and renowned academics such as Professors Zhang Jie and Yang Fujia have already been among the lecturers during CEIBS' 20th Anniversary Master Class Series. Mr Wang's lecture was on April 12, Prof Zhang spoke at the inaugural class on March 7 and Prof Yang's class was on March 14.

Based on Mr Wang's lecture, the right blend of people and technological know-how, all overseen by a leader who has his employees struggling to keep up with his energy levels, has paid off for the Wanda Group over the years. In a presentation aptly entitled "Decoding the Execution of Wanda Group", the company's Chairman explained the strategy he relies on to keep his empire together – and his plans for the future. Going global, he said, will be the key to achieving the Group's goal of US\$100 billion in income within the next 5-6 years. "We can't rely on the Chinese market alone to reach that target," he said to an audience of about 500, spread across two venues on the school's Shanghai Campus.

In his lecture, Prof Zhang noted that few institutions are as long-lasting as universities, which are not only the epitome of our society's ideology and spirit, but also the ultimate defender of the society's

conscience, our sense of what is just and right.

In addition to being Chairman of the CEIBS Board and President of Shanghai Jiaotong University, Prof Zhang has an impressive list of academic affiliations which undoubtedly shaped the content of his presentation which was entitled "University Governance: Institutional Incentives That Put People First". Universities, he said, have an obligation to foster an air of innovation as this is the very core of societal development. There is now a great opportunity open to Chinese universities, he added, which have an important role to play as the engine and source for China's transformation from a manufacturing-driven system to one driven by innovation. To raise the quality of the country's universities, Prof Zhang noted, those in leadership positions at these institutions must focus on "human-based institutional incentives". This involves improving scholars' sense of dignity, students' sense of pride, and staff's sense of achievement by providing them with adequate encouragement.

Prof Zhang is an Academician at the Chinese Academy of Sciences, a Member of the German Academy of Sciences Leopoldina, and Fellow of The Third World Academy of Sciences. He is also International

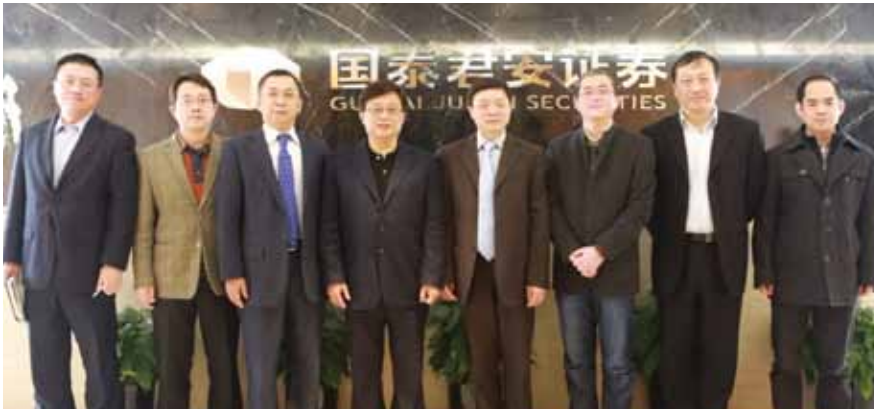
Fellow at the Royal Academy of Engineering and Foreign Associate of the United States National Academy of Sciences.

In his class, Prof Yang shared his views on lessons China can learn from the British and American educational systems. He told the audience that "any questions can be asked and everything can be debated!" That's his idea of what should go on in a classroom.

In Prof Yang's view, Chinese universities should emulate the approach taken by liberal arts colleges in Britain and the United States and implement a student-centred teaching method based on small class sizes, debate and critical thinking. He also stressed the importance of asking questions. "Without questions there's no innovation. The Chinese education system should embrace that," he urged.

Yang Fujia is an internationally renowned nuclear physicist with extensive experience in education in the roles of President of Fudan University (1994-1999) and Chancellor of Nottingham University (2001-2013). He was the first Chinese Chancellor at a university in the UK. He is currently President of the University of Nottingham at Ningbo China (UNNC), professor of Physics at Fudan, and academician of the Chinese Academy of Sciences, among other positions.





朱晓明院长一行访问国泰君安证券，右四为国泰君安证券董事长万建国先生  
 CEIBS Executive President Prof Zhu Xiaoming visits Guotai Junan Securities; the company's President Mr Wan Jianguo is fourth from right.

## 朱晓明院长率研究团队联合调研普惠金融与数字金融 CEIBS Joins Shanghai Research Initiatives on Digital and Inclusive Finance

近期，中欧国际工商学院院长、上海数字化与互联网金融研究中心主任朱晓明教授，中欧陆家嘴国际金融研究院执行副院长刘胜军博士率研究团队，会同上海市金融办对沪上部分主要金融机构进行了有关普惠金融与数字金融的调研。上海市金融办政研室主任陶昌盛等也全程参与了调研活动。

党的十八届三中全会明确提出了发展普惠金融的方针。作为国内顶尖商学院，中欧国际工商学院的教学和研究一直紧跟国家战略，顺应市场潮流。早在春节前，朱晓明教授就已为中欧的公司特设课程开设了“普惠金融与数字金融”课程，并在校友论坛做专题演讲，受到学员和校友的高度评价。最近，朱晓明教授着手对相关金融和非金融机构进行密集调研，力争在短时间内汇总一批第一手素材，推出普惠金融研究领域

的前沿成果。该项研究对上海建设国际金融中心具有重要意义，得到了上海市金融办的赞许和支持。

目前，朱晓明院长已经调研和即将调研的金融机构包括：平安银行、上海农商银行、中国邮政储蓄银行、中国农业银行、中国建设银行、国泰君安证券、中国人寿保险公司、平安陆金所和招商银行等。

CEIBS is at the forefront of research and education on innovation in the areas of digital and inclusive finance, which are expected to play an important role in helping transform China's economic development model, as laid out in policies recently announced by the country's leaders. On the research

front, CEIBS Executive President Zhu Xiaoming and Dr Gary Liu, Executive Deputy Director of the CEIBS Lujiazui International Finance Centre (CLIIF), in association with the Shanghai government's financial office, recently visited several leading financial institutions in Shanghai in order to study the new business models they are developing in these areas. These included Guotai Jun'an Securities, Agricultural Bank of China, Postal Savings Bank of China, Shanghai Rural Commercial Bank and Ping An Bank. They were accompanied on these company visits by Tao Changsheng, Director of the Political Research Branch of the Financial Office.

The school is also developing new platforms for knowledge sharing. President Zhu, who is also the Director of the Shanghai Institute of Digitisation and Internet Finance (SIDIF), recently taught a new Executive Education Company Specific Programme (CSP) entitled "Inclusive and Digital Finance" and gave a lecture on this topic at an alumni forum.

In addition, at the end of February the school launched the CEIBS-World Bank (China) Centre for Inclusive Finance, which aims to generate, articulate and disseminate cutting-edge knowledge, innovative solutions and policy suggestions in the area of inclusive finance. CEIBS' ongoing research and education platforms are helping to realise the goal of developing Shanghai into a leading international financial centre.



## 2014中欧创业营开学典礼暨互联网思维大会成功举办

### 2014 CEIBS Entrepreneurial Leadership Camp Opens

3月26日，中欧国际工商学院公益课程“新生代创业领袖成长营”第三期开学典礼暨互联网思维大会在上海校区举行。中欧国际工商学院院长朱晓明教授、名誉院长刘吉教授、副院长兼中方教务长张维炯教授、中欧创投中心执行主任李善友教授等出席活动。

中欧创业营开办至今，逐步建立起以颠覆式创新和互联网思维为核心的精神图腾，55位三期学员均为杰出的创新践行者。在本次开学典礼上，成为资本合伙人沙焯先生代表成为资本捐赠200万元人民币，用于支持2014-2015年两届创业营的教学活动；创业营三期学员也将当天活动的门票收入15万元人民币捐给中欧基金会；创业营一期、二期学员还自发筹款50万元人民币作为奖学金，用于激励最具颠覆式创新精神的三期学员。

在脱口秀大赛环节中，快的打车创始人陈伟星、黄太吉传统美食董事长兼CEO赫畅、NTA创新传播创始人申音、

泡否科技创始人马佳佳、易淘星空网络科技（北京）有限公司创始人张洋、深圳市景德瑞瓷艺术陶瓷有限公司总经理张定珍、厦门同步网络有限公司 CEO熊俊、上海七游网络科技发展有限公司 CEO谢峰作为创业营三期学员代表先后登台发表演讲。嘉宾们投票选出赫畅先生、申音先生并列脱口秀大赛冠军，获得由克莱斯勒（中国）汽车销售有限公司赞助的旅游大奖。

A competition that saw students engage in a lively exchange of ideas on the rise of the internet economy, a panel discussion on the impact of the internet on business innovation, and a donation ceremony to accept an investment from Chengwei Ventures were among the highlights of the 2014 CEIBS Entrepreneurial Leadership Camp Opening Ceremony held March 26 at the Shanghai Campus.

Chengwei Ventures led the day's spirit of giving, investing RMB 2 million to support the teaching activities of the CEIBS Entrepreneurial Leadership Camp. Chengwei Ventures Partner Mr Sha Ye represented the company during a donation ceremony. Participants from the first and second cohorts of the Entrepreneurial Leadership Camp then, on-the-spot, pledged to invest a total of RMB 500,000 to support the most innovative members of the Camp's third cohort. An additional investment of RMB 150,000 was raised for the CEIBS Foundation through ticket sales to the day's Opening Ceremony.

Throughout the event, 8 Camp participants had the chance to showcase their entrepreneurial ideas as they faced off in a competition that saw them pitch ideas around the theme "Rise of the Internet". They were judged by a panel of experts led by Dr Yuan Yue, President of Horizon Research Consultancy Group. After a vote by attendees, President and CEO of Huang Taiji Traditional Food Mr He Chang and Founder of New Trend Alliance Creative Media Mr Shen Yin tied for first place. They won a VIP trip for two to Geladan Camping site in Lijiang, Yunnan Province. The prize was sponsored by Chrysler (China) Motors.

Following the competition Dr Yuan Yue joined Chairman of Huazhu Hotels Group Mr Ji Qi, and Managing Director of Highland Capital Mr Tu Hongchuan for a panel discussion on the impact that the internet has had on business innovation. CEIBS Associate Professor of Strategy Chen Weiru moderated.

## 2013互联网金融年度论坛在 中欧隆重举行

### CEIBS Hosts Internet Finance Industry Forum



上海市现代服务业联合会会长、上海市原副市长周禹鹏先生  
President of Shanghai Modern Service Industry  
Association and former Deputy Mayor of  
Shanghai Mr Zhou Yupeng



中欧国际工商学院院长朱晓明教授  
CEIBS Executive President Prof Zhu Xiaoming



上海市银监局局长廖岷先生  
Director General of the Shanghai Bureau of China  
Banking Regulatory Commission Mr Liao Min

1月21日，2013互联网金融年度论坛在中欧上海校区隆重举行。本次论坛以“融动互联，引航未来”为主题，由上海数字化与互联网金融研究中心、互联网金融千人会（IFC1000）联合主办。

上海市现代服务业联合会会长、上海市原副市长周禹鹏先生，中欧国际工商学院院长、上海数字化与互联网金融研究中心主任朱晓明教授，上海市银监局局长廖岷先生，上海交通大学中国金融研究院副院长费方域教授，上海财经大学金融学院院长赵晓菊教授出席论坛并发表演讲。上海数字化与互联网金融研究中心联席秘书长谢鹏（EMBA 2008）主持了活动。来自互联网金融机构的创新者齐聚一堂，共同回顾了2013年作为“互联网金融元年”所走过的历程，并探讨了大数据时代互联网金融的大机遇。

周禹鹏会长在开幕致辞时表示，党的十八届三中全会在《关于全面深化改革若干重大问题的决定》中提出“发展普惠金融”的方针；在发展的同时，他希望有关各界也能关注互联网金融快速生长背后所隐藏的风险，期待监管部门适时推出和更新相关法规，确保互联网金融健康有序发展。

朱晓明院长以“金融与非金融：携手于数字金融，出发于普惠金融”为主题发表演讲。他对“金融、非金融携手大云平移”这一话题进行了深入阐述，认为数据的精准挖掘可以成为核心竞争力，帮助各行各业挖掘到更多“财富”。朱晓明院长还仔细梳理了“普惠金融”的涵义和发展历史，并明确提出“数字金融是发展普惠金融的应有之义”。

廖岷局长在主题演讲中指出，从金融发展史来看，金融和技术永远都携手而行，他认为互联网技术尚未在现有金融体系中产生革命性的影响或进步，而只是对服务有空白和欠缺的领域进行了弥补。百度金融总经理章政华在发言中表示，普惠金融是整个互联网金融的方向；央行首度向第三方支付颁发牌照，为互联网企业介入金融行业提供了良好契机；普惠金融的核心意义就是为老百姓提供最有价值的金融服务，这也是互联网金融企业努力的方向。



Senior executives from Chinese companies that have been leading innovators in Internet finance were among the attendees of the Internet Finance Industry Annual Forum 2013 held on January 21 at the CEIBS Shanghai Campus. These included Tenpay, Alipay, Baidu Finance Centre, JD.com, China UnionPay, renrendai.com, and ppdai.net. Co-organised by the Shanghai Institute of Digitalisation and Internet Finance and IFC1000 (Internet Finance Corporation), the theme of the forum was “Integrated and Dynamic Internet Finance is the Future” and discussions focused on future opportunities in the sector in the era of Big Data. CEIBS alumnus Xie Peng who is also one of the Secretaries General of the Shanghai Institute of Digitalisation and Internet Finance moderated the forum.

In his welcome address, President of Shanghai Modern Service Industry Association and former Deputy Mayor of Shanghai Mr Zhou Yupeng spoke about the development of inclusive finance and expressed his hope that everyone will bear in mind the risks in the rapidly growing sector. He said he looks forward to implementation of regulations that will ensure the future healthy and orderly development of the sector.

“Digital Finance Begins with Inclusive Finance” was the topic of the keynote speech by CEIBS Executive President Zhu Xiaoming, in which he spoke about how Big Data, cloud computing, the platform business model and mobile are impacting internet-based businesses and internet finance. According to President Zhu, the precision of data mining is becoming an area of core competitiveness for businesses, and helps make companies in sectors from finance to medicine more profitable. He also elaborated on the meaning of “inclusive finance” and its development history, adding that it has a promising future.

Director General of the Shanghai Bureau of China Banking Regulatory Commission Mr Liao Min spoke about the impact that technology has had on finance throughout history, including transactions such as third-



百度金融总经理章政华先生  
General Manager of the Baidu Finance Centre  
Mr Zhang Zhenghua

party payments, small and micro loans, and internet sales by proxy. Mr Liao said that though internet technologies have been responsible for many innovations, it has not yet resulted in a game-changing breakthrough for the finance sector. He also pointed out many risks and shortcomings of internet finance that require more study, development and regulation.

In his speech, General Manager of the Baidu Finance Centre Mr Zhang Zhenghua analysed the future of internet finance. Inclusive finance, he said, is the future for both internet finance and traditional finance. Mr Zhang used Yu’e Bao as an example to explain how the internet can reduce the cost of financial transactions by applying the advantages of big data.

The next speaker, Deputy General Manager of JD.com Mr Yao Naisheng, listed the accomplishments of his company over the past year. Vice President and Chief Technology Officer at Shanghai Stock Exchange Mr Bai Shuo then gave a presentation on the Bitcoin phenomenon, explaining how it is designed to imitate many of the properties of gold and traditional paper currency.

During the round-table discussion that followed, Mr Li Xinhe, President of renrendai.com, said his company has raised a venture capital fund of \$130 million, which they will make available to qualified companies in the internet sector to assist them with talent recruitment and technology upgrades.





## 中欧教授参加经济学人论坛彰显思想力量 Faculty Explore Intra-regional FDI at *Economist* Events

3月，四位中欧教授作为发言嘉宾分别在日本、上海、香港和新加坡等地参加了由《经济学人》杂志举办的论坛，对东亚地区外商直接投资问题进行了学术探讨，以思想力量彰显了中欧在亚洲经济研究领域的领先地位。

3月12日，中欧战略学教授朴胜虎在东京向企业资深高管表示，亚洲中产阶级将成为全球发展的推动力。他指导了跨国公司如何更加深入地了解和挖掘当今复杂多变的中产阶级，并且指出，中产阶级不断变化的需求对固守传统经营模式的企业提出了挑战。朴胜虎教授的观点在其即将出版的著作《缩短的尾巴：新兴市场战略》中有详尽描述。

3月13日，中欧经济学与金融学教授许斌在上海发表演讲。3月18日，中欧会计学教授许定波在面向香港高管发言时强调，收入不均是中国面临的最大风险，与劳工争端相关的问题也亟待关注。许定波教授基于会计学的深厚学养和与多家国企合作的经验，表示中国的大量投资流向了国企，而国企大多效率低下，但中央政府正着手认真改革金融

领域，因此他对未来持乐观态度。

3月21日，中欧战略与国际商务教授麦克罗在新加坡参加“跨国公司在华面临的挑战”主题讨论时表示，问题的关键不在于中国政府是否偏爱本土企业，而是中国的此类情况是否比其他国家更严重。他还提到了其他问题，如外企在中国所面临的来自本土企业日益激烈的竞争（不同细分市场的竞争程度有所不同），以及中国企业在全球化过程中因管理团队缺乏海外经验而面临的挑战。

新加坡论坛是本次经济学人系列活动的最后一站。

**C**EIBS' role as a thought-leader on Asian economic issues was highlighted in March with four professors speaking at events in Japan, Shanghai, Hong Kong and Singapore. They participated in panel discussions on the findings of *The Economist's* paper on the growth of intra-regional foreign direct investment in East Asia.

On March 12, CEIBS Professor of Strategy Sam Park (at left in photo) told senior executives in Tokyo that the Asian middle class will be the driving force behind global growth. He also presented findings from his research to provide advice to MNCs on how to better understand and tap into today's complex and diverse middle class whose changing expectations pose a challenge for companies that still cling to the old ways of doing business.

Prof Xu Bin spoke at the Shanghai event on March 13 while Prof Xu Dingbo addressed Hong Kong executives on March 18. Prof Xu Dingbo stressed that income inequality is China's biggest risk and issues related to labour unrest need to be watched carefully. Drawing on his accounting background and work with a number of State Owned Enterprises (SOEs), he noted that most of the investment in China has been flowing to SOEs, which are largely inefficient. He believes, however, that the central government is serious about reforming the financial sector so he remains optimistic about the future.

Then in Singapore on March 21, CEIBS Professor of Strategy Klaus Meyer noted that in discussions about the challenges facing MNCs operating in China, the issue isn't whether the Chinese government favours local companies but whether this is a bigger problem in China than in other countries. He also touched on increasing competition facing foreign companies in China from local companies (he noted that this is at varying degrees, depending on individual market segments). The Singapore event was the final leg in a series of six sessions.



中欧金融学教授、西班牙巴塞罗那储蓄银行金融学教席教授黄明  
Dr Huang Ming, Professor of Finance, la Caixa Chair in Finance

## 黄明教授精彩论述行为金融学与 中国股市改革

### How Investors' Psychology Affects the Stock Market

3月15日，近150名金融行业精英相聚中欧金融管理沙龙，聆听了著名金融学者、中欧金融学教授黄明有关“行为金融学与中国股市改革”的精彩演讲。本场活动是中欧2014级在职金融MBA（FMBA）第二轮招生的首场活动。

黄明教授首先介绍了行为金融学在投资实战中的重要作用。黄明教授通过美国金融危机等历史案例，阐述了行为金融学不仅会影响政策制定者与监管部门的思路，还可以应用到投资者的股市实战中，并对上市公司如何应对非理性的股票市场产生指导意义。黄明教授指出，行为金融学可以教会投资者两点：首先，如何克服人性的偏差而变得更理性和成熟；其次，如何利用市场的非理性和心理偏差。

黄明教授还对中国A股市场做了客观的评论与预测。他认为资本市场的成功标准在于四点：1）好的企业可以随时通过丰富的融资产品与渠道进行融

资；2）长期投资者能够得到稳定合理的回报；3）市场价格基本合理；4）市场参与者遵循规则。建立一个好的资本市场则要做到“五好”：好的监管与法律体制、好的公司治理结构（主要指上市公司）、好的投资者（以价值投资为导向）、好的金融中介机构和好的金融创新环境。

Most investors rely on an analysis of a company's financials when making decisions about stocks. However CEIBS Professor of Finance and la Caixa Chair in Finance Huang Ming says that such a rational analysis fails to account for the fact that human beings often behave in irrational ways, thus investors' decisions are often influenced by irrational views and a stock's price doesn't always reflect its fundamentals. As Prof

Huang explained on March 15 to the 150 senior finance executives who attended the CEIBS Financial Management Salon “Behavioural Finance and Stock Market Reform in China”, investors must understand both fundamentals and psychology when evaluating stocks.

Using practical examples such as the irrational exuberance about the US housing market that led to the global financial crisis, and the brilliant performance of renowned US fund manager Peter Lynch, Prof Huang explained that behavioural finance not only affects decisions by policymakers and regulators, but it can also be used by investors to reap high returns from the stock market and help guide listed companies in reacting to market fluctuations. In order to better illustrate common psychological biases such as overconfidence, over-reaction to new information, and excessive conservatism, he had attendees take several quizzes and then analysed their results.

Prof Huang also spoke about the irrational aspects of China's A-share market and discussed how behavioural finance can be applied when considering reforms to China's stock market. He believes that more reforms are needed before China's A-share market can be considered mature.

The Salon also served as an information session for the CEIBS Part-time Finance MBA (FMBA) which begins classes for the next intake this September. The application deadline is June 12, 2014 for the final round of admissions.



## 非洲女企业家访问中欧上海校园 Africa's Women Entrepreneurs Visit CEIBS Shanghai

2月27日，一群非洲女企业家来到中欧上海校园，学习如何运用在中欧“非洲女性创业与领导力（WELA）”课程中学到的技能。此次参与人员来自非洲各行各业，包括一些领先企业的高管和中小企业的创始人。

本次“非洲女性创业与领导力课程”上海模块为期两周，内容包括在上海校区聆听教授课程、参访企业，并与一些和非洲有业务往来的中欧校友进行座谈。此外，她们还参加了中欧社交媒体的临时课程，并在Instagram上传照片。3月6日，她们聚集在教授休息室庆祝加纳国庆节，中欧副院长兼教务长苏理达（Hellmut Schütte）教授出席聚会并致辞。

“非洲女性创业与领导力项目”向学员们提供有效管理企业及个人创业生涯所需的思维模式和战略，通过实践教育、培训和指导，支持女性企业家创立并发展企业。项目旨在让学员们利用所学技能继续成功运营企业，为非洲经济持续发展做贡献。值得一提的是，参训企业可以将项目证书作为抵押向非洲当地银行申请发展贷款，并参加银行金融

扫盲课程。

为了最大限度地提升“非洲女性创业与领导力项目”在非洲的影响力，每位成功学员都有机会指导其他初出茅庐的女性创业者。中欧一直为该项目提供核心教员，目前该项目已惠及加纳首都阿克拉和尼日利亚旧都拉各斯。

此次上海模块还为学员们提供了与中国女性企业家、创业者交流的机会，双方可以借此良机建立起对其事业发展十分有益的联系与终生友谊。

A group of entrepreneurially-minded African women arrived at CEIBS Shanghai Campus on February 27 to learn how they can leverage the skills learned during CEIBS' Women Entrepreneurship & Leadership for Africa (WELA) programme. The team included executives from a wide range of industries and leading companies in Africa, as well as founders of SMEs.

They were in town for a two-week WELA module that included classes with CEIBS faculty at the school's

Shanghai Campus, company visits, and discussions with CEIBS alumni who are leading Chinese companies with business ties to Africa. The group also got an impromptu lesson on CEIBS social media efforts and posted photos on Instagram during their stay. On March 6, they celebrated Ghana's National Day with a get-together in the faculty lounge where CEIBS Dean Hellmut Schutte gave a brief speech.

WELA provides participants with the mind-set and strategies they need to effectively manage their firms and their individual entrepreneurial careers. It offers practical education, training and mentoring to support women entrepreneurs in the development and launch of new businesses. The aim is that, with these skills, participants will go on to successfully run African enterprises that can have substantial economic impact. One key component in fostering these enterprises will be a local bank's acceptance of the programme certificate as collateral for a business development loan and participation in the bank's financial literacy programmes.

In order to maximise WELA's benefits across Africa, each successful participant is expected to mentor another fledgling woman entrepreneur. CEIBS is providing the core faculty for the delivery of the programme, which is currently being offered in Accra, Ghana and Lagos, Nigeria.

The Shanghai module gave participants the opportunity to network with women business leaders and entrepreneurs in China to build connections that could be invaluable to their businesses.





## 中欧成功举办第二届中欧人力资源论坛 2nd Annual CEIBS MBA HR Forum

3月6日，第二届中欧人力资源论坛在上海校区成功举行。此次论坛由中欧校友人力资源管理研究会与MBA人力资源俱乐部共同主办，旨在提供深入探讨人力资源管理的平台，并在人力资源专家和中学学子之间搭建桥梁。

论坛主题为“可持续领导力和人才发展”，主讲嘉宾包括中欧副教授长、拜耳领导力教席教授忻榕，西门子城市与基础设施建设部人力资源总监吴静，合益集团大中华区总监史蒂文·威勒肯斯（Steven Willekens），海德思哲国际咨询公司合伙人张晔等。MBA人力资源俱乐部主席傅艺君在开幕致词中表示，希望通过论坛进一步强化企业以人为本的价值观，促进学术交流，拓展MBA学生与各行各业人力资源专业人士的联系。

威埃励企业管理咨询（上海）有限公司总裁、中欧校友张楠主持了当天的小组讨论，四位来自不同行业的人力资源专家分享他们对MBA学生的能力和职场定位的看法。论坛结束时，中欧副教

务长、MBA课程主任陈世敏教授致闭幕辞，感谢嘉宾们的热情参与并祝贺论坛取得圆满成功。

A discussion by HR professionals on how MBAs are positioned in today's competitive labour market was among the sessions at the 2nd Annual CEIBS MBA HR Forum held March 6. CEIBS faculty, along with senior HR managers from multinational companies and consulting firms, shared their perspectives with the 85 CEIBS MBA students who attended.

Another highlight of the event was Professor Katherine Xin's presentation on the common character traits of leaders, which featured video clips of Alibaba founder Jack Ma and motivational speaker Nick Vujicic. Prof Xin is CEIBS Associate Dean (Executive Education), Bayer Chair in Leadership, and Professor of Management. Other

panellists included President of MGP Group, Ms Nancy Zhang (MBA 04); HR Director of Siemens Infrastructure and Cities Sector, Ms Jasmine Wu; Director of Hay Group Greater China, Mr Steven Willekens; and Partner at Heidrick & Struggles Shanghai office Ms Linda Zhang. MBA HR Club President Michelle Fu and CEIBS Associate Dean and MBA Programme Director Prof Chen Shimin also attended.

Sustainable Leadership and Talent Development was the overall theme for discussion at the forum, which was jointly organised by the CEIBS Alumni HR Management Association and MBA HR Club, with the support of MBA Office and MBA Management Consulting Club. It built on the efforts of Urvash Singh, the former MBA HR Club President who initiated the event last year.



## 上海MBA课程案例库建设指导委员会 会议在中欧召开 1st Shanghai MBA Case Development & Knowledge Sharing Platform Steering Committee Meeting

2月22日，“上海MBA课程案例库开发共享平台”案例建设指导委员会第一次会议在中欧上海校区召开。上海市学位办主任、上海市教育委员会高教处副处长束金龙，上海交通大学安泰经济与管理学院院长周林，同济大学经济与管理学院院长霍佳震等上海地区教委主管部门领导、商学院院长和企业代表参加了会议；中欧院长朱晓明教授、副院长兼中方教务长张维炯教授、副教务长兼案例中心主任梁能教授一同出席会议并对来宾们表示热烈欢迎。

朱晓明院长在演讲中回顾了中欧案例建设的发展历程，他结合自己开设“数字金融”、“普惠金融”等课程的体会，认为需要用创新模式与“众包”思维来进行案例开发，与本市各大商学院联手建设好“上海MBA课程案例库开发共享平台”，共同促进上海地区的MBA案例建设。

束金龙处长指出，推广和运用案例教学是上海市教委的工作重点之一。他希望中欧和各大院校加强合作、整合资源，打造一个具有国内外影响力、开放的高质量平台，并将案例教学运用到MBA教育中，形成具有中国和上海特点的管理教育模式。

张维炯副院长详细介绍了“上海MBA课程案例库开发共享平台”项目，并发出了“共建、共享、共赢”的倡议；梁能教授向与会者汇报了项目建设的进展。会议推选朱晓明院长担任案例建设指导委员会主任，梁能教授负责委员会秘书处工作。

The first meeting of the Shanghai MBA Case Development and Knowledge Sharing Platform Steering Committee was held at CEIBS on February 22. This platform is sponsored by the

Shanghai Municipal Government which, as Mr Shu Jinlong pointed out to the committee, expects that CEIBS will work together with other Shanghai-based business schools to create a platform that will develop case studies on Chinese companies that can be used in the classrooms of the top b-schools both in China and abroad. Mr Shu is the Director of the Higher Education Division of the Shanghai Municipal Education Commission.

During the meeting CEIBS Executive President Professor Zhu Xiaoming, who is Director of the Steering Committee, shared some insights into case development practices at CEIBS. Vice President and Co-Dean Professor Zhang Weijiong provided an overview of the platform's features and suggested some development targets and approaches. Associate Dean Liang Neng, who is Director of the CEIBS Case Development Centre and Professor of Management, spoke about the progress that has already been made in developing the platform. Prof Liang has been named Secretary of the project's Steering Committee.

Other attendees included Dean of the Antai College of Economics and Management at Jiaotong University Zhou Lin, Dean of the School of Economics and Management at Tongji University Huo Jiazhen and representatives from other top b-schools and enterprises in Shanghai.



### 中欧举办香港论坛把脉新型城镇化 CEIBS Hong Kong Forum

3月19日，2014香港论坛以“把脉新型城镇化”为主题在亚洲协会香港中心隆重举行。本次论坛由中欧国际工商学院、亚洲协会和联合国教科文组织-熙可生物圈城乡统筹研究院联合主办。共有300多位来自房地产、金融、农业等领域的深港两地企业家参会，数十家香港主流媒体前来报道。

Great sound bites and an abundance of practical advice from participants made the March 19th CEIBS-Asia Society Hong Kong Forum on urbanisation an event well worth attending. The half-day session, which brought together groups from the mainland and Hong Kong, explored the theme “New

Urbanisation, New Opportunities in China”. There were no empty seats in the Asia Society’s stunning auditorium as the event got underway and there was also strong interest from the local and international media.

### 朱晓明院长考察苏州高新区并在中国产业发展高端论坛发表演讲 Executive President Zhu Xiaoming Addresses China Industry Development Forum

3月17日，中欧国际工商学院院长朱晓明教授、校友关系事务部主任王庆江先生一行应邀考察苏州高新技术产业开发区。当天下午，朱晓明院长出席了“2014中国产业发展高端论坛”，并发表了题为“数字化如何改变商业世界”的主题演讲，阐述了数字化商业世界的机遇与挑战。

CEIBS Executive President Prof Zhu Xiaoming (2nd left) and Director of the CEIBS Alumni Relations Office Mr Wang Qingjiang (left) visited the Suzhou National New & High-tech Industrial Development Zone on March 17. While in Suzhou, President Zhu also gave a speech at the China Industry Development High-end Forum 2014 on the impact digital technology is having on businesses around the world.



### 苏理达副院长出席 韩国企业家早餐会 Dean Schütte Addresses Korean CEOs

2月21日，中欧国际工商学院副院长兼教务长、国际管理学特聘教授苏理达（Hellmut Schütte）应邀出席在韩国商界享有盛誉的学习交流平台“韩国企业家早餐会”，并发表了关于“中国及海外的竞争态势”的演讲，展现了他对中国企业经营的深刻理解和对全球经济的全面剖析。苏理达教授还顺访了韩国管理者协会（KMA）总部、韩国人参公社，并会见了近20位中欧MBA申请者和有意报考者。

The growing competition between China’s emerging multinationals and established global companies, as well as opportunities for South Korean companies in China were among the topics covered by

CEIBS Dean and Vice President Hellmut Schütte when he addressed the Korea CEO Breakfast Seminar in Seoul on February 21. More than 700 entrepreneurs and business leaders turned out for his talk. Organised by the Korean Management Association, this monthly seminar is renowned among the South Korean business community for drawing top global CEOs and government officials to share their views on important business and policy issues.

### 中欧院长会见南方科技大学领导 Educational Exchange

3月11日，南方科技大学党委书记李铭教授、副校长覃正教授一行访问中欧国际工商学院，受到了中欧院长朱晓明教授、副院长兼中方教务长张维炯教授等的热情接待。朱晓明院长运用最前沿的多媒体教学手段做了示范教学，张维炯副院长简要介绍了学院的办学理念和课程设置。

Officials from the South University of Science and Technology of China got an overview of CEIBS’ innovative teaching methods, curriculum, and management system during a visit to the school’s Shanghai Campus on March 11. Their team, which included Deputy CPC Party Secretary Mr Li Ming and Vice President Mr Tan Zheng, met with CEIBS Executive President Professor Zhu Xiaoming and Vice President and Co-Dean Professor Zhang Weijiong.







### 沪上管理学院“院长联谊会”在中欧举行 CEIBS Hosts 2014 Shanghai Management Schools Presidents Meeting

1月22日，一年一度的沪上管理学院“院长联谊会”在中欧上海校区举行。在上海市管理科学学会理事长王方华教授的带领下，来自上海12所高校的14位管理学院院长及院长代表来到中欧，受到中欧院长朱晓明教授、副院长兼中方教务长张维炯教授、院长助理徐惠娟女士的热情接待。

CEIBS played host to 14 deans and representatives from the management schools of 12 Shanghai universities who gathered at the Shanghai Campus on January 22 for the Shanghai Management School Presidents Meeting. Professor Wang Fanghua, President of the Society of Management Science's

Shanghai branch chaired the meeting. Executive President Prof Zhu Xiaoming, Vice President and Co-Dean Prof Zhang Weijiong and Dean's Office Director & Assistant President Ms Helen Xu attended on behalf of CEIBS.

### 上海数字化与互联网金融研究中心在深圳举办圆桌会议 Shenzhen Internet Finance Roundtable

3月24日，上海数字化与互联网金融研究中心（SIDIF）在中欧深圳代表处举办互联网金融圆桌会议。中欧院长、上海数字化与互联网金融研究中心主任朱晓明教授在会上发表了“普惠金融：研究与教学”主题演讲，从多个角度阐述了数字金融是普惠金融的应有之义，并强调了监管对于互联网金融的重要意义。

Shenzhen Internet Finance Roundtable was successfully hosted by the Shanghai Institute of Digitalisation and Internet Finance (SIDIF) on March 24. CEIBS Executive President Professor Zhu Xiaoming, who is also SIDIF Director, gave a keynote speech on “Inclusive Finance: Research and Teaching”. His presentation covered the key role that digital technology plays in developing programs for inclusive finance in China and underlined the importance of supervision and regulation of Internet finance.



### EMBA中期模块课程在北京校区举行 EMBA 2013 Mid-term Module in Beijing

2月20-23日，中欧国际工商学院2013级EMBA中期模块课程在北京校区分两期举行，本次模块旨在引导2013级北京班和深圳班学员学习谈判技巧和危机管理，搭建学员交流平台。中欧副教务长、EMBA课程主任陈杰平教授在课时致欢迎辞，会计学教授、EMBA学术副主任苏锡嘉担任课程导师。中期模块课程为中欧所独有，开设迄今已有四年时间。

Negotiation skills and crisis management were the focus of the EMBA 2013 Mid-term Module curriculum, which saw students from the Beijing and Shenzhen classes gather at the Beijing Campus from February

20 to February 23. Launched four years ago, the two-session Mid-term Module is one of the unique features of the school's EMBA programme. CEIBS Associate Dean and EMBA Programme Director Professor Charles Chen welcomed the students, and the Programme's Academic Deputy Director and Professor of Accounting Su Xijia led the sessions.

### 腾讯电商副总裁冯轶女士做客中欧发表演讲 E-Commerce Lessons from Tencent

2月12日，中欧市场营销俱乐部、供应链运营管理俱乐部和电商俱乐部联合邀请腾讯电商副总裁冯轶女士来到中欧以“零售行业的供应商管理”为题发表演讲，有50多位中欧学生出席活动。此次活动加深了中欧与腾讯之间的了解，也开启了2014年腾讯从中欧招募优秀人才的序幕。

More than 50 CEIBS MBA students turned out on February 12 to hear Carol Fung, Vice President of Tencent's E-commerce Platform Department, give a lecture about supplier management and marketing trends in e-commerce. The event was jointly organised by the CEIBS MBA Marketing, Supply Chain and E-commerce Clubs. Ms Fung was joined by some of her colleagues, including two recruiting managers who spoke with the students after the lecture about their interest in recruiting CEIBS MBA candidates for both internships and full-time positions.





### 方睿哲教授合著论文被广为引用 Prof Velamuri Pens Popular Paper

2月，中欧国际工商学院创业学教授方睿哲合著论文在“2009–2013英国《长期规划（LRP）》杂志最广为引用的论文排行榜”中名列第15位。这篇论文题为《通过试误学习进行商业模式创新：以Naturhouse为例》，是“科学指南”数据库中过去90天下载次数排名第15位的《长期规划》杂志论文。《长期规划》是战略管理领域的国际领先期刊，2009–2013年共发表研究论文123篇。

In February, a paper co-authored by CEIBS Professor of Entrepreneurship Ramakrishna Velamuri was listed as the 15th most cited article published by *Long Range Planning (LRP)* since 2009. The paper, “Business Model Innovation Through Trial-and-Error Learning: The Naturhouse Case”, was then also the 15th most downloaded *LRP* article from ScienceDirect in the past 90 days. *LRP* is a leading international journal for the field of strategic management and has published 123 research articles between 2009 and 2013.

### 李秀娟教授与中欧校友做客北京电视台共话“继承者” BTV Features CEIBS Kaifeng Centre for Family Heritage

2月21日，北京电视台“一周财经综述”栏目邀请中欧国际工商学院凯风家族传承研究中心联合主任李秀娟教授和多位中欧校友参与节目录制，就企业“继承者”这一话题分享了独到见解与亲身经历。本期节目于3月8日晚在北京电视台财经频道播出。

Professor Jean Lee, Academic Director of the CEIBS Kaifeng Centre for Family Heritage, was joined by several CEIBS alumni on the BTV Finance Channel's “Financial Community” programme for a discussion of the unique challenges faced by family businesses during the leadership succession process. The show aired March 8.



### 苏锡嘉教授做客南京论述企业治理与管理 Prof Su Xijia Lectures on Business Management

3月20日，中欧会计学教授、EMBA学术副主任、首席财务官（CFO）课程学术主任苏锡嘉在南京发表了题为“企业的治理与管理：小人、君子与价值”的演讲，深入讲解了企业领导者如何在日益复杂的外部环境中加强企业内部控制、有效管理风险、提升经营业绩等。

Academic Deputy Director of the CEIBS EMBA Programme Professor of Accounting Su Xijia gave a lecture on business management in Nanjing on March 20. His lecture emphasised the importance of corporate governance and risk management in improving business performance in today's increasingly competitive and complex business environment.

### 陈威如教授发表演讲分析中国O2O市场 Prof Chen Weiru Lectures on O2O E-commerce in China

3月13日，中欧投资俱乐部和电商俱乐部联合邀请中欧战略学副教授陈威如在中欧上海校区以“平台战略：本地生活O2O在中国的现状及未来”为题发表演讲，共有90多位MBA学生前来聆听。

Associate Professor of Strategy Chen Weiru gave a lecture March 13 about the Online-to-Offline (O2O) segment of the e-commerce sector in China. Organised by the CEIBS Investment and E-Commerce Clubs, the event drew more than 90 MBA students.





### “财富品质走入中欧” 探讨奢侈品的中国机会 Luxury in China Lecture Series

3月23日，“财富品质走入中欧”系列课堂第一期“奢侈品的中国机会”在中欧上海校区成功举办。此次活动由财富品质研究院、中欧MBA奢侈品与时尚俱乐部、中欧MBA市场营销俱乐部联合主办，百余位中欧校友、企业家与投资人参加活动。

Senior Chinese executives from leading companies in the luxury sector shared their insights on the challenges and opportunities in the Chinese market at the first in a planned series of lectures on “Luxury in China” co-organised by China Fortune Character Group along with the CEIBS MBA Luxury and

Fashion Club and the CEIBS MBA Marketing Club. The next lecture in the series will cover e-commerce. More than 100 CEIBS students, alumni, entrepreneurs and investors attended the March 23 event. Seen here from left are Cynthia Fan, President of the CEIBS MBA Luxury and Fashion Club, Prof Zhou Ting, Head of Strategy for the China Fortune Character Group, Mr Yao Shifeng, founder of China Fortune Character Group, and Sunny Hu, President of the MBA Marketing Club.

### 中欧院长邀请MBA学生代表“共话新春” Spring Reception for CEIBS MBA Student Reps

2月26日，中欧国际工商学院院长朱晓明教授邀请2014、2015届MBA部分学生代表参加“共话新春”晚宴，对MBA学生代表们为学院做出的贡献表示感谢。中欧院长朱晓明教授、副院长兼教务长苏理达（Hellmut Schütte）教授、MBA课程主任陈世敏教授和学院各部门领导参加了活动。

A duet of “The Phantom of the Opera” by CEIBS Executive President Zhu Xiaoming and MBA 2015 student Felicia Nan was just one of the treats during a dinner hosted for representatives of the 2014 and 2015 MBA classes on February 26. The dinner was school leaders’ way of thanking students for their leadership and wishing them a successful Year of the Horse.



### 中欧MBA学生参访大众点评总部 MBA 2015 Students Visit Dianping.com

2月20日，中欧MBA同学一行来到大众点评总部参加一年一度的开放日活动。大众点评人力资源副总裁凌震文先生介绍了大众点评的发展历程与未来规划，分析了大众点评与腾讯强强联手后可能为O2O（online to office，从线上到线下）领域带来的冲击与变革。新加入大众点评的两位中欧2012级MBA学生靳达谦和周吉川也在会上分享了自己的经验。

CEIBS MBA 2015 students got an overview of Dianping.com’s operations and learned how its new strategic cooperation with Tencent will drive innovation in the Online-to-Offline segment of the

e-commerce sector when they visited the company’s new headquarters on February 20. Dianping.com’s Vice President of HR Mr Lin Zhengwen gave the briefing, while two CEIBS MBA 2012 alumni who recently joined the company also met with the students.

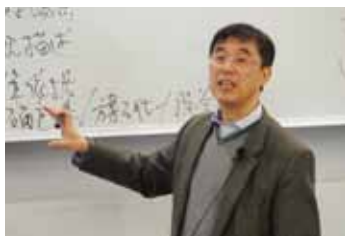
### 中欧校友金融与投资俱乐部举办传播与互联网行业投资讲座 Analyst Speaks on Internet Industry Investment

2月16日，中欧校友金融与投资俱乐部特邀海通证券传媒与互联网行业首席分析师刘佳宁先生来到中欧，分享他对于2014年传媒与互联网行业发展脉络与投资逻辑的看法，共有100多位校友和嘉宾出席活动。刘佳宁先生曾荣获2013“新财富”最佳分析师传播与文化行业第一名。

On February 16 Mr Liu Jianing, an analyst who focuses on the communication and culture sectors for *New Fortune* and media and the Internet for Haitong Securities, shared his views on the 2014 outlook and investment strategy for media and the Internet industry. Over 100 alumni attended the lecture which was hosted by CEIBS Alumni Finance and Investment Club.







### 案例中心主办“中欧案例法培训”第一期活动

#### Case Development Centre's 1st Case Writing Training Session

3月1日，由中欧案例中心主办的第一期“中欧案例法培训：开始写吧！案例写作入门”在上海校区举行。该培训主要针对“上海MBA课程案例库开发共享平台”项目招募的第一批兼职案例研究员，旨在介绍案例开发的一般规律，探讨“案例新人”遇到的问题，深化并完善其案例开发计划。中欧副教授、案例中心主任梁能教授，案例中心助理主任许雷平博士，案例研究员赵子倩女士和中欧图书馆高级经理胡敏女士分别担任了此次培训四大模块的主讲人。

The CEIBS Case Development Centre held its first case writing training session on March 1 for the Shanghai MBA Case Library Development & Sharing Platform's newly hired part-time case researchers. General rules and common challenges of case development were covered. The training featured lectures by CEIBS Associate Dean and Director of CEIBS Case Development Centre Prof Liang Neng, Research Fellow Dr Xu Leiping, Case Researcher Zhao Ziqian and CEIBS Library Senior Manager Hu Min.

### “爱中欧·爱在中欧”校友舞会成功举办 1st Alumni Ball at the Glass Pyramid

3月14日，“爱中欧·爱在中欧”校友舞会在上海三期校园玻璃金字塔内成功举办。此次舞会由MBA艺术人文俱乐部、中欧乐活会、MBA学生会、在职金融MBA（FMBA）学生会联合承办，融合交友、时尚、公益等元素，吸引了约200位中欧MBA、FMBA和EMBA学员和校友参加。

The centrepiece of CEIBS Shanghai Campus Phase 3, the glass pyramid of the Central Pavilion, was the venue for a March 14 alumni ball. More than 200 alumni turned out to enjoy a festive evening in which they renewed their ties with their alma mater and classmates, and made new friends. CEIBS Executive President Prof Zhu Xiaoming addressed the gathering.



### 2014中欧EMBA人文艺术讲座精彩开启 Reform & Culture

3月1日，2014中欧EMBA人文艺术讲座正式拉开序幕。当天上午，清华大学社会学系教授孙立平（左）以“十八届三中全会之后中国的改革与发展”为题发表演讲；下午，台湾大学历史系教授吕世浩（右）讲述了“《史记》中的处世智慧”。两场讲座吸引了逾150位EMBA校友和学员参加。

More than 150 CEIBS EMBA students turned out on March 1 to hear lectures by Tsinghua University Professor of Sociology Sun Liping (left) and Taiwan University Professor of History Lv Shihao. They spoke, respectively, on “Reform and Development in China after the Third Plenum” and “Wisdom from the Records of the Grand Historian”.

### 探索文明之意 领略诗词之美 EMBA Forums on Culture & the Arts

3月21日，原香港城市大学校长张信刚（左）教授在中欧上海校区发表了题为“文明的地图：回顾与前瞻”的讲座，吸引了百余位EMBA校友与学员参加。次日，上海交通大学媒体与设计学院文化产业与管理系副主任李康化（右）教授以“人生无处不江湖”为题发表演讲，带领嘉宾感受了唐诗宋词之美，并触摸了诗词背后的人文情怀。

CEIBS EMBA students and alumni in Shanghai recently enjoyed forums on culture and the arts. Prof Zhang Xingang (left), former President of City University of Hong Kong, lectured on March 21 on the origin, development and future of civilisation. On March 22, Prof Li Kanghua, Deputy Director of Shanghai Jiaotong University's Culture Industry Management Department at the School of Media and Design gave a lecture on the appreciation of Tang and Song Dynasty poetry.

